Request for Proposal

Local Lodging and Conference Services

(Charlottesville, Virginia)

May 3, 2011

A VASCUPP Member Institution
Issued by
Procurement and Supplier Diversity Services
Charlottesville, Virginia
I. GENERAL INFORMATION

Request for Proposal (“RFP”) Name: Local Lodging and Conference Services

RFP Number: #KC050311

Issue Date: May 3, 2011

Brief description and goal of RFP: The University of Virginia (“University”) directly spends approximately two to three million dollars per year with the local Charlottesville lodging community. The goal of this RFP is to create Agreements with lodging firms in the Charlottesville, Virginia area to meet the needs of the University as they pertain to Lodging and Conference Services (the “Services”).

Pre-proposal conference: An optional Pre-proposal Conference will be held on:
Monday, May 16, 2011, 10 a.m. to 12:00 p.m.
Charlottesville, Virginia
University of Virginia
The Darden School of Business
Classroom 120
Map and Directions: http://www.darden.virginia.edu/web/About/Directions-Transportation/Home/

The purpose of the Pre-proposal Conference is to allow interested parties an opportunity to present questions and obtain clarifications relative to any facet of this RFP. While attendance at this conference will not be a prerequisite to submitting a proposal, interested parties who intend to submit a proposal are strongly encouraged to attend. Bring a copy of this solicitation with you. It is also important to note that an account representative from the third party reservation widget company, JackRabbit Systems Inc., will be in attendance and presenting important information about the University’s new reservation widgets. Information about JackRabbit and the University’s widgets is contained within this RFP.

Firms planning to attend the Pre-proposal Conference should notify Rebecca Sims by email (pur-rfp@virginia.edu) no later than 1:00 p.m. on Monday, May 9, 2011 of the names, titles, phone numbers, and email addresses of the individuals who will attend. Due to capacity limits with the conference room in which this meeting will be held – Only two attendees per firm is allowed. Upon entering the Darden Grounds, stop and get a parking pass at the Gatehouse.

Proposal due date: 3:00 p.m., Monday, June 6, 2011
Proposals should be sent via email using the contact information in the box below. The University reserves the right to reject proposals received after the stated due date and time.

Negotiations: Negotiations will be held on the weeks of June 13, 2011 thru August 19, 2011. These negotiations may be conducted via email, phone, in person, or a combination of all.

Expected award date: October 3, 2011

Term of Agreement: The term of the resulting Agreements will be for two years, with the ability to renew on the same or similar terms and conditions, for two additional two-year periods if mutually agreeable to the University and the Selected Firm(s). The Selected Firm(s) and the University will
mutually agree at least 180 days prior to each renewal period whether to renew the terms of the Agreement.

REFER ALL QUESTIONS TO THE ISSUING OFFICE:

UNIVERSITY OF VIRGINIA
Department of Procurement and Supplier Diversity Services
Attention: Kevin Crabtree
Phone: 434-924-4219
Fax: 434-982-2690
Email: kc5yc@virginia.edu

NOTE 1: During the RFP process, all communication must be directed to the buyer listed above, with the exception of issues directly related to SWAM business and SWAM subcontracting opportunities. Such SWAM issues may be alternately directed to Shannon Wampler, the University’s Senior Supplier Diversity Coordinator, at (434) 924-3173 or SWAM@virginia.edu. Any failure to adhere to this requirement may result in the rejection of the firm’s proposal or cancellation of the RFP.

This Request for Proposal has been posted on the Procurement and Supplier Diversity Services website for your convenience. Addenda and attachments are posted if issued. The RFP can be downloaded at this website: [http://www.procurement.virginia.edu/pagerfp](http://www.procurement.virginia.edu/pagerfp). It is the firm’s responsibility to ensure that the latest version of the entire RFP and related links are reviewed prior to submission of a proposal. We encourage you to check the website frequently for any changes prior to the due date. Call (434) 924-1346 if you have trouble accessing the RFP from the web. For questions about the content of the RFP, contact the buyer listed above. Additional information can be found on the Procurement and Supplier Diversity Services website: [http://www.procurement.virginia.edu](http://www.procurement.virginia.edu).

For ease of reference, each firm or individual receiving this RFP is referred to as a “firm” and the firms or individuals selected to provide services for the University is referred to as the “Selected Firm.” This RFP states the instructions for submitting proposals and the procedure and criteria by which firm(s) may be selected.

II. SCOPE OF SERVICES

The University seeks qualified firm(s) to meet the Local Lodging and Conference Services needs of the University. The Services provided may include, but not be limited to, the following;

A. Lodging Services will include:
   1. Provide quality guests’ rooms at the most favorable / competitive rates with no prepayments or deposits required.
   2. Accept cancellations for room reservations up until 4:00 p.m. on day of arrival at no charge, for all reservations involving 10 or less rooms.

B. Conference Services will include:
   1. Provide conference facilities, Audio / Visual equipment (“AV”), and / or catering services at the most favorable / competitive rates. No prepayments or deposits required.
   2. Provide the University with friendly attrition and cancellation terms as it pertains to group lodging, conferences services, and catering.
3. Obtain and maintain “Virginia Green” certified facility status (if your firm is interested in University business where 50 or more people will be in attendance). For more information, go to: [http://www.deq.virginia.gov/p2/virginiagreen/lodging.html](http://www.deq.virginia.gov/p2/virginiagreen/lodging.html)

C. Customer Services will include:
   1. Provide an account manager specifically assigned to manage the University’s account. This individual will be the main contact for all University issues beyond those of which are typically handled by the front reservation desk, such as, but not limited to, the following; quality issues, payment and billing questions, and large groups (larger than 10), or conference / catering reservation request.
   2. Return phone calls and emails from the University within three business hours.
   3. Provide the University with a credit (in the form of a rebate, hotel points, or room certificates) based upon all hotel business booked through the Selected Firm (equivalent of a preferred guest program, but on a corporate level).
   4. Notify reserving University departments or individuals of any expected, unexpected, planned, or unplanned changes or occurrences to the Selected Firm’s facilities or immediate surrounding areas which may impact reservations negatively, such as, but not limited to, the following; construction, flooding, pest control issues (bed bugs), or the closures of onsite recreational amenities or restaurants for whatever reasons.
   5. Provide, when required by the Selected Firm, University departments with a simple order confirmation document to sign. The order confirmation document will briefly summarize the details of the Services to be provided and reference the Selected Firms contract number with the University. The Selected Firm agrees not to present to the University any separate contracts, agreements, and / or order confirmation documents that contain terms and conditions during the term of the Agreement.

D. Technology may include:
   1. Allow for the University to make lodging reservations via a reservation Widget (“Internal Widget”). All University local lodging will be reserved via the Internal Widget. The Internal Widget will be placed within the University Marketplace, and will be accessible only by University employees. The Internal Widget will be populated with the Selected Firm’s negotiated rates for the University. The Widget indexes rates from the Selected Firm’s online reservation engine, eliminating the need for lodging properties to maintain rates and availability for corporate negotiated rates in another system. Refer to “Attachment 1: Reservation Widget Information”, for additional information about the; third party providing the Widget to the University, software / system requirements, and third party contractual requirements.
   2. Provide a website that is functional and accessible with all major Internet browsers, including, but not limited to; Internet Explorer versions 7 and above, Apple Safari, Mozilla Firefox, and Google Chrome. A website that can be displayed and functional on Smart Phones using the Apple iPhone/ iPad / iTouch operating system and the Google Android system is also requested.
   3. Allow for individuals to be able to view and update their personal profile preferences on the Selected Firm’s website.

E. Reporting may include:
   1. Quarterly reports showing:
      a. Number of nights booked and spend
      b. Conference and catering spend
      c. Cancellation and attrition fees
      d. Summary of University complaints and Selected Firm’s corrective actions.
e. Small, Woman, and Minority spending reports (SWAM).

2. Other reports as requested by the University.

F. Services to Guests and Visitors (“G&V”) of the University may include:
   1. Allow for G&Vs of the University to make lodging reservations via a reservation Widget (“G&V Widget”). G&V Widget will be placed on the University’s “Traveling Too UVA” website. Additional G&V Widgets may be placed directly on larger University departments’ websites. Selected Firms will guarantee that the pricing made available to the G&V Widget is competitive when compared to other online reservation search options.
   2. Capability to track and report the amount of business booked through the G&V Widget.

G. Payment Services will include:
   1. Accept the University’s Purchasing Card (the “P-card”) as the preferred form of payment (preference subject to change) for the following categories;
      a. Individual lodging
      b. Group lodging
      c. Conference room fees
      d. Catering fees (individual dining not included in this category)
      e. AV fees
      f. Attrition and / or cancellation fees
      g. Parking and valet parking
      h. Alcohol – associated with conference services only.
      i. Luxury amenities such as; golf, spas, massages, etc. – associated with conference services only.
      j. Shuttle services
      k. Internet charges
      Purchase Orders (“PO”) and Payment Vouchers (“PV”) will no longer be accepted as the standard payment methods for the items listed above.
   2. Prohibit the following from being charged to the University’s P-card;
      a. Individual dining or any other meals not associated with a conference
      b. In-room movies or gaming services
      c. Laundry services
      d. Alcohol – when not associated with a conference.
      e. Luxury amenities such as; golf, spas, massages, etc. – when not associated with a conference.
      f. Phone charges
      g. Gift shop purchases
      h. Gift certificates
      All the items listed above would require for an individual to pay for with their own credit card or with a University issued PO.
   3. Enroll in one of the University approved methods for receipt of electronic payments. Accordingly, the Selected Firm agrees to accept Bank of America’s (“BoA”) ePayables® method of electronic payment or BoA’s PayMode® method of electronic payment. For more information, go to: [http://www.procurement.virginia.edu/pagepaymentmethods](http://www.procurement.virginia.edu/pagepaymentmethods)

H. Auditing and P-card Services may include:
   1. Provide the University, by the 20th of each month or as requested, a report showing level three P-card details for transactions through the 15th of the month.
   2. Assist the University with enforcement of University Travel and P-card policies. Selected Firms will be required to attend an annual training session specifically created for the local lodging vendors about the University’s travel and P-card policies. It will be expected that
the information learned in these annual training sessions is disseminated to the appropriate personnel within the Selected Firm and if required procedures created. There will be a small, per attendee, fee (estimated $60.00 per person) to be paid to the University for this class.

3. Adhere to any and all University terms and conditions as they pertain to the P-card, including, but not limited to, the terms listed in Section II.G above. Violation of a P-card term and condition may result in one or more of the following actions; P-card payment privileges revoked (firms would be paid NET 30 via the PO process with a paper printing discount applied), removal from Internal Widget and / or G&V Widget, contract vendor status changed to non-contract vendor status, and / or a $1,000 audit processing fee.

4. Provide Payment Card Industry Data Security Standard (“PCI-DSS”) certification. Selected Firm will remain PCI-DSS certified at all times during the term of the Agreement and any subsequent renewal periods.

III. CONTENTS OF PROPOSAL

Proposals will be prepared simply and economically, providing a straightforward, concise description of capabilities to satisfy the requirements of the RFP. Emphasis will be on completeness and clarity of content, and will be organized in the order in which the requirements are presented in the RFP.

Unnecessarily elaborate brochures and other presentations beyond that sufficient to present a complete and effective proposal are not desired and may be construed as an indication of the firms’ lack of cost consciousness. Elaborate artwork, expensive paper and bindings, and expensive visual and other presentation aids are neither necessary nor desired.

Firms will provide the following information:

A. A brief history of the firm and its experience, qualifications and success in providing the type of product requested.

B. Provide a plan of operation to achieve the objectives set forth in Section II, Scope of Services, specifically responding to each paragraph and subparagraph in the order addressed. If the Firm does not agree to, or is unable to provide a Service as described in Section II, clearly indicate and fully describe any deviation.

C. The firm’s proposed pricing / fees for providing the Services should detail:
   1. Corporate negotiated lodging rates for the University (Internal Widget).
   2. Blackout dates and any other restrictions associated with the University lodging rates. University’s preference is to have University lodging rates made available until the “last room” is sold.
   3. Conference room fees
   4. Catering fees
   5. Group lodging rates
   6. AV fees
   7. Additional service charge fees. With explanation of costs that make up fees.
   8. Discounts, and University requirements required to qualify for discount, for the following Services; conference, catering, group lodging, AV, and Additional Service fees.
   9. Attrition fees, and cancellation fees.
   10. Rebate proposal associated with all University corporate negotiated rate business and G&V business directed thru University’s G&V Widget. Important note; the G&V reservations rates displayed on the G&V Widget is the lodging property’s prevailing rates for leisure travel.
D. The firm’s Small, Woman-owned and Minority-owned (SWAM) businesses status and/or how the firm intends to utilize SWAM firms in regards to this particular procurement.

E. Complete and return the information requested in “Attachment 3: Firm Information”.

F. Responses to the following questions:
   1. Does your firm offer Federal per diem pricing? With what restrictions?
   2. Does your firm offer AV equipment? What restrictions are there for the University bringing its own AV equipment?
   3. Does your firm offer Catering Services? What restrictions are there for the University selecting its own third party catering company?
   4. Provide credit card report examples showing what your level three reporting.
   5. Explain what employee training and quality control processes will be put into place to ensure University P-card requirements are consistently adhered to.
   6. Explain any software rules that can be programmed into your reservation system to ensure University P-card requirements are consistently adhered to.

G. Responding firm(s) must include in their proposals all requirements, terms or conditions it may have, and should not assume that an opportunity will exist to add such matters after their proposal has been submitted.

NOTE: Virginia Freedom of Information Act
Except as provided below, once an award is announced, all proposals submitted in response to this RFP will be open to the inspection of any citizen, or any interested person, firm or corporation, in accordance with the Virginia Freedom of Information Act. Trade secrets or proprietary information submitted by a firm as part of its proposal will not be subject to public disclosure under the Virginia Freedom of Information Act; however, the firm must invoke the protections of this section prior to or upon submission of its proposal, and must identify the specific data or other materials to be protected and state the reasons why protection is necessary. A firm may not request that its entire proposal be treated as a trade secret or proprietary information. Nor may a firm request that its pricing be treated as a trade secret or proprietary information, or otherwise be deemed confidential.

IV. BASIS OF SELECTION

Proposals will be evaluated based upon the overall merits/value of the proposal including, but not limited to, price. The University will evaluate proposals, and if a firm is to be selected, select the firm on the basis of:

A. The firm’s plan to provide the University with the Services as described in the Scope of Services section;
B. The firm’s financial proposal including but not limited to pricing, cancellation and attrition fees, and rebate credits;
C. The firm’s Small, Woman-owned and Minority-owned (SWAM) businesses status and/or the firm’s plan for utilization of SWAM businesses. For more information about SWAM and the University’s SWAM plan, please see the letter at Attachment 2 and refer to the following site: www.procurement.virginia.edu/main/publicpostings/rfp/SWAMplan.pdf

Note 1: A 10% minimum weight will be given to this criterion in evaluating proposals.
Note 2: Any questions related to SWAM business and SWAM subcontracting opportunities can be directed to Shannon Wampler, the University’s coordinator for Supplier Diversity, at (434) 924-3173 or SWAM@virginia.edu.
V. TERMS AND CONDITIONS

This solicitation and any subsequent award are subject to:

A. The Selected Firm registering as a vendor with the University of Virginia.
   [https://www.procurement.virginia.edu/pagevendorregistrationform]

B. The Selected Firm registering and accepting eVA Terms and Conditions prior to award.
   [http://www.eva.virginia.gov/]

C. The University’s Mandatory Contractual Provisions:

D. The University’s Preferred Contractual Provisions:

   Note: Unless a firm expressly and specifically states its exception to any of the Preferred Provisions in its written proposal, then the proposal from the firm will automatically be deemed to include those Provisions.

E. The University's Procedure for Resolution of Contractual Claims

F. Insurance Requirements:
The Selected Firm must maintain the following insurance requirements. In no event should the Selected Firm construe these minimum required limits to be their limit of liability to the University. The Selected Firm will maintain insurance which meets or exceeds the requirements of the University with insurance companies that hold at least an A- financial rating with A.M. Best Company. The Selected Firm may be required to provide the University with a valid Certificate of Insurance before providing any goods or services to the University. The University reserves the right to approve any insurance proposed by the Selected Firm.

   • Commercial General Liability Insurance to provide coverage for bodily injury and property damage with a minimum combined single limit of $1,000,000 per occurrence, to include coverage for premises/operations, products/completed operations, contractual, and personal injury. *See additional insured requirement at the end of this section.

   • Automobile Liability Insurance to provide coverage for bodily injury and property damage with a minimum combined single limit of $500,000 per accident.

   • Workers Compensation Insurance to provide coverage in accordance with the Workers Compensation Act of Virginia, to include Employers Liability coverage with minimum limits of $500,000.

   • Property Insurance to provide coverage for all property owned by the University that will be in the firm's care, custody, and control.

*Additional Insured:
The University will be named as an Additional Insured, on all indicated policies and the proper name of the University is: "The Commonwealth of Virginia, and the Rector and Visitors of the University of Virginia, its officers, employees and agents."
G. PCI DSS Compliance
The Selected Firm may accept credit card payments from the University and third parties (i.e. students, parents, etc) for the Services described in this RFP. The firm acknowledges and agrees that it is responsible for the security of any cardholder data that it processes, transmits or stores, and warrants that the Selected Firm is, and will remain at all times during the term of the resulting Agreement (and any subsequent renewal periods), in compliance with the PCI DSS [Payment Card Industry (PCI) Data Security Standard (DSS), a copy of which is available at: https://www.pcisecuritystandards.org/pdfs/pci_dss_saq_navigating_dss.pdf]. Firm will take all necessary steps to ensure such compliance; such as, but not limited to, no cardholder or magnetic stripe information will be stored in a database or internet storage device or space; only truncated card information will be provided on the sales slip provided to the cardholder; all merchant sales slip copies will be physically protected against unauthorized access; any media device storing cardholder information (e.g. wireless terminal) will be physically protected against loss, theft or unauthorized access; and hardcopy cardholder data will be destroyed before physically disposed of. Firm will maintain appropriate documentation of: (1) their processing level (Level 1-4) including certification of compliance and certification of compliance for all point-of-sale software or internal processing systems that they may employ; and (2) completed Quarterly Network Scans of all outwardly facing IP addresses (as defined in PCI DSS) for those Firms required to perform such scans. Firm further agrees to use only credit card service providers that are PCI DSS compliant for credit card processing. Firm will indemnify, defend and hold harmless the University and its employees, trustees, officers, and agents, from and against all damages, judgments, losses, and reasonable costs or expenses (including reasonable attorney’s fee) (“Damages”) arising from lawsuits, actions, claims or demands by the (“Claims”) seeking compensation for personal injury or property damages caused by or attributable to any data security compromise occurring as a result of Firm’s negligence or the breach of any of Firm’s obligations herein.
Attachment 1
Reservation Widget Information

Background

JackRabbit Systems develops online travel software for travel portals such as; higher education, hospitals, stadiums, and destination websites. The software is designed to streamline the lodging booking process for both Guests and Visitors of the site and also internal corporate users taking advantage of corporate negotiated rates. The BookDirect™ reservation search engine accomplishes these goals.

When embedded into a travel portal website (internet and / or intranet), the BookDirect™ Widgets for both corporate negotiated rate reservations (“Internal Widget”) or Guests and Visitors Widget (“G&V Widget”) provides a comprehensive list of property availability and the negotiated rate (for Internal Widget) or prevailing rate (for G&V Widget). Reservations are made directly with the property using the property’s online reservation engine, or the JRS reservations engine.

The University will provide JackRabbit Systems, BookDirect™ with a database of the selected properties for the Internal Widget and G&V Widget. JackRabbit Systems will complete the following:

a. Matching property ID’s from University of Virginia Corporate Negotiated database with our database for XML API feed integration – Selected properties will need to provide JackRabbit Systems with the appropriate rate codes for the UVA negotiated rate.
b. Coordinate, configure and implement each property with their corresponding indexer/xml feed(s)
c. Design and apply custom amenities for each property
d. Build data connectors for any new XML formats (exotic OTA flavor, etc.)
e. Build indexer recipes for custom reservation engines that require screen scraping

JackRabbit Systems will provide the JRS Reservation Engine to Selected Firms that do not already have an online reservation engine, or would prefer to use the JRS Reservation Engine for University corporate negotiated rates.

For the Internal Widget, in the event that dates searched overlap with a properties contractually agreed upon blackout dates, the lodging results page will display a message to the University employee conducting the search that the property does not have availability at the contracted rate but for the user to search for availability using the G&V Widget on the University “Traveling to UVA” link as the property may have leisure rates available at the prevailing leisure rates.

Fees:

a. National Chains – all have a national corporate negotiated reservations fee in the JackRabbit Systems network
b. Independent Properties and properties using the JRS Reservations engine = 12% reservations fee

terms and Conditions of Widgets:

For the Internal Widget; JackRabbit Systems requires that each property selected by the University to participate in the Internal Widget program to sign a JackRabbit Corporate BOOKDIRECT contract. For the G&V Widget; JackRabbit Systems requires that each property that is NOT affiliated with a national chain to sign a JackRabbit Corporate BOOKDIRECT contract granting JackRabbit Systems
permission to index rates and agreeing to the reservations fee (Properties associated with a national chain are covered by the national agreements with JackRabbit Systems for the chain).

These contracts will be provided to firms by JackRabbit.
Greetings:

The quality of service the University of Virginia is able to deliver to its customers is directly related to the excellent support we receive from you and many other outstanding suppliers of goods and services. Without you, we would not be able to fulfill our educational, health care and research missions. An important part of our procurement program involves our commitment to doing business with small, women-and minority-owned (SWAM) businesses. As one of our most important vendors, we look to you to help us achieve this objective.

We conduct substantial business with small firms. We have been less effective in securing long-term business relationships with minority-and women-owned businesses. We are determined to improve our record.

I seek your assistance in two areas. First, to the extent practical, I ask that you involve small, women-and minority-owned businesses in the delivery of services you provide to UVa. Second, I seek your help in reporting your results through our quarterly subcontracting reports. The terms and conditions previously provided to your organization outlined this process.

This effort is important to us. We depend on you in so many ways – this is another way that we can partner with your company to make things better.

Sincerely,

[Signature]

Leonard W. Sandridge
Executive Vice President and Chief Operating Officer

LWS:dr

Madison Hall · Post Office Box 400228 · Charlottesville, Virginia 22904-4228
### Firm Information

**Full Legal Name** *(Company name as it appears with your Federal Taxpayer Number):*  

Address:  

Telephone Number: FAX Number:  
Web Address:  
Email Address:  

DUNS Number:  

**SWAM Information:**  
Is your firm certified with the Commonwealth of Virginia’s Department of Minority Business Enterprises (DMBE):  
- Minority-Owned Business:  
- Women-Owned Business:  
- Small-Owned Business:  

Is your firm registered as a vendor in the Commonwealth of Virginia’s e-procurement system (eVA)?  

**Point of Contact for this Proposal:**  
Name:  
Address:  

Office No. Mobile No. FAX No.  
Email Address: