REQUEST FOR INFORMATION FOR

TRAVEL AND TOURISM LITERATURE

ISSUING OFFICE

PENNSYLVANIA DEPARTMENT OF TRANSPORTATION
BUREAU OF OFFICE SERVICES

RFI NUMBER

3516RFI01

DATE OF ISSUANCE

October 11, 2017
REQUEST FOR INFORMATION
FOR
TRAVEL AND TOURISM LITERATURE

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**CALENDAR OF EVENTS**

<table>
<thead>
<tr>
<th>Activity</th>
<th>Responsibility</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Please monitor the eMarketplace website for all communications regarding this RFI.</td>
<td>Responding Entity</td>
<td>On going</td>
</tr>
<tr>
<td><strong>Electronic responses</strong> must be received by the Issuing Office via email to <a href="mailto:PDRFPQuestions@pa.gov">PDRFPQuestions@pa.gov</a> no later than the date and time established on this Calendar of Events.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Paper responses</strong> must be received by the Issuing Office no later than the date and time established on this Calendar of Events:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pennsylvania Department of Transportation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bureau of Office Services</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ATTN: Viola Pressley, Issuing Officer</td>
<td></td>
<td></td>
</tr>
<tr>
<td>400 North Street, 5th Floor</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Harrisburg, PA 17120</td>
<td></td>
<td></td>
</tr>
<tr>
<td>*Due to increased security requirements in the Commonwealth’s mail processing operation, all incoming mail to the Keystone Building is routed, scanned, and sorted at an off-site location prior to delivery. This includes overnight deliveries. Be aware when submitting proposal documents via overnight delivery services that there is no guarantee that proposal documents will be received in the Issuing Office when required. Proposals which are received late will be rejected regardless of the reason for late arrival. Offerors are advised to allow extra time to ensure timely delivery. Receipts for all hand-delivered packages must be obtained and signed by the Issuing Officer or their designee to verify date and time of delivery.</td>
<td>Responding Entity</td>
<td>No later than 1:00 PM on November 8, 2017</td>
</tr>
</tbody>
</table>
PART I

GENERAL INFORMATION

I-1. Purpose
This Request for Information (“RFI”) provides an opportunity for interested entities (hereinafter “Responding Entities”) to provide information for the development of a Scope of Work for the distribution of travel and tourism literature at Pennsylvania Welcome Centers and Safety Rest Areas. The Commonwealth of Pennsylvania, (“Commonwealth”) Department of Transportation (“PennDOT”) is seeking information on commercially proven electronic systems to enhance its current paper-based literature distribution system. The purpose of this RFI is to obtain information from Responding Entities to assist PennDOT’s understanding of current electronic systems, technologies and any necessary requirements to potentially issue a future procurement.

I-2. Issuing Office
PennDOT’s Bureau of Office Services issued this RFI on behalf of the Commonwealth. The sole point of contact in PennDOT for this RFI shall be the Issuing Officer, Viola Pressley, PennDOT, Bureau of Office Services, Commonwealth Keystone Building, 400 North Street, 5th Floor, Harrisburg, PA 17120-0041, PDRFPQuestions@pa.gov. Please refer all inquiries to the Issuing Officer. ANY QUESTIONS PERTAINING TO THIS RFI SHALL BE DIRECTED IN WRITING TO THE ISSUING OFFICE IDENTIFIED IN THIS SECTION I-2; PHONE CALLS WILL NOT BE ACCEPTED.

I-3. Background
The Commonwealth currently has fourteen (14) Welcome Centers and thirty-five (35) Safety Rest Areas located throughout the state, where PennDOT provides travel and tourism related literature and promotional materials. Appendix A- Pennsylvania Welcome Center and Safety Rest Area Map 2017, attached to and made part of this RFI, shows the location of the Welcome Centers and Safety Rest Areas. The literature and promotional material include, but is not limited to: brochures, pamphlets, travel guides and rack cards. PennDOT is soliciting information about current electronic technology, which PennDOT could utilize to distribute the information primarily in electronic format at Pennsylvania Welcome Centers and Safety Rest Areas. Currently, there are approximately 2.8 million pieces of literature stored in a warehouse for this program. Table 1. Literature Distribution, gives the volume of literature that was distributed in 2016.

<table>
<thead>
<tr>
<th>Location</th>
<th>Pieces</th>
</tr>
</thead>
<tbody>
<tr>
<td>Welcome Center</td>
<td>2,006,507</td>
</tr>
<tr>
<td>Safety Rest Areas</td>
<td>1,352,741</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>3,359,248</strong></td>
</tr>
</tbody>
</table>

Table 1. Literature Distribution
I-4. **Objectives**
PennDOT is investigating electronic options for its current paper literature distribution program and is therefore issuing an RFI in preparation for issuing a Request For Proposal (“RFP”) or Request for Quotes (“RFQ”) to request proposals or quotes from offerors or bidders for services and implementation of an electronic enhancement for its current tourism and travel literature program. PennDOT’s vision is to enhance its current paper-based literature distribution with an electronic program to provide travel and tourism information to patrons at Pennsylvania Welcome Centers and Safety Rest Areas.

I-5. **Addenda to the RFI**
If the Issuing Office deems it necessary to revise any part of this RFI before the response date, the Issuing Office will post an addendum to the DGS website at http://www.emarketplace.state.pa.us. It is the Responding Entity’s responsibility to periodically check the website for any new information or addenda to the RFI.

I-6. **Requirements**
Responding Entities may elect to provide a response either by paper or electronically via email.

**Electronic responses** shall be emailed to PDRFPQuestions@pa.gov no later than the date and time established on the Calendar of Events.

**Paper responses** may be provided but must have a complete and exact copy on a separate Flash Drive in Microsoft Office, Microsoft Office-compatible format, or Adobe Acrobat format. Electronic documents are not to be password protected. Responses must be received no later than the date and time established on the Calendar of Events.

I-7. **Information Handling**
Any information obtained from PennDOT by Responding Entities during the course of this RFI shall be considered confidential and shall not be disseminated nor discussed except as necessary to respond to this RFI or as required by law.

All responses and response deliverables, once submitted to PennDOT, become the property of PennDOT and PennDOT shall have unrestricted authority to reproduce, distribute, and use any submitted report or data designed or developed and delivered to PennDOT as part of the performance of this RFI.

I-8. **Cost**
Responding Entities shall refrain from providing any associated cost or dollar value in the response.

PennDOT shall not be liable for any costs or expenses incurred by Responding Entities in the preparation and delivery of their response to this RFI.
I-9. **PennDOT Questions for Response from Responding Entities**

Responding Entities shall develop responses to the following questions which must be from the Responding Entity’s perspective in regards to PennDOT’s option to issue a future procurement.

**Electronic Format Equipment**
1. What type(s) of equipment, for use electronically, does your company offer to accommodate travel and tourism related information and literature, including brochures, for customer access?
2. Is the equipment capable of charging customer cell phones?
3. What is the cost of this equipment and what is included in this price?
4. Are warranties available for the equipment?
5. How can the equipment be secured to prevent theft?
6. Does your company offer tablet kiosks i.e., tablets can be removed from the kiosk stands for handheld use?
7. Is the equipment offered by your company tested and approved for people with different abilities and disabilities?
8. How does a user interface with the equipment (e.g. touchscreen, keyboard, spoken text, etc.)?
9. Can the equipment be updated and monitored remotely?
10. What is the average lifespan of the equipment?
11. What is the available storage space in the equipment?
12. How durable is the equipment for frequent daily use?
13. Can USB cords be connected to the equipment?
14. Is routine maintenance provided; if yes, how often?
15. What is required onsite for equipment installation (e.g. power source, lighting, mounting hardware)?
16. What is the size of equipment (e.g. height and width)?
17. Is an Internet connection required to use the equipment?

**Software**
1. What type of operating system/software does the equipment use?
2. What is the cost of the software and what is included in the price?
3. Can the software/equipment be synched with wireless printing?
4. Is the operating system web-based?
5. Can electronic travel and tourism brochures be pre-loaded into the equipment software?
6. Can the software be programmed with specific information (e.g. by location, Tourism events, PennDOT messages) in addition to having general Internet access?
7. What performance metrics are available with the software (i.e. can the software capture how many people interact with the machines, what information is accessed, etc.)?
8. How do you keep the software current? Are there software updates; if yes, what is the frequency of required updates?
9. Is the software able to be customized?
**Miscellaneous**

1. Can access to specific websites be blocked?
2. Can a time limit be placed on the use of the equipment?
3. PennDOT utilizes 900 cameras. Can the offered equipment/software be programmed to allow a traveler to see traffic cameras of their choice on an interactive map?
4. Much like the PA511 map or Foursquare, can technology be programmed to use an interactive map to bring up separate interests in route to a traveler’s destination? For example, could the technology show historical sites in the Commonwealth, kids’ activities, antiquing, and the like to personalize a tour or route?
5. What is the most common use of equipment for the customer service/travel and tourism industry to adequately meet customer needs?
6. How can your company’s technology improve reservations, entice travelers to plan future vacations, extend their stay, or fill an itinerary for their current stay?
7. Does your company charge a fee to travel and tourism entities to have their electronic brochures loaded into the equipment software? If so, what does that fee structure look like?

**Vendor Information**

1. Where is your company physically located?
2. Are technicians available to make service calls to various locations throughout the Commonwealth when necessary?
3. Is online and/or telephone technical assistance available to the user of the equipment and associated software?
4. Has your company worked with any other state welcome centers/visitor centers to provide technological enhancements for travel and tourism informational programs? If yes, please provide a brief description of the enhancements provided or any case studies that are available.
5. How many years of experience does your company have with providing this type of equipment and software for customer service use?
6. How does your company accomplish sales and marketing to solicit new travel and tourism businesses for equipment advertising?

**I-10. Response Instructions**

Responding Entities shall submit a response to this RFI. Responding Entities may submit additional information that they determine to be relevant.

The issuance of this RFI does not constitute a commitment from the Commonwealth to issue a future procurement. Submission of a response to this RFI does not guarantee that a Responding Entity will be selected for any subsequent competitive procurement, nor does it preclude any Responding Entity from responding to future procurement opportunities except as prohibited by law. Please note that Responding Entities should seek the advice of counsel, as necessary, and be cognizant of the State Adverse Interest Act, which prohibits recommending the making of a contract and participation in that subsequent contract. 71 P.S. §§ 776.1-776.8.
This RFI shall not constitute nor should it be construed as a solicitation or as an obligation on the part of the Commonwealth to issue a procurement or award a contract. The Commonwealth shall not pay for the preparation of any response or information submitted to the Commonwealth or for the Commonwealth’s use of such information. The Commonwealth may, in its sole discretion, use information provided in response to this RFI; however, the Commonwealth is not obligated to use any information received in response to this RFI.

To the extent that information provided in response to this RFI may be considered as divulging a Responding Entity’s intellectual property including copyrights, trade secrets or confidential proprietary information (“CPI”), the following shall apply:

A. **Confidential Information.** CPI or trade secrets are not necessarily required to be submitted to PennDOT. However, information pertaining to emerging technologies, whether existing intellectual property including trade secrets or CPI, may be beneficial to PennDOT’s and the Commonwealth’s decision making as its personnel proceed with deliberations for future courses of action. A Responding Entity shall not label entire responses as confidential or proprietary or trade secret protected. Any Responding Entity which determines that it will divulge such information as part of its response should: 1) submit the signed written statement described in Subsection C. below; 2) note the parameters of any CPI or intellectual property (including trade secrets) in its response; and 3) provide a redacted version of its response, which removes only the CPI and trade secrets, for required public disclosure purposes.

B. **Commonwealth Use.** All material submitted with the response shall be considered the property of the Commonwealth and may be returned only at the Issuing Office’s option. The Commonwealth, including PennDOT, shall have the right to use any or all ideas and concepts that are presented in any response, unless a Responding Entity, as part of its response, affirmatively notes any and all objections in its response regarding confidential information or trade secrets. Notwithstanding any proprietary or copyright notices contained on the face of responses, the Commonwealth shall have the non-exclusive right to reproduce and to distribute responses internally and to comply with public record or other disclosure requirements under the provisions of any Commonwealth or United States statute or regulation, or rule or order of any court of competent jurisdiction.

C. **Public Disclosure.** All responses are potentially subject to disclosure in response to a request for public records made under the Pennsylvania Right-to-Know Law, 65 P.S. §§ 67.101, *et seq.* If a proposal submission contains CPI, information protected by intellectual property rights or trade secrets, a signed written statement to this effect shall be provided with the submission in accordance with 65 P.S. § 67.707(b) for the information to be considered exempt under 65 P.S. § 67.708(b)(11) from public records requests under the Right-to-Know Law.

In addition to Sections 707(b) and 708(b)(11) of the Right-to-Know Law, records protected by a privilege, federal or state law or regulations or judicial order or decree are
exempt from the presumption that a record in PennDOT’s possession is a “public record.” 65 P.S. §§ 67.305 and 67.102. Furthermore, in the event of a conflict between the Right-to-Know Law, 65 P.S. set forth at § 67.3101.1 and the Pennsylvania Uniform Trade Secret Act (PUTSA) set forth at 12 Pa. C.S. §§ 5301 through 5308, PUTSA will control.