

Recreational License Issuance Status Report



June 8, 2011
Florida Fish and Wildlife Conservation Commission

Version 1

Background

- TLS contract started in 2002
- Concerns with performance, e.g. Limited Entry permitting ageing design/technology
- Current Total Licensing System (TLS) contract will be extended until September 30, 2012



The FWC awarded the recreational license issuance contract in 2002. This contract was for 5 years with 5 one year optional renewals. The FWC had used the first 5 years and 3 optional years and, in a competitive spirit, had to re-bid the license contract.

The Contracting Process

- Request For Information (RFI) Meeting, April 2010
- Tax Collectors surveyed for new system preferences
- Invitation To Negotiate (ITN) developed
- ITN released/advertised, November 2010



The request for information gave the FWC an opportunity to meet with prospective vendors and answer their questions to better prepare them to respond to our formal bid.

FWC staff took the input from the vendor community and input from the Tax Collectors and used this to better define the requirements for the new system.

FWC Evaluation Team

Jeri Bailey	Purchasing
Linda Grove	Executive Director's Office
Carl Weathington	Information Technology
Ming Lee	Licenses & Permitting
Erin Rainey	Licenses & Permitting
Sherry Lake	Information Technology
Brenda Brand	Licenses & Permitting



This was a cooperative effort spanning across 3 different offices.

ITN - Evaluation

- Six Responses delivered to FWC, February 2011
- Responses were evaluated by the FWC staff team
- Team negotiated with the top three ranked responses
 1. Brandt Information Services - Tallahassee, FL
 2. ActiveNetwork - San Diego, CA
 3. Information Systems of Florida - Jacksonville, FL
- FWC awarded the Recreational License Issuance Services (RLIS) contract to Brandt Information Services of Tallahassee, FL



Customers & Partners



RLIS Contract –Brandt RLIS Project Team

- Project Management Excellence
- Business & Workflow Analysis
- Licensing Programming Experience
- System Design & Development
- Testing
- Implementation




- Mobile Technologies
- Hosting
- Training
- Telephone Sales Call Center
- Treasury Function
- Help Desk



- POS Hardware
- Deployment
- Support
- Server and Storage Hardware
- Hosting



- Training
- Call Center Overflow
- Hosting
- Design Expertise
- Subject Matter Experts
- System Framework



- Pre-Printed Supplies
- Mailings
- License Fulfillment



FWC was pleased to see a Florida based company compete for this opportunity. We also pleased to learn that as a selected vendor Brandt was committing to create Florida jobs with this opportunity. Brandt has partnered with a Fortune 10 and a Fortune 13 company to deliver previous experience with state licenses systems as well as ensuring quality hardware, software and network hosting as part of their over solution.

Why was Brandt Selected?

Team felt that they were the best overall value to the State and additionally provided:

1. Cutting edge technology with capacity for peak traffic
2. Well established partnerships with top level companies
3. Increased value above the basics of issuing licenses:
 - Buy licenses and access FWC regulations through Smartphones
 - Faster and more accurate issuance at vendors using their own PC's by providing keyboards with magnetic strip readers and quick keys
 - Increased marketing opportunities with FWC leading to more sales
4. Florida business that will create new Florida jobs



Brandt was the only vendor the demonstrated a knowledge of our desire to increase licenses sales and willingness to work with FWC to formulate and institute a public private partnership in executing a marketing strategy to drive our product to our customer base.

RLIS Contract – Next Steps

- Work with Brandt, Tax Collectors and Retailers to develop the applications and implementation plan
- Go live with RLIS, October 1, 2012



RLIS Contract – Questions

Questions?

