Alaska Marine Highway System: Internet Reservation System	FY2001 Request:	$620,000
	Reference No:	33268

AP/AL: Allocation   **Project Type:** Information Systems
Category: Transportation
Location: Statewide   **Contact:** Tom Brigham
House District: Statewide (HD 1-40)   **Contact Phone:** (907)465-4070
Estimated Project Dates: 07/01/2000 - 06/30/2004
Appropriation: Surface Transportation Program

Brief Summary and Statement of Need:
Purchase software, equipment, and training support to implement an internet-based reservation system.

Funding:	FY2001	FY2002	FY2003	FY2004	FY2005	FY2006	Total
Fed Rcpts	$620,000						$620,000
Total:	$620,000	$0	$0	$0	$0	$0	$620,000

☑ State Match Required	☑ One-Time Project	☐ Phased - new	☐ Phased - underway	☐ On-Going
10% = Minimum State Match % Required		☐ Amendment	☐ Mental Health Bill	

Operating & Maintenance Costs:

	Amount	Staff
Project Development:	0	0
Ongoing Operating:	0	0
One-Time Startup:	0	
Totals:	0	0

Additional Information / Prior Funding History:

Project Description/Justification:

Proposed Telecommunications Capital Project Review Form FY2001
Telecommunications Information Council Policy Committee
Technical Advisory Committee

Department: Department of Transportation & Public Facilities

Division: SE Region - Alaska Marine Highway System (AMHS)

Project Title: AMHS Internet Reservations System

1. Has this project been previously approved by TIC/TAC?   No   If yes, and there are no significant changes to funding amounts or technologies there is no need to continue with this form. Please forward a copy of last year's final capital budget back-up as your submission for this fiscal year.

2. What is the purpose of the project?:
This project will develop and implement an internet-based system to allow reservations and payments for travel aboard the Alaska Marine Highway System.

State of Alaska Capital Project Summary   Department of Transportation and Public Facilities
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3. Is this a new systems development project?___no____.   Upgrade or enhancement to existing department capabilities?___yes_____.

4. Specifically, what hardware, software, consulting services, or other items will be purchased with this expenditure?
The first phase will involve scoping the project in-house and if necessary using specialized consulting expertise that is experienced with internet commerce and reservation systems. This system must be effective not only within Alaska, but also nationally and potentially worldwide as out-of-state visitors are an important part of the business of AMHS. The results of this scoping project will lead to the initial design and determine what hardware, software and other items may need to be purchased. A design will be selected that integrates our existing reservations database, complies with existing state and departmental standards, makes efficient use of bandwidth and other state network considerations, and requires low maintenance. Depending on the cost of technology a year from now, this project may be expanded to include the purchase of reservations kiosks and the implementation of ticketless travel much like the airline industry has already implemented.

Estimated Budget:

Hardware:
Additions to scalable servers, upgrade web server	$130,000
Purchase of Kiosks (depending on funding)	100,000

Software:
Development contract	250,000
E-Commerce software licenses	50,000

Contractual:
Consultants to assist in scope and functional specifications	50,000

Other:
In-house labor and overhead charged to this federal project	70,000
TOTAL	$650,000

5. How will service to the public measurably improve if this project is funded?
The public will no longer have to phone the AMHS reservations center for general information, availability information, to make reservations, or to pay for travel. This option will make it far more convenient for those who have internet access. It will also improve the access for those without internet access as the phone reservations center will have fewer calls, hence more prompt service. We will be able to measure this service improvement by lower phone call wait times at the reservations office and increased use of the system by the public. Service is also monitored by on-board satisfaction surveys of AMHS services.

6. How does project fit into the long-range technology plans for your department and the technology goals of the Knowles/Ulmer administration? (They are: Improve public access to information; Maximize service to the public through voice, video and data systems; Optimize government efficiencies; Explore innovating and cost-effective services that meet Alaska's challenges; Stimulate the development of private and public services.)

This project meets all of the technology goals of the Knowles/Ulmer administration. First, it would allow universal access to public information regarding AMHS. If a user does not have internet capabilities at their home, they can go to a public library. Second, this maximizes service to the public through an improved data system. An individual will have quicker access to a broader range of information regarding ferry schedules, availability, fares and payments. Third, this project will optimize the efficiency of the AMHS reservations process. By having the computer do the work currently done by people, more efficient and effective service will result. Fourth, this will provide cost-effective service. AMHS currently pays over $1.2 million in commissions to travel agents per year. Booking reservations on-line will avoid those commission payments and enhance services in other areas of the system. Finally, the system will promote tourism to Alaska which will stimulate the development of tourism related industries not only in coastal communities, but throughout the interior as well.

7. Does project affect the way in which other public agencies will conduct their business?
        No

8. What are the potential out-year cost implications if this project is approved? (Bandwidth requirements, etc.)

The annual maintenance cost of the system will be reviewed carefully while the project is still in the design phase. System designs with high maintenance will be avoided. The system will be designed to use less bandwidth than the current client/server architecture.

This will potentially result in less use of the state's WAN resources.

9. What will happen if the project is not approved?
Without this project AMHS's service to the public will suffer. With the current budget reductions occurring in most areas of government, AMHS will be forced to reduce service if it cannot generate additional revenues or reduce unnecessary costs. This project will not only improve service and hopefully ridership, but also reduce costs such as commissions paid to travel agents.

10. Attachments - none