

# **State of Alaska FY2012 Governor's Operating Budget**

## **Department of Transportation/Public Facilities Reservations and Marketing Component Budget Summary**

## Component: Reservations and Marketing

### Contribution to Department's Mission

Make the traveling public aware of the many year-round advantages of using the ferry system and to promote enhanced ridership on all vessels.

Reservations will provide the best possible service to Alaska Marine Highway System (AMHS) customers and potential customers, increase awareness and interest in the System, and ensure that all requests for information, reservations, and tickets are answered and processed effectively.

### Core Services

- The Marketing Department creates awareness of the AMHS through aggressive and proactive advertising campaigns, speaking engagements, media appearances, the production and distribution of collateral materials, and internet marketing.
- The AMHS is represented by the Marketing Department and works with relevant visitor and convention bureaus, chambers of commerce, economic development districts, community councils throughout Alaska, as well as national and international cooperative marketing organizations.
- Development of the Customer Service Policy and Procedure Manual to maintain consistency throughout the system related to providing quality customer services.
- The Juneau Reservations Call Center (JRCC) processes \$30,147,276.00 revenue/sales yearly (including internet payments).
- The JRCC provides over 140,000 customer service related responses, to internet, email and telephone customers. Approximately 96,000 telephone calls, 36,000 e-mails and 4,500 faxes (not including ticket counter face-to-face sales and services).
- Complete reservation services to generate approximately 60+ percent of System itineraries created yearly for travelers (including internet users). Staff also provides reservation assistance to user groups with specialized needs such as, but not limited to, youth/student tour groups, adult tour groups, persons with disabilities, commercial carriers, military personnel, and travel agents.
- Train shoreside staff, including terminals and other System personnel on the Reservations Management system, as well as policy, procedure and computer training.
- Produce regularly updated online schedules and two annual printed schedules. Both online and printed schedules serve as travel planning tools for potential customers. Staff distributes almost 200,000 collateral pieces through reservation centers, terminals and by direct mail to names generated by customers, travel agencies, government agencies, and/or consumer and trade advertising/promotions.
- Make people aware of the AMHS through increased targeted advertising, direct mail, public and press relations, trade show attendance, association memberships and special promotions. To promote interest among visitors in enjoying communities along our route, we foster a cooperative working relationships with such groups as the U.S. Forest Service, U.S. Fish and Wildlife, Alaska Department of Fish and Game, and the SEAtails (Southeast Alaska Trail system).

### Key Component Challenges

The department continues to move forward with the acquisition of a new Reservations and Manifest system that will allow for improvements in user experience both internally and externally while providing many needed efficiencies to both the AMHS reservations and ticketing processes. Additionally, the new system will provide improvements that will result in greater customer satisfaction and provide greater support for management.

A continued emphasis on the recruitment, training, and retention of qualified reservation agents is critical to providing the excellent customer service that the public rightfully demands. Because these agents are Alaska Marine Highways' "front line" contacts with the traveling public, they need to have rapid, accurate information and direction regarding routine schedule changes, major incidents, and marketing promotions.

Encouraging travel during the off-season has always been a challenge. Marketing efforts will focus on the Alaskan

passenger. Fall/winter and winter/spring seasons will be promoted to encourage travel between Alaskan communities for special events, family visitation, and business travel. Marketing aimed at enticing visitors to Alaska will target high value travelers who bring vehicles, rent cabins and buy meals aboard the vessels, as well as independent foot travelers who do not require cabin or car deck space. An aggressive marketing campaign that focuses on the unique travel experience offered by the Marine Highway in conjunction with competitive pricing will be necessary to continue to increase ridership.

### Significant Changes in Results to be Delivered in FY2012

A new reservation system is in process and is expected to be in service in FY2012. This system is expected to deliver more customer satisfaction and is expected to be less labor intensive. This system is expected to integrate with the point-of-sale system giving management real-time data via a wireless satellite system.

Otherwise, there are not significant changes expected.

### Major Component Accomplishments in 2010

The AMHS has continued to enhance our website user experience and focus on additional ways to drive traffic to the site. Google analytics that were added when the site was rebuilt has allowed for more detailed analysis of the site and how the traveling public is responding to new upgrades and improvements and allows for more accurate tracking of advertising return on investment. User traffic has continued to grow to levels never previously realized. In conjunction with trying to create a more user friendly website, the AMHS has worked with 511 to begin the incorporation of additional AMHS components to the 511 site, which will provide automated scheduling information to the traveling public, which will also include a vessel tracking component.

Implemented the use of automated e-mail 'travel alerts' which notify passengers affected by major schedule changes or road closures which has proven very effective. Earlier notice gives passengers time to consider suggested alternative routings, thereby reducing the number of cancellations. It has also shortened the time required to adjust schedules and allows the affected sailings to be reopened more quickly to additional reservations.

Continued development and implementation of the AMHS annual marketing plan that includes specific goals regarding advertising, printed media, web design, internet marketing, social media and collateral production and development of branding themes. Many of the specific goals were built on the successes achieved in the plan from previous years with continuous modification of the components that were not responsive.

Cooperative marketing with Latitude Alaska, Alaska Holiday, Southeast Alaska Tourism Council and the Alaska Travel Industry Association continued to allow the Alaska Marine Highway's marketing efforts to grow and reach additional foreign and domestic passengers by attendance or representation at travel agent and consumer travel conferences by marketing staff and/or cooperative marketing partners.

### Statutory and Regulatory Authority

AS 19 Highways & Ferries  
AS 44 State Government

#### Contact Information

**Contact:** Jim Beedle, Deputy Commissioner, Marine Operations  
**Phone:** (907) 465-6977  
**Fax:** (907) 586-8365  
**E-mail:** James.Beedle@alaska.gov

**Reservations and Marketing  
Component Financial Summary**

*All dollars shown in thousands*

	FY2010 Actuals	FY2011 Management Plan	FY2012 Governor
<b>Non-Formula Program:</b>			
<b>Component Expenditures:</b>			
71000 Personal Services	1,581.8	1,751.4	1,885.9
72000 Travel	27.8	28.7	28.7
73000 Services	784.0	1,051.9	1,006.9
74000 Commodities	39.9	22.7	22.7
75000 Capital Outlay	0.0	0.0	0.0
77000 Grants, Benefits	0.0	0.0	0.0
78000 Miscellaneous	0.0	0.0	0.0
<b>Expenditure Totals</b>	<b>2,433.5</b>	<b>2,854.7</b>	<b>2,944.2</b>
<b>Funding Sources:</b>			
1004 General Fund Receipts	0.0	267.1	267.1
1076 Marine Highway System Fund	1,733.5	2,269.2	2,358.7
1200 Vehicle Rental Tax Receipts	700.0	318.4	318.4
<b>Funding Totals</b>	<b>2,433.5</b>	<b>2,854.7</b>	<b>2,944.2</b>

**Summary of Component Budget Changes  
From FY2011 Management Plan to FY2012 Governor**

*All dollars shown in thousands*

	<u>Unrestricted Gen (UGF)</u>	<u>Designated Gen (DGF)</u>	<u>Other Funds</u>	<u>Federal Funds</u>	<u>Total Funds</u>
<b>FY2011 Management Plan</b>	<b>267.1</b>	<b>2,587.6</b>	<b>0.0</b>	<b>0.0</b>	<b>2,854.7</b>
<b>Adjustments which will continue current level of service:</b>					
-FY 2012 Personal Services increases	0.0	102.1	0.0	0.0	102.1
-FY 2011 Over/Understated GGU/SU salary adjustments	0.0	-12.6	0.0	0.0	-12.6
<b>FY2012 Governor</b>	<b>267.1</b>	<b>2,677.1</b>	<b>0.0</b>	<b>0.0</b>	<b>2,944.2</b>

**Reservations and Marketing  
Personal Services Information**

Authorized Positions			Personal Services Costs	
	<u>FY2011 Management Plan</u>	<u>FY2012 Governor</u>		
Full-time	26	26	Annual Salaries	1,144,192
Part-time	0	0	Premium Pay	0
Nonpermanent	0	0	Annual Benefits	839,163
			<i>Less 4.91% Vacancy Factor</i>	(97,455)
			Lump Sum Premium Pay	0
<b>Totals</b>	<b>26</b>	<b>26</b>	<b>Total Personal Services</b>	<b>1,885,900</b>

**Position Classification Summary**

Job Class Title	Anchorage	Fairbanks	Juneau	Others	Total
Dev Spec II, Option A	0	0	0	1	1
Ferry Reservations Agent	0	0	1	0	1
Ferry Reservations Supervisor	0	0	1	0	1
Marine Traffic Manager	0	0	1	0	1
Office Assistant II	0	0	14	1	15
Office Assistant IV	0	0	3	0	3
Publications Spec III	0	0	0	1	1
Reservations Specialist	0	0	2	1	3
<b>Totals</b>	<b>0</b>	<b>0</b>	<b>22</b>	<b>4</b>	<b>26</b>

**Component Detail All Funds**  
**Department of Transportation/Public Facilities**

**Component:** Reservations and Marketing (625)  
**RDU:** Marine Highway System (334)

	<b>FY2010 Actuals</b>	<b>FY2011 Conference Committee (Final)</b>	<b>FY2011 Authorized</b>	<b>FY2011 Management Plan</b>	<b>FY2012 Governor</b>	<b>FY2011 Management Plan vs FY2012 Governor</b>	
71000 Personal Services	1,581.8	1,881.4	1,881.4	1,751.4	1,885.9	134.5	7.7%
72000 Travel	27.8	28.7	28.7	28.7	28.7	0.0	0.0%
73000 Services	784.0	1,291.9	1,291.9	1,051.9	1,006.9	-45.0	-4.3%
74000 Commodities	39.9	22.7	22.7	22.7	22.7	0.0	0.0%
75000 Capital Outlay	0.0	0.0	0.0	0.0	0.0	0.0	0.0%
77000 Grants, Benefits	0.0	0.0	0.0	0.0	0.0	0.0	0.0%
78000 Miscellaneous	0.0	0.0	0.0	0.0	0.0	0.0	0.0%
<b>Totals</b>	<b>2,433.5</b>	<b>3,224.7</b>	<b>3,224.7</b>	<b>2,854.7</b>	<b>2,944.2</b>	<b>89.5</b>	<b>3.1%</b>
<b>Fund Sources:</b>							
1004 Gen Fund	0.0	267.1	267.1	267.1	267.1	0.0	0.0%
1076 Marine Hwy	1,733.5	2,639.2	2,639.2	2,269.2	2,358.7	89.5	3.9%
1200 VehRntITax	700.0	318.4	318.4	318.4	318.4	0.0	0.0%
<b>Unrestricted General (UGF)</b>	<b>0.0</b>	<b>267.1</b>	<b>267.1</b>	<b>267.1</b>	<b>267.1</b>	<b>0.0</b>	<b>0.0%</b>
<b>Designated General (DGF)</b>	<b>2,433.5</b>	<b>2,957.6</b>	<b>2,957.6</b>	<b>2,587.6</b>	<b>2,677.1</b>	<b>89.5</b>	<b>3.5%</b>
<b>Other Funds</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0%</b>
<b>Federal Funds</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0%</b>
<b>Positions:</b>							
Permanent Full Time	26	26	26	26	26	0	0.0%
Permanent Part Time	0	0	0	0	0	0	0.0%
Non Permanent	0	0	0	0	0	0	0.0%

**Change Record Detail - Multiple Scenarios With Descriptions**  
**Department of Transportation/Public Facilities**

**Component:** Reservations and Marketing (625)

**RDU:** Marine Highway System (334)

Scenario/Change Record Title	Trans Type	Totals	Personal Services	Travel	Services	Commodities	Capital Outlay	Grants, Benefits	Miscellaneous	Positions		NP
										PFT	PPT	
***** Changes From FY2011 Conference Committee (Final) To FY2011 Authorized *****												
<b>FY2011 Conference Committee</b>												
	ConfCom	3,224.7	1,881.4	28.7	1,291.9	22.7	0.0	0.0	0.0	26	0	0
1004 Gen Fund		267.1										
1076 Marine Hwy		2,639.2										
1200 VehRntlTax		318.4										
<b>Subtotal</b>		<b>3,224.7</b>	<b>1,881.4</b>	<b>28.7</b>	<b>1,291.9</b>	<b>22.7</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>26</b>	<b>0</b>	<b>0</b>
***** Changes From FY2011 Authorized To FY2011 Management Plan *****												
<b>ADN 25-1-3039 Transfer Authority to Marine Engineering to Cover Anticipated Personal Services Cost</b>												
	Trout	-175.0	-130.0	0.0	-45.0	0.0	0.0	0.0	0.0	0	0	0
1076 Marine Hwy		-175.0										
Due to minimal vacancies, incumbents at higher ranges and higher steps, and the overtime hours needed to maintain our facilities, the Marine Engineering component has not had the authority needed to cover a full year of personal services. This transfer will allow Marine Engineering to meet this anticipated cost. Improvements in the technologies used during the reservation process has resulted in reduced overtime hours for the Office Assistants in Reservations, as well as a reduction in the cost of services to produce and mail schedules, reservation confirmations and tickets, making available the authority to transfer.												
<b>ADN 25-1-3040 Transfer Authority to Vessel Ops Mgmt to Cover Anticipated Personal Services Cost</b>												
	Trout	-130.0	0.0	0.0	-130.0	0.0	0.0	0.0	0.0	0	0	0
1076 Marine Hwy		-130.0										
Due to minimal vacancies, incumbents at higher ranges and higher steps, and the overtime needed to dispatch for the vessels 24/7, it is necessary to move authorization to bring Personal Services in Vessels Operations Management within vacancy factor guidelines. An improvement in the technologies used during the reservation process has resulted in a reduction in the cost of services for Reservations to produce and mail schedules, reservation confirmations and tickets, making available the authority to transfer.												
<b>ADN 25-1-3041 Transfer Authority to Marine Shore Ops to Fund Expected Expenditures in Services and Commodities.</b>												
	Trout	-65.0	0.0	0.0	-65.0	0.0	0.0	0.0	0.0	0	0	0
1076 Marine Hwy		-65.0										
This transfer moves authority to Marine Shore Operations services and commodities to cover the continuing shortages occurring each year. Improvements in the technologies used during the reservation process has resulted in a reduction in the cost of services and commodities for Reservations to produce and mail schedules, reservation confirmations and tickets, making available the authority to transfer.												
<b>Subtotal</b>		<b>2,854.7</b>	<b>1,751.4</b>	<b>28.7</b>	<b>1,051.9</b>	<b>22.7</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>26</b>	<b>0</b>	<b>0</b>

\*\*\*\*\* Changes From FY2011 Management Plan To FY2012 Governor \*\*\*\*\*



**Change Record Detail - Multiple Scenarios With Descriptions**  
**Department of Transportation/Public Facilities**

**Component:** Reservations and Marketing (625)

**RDU:** Marine Highway System (334)

Scenario/Change Record Title	Trans Type	Totals	Personal Services	Travel	Services	Commodities	Capital Outlay	Grants, Benefits	Miscellaneous	Positions		NP
										PFT	PPT	

**FY 2012 Personal Services increases**

	SalAdj	102.1	102.1	0.0	0.0	0.0	0.0	0.0	0.0	0	0	0
1076 Marine Hwy		102.1										

This change record includes the following personal services increases:  
: \$102.1

Alaska State Employees Assn (GGU) FY2012 Health Insurance Increased Costs : \$34.5

Alaska Public Employees Assn (SU) FY2012 Health Insurance Increased Costs : \$14.8

Alaska State Employees Association (GGU) FY 12 COLA increases  
: \$17.4

Alaska Public Employees Association (SU) FY 12 COLA increases  
: \$11.6

Alaska State Employees Association - ASEA Geographic Differential for GGU  
: \$13.8

Alaska Public Employees Association - APEA Geographic Differential for SU  
: \$10.0

**FY 2011 Over/Understated GGU/SU salary adjustments**

	SalAdj	-12.6	-12.6	0.0	0.0	0.0	0.0	0.0	0.0	0	0	0
1076 Marine Hwy		-12.6										

When the SU and GGU salary adjustments were calculated, errors were made that understated some GGU amounts and overstated some SU amounts. This change record identifies the over and under stated amounts associated with these calculations.: -\$12.6

**Transfer from Services to Comply with OMB PS Vacancy Factor Guidelines**

	LIT	0.0	45.0	0.0	-45.0	0.0	0.0	0.0	0.0	0	0	0
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It is necessary to move authorization from Services to Personal Services to reflect anticipated personal services expenditures. Reservations and Marketing needs additional authority due to step changes and/or filling of a vacant position(s). An improvement in the technologies used during the reservation process has resulted in a reduction in the cost of services for Reservations to produce and mail schedules, reservation confirmations and tickets, making available the authority to transfer.

**Change Record Detail - Multiple Scenarios With Descriptions**  
**Department of Transportation/Public Facilities**

**Component:** Reservations and Marketing (625)  
**RDU:** Marine Highway System (334)

Scenario/Change Record Title	Trans Type	Totals	Personal Services	Travel	Services	Commodities	Capital Outlay	Grants, Benefits	Miscellaneous	Positions		NP
										PFT	PPT	
	<b>Totals</b>	<b>2,944.2</b>	<b>1,885.9</b>	<b>28.7</b>	<b>1,006.9</b>	<b>22.7</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>26</b>	<b>0</b>	<b>0</b>

**Personal Services Expenditure Detail**  
**Department of Transportation/Public Facilities**

**Scenario:** FY2012 Governor (8665)  
**Component:** Reservations and Marketing (625)  
**RDU:** Marine Highway System (334)

PCN	Job Class Title	Time Status	Retire Code	Barg Unit	Location	Salary Sched	Range / Step	Comp Months	Split / Count	Annual Salaries	COLA	Premium Pay	Annual Benefits	Total Costs	GF Amount
25-3163	Office Assistant II	FT	A	GP	Juneau	202	10C / D	12.0		34,880	0	0	28,937	63,817	0
25-3216	Office Assistant II	FT	A	GP	Juneau	202	10B / C	12.0		34,393	0	0	28,751	63,144	0
25-3218	Office Assistant II	FT	A	GP	Juneau	202	10C / D	12.0		34,880	0	0	28,937	63,817	0
25-3219	Office Assistant II	FT	A	GP	Juneau	202	10D / E	12.0		35,712	0	0	29,255	64,967	0
25-3220	Office Assistant II	FT	A	GP	Juneau	202	10G	12.0		38,832	0	0	30,446	69,278	0
25-3221	Office Assistant II	FT	A	GP	Juneau	202	10C / D	12.0		34,960	0	0	28,968	63,928	0
25-3222	Office Assistant IV	FT	A	SS	Juneau	602	12F	12.0		44,340	0	0	32,073	76,413	0
25-3223	Office Assistant II	FT	A	GP	Juneau	202	10C / D	12.0		34,880	0	0	28,937	63,817	0
25-3224	Office Assistant II	FT	A	GP	Juneau	202	10B / C	12.0		33,923	0	0	28,572	62,495	0
25-3226	Marine Traffic Manager	FT	A	SS	Juneau	202	23D / E	12.0		89,354	0	0	49,259	138,613	0
25-3229	Office Assistant II	FT	A	GP	Juneau	202	10E / F	12.0		36,790	0	0	29,666	66,456	0
25-3230	Reservations Specialist	FT	A	SS	Juneau	602	16D / E	12.0		55,128	0	0	36,192	91,320	0
25-3231	Ferry Reservations Agent	FT	A	GP	Juneau	202	13B / C	12.0		40,910	0	0	31,239	72,149	0
25-3232	Ferry Reservations Supervisor	FT	A	SS	Juneau	602	15F	12.0		54,720	0	0	36,036	90,756	0
25-3233	Reservations Specialist	FT	A	SS	Juneau	602	16B / C	12.0		51,209	0	0	34,696	85,905	0
25-3235	Office Assistant II	FT	A	GP	Juneau	202	10B / C	12.0		34,393	0	0	28,751	63,144	0
25-3236	Office Assistant II	FT	A	GP	Juneau	202	10F / G	12.0		38,465	0	0	30,306	68,771	0
25-3237	Office Assistant II	FT	A	GP	Juneau	202	10C / D	12.0		34,720	0	0	28,876	63,596	0
25-3238	Office Assistant IV	FT	A	SS	Juneau	602	12L	12.0		49,524	0	0	34,052	83,576	0
25-3239	Office Assistant IV	FT	A	SS	Juneau	602	12F	12.0		44,340	0	0	32,073	76,413	0
25-3240	Office Assistant II	FT	A	GP	Juneau	202	10B / C	12.0		33,547	0	0	28,428	61,975	0
25-3243	Office Assistant II	FT	A	GP	Juneau	202	10D / E	12.0		35,801	0	0	29,289	65,090	0
25-3244	Reservations Specialist	FT	A	GP	Ketchikan	200	16A / B	12.0		48,046	0	0	33,964	82,010	0
25-3245	Office Assistant II	FT	A	GP	Ketchikan	200	10E / F	12.0		35,885	0	0	29,321	65,206	0
25-3386	Publications Spec III	FT	A	GP	Ketchikan	200	19D / E	12.0		64,409	0	0	40,211	104,620	0
25-3420	Dev Spec II, Option A	FT	A	SS	Ketchikan	200	20C / D	12.0		70,151	0	0	41,928	112,079	0

Note: If a position is split, an asterisk (\*) will appear in the Split/Count column. If the split position is also counted in the component, two asterisks (\*\*) will appear in this column. [No valid job title] appearing in the Job Class Title indicates that the PCN has an invalid class code or invalid range for the class code effective date of this scenario.

**Personal Services Expenditure Detail**  
**Department of Transportation/Public Facilities**

**Scenario:** FY2012 Governor (8665)  
**Component:** Reservations and Marketing (625)  
**RDU:** Marine Highway System (334)

PCN	Job Class Title	Time Status	Retire Code	Barg Unit	Location	Salary Sched	Range / Step	Comp Months	Split / Count	Annual Salaries	COLA	Premium Pay	Annual Benefits	Total Costs	GF Amount
													<b>Total Salary Costs:</b>	1,144,192	
													<b>Total COLA:</b>	0	
													<b>Total Premium Pay:</b>	0	
													<b>Total Benefits:</b>	839,163	
													<b>Total Pre-Vacancy:</b>	1,983,355	
													<b>Minus Vacancy Adjustment of 4.91%:</b>	(97,455)	
													<b>Total Post-Vacancy:</b>	1,885,900	
													<b>Plus Lump Sum Premium Pay:</b>	0	
													<b>Personal Services Line 100:</b>	1,885,900	
<b>Total Component Months:</b>		312.0													

<b>PCN Funding Sources:</b>	<b>Pre-Vacancy</b>	<b>Post-Vacancy</b>	<b>Percent</b>
1076 Marine Highway System Fund	1,983,355	1,885,900	100.00%
<b>Total PCN Funding:</b>	<b>1,983,355</b>	<b>1,885,900</b>	<b>100.00%</b>

Note: If a position is split, an asterisk (\*) will appear in the Split/Count column. If the split position is also counted in the component, two asterisks (\*\*) will appear in this column. [No valid job title] appearing in the Job Class Title indicates that the PCN has an invalid class code or invalid range for the class code effective date of this scenario.

**Line Item Detail**  
**Department of Transportation/Public Facilities**  
**Travel**

**Component:** Reservations and Marketing (625)  
**RDU:** Marine Highway System (334)

Line Number	Line Name		FY2010 Actuals	FY2011 Management Plan	FY2012 Governor
72000	Travel		27.8	28.7	28.7
Expenditure Account	Servicing Agency	Explanation	FY2010 Actuals	FY2011 Management Plan	FY2012 Governor
<b>72000 Travel Detail Totals</b>			<b>27.8</b>	<b>28.7</b>	<b>28.7</b>
72100	Instate Travel	Participation in Alaska Visitors Association, Southeast Tourism Council and related tourism trade meetings to promote travel on the system.	15.2	15.7	15.7
72400	Out Of State Travel	Participation in various national travel and tourism conferences and shows.	12.6	13.0	13.0

**Line Item Detail**  
**Department of Transportation/Public Facilities**  
**Services**

**Component:** Reservations and Marketing (625)  
**RDU:** Marine Highway System (334)

Line Number	Line Name		FY2010 Actuals	FY2011 Management Plan	FY2012 Governor
73000	Services		784.0	1,051.9	1,006.9
Expenditure Account	Servicing Agency	Explanation	FY2010 Actuals	FY2011 Management Plan	FY2012 Governor
<b>73000 Services Detail Totals</b>			<b>784.0</b>	<b>1,051.9</b>	<b>1,006.9</b>
73025	Education Services	Membership and conference registration for various tourism organizations.	0.2	1.0	1.0
73050	Financial Services	Financial services (e.g. consulting, accounting, claims, judgments, penalties and fines).	0.1	1.0	1.0
73150	Information Technlgy	Represents a broad range of data processing, telecommunications and communications services.	59.9	80.0	65.0
73156	Telecommunication	Network lines for reservation system, 1-800 line cost, long distance and cellular charges.	15.5	50.0	20.0
73225	Delivery Services	Miscellaneous delivery charges.	31.1	60.0	60.0
73450	Advertising & Promos	Advertising in state and national publications.	606.9	700.0	700.0
73525	Utilities	Disposal services.	0.1	1.0	1.0
73650	Struc/Infstruct/Land	Space rentals at marketing conventions.	6.4	10.0	10.0
73675	Equipment/Machinery	Repair of office equipment.	11.0	20.0	20.0
73750	Other Services (Non IA Svcs)	Bulk mailing and professional services related to marketing. Increase for marketing campaign.	3.3	75.6	75.6
73756	Print/Copy/Graphics	Printing and copying of ticket jackets, vessel schedules and various reports, such as the Annual Traffic Volume report.	20.3	20.3	20.3
73805	IT-Non-Telecommnctns	Enterprise Technology Services			
		Computer services provided by the Department of Administration, Enterprise Technology Services, such as central server, data storage, printing, network services, open connect, and task order system.	8.2	10.0	10.0
73806	IT-Telecommunication	Enterprise Technology Services			
		Telecommunications services provided by the Department of Administration, Enterprise Technology Services, such as basic telephone services, equipment and features, dedicated voice/data line service, statewide paging, two-way radio, and video	15.6	16.0	16.0

**Line Item Detail**  
**Department of Transportation/Public Facilities**  
**Services**

**Component:** Reservations and Marketing (625)

**RDU:** Marine Highway System (334)

Expenditure Account	Servicing Agency	Explanation	FY2010 Actuals	FY2011 Management Plan	FY2012 Governor
<b>73000 Services Detail Totals</b>			<b>784.0</b>	<b>1,051.9</b>	<b>1,006.9</b>
		conferencing.			
73809	Mail	Central Mail			
		Chargeback fees for central mail services such as mailing vendor payments (AKSAS) and payroll warrants (AKPAY).	3.8	4.0	4.0
73815	Financial	Finance			
		Chargeback fees for AKSAS and AKPAY.	1.1	2.0	2.0
73816	ADA Compliance	Americans With Disabilities			
		Chargeback fees for the statewide coordinator of the Americans with Disabilities Act (ADA).	0.3	0.5	0.5
73819	Commission Sales (IA Svcs)	State Travel Office			
		Processing fees charged by the State Travel Office.	0.2	0.5	0.5

**Line Item Detail**  
**Department of Transportation/Public Facilities**  
**Commodities**

**Component:** Reservations and Marketing (625)  
**RDU:** Marine Highway System (334)

Line Number	Line Name		FY2010 Actuals	FY2011 Management Plan	FY2012 Governor
74000	Commodities		39.9	22.7	22.7
Expenditure Account	Servicing Agency	Explanation	FY2010 Actuals	FY2011 Management Plan	FY2012 Governor
<b>74000 Commodities Detail Totals</b>			<b>39.9</b>	<b>22.7</b>	<b>22.7</b>
74200	Business	General business supplies, equipment, furniture, computer equipment/supplies and subscriptions.	34.2	18.0	21.7
74650	Repair/Maintenance (Commodities)	Commodities purchased for minor repairs and maintenance.	5.7	4.7	1.0



**Inter-Agency Services**  
**Department of Transportation/Public Facilities**

**Component:** Reservations and Marketing (625)  
**RDU:** Marine Highway System (334)

Expenditure Account	Service Description	Service Type	Servicing Agency	FY2010 Actuals	FY2011	
					Management Plan	FY2012 Governor
73805	IT-Non-Telecommnctns Computer services provided by the Department of Administration, Enterprise Technology Services, such as central server, data storage, printing, network services, open connect, and task order system.	Inter-dept	Enterprise Technology Services	8.2	10.0	10.0
<b>73805 IT-Non-Telecommnctns subtotal:</b>				<b>8.2</b>	<b>10.0</b>	<b>10.0</b>
73806	IT-Telecommunication Telecommunications services provided by the Department of Administration, Enterprise Technology Services, such as basic telephone services, equipment and features, dedicated voice/data line service, statewide paging, two-way radio, and video conferencing.	Inter-dept	Enterprise Technology Services	15.6	16.0	16.0
<b>73806 IT-Telecommunication subtotal:</b>				<b>15.6</b>	<b>16.0</b>	<b>16.0</b>
73809	Mail Chargeback fees for central mail services such as mailing vendor payments (AKSAS) and payroll warrants (AKPAY).	Inter-dept	Central Mail	3.8	4.0	4.0
<b>73809 Mail subtotal:</b>				<b>3.8</b>	<b>4.0</b>	<b>4.0</b>
73815	Financial Chargeback fees for AKSAS and AKPAY.	Inter-dept	Finance	1.1	2.0	2.0
<b>73815 Financial subtotal:</b>				<b>1.1</b>	<b>2.0</b>	<b>2.0</b>
73816	ADA Compliance Chargeback fees for the statewide coordinator of the Americans with Disabilities Act (ADA).	Inter-dept	Americans With Disabilities	0.3	0.5	0.5
<b>73816 ADA Compliance subtotal:</b>				<b>0.3</b>	<b>0.5</b>	<b>0.5</b>
73819	Commission Sales (IA Svcs) Processing fees charged by the State Travel Office.	Inter-dept	State Travel Office	0.2	0.5	0.5
<b>73819 Commission Sales (IA Svcs) subtotal:</b>				<b>0.2</b>	<b>0.5</b>	<b>0.5</b>
<b>Reservations and Marketing total:</b>				<b>29.2</b>	<b>33.0</b>	<b>33.0</b>
<b>Grand Total:</b>				<b>29.2</b>	<b>33.0</b>	<b>33.0</b>