

State of Alaska FY2014 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 through the development and implementation of an integrated marketing plan aimed at increasing year-round ridership on all vessels to all ports.

Reservations will provide the best possible customer service to Alaska Marine Highway System (AMHS) passengers and potential customers, increasing awareness and interest in the system, and ensuring that all requests for information, reservations, and tickets are responded to and processed effectively.

Core Services

- The Marketing Department raises awareness of AMHS as a provider of a unique travel experience through an annual plan that includes a mix of marketing activities directed at both Alaska residents and potential visitors.
- Marketing works with relevant visitor industry associations, convention and visitors bureaus, chambers of commerce, economic development districts, and local governments throughout Alaska, as well as national and international cooperative marketing organizations.
- Operate in an efficient manner while maintaining consistency throughout the organization in providing quality customer services.
- The Juneau Reservations Call Center (JRCC) provides over 144,000 customer service related responses to internet, email, and telephone customers consisting of approximately 100,000 telephone calls, 40,000 e-mails, and 4,000 faxes resulting in \$33M revenue/sales yearly (including internet payments). Complete reservation services generate approximately 60+ percent of the system itineraries created yearly for travelers (including internet users). Staff also provides reservation assistance to user

Major Component Accomplishments in 2012

- The AMHS vessel tracking application now tracks all 11 AMHS vessels, including the Fast Vehicle Ferry's (FVF). The Marketing Department will continue to develop additional revisions and components to the tracking application in FY2013.
- Further improvements to the AMHS website will continue throughout the coming year as mobile compatible upgrades will be developed. Continued use of the automated email 'travel alerts' through GovDelivery for notifying passengers of schedule changes and the continued incorporation of social media into the annual marketing plan, continue to contribute to the overall traffic growth to the AMHS website.

Key Component Challenges

- 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.
- Implementation of a service oriented technology architecture to support both state and department projects will be vital to the success of new technology projects and applications moving forward.

Significant Changes in Results to be Delivered in FY2014

- The new reservation and manifest system implementation timeline is currently undetermined. It is still the intention of AMHS management to pursue the acquisition of a state of the art reservation and manifest system to replace the current RMS3 system. The system is expected to operate in a 'real time' environment which will create efficiency in day to day operations and deliver more customer satisfaction both internally and externally. This system will be integrated with the new point-of-sale system giving management access to real-time data being transmitted via the onboard satellite system.
- Implementation of the new point of sale and reservations technologies will provide the AMHS management

team with new reporting functionality to analyze specific ridership data and targeted demographic information and to use that information for additional business development upgrades, operating efficiencies, targeted spending, and revenue data.

Statutory and Regulatory Authority

AS 19 Highways & Ferries
AS 44 State Government

Contact Information
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Reservations and Marketing Component Financial Summary			
		<i>All dollars shown in thousands</i>	
	FY2012 Actuals	FY2013 Management Plan	FY2014 Governor
Non-Formula Program:			
Component Expenditures:			
71000 Personal Services	1,636.0	1,837.8	1,837.8
72000 Travel	21.1	28.7	28.7
73000 Services	807.9	973.4	973.4
74000 Commodities	15.3	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
Expenditure Totals	2,480.3	2,862.6	2,862.6
Funding Sources:			
1004 General Fund Receipts	585.5	585.5	585.5
1076 Marine Highway System Fund	1,894.8	2,277.1	2,277.1
Funding Totals	2,480.3	2,862.6	2,862.6

Estimated Revenue Collections				
Description	Master Revenue Account	FY2012 Actuals	FY2013 Management Plan	FY2014 Governor
Unrestricted Revenues				
Unrestricted Fund	68515	1.5	0.0	0.0
Unrestricted Total		1.5	0.0	0.0
Restricted Revenues				
None.		0.0	0.0	0.0
Restricted Total		0.0	0.0	0.0
Total Estimated Revenues		1.5	0.0	0.0

**Summary of Component Budget Changes
From FY2013 Management Plan to FY2014 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>
FY2013 Management Plan	585.5	2,277.1	0.0	0.0	2,862.6
FY2014 Governor	585.5	2,277.1	0.0	0.0	2,862.6

Reservations and Marketing Personal Services Information				
Authorized Positions			Personal Services Costs	
	FY2013 Management Plan	FY2014 Governor		
Full-time	23	23	Annual Salaries	1,114,121
Part-time	0	0	Premium Pay	0
Nonpermanent	0	0	Annual Benefits	806,030
			<i>Less 4.29% Vacancy Factor</i>	(82,343)
			Lump Sum Premium Pay	0
Totals	23	23	Total Personal Services	1,837,808

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	12	0	12
Office Assistant IV	0	0	3	0	3
Program Coordinator I	0	0	0	1	1
Publications Spec III	0	0	0	1	1
Reservations Specialist	0	0	2	0	2
Totals	0	0	20	3	23

Component Detail All Funds
Department of Transportation/Public Facilities

Component: Reservations and Marketing (AR59113) (625)
RDU: Marine Highway System (334)

	FY2012 Actuals	FY2013 Conference Committee	FY2013 Authorized	FY2013 Management Plan	FY2014 Governor	FY2013 Management Plan vs FY2014 Governor	
71000 Personal Services	1,636.0	1,980.8	1,980.8	1,837.8	1,837.8	0.0	0.0%
72000 Travel	21.1	28.7	28.7	28.7	28.7	0.0	0.0%
73000 Services	807.9	973.4	973.4	973.4	973.4	0.0	0.0%
74000 Commodities	15.3	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%
Totals	2,480.3	3,005.6	3,005.6	2,862.6	2,862.6	0.0	0.0%
Fund Sources:							
1004 Gen Fund (UGF)	585.5	585.5	585.5	585.5	585.5	0.0	0.0%
1076 Marine Hwy (DGF)	1,894.8	2,420.1	2,420.1	2,277.1	2,277.1	0.0	0.0%
Unrestricted General (UGF)	585.5	585.5	585.5	585.5	585.5	0.0	0.0%
Designated General (DGF)	1,894.8	2,420.1	2,420.1	2,277.1	2,277.1	0.0	0.0%
Other Funds	0.0	0.0	0.0	0.0	0.0	0.0	0.0%
Federal Funds	0.0	0.0	0.0	0.0	0.0	0.0	0.0%
Positions:							
Permanent Full Time	24	25	25	23	23	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 FY2013 Conference Committee To FY2013 Authorized *****												
FY2013 Conference Committee												
ConfCom		3,005.6	1,980.8	28.7	973.4	22.7	0.0	0.0	0.0	25	0	0
1004 Gen Fund		585.5										
1076 Marine Hwy		2,420.1										
Subtotal		3,005.6	1,980.8	28.7	973.4	22.7	0.0	0.0	0.0	25	0	0
***** Changes From FY2013 Authorized To FY2013 Management Plan *****												
Transfer to Vessel Operations Management Component to Comply with Vacancy Factor Guidelines												
Trout		-10.0	-10.0	0.0	0.0	0.0	0.0	0.0	0.0	0	0	0
1076 Marine Hwy		-10.0										
Transfer authority to Vessel Operations Management component to comply with OMB Vacancy Factor Guidelines. Funding is available in the Reservations and Marketing component to transfer from personal services due to a low vacancy factor and improved efficiencies within the component.												
Transfer Office Assistant II (25-3245) to Vessel Operations Management Component												
Trout		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	-1	0	0
Transfer out PCN 25-3245 and duties from the Reservation & Marketing component. PCN 25-3245 was transferred to Vessel Operations Management to be more aligned with duties performed. This position is responsible for the legal documents accounting for sea services time and drug endorsements for all vessel employees, former employees, and cadets. This position will also be responsible for security investigations. While performing these duties the incumbent works closely with Port Captains, Dispatchers, and the US Coast Guard.												
The reservation duties formerly performed by the position have been absorbed by reservation's staff in Juneau.												
Transfer Office Assistant II (25-3240) to Marine Engineering Component to Provide Support Services												
Trout		-65.9	-65.9	0.0	0.0	0.0	0.0	0.0	0.0	-1	0	0
1076 Marine Hwy		-65.9										
Transfer Office Assistant II, PCN 25-3240, with authority to Marine Engineering. This position is available to transfer due to the increasing amount of ferry tickets being purchased online resulting in a decrease in the workload of the reservation agent (Office Assistant II) position. The Marine Engineering component has a need for a support position for the port engineers, vessel construction engineers and marine engineer manager. This position will be the sole support staff responsible for general office support, maintaining vessel blueprint and technical reference library, maintenance of electronic databases, tracking of projects, and the office paper filing system. The position will also act as a liaison between various maritime consulting firms, engineering contractors, and various shipyards.												
Transfer to Vessel Operations Management Component for Administrative Functions												
Trout		-67.1	-67.1	0.0	0.0	0.0	0.0	0.0	0.0	0	0	0
1076 Marine Hwy		-67.1										

Transfer authority for PCN 25-3245 to the Vessel Operations Management component (Marine Highway Fund 1076). ADN 25-2-3134 approved the transfer of

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	
PCN 25-3245 to Vessel Operations Management component. A transfer of authority was not requested at that time. Authority is available to transfer due to improved efficiencies within the Reservations and Marketing component.												
Subtotal		2,862.6	1,837.8	28.7	973.4	22.7	0.0	0.0	0.0	23	0	0
***** Changes From FY2013 Management Plan To FY2014 Governor *****												
Totals		2,862.6	1,837.8	28.7	973.4	22.7	0.0	0.0	0.0	23	0	0

Personal Services Expenditure Detail
Department of Transportation/Public Facilities

Scenario: FY2014 Governor (10289)
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	205	10E / F	12.0		38,632	0	0	31,453	70,085	70,085
25-3216	Office Assistant II	FT	A	GP	Juneau	205	10C / D	12.0		36,504	0	0	30,635	67,139	67,139
25-3218	Office Assistant II	FT	A	GP	Juneau	205	10G / J	12.0		41,975	0	0	32,737	74,712	74,712
25-3219	Office Assistant II	FT	A	GP	Juneau	205	10B / C	12.0		35,327	0	0	30,183	65,510	65,510
25-3220	Office Assistant II	FT	A	GP	Juneau	205	10G / J	12.0		42,468	0	0	32,926	75,394	75,394
25-3221	Office Assistant II	FT	A	GP	Juneau	205	10A / A	12.0		33,972	0	0	29,662	63,634	63,634
25-3222	Office Assistant IV	FT	A	SS	Juneau	605	12B / C	12.0		41,369	0	0	31,998	73,367	73,367
25-3223	Office Assistant II	FT	A	GP	Juneau	205	10C / D	12.0		37,092	0	0	30,861	67,953	67,953
25-3224	Office Assistant II	FT	A	GP	Juneau	205	10D / E	12.0		37,874	0	0	31,161	69,035	69,035
25-3226	Marine Traffic Manager	FT	A	SS	Juneau	205	23E / F	12.0		99,564	0	0	54,356	153,920	153,920
25-3229	Office Assistant II	FT	A	GP	Juneau	205	10C / D	12.0		36,840	0	0	30,764	67,604	67,604
25-3230	Reservations Specialist	FT	A	SS	Juneau	605	16E / F	12.0		61,620	0	0	39,778	101,398	101,398
25-3231	Ferry Reservations Agent	FT	A	GP	Juneau	205	13B / C	12.0		43,512	0	0	33,328	76,840	76,840
25-3232	Ferry Reservations Supervisor	FT	A	SS	Juneau	605	15F / J	12.0		59,616	0	0	39,008	98,624	98,624
25-3233	Reservations Specialist	FT	A	SS	Juneau	605	16D / E	12.0		57,627	0	0	38,244	95,871	95,871
25-3235	Office Assistant II	FT	A	GP	Juneau	205	10B / C	12.0		35,376	0	0	30,202	65,578	65,578
25-3237	Office Assistant II	FT	A	GP	Juneau	205	10E / F	12.0		38,874	0	0	31,546	70,420	70,420
25-3238	Office Assistant IV	FT	A	SS	Juneau	605	12M / N	12.0		55,980	0	0	37,612	93,592	93,592
25-3239	Office Assistant IV	FT	A	SS	Juneau	605	12B / C	12.0		41,312	0	0	31,976	73,288	73,288
25-3243	Office Assistant II	FT	A	GP	Juneau	205	10B / C	12.0		35,327	0	0	30,183	65,510	65,510
25-3244	Program Coordinator I	FT	A	GP	Ketchikan	200	18A / B	12.0		56,621	0	0	38,364	94,985	94,985
25-3386	Publications Spec III	FT	A	GP	Ketchikan	200	19F / G	12.0		70,211	0	0	43,585	113,796	113,796
25-3420	Dev Spec II, Option A	FT	A	SS	Ketchikan	200	20E / F	12.0		76,428	0	0	45,468	121,896	121,896
													Total Salary Costs:	1,114,121	
													Total COLA:	0	
													Total Premium Pay:	0	
													Total Benefits:	806,030	
													Total Pre-Vacancy:	1,920,151	
													Minus Vacancy Adjustment of 4.29%:	(82,343)	
													Total Post-Vacancy:	1,837,808	
													Plus Lump Sum Premium Pay:	0	
													Personal Services Line 100:	1,837,808	
Total Component Months:		276.0													

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: FY2014 Governor (10289)
Component: Reservations and Marketing (625)
RDU: Marine Highway System (334)

PCN Funding Sources:	Pre-Vacancy	Post-Vacancy	Percent
1076 Marine Highway System Fund	1,920,151	1,837,808	100.00%
Total PCN Funding:	1,920,151	1,837,808	100.00%

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		FY2012 Actuals	FY2013 Management Plan	FY2014 Governor
72000	Travel		21.1	28.7	28.7
Expenditure Account	Servicing Agency	Explanation	FY2012 Actuals	FY2013 Management Plan	FY2014 Governor
72000 Travel Detail Totals			21.1	28.7	28.7
72100	Instate Travel	Participation in Alaska Visitors Association, Southeast Tourism Council and related tourism trade meetings to promote travel on the system.	7.5	15.7	15.7
72400	Out Of State Travel	Participation in various national travel and tourism conferences and shows.	13.6	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		FY2012 Actuals	FY2013 Management Plan	FY2014 Governor
73000	Services		807.9	973.4	973.4
Expenditure Account	Servicing Agency	Explanation	FY2012 Actuals	FY2013 Management Plan	FY2014 Governor
73000 Services Detail Totals			807.9	973.4	973.4
73025	Education Services	Membership and conference registration for various tourism organizations.	1.5	1.0	1.0
73050	Financial Services	Financial services (e.g. consulting, accounting, claims, judgments, penalties and fines).	0.0	1.0	1.0
73150	Information Technlgy	Represents a broad range of data processing, telecommunications and communications services.	42.3	65.0	65.0
73156	Telecommunication	Network lines for reservation system, 1-800 line cost, long distance and cellular charges.	11.6	20.0	20.0
73225	Delivery Services	Miscellaneous delivery charges.	30.4	40.0	40.0
73450	Advertising & Promos	Advertising in state and national publications.	642.3	700.0	700.0
73525	Utilities	Disposal services.	1.8	2.9	2.9
73650	Struc/Infstruct/Land	Space rentals at marketing conventions.	3.0	10.0	10.0
73675	Equipment/Machinery	Repair of office equipment.	7.1	20.0	20.0
73750	Other Services (Non IA Svcs)	Bulk mailing and professional services related to marketing.	13.9	53.1	53.1
73756	Print/Copy/Graphics	Printing and copying of ticket jackets, vessel schedules and various reports, such as the Annual Traffic Volume report.	10.8	27.0	27.0
73805	IT-Non-Telecommunication	Enterprise Technology Services	5.5	10.0	10.0
73806	IT-Telecommunication	Enterprise Technology Services	33.8	16.4	16.4

Line Item Detail
Department of Transportation/Public Facilities
Services

Component: Reservations and Marketing (625)

RDU: Marine Highway System (334)

Expenditure Account	Servicing Agency	Explanation	FY2012 Actuals	FY2013 Management Plan	FY2014 Governor
73000 Services Detail Totals			807.9	973.4	973.4
		conferencing.			
73809	Mail	Central Mail			
		Chargeback fees for central mail services such as mailing vendor payments (AKSAS) and payroll warrants (AKPAY).	2.3	4.0	4.0
73815	Financial	Finance			
		Chargeback fees for AKSAS and AKPAY.	1.2	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.	0.1	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		FY2012 Actuals	FY2013 Management Plan	FY2014 Governor
74000	Commodities		15.3	22.7	22.7
Expenditure Account	Servicing Agency	Explanation	FY2012 Actuals	FY2013 Management Plan	FY2014 Governor
74000 Commodities Detail Totals			15.3	22.7	22.7
74200	Business	General business supplies, equipment, furniture, computer equipment/supplies and subscriptions.	14.4	21.7	21.7
74650	Repair/Maintenance (Commodities)	Commodities purchased for minor repairs and maintenance.	0.9	1.0	1.0

Unrestricted Revenue Detail
Department of Transportation/Public Facilities

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

Master Account	Revenue Description				FY2012 Actuals	FY2013 Management Plan	FY2014 Governor
68515	Unrestricted Fund				1.5	0.0	0.0
Detail Information							
Revenue Amount	Revenue Description	Component	Collocation Code	AKSAS Fund	FY2012 Actuals	FY2013 Management Plan	FY2014 Governor
66190	Py Reimburse Recvry Reimbursement or recovery of expenses paid in prior fiscal years.				1.5	0.0	0.0

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	FY2012 Actuals	FY2013		
					Management Plan	FY2014 Governor	
73805	IT-Non-Telecommunication	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	5.5	10.0	10.0
73805 IT-Non-Telecommunication subtotal:				5.5	10.0	10.0	
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	33.8	16.4	16.4
73806 IT-Telecommunication subtotal:				33.8	16.4	16.4	
73809	Mail	Chargeback fees for central mail services such as mailing vendor payments (AKSAS) and payroll warrants (AKPAY).	Inter-dept	Central Mail	2.3	4.0	4.0
73809 Mail subtotal:				2.3	4.0	4.0	
73815	Financial	Chargeback fees for AKSAS and AKPAY.	Inter-dept	Finance	1.2	2.0	2.0
73815 Financial subtotal:				1.2	2.0	2.0	
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
73816 ADA Compliance subtotal:				0.3	0.5	0.5	
73819	Commission Sales (IA Svcs)	Processing fees charged by the State Travel Office.	Inter-dept	State Travel Office	0.1	0.5	0.5
73819 Commission Sales (IA Svcs) subtotal:				0.1	0.5	0.5	
Reservations and Marketing total:				43.2	33.4	33.4	
Grand Total:				43.2	33.4	33.4	