



REQUEST FOR INFORMATION: 02-2015

UNDERAGE SALES BENCHMARKING STUDY

Release Date: October 16, 2015
Written Responses Due: November 4, 2015

Designated Contacts: The individuals listed below are the designated contacts for this Request for Information (“RFI”). All communications concerning this RFI must be addressed in writing via e-mail or USPS to either or both of these individuals.

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PART 1 - INTRODUCTION AND OVERVIEW

1.1 Introduction

The New York State Gaming Commission (the “Commission”) is issuing this RFI to assist with the possible future development of a Request for Proposals (“RFP”) that would manage (e.g. recruit, train, supervise, monitor a statewide pool of young adults aged sixteen to seventeen years of age) a benchmark study to determine the current level of underage sales of gaming and wagering products in New York State. It is expected that results of the Benchmarking Study will be used to inform future enforcement efforts aimed at curbing underage sales of gaming and wagering products, as needed.

In light of the goals discussed in this RFI, the Commission seeks to receive information regarding how other companies may have approached similar studies and current industry offerings, approaches, and best practices.

PLEASE NOTE: This RFI is an information gathering tool only. The Commission is not seeking formal proposals. Any response to this RFI must not include cost.

1.2 Background

The New York State Gaming Commission regulates all aspects of gaming and gambling activity in the state, including horse racing and pari-mutuel wagering, Class III Indian Gaming, the state lottery (including video lottery terminals) and charitable gaming.

The Commission is committed to educating the public about problem gambling and increasing awareness of related prevention and treatment options available to New Yorkers in need.

The Commission acknowledges the growing number of peer reviewed studies that suggest that the earlier an individual begins gambling, the more likely he or she is to adopt problem gambling behavior in later life. To this end, the Commission is seeking to establish a baseline to determine the level of underage play with regard to the gaming/wagering products listed below.

LOTTERY GAMES

Lottery scratch-off tickets and draw game tickets are sold at close to 18,000 retail locations statewide.

VIDEO LOTTERY

Video Lottery Terminals (VLTs) located at nine horse racing tracks located in Jamaica (Queens County), Yonkers (Westchester County), Monticello (Sullivan County), Saratoga Springs (Saratoga County), Nichols (Tioga County), Vernon

(Oneida County), Farmington (Ontario County), Batavia (Genesee County) and Hamburg (Erie County).

HORSE RACING WAGERING

Thoroughbred racing at the Saratoga Race Course (Saratoga County), Aqueduct Racetrack (Queens County) and Belmont Park (Nassau County);

Harness racing (see locations above for Video Lottery Terminals).

OFF TRACK BETTING

Off-Track Betting parlors located at more than 180 locations (including many locations which sell Lottery products).

CHARITABLE GAMING

Charitable gaming operations will not be included in this initial benchmarking cycle.

1.3 Goals for the Underage Sales Benchmarking Study

During this phase of the process, the Commission would like to gather information from interested parties who can provide development and management services to complete the underage sales benchmarking study. The Commission is hoping to learn about current industry offerings and best practices to inform future enforcement efforts aimed at curbing underage sales of gaming/wagering products.

The intent and goals of this Underage Sales Benchmarking Study initially would be to:

(INTENT)

- Establish a statistically valid baseline of the prevalence of underage gambling at Commission regulated gambling venues.
- Streamline the ad hoc underage gambling prevention efforts now being employed at the State's various gambling venues into a single, cohesive, cost-efficient and replicable program that uses on-site visits to determine licensees' compliance with all applicable laws, rules and regulations barring the sale of gambling products to anyone under the age of 18 (21 if in establishment that serves alcohol).
- Set the standard for future enforcement checks wherein the Commission can lawfully assign related penalties as necessary.

(GOALS)

- Coordinate and complete the recruitment of youth aged 16 – 17 statewide to participate in carrying out inspection checks at various gambling locales under adult supervision.

- Coordinate all necessary permissions needed from the underage youth participants' parents/guardians and any civic organizations that may require documentation for certification or other accrediting purposes.
- Develop statewide training (preferably web-based training) to help underage participants and their adult supervisors to develop a working knowledge of the products and venues they will encounter during the course of this study (e.g. lottery scratch-off games; lottery draw games, including Quick Draw; horse track wagering at tracks, OTBs and E-Z Bet locations; and video lottery games at video lottery facilities).
- Coordinate scheduling for visits to all locations (Locations will be selected using a proprietary, statistically valid sampling methodology).
- Provide adult supervision at approximately 1,300 inspection checks.
- Monitor the execution of all inspection checks at all locations.
- Document findings from all inspection checks.
- Submit a summary report of the findings to include statistically valid rates of compliance for all areas where inspection checks were conducted.

PART 2 – INTERESTED VENDOR RESPONSE

2.1 Content of Response

Interested vendors are invited to respond to the following topics and offer any other information it may deem relevant or useful.

- Experience recruiting minors.
- Experience with enforcement, inspection checks, or related operations.
- Experience with an enforcement program similar in size and nature.
- Experience in the gaming, tobacco or alcohol industries.
- Utilization or knowledge of statewide resources to ensure inspection checks can be carried out in all regions of the state within a defined timeframe.
- Knowledge of resources that could be used to recruit minors.
- Any program your organization has to ensure that all applicable laws and regulations pursuant to child labor/workforce are adhered to.
- Ideas about training to ensure the youth participants are prepared to go into the field (e.g. knowledge of wager to be placed, minor's plan of action if questioned by clerk, etc.).
- Whether or not your organization anticipates performing all aspects of the work or whether it would be subcontracting part or all of the work. If subcontracting all or some of the work, what parts of the service would be subcontracted?
- Type of compensation methodology/pricing structure your organization would expect. For example, hourly rate per staff hours, rate per location, etc., including any geographic or travel considerations. **NOTE: any response should address only methodology/pricing structure and NOT INCLUDE PRICING.**

Respondents should be creative when providing information related to this RFI. Respondents are invited to submit any existing material or material prepared specifically in response to this RFI that it believes may be of interest or use to the Commission in developing a RFP. In the preparation of a written response, respondents should pay particular attention to the goals and content for response outlined in this RFI.

PART 3 - ADMINISTRATION OF THIS RFI

3.1 Issuance and Intent

Responses to this RFI should not anticipate award of a contract; this is an information gathering process only.

Any response to this RFI does not bind or obligate the responder or the Commission to any agreement regarding provision or procurement of products or services referenced.

3.2 Pertinent Dates

The following timetable applies to this RFI:

Release of RFI: October 16, 2015
Written Responses Due by: November 4, 2015

These dates are established for informational and planning purposes. The Commission reserves the right to change any of the dates.

3.3 Response to the RFI

Written responses shall be submitted by interested vendors as indicated below.

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Responses may be submitted by electronic mail, U. S. Postal Service, in-person, or courier delivery. If delivered by other than electronic mail or U. S. Postal Service, the respondent should contact the designated contacts prior to delivery to assure proper receipt.

3.4 Costs Associated with Preparation of Response to this RFI

Neither the Commission nor the State shall be liable for the costs incurred by an interested vendor in preparing or submitting a response to this RFI.

3.5 Freedom of Information Law (FOIL)

The Freedom of Information Law provides for an exemption from disclosure for trade secrets or information the disclosure of which would cause substantial injury to the competitive position of a commercial enterprise. If you believe your company's response contains any trade secrets or other confidential or proprietary information, you must submit, at the time of submission of a response, a redacted version of the response, as well as a letter of explanation as to why such information should be exempt from disclosure. Requests for exemption of the entire response are discouraged. Please limit any requests for exemption of information from disclosure to bona fide trade secrets or specific information, the disclosure of which would cause a substantial injury to the competitive position of your company.