



DEPARTMENT OF AIRPORTS

***REQUEST FOR QUALIFICATIONS
AND EXPERIENCE***

**Air Service Development
Consulting Services**

Statements of Qualifications due by:

**Friday, October 30, 2015
2:00 p.m. Pacific Daylight Time**

October 1, 2015

TO: Prospective Air Service Development Consultants

FROM: Teddy Young Jr., Airport Economic Development Specialist,
Sacramento County Department of Airports

SUBJECT: **Request for Statements of Qualifications and Experience
Sacramento County Department of Airports
Air Service Development Services**

A. Introduction

The County of Sacramento (County) is soliciting statements of qualifications and experience from consultants to provide Air Service Development Consulting Services for the Sacramento County Department of Airports (Airports) under an Agreement for Air Service Development Consulting Services (Agreement).

The successful consultant will provide those services requested by the Director of Airports (Director) from time to time on a time and expense basis, with an established “not-to-exceed” limit.

B. Background

Airports is operated by the County as an Airport Enterprise Fund, whose budget is adopted as part of the County’s annual budget. Airports is fiscally responsible for all aspects of the Airport System: Sacramento International Airport, Sacramento Executive Airport, Mather Airport, and Franklin Field. All airport expenses are borne by Airports, independent of the County’s General Fund, with revenues generated by the rates and charges established by Airports and approved by the County.

Sacramento International Airport (SMF) is a medium-hub air carrier airport serving primarily origin/destination (O&D) traffic and was ranked 42nd busiest airport for O&D traffic among U.S. airports in 2014. Serving a six-county primary region consisting of Sacramento, El Dorado, Placer, Yuba, Sutter and Yolo counties, SMF also serves as gateway to Northern California and an alternative to the San Francisco Bay Area airports. SMF currently has 11 major carriers and one commuter airline that provide nearly 140 daily departures to approximately 30 nonstop destinations and nearly 30 direct destinations. SMF serves over nine (9) million total passengers annually.

C. Scope of Services

The specific scope of services will be developed with the successful respondent. The following represents a general description of the range of services anticipated:

- Assist in developing and maintaining a comprehensive domestic and international air service improvement program for passengers at SMF. Design and execute an air service strategy including domestic and international destinations.
- Evaluate the market to determine which additional air service opportunities should be pursued and develop a detailed marketing analysis for presentation to airlines.
- Utilize existing contacts at the highest levels within domestic and international air carrier companies to facilitate meetings concerning new and/or improved air service at SMF.
- Represent Airports at various meetings, hearings and other proceedings in Washington DC concerning air transportation matters at the direction of the Director.
- Represent Airports at air service development conferences and/or airline headquarters meetings.
- Analyze industry trends and assist in developing air service marketing strategies.
- Other aviation related consulting services as required.

D. Term and Effective Date of the Agreement

Subject to approval by the Board of Supervisors, Airports intends to award the Agreement in January 2016. The term of the Agreement will be three (3) years with two one-year options at the discretion of the Director. Airports reserves the right to reject all submitted statements of qualifications and experience.

E. How to Obtain an Request for Qualifications (RFQ)

Complete sets of the RFQ are available free of charge by visiting our website at http://www.sacramento.aero/scas/opportunities/bids_and_requests/. Hard copy sets of the RFQ are available by calling (916) 874-0923 between 8:00 a.m. and 3:00 p.m. PDT, Monday through Friday.

F. Deadline

Submit one (1) original and five (5) hard copies of the submittal, along with one (1) CD or flash drive containing the entire submittal, in a sealed envelope clearly marked, "Statement of Qualifications and Experience for Air Service Development Consultant", at the location and by the deadline stated below. All late responses will be rejected.

Date: Friday, October 30, 2015
Time: 2 p.m. Pacific Daylight Time
Location: Sacramento County Department of Airports
Attention: Teddy Young Jr.
6900 Airport Boulevard
Sacramento, CA 95837-1109

G. Format of Submittal Transmittal Letter

Responses to this solicitation must be prepared in the following format and should address the contents in Sections H, I, J, K and L listed below. The response should be concise and should not exceed 30 pages including any marketing material. Submittals must be signed by an authorized employee or officer in order to receive consideration.

Submittals must include a Transmittal Letter stating the name, title, address, email, telephone number and fax number of the person authorized to negotiate on behalf of your firm. The Transmittal Letter must also describe the type of organization that is responding (e.g. sole proprietorship, partnership, corporation, joint venture).

H. Minimum Qualifications

1. Successful respondents will have worked in the air service development arena for a minimum of 10 years.
2. Successful respondents must have three (3) current airport clients. Each of these airport clients must have total passenger traffic of at least 10 million per year.

I. Firm's Qualifications and Experience

The selected respondent must successfully demonstrate the capability to function as both an advisor and implementer. Responses to this RFQ should contain sufficient information to demonstrate qualifications and experience and cite

previous examples of success and must respond to the following questions and include the following information:

1. Describe previous work (within the past 5 years) that demonstrates experience in securing new air service for U.S. Airports. For each airport listed, the following must be stated:
 - Date(s) respondent acted as air service development consultant
 - Type of air service improvement sought: domestic passenger or international passenger
 - A brief summary of the methodology used in the air service improvement including route pairs studied and/or airlines contacted
 - A summary of the results obtained
2. Describe any previous work (within the past 10-15 years) that demonstrates in-depth knowledge of airports in the Northern California region.
3. Include a representative sample of a written proposal developed by the respondent for use by a client airport in meeting with prospective airlines to obtain new air service.
4. Provide a complete list of all airports that are currently clients of the respondent for air service development and describe the general scope of services provided.
5. Describe your methodology in developing a service strategy (strategic plan) for SMF and the steps you would take to implement said service for one of the following regions: Hawaii, Mexico, or Europe.

J. Key Personnel Experience

1. Identify and provide a detailed resume for the proposed project manager of this assignment, including full work history, special qualifications and demonstrated experience.
2. Provide resumes for each member of your staff or team members proposed to be assigned to this project.
3. Describe the firm's or team's management structure for this project with clear identification of the specific services each staff assigned to this project will provide.

K. Fee Structure

Please include the hourly rates for each person assigned to the project. The terms of the resulting contract will be subject to negotiation with the successful entity.

L. References

Provide the name, title, address and telephone number of at least four (4) clients or individuals with direct experience with your firm who can be contacted to give references. Note that Airports reserves the right to contact past or current clients not listed as references.

M. RFQ Timeline

The table below describes the estimated timeline for the RFQ process through award of Agreement:

DATE	ACTION
October 1, 2015	Issue RFQ&E
October 30, 2015	Deadline for submission of qualifications
November 2 - 6, 2015	Panel review of qualifications
November 16 - 20, 2015	Interviews (If necessary)
January 12, 2016	Recommendation to the Board for approval
February 1, 2016	Effective date of agreement

N. Evaluation of Qualifications

Statements of Qualifications and Experience will be evaluated based on the following:

1. Demonstrated experience and success in developing passenger air service improvement programs.
2. Qualifications of staff to be assigned to the account.
3. Demonstrated understanding and knowledge of SMF and airports in general.
4. Lack of potential conflicting contracts with other Northern California/Northern Nevada airports (Oakland, Reno, San Francisco, San Jose) and/or willingness to give preference to Sacramento in situations where similar service is sought by a conflicting airport.

Upon completion of this review, the review panel retains the right to invite a short list of respondents for an interview.

During each potential interview there will be an opportunity for the respondent to make a presentation lasting 30 minutes. That presentation should focus on demonstrating the respondent's qualifications and experience.

After the presentation, there will be a 30-minute question and answer period where the interviewee will respond to questions from the panel. The respondent's project manager must be present at the interview and must lead the presentation.

Airports will enter into negotiations with one or more of the respondents based on evaluation of both the written responses and performance during the interview.

Airports reserves the right to reject any and all submittals; to request clarification of information submitted; to request additional information from competitors; and to waive any irregularity in the submission and review process. Only those firms or individuals judged by Airports to demonstrate suitable competence in the subject area will be considered for selection.

O. Questions

All inquiries regarding this RFQ&E must be directed in writing, via e-mail to Teddy Young Jr. at YoungT@saccounty.net no later than October 9, 2015.

If modifications or clarifications to this RFQ&E are necessary, Airports will send a written addendum to each recipient of the RFQ&E documents.

Contact with any County representative (other than the designated contact person) during this submittal process is cause for disqualification.