



County of San Luis Obispo General Services Agency

GENERAL SERVICES AGENCY

Janette D. Pell, Director

Helen McCann, Department Administrator

REQUEST FOR PROPOSAL PS- 1051 PROVIDE AIR SERVICE DEVELOPMENT AND RECRUITING SERVICES FOR SAN LUIS OBISPO COUNTY REGIONAL AIRPORT

November 23, 2009

The County of San Luis Obispo is currently soliciting proposals from air service and transportation consulting firms to provide air service development and recruiting for the San Luis Obispo County Regional Airport.

Each proposal shall specify each and every item as set forth in the attached specifications. Any and all exceptions must be clearly stated in the proposal. Failure to set forth any item in the specifications without taking exception may be grounds for rejection. The County of San Luis Obispo reserves the right to reject all proposals and to waive any informalities.

If your firm is interested and qualified, please submit five (5) copies and one (1) copy on CD of your proposal by 3:00 p.m. on December 11, 2009 to:

County of San Luis Obispo
Phill Haley, GSA - Purchasing
1087 Santa Rosa Street
San Luis Obispo, CA 93408

If you have any questions about the proposal process, please contact me. For technical questions and information contact Richard Howell at (805) 781-5205.

PHILL HALEY
Buyer – GSA - Purchasing
phaley@co.slo.ca.us

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PROVIDE AIR SERVICE DEVELOPMENT and RECRUITING SERVICES for SAN LUIS OBISPO COUNTY REGIONAL AIRPORT

TO: ALL PROSPECTIVE PROPOSERS

SUBJECT: LOCAL PROPOSERS PREFERENCE

The County of San Luis Obispo has established a local vendor preference. All informal and formal Request for Proposals for contracts will be evaluated with a 5% preference for local vendors. Note the following exceptions:

1. Those contracts which State Law or, other law or regulation precludes this local preference.
2. Public works construction projects.

A "local" vendor will be approved as such when, 1) It conducts business in an office with a physical location within the County of San Luis Obispo; 2) It holds a valid business license issued by the County or a city within the County; and 3) Business has been conducted in such a manner for not less than six (6) months prior to being able to receive the preference.

As of March 3, 1994 individual County Buyers evaluate RFP's (Request For Proposals) considering the local vendor preference described above. The burden of proof will lie with proposers relative to verification of "local" vendor preference. Should any questions arise, please contact a buyer at (805) 781-5200. All prospective proposers are encouraged to quote the lowest prices at which you can furnish the items or services listed in County proposals.

	YES	NO
Do you claim local vendor preference?		
Do you conduct business in an office with a physical location within the County of San Luis Obispo?		
Business Address: _____ _____		
Years at this Address: _____		
Does your business hold a valid business license issued by the County or a City within the County?		
Name of Local Agency which issued license: _____		

Business Name: _____

Authorized Individual: _____ Title: _____

Signature: _____ Dated: _____

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PROPOSAL SUBMITTAL AND SELECTION

1. All proposals, consisting of five (5), copies, and one (1) copy on CD must be received by mail, recognized carrier, or hand delivered no later than 3:00 p.m. on December 11, 2009. Late proposals will not be considered.
2. All correspondence should be directed to:

San Luis Obispo County
General Services Agency
1087 Santa Rosa Street
San Luis Obispo, CA 93408
ATTENTION: Phill Haley
Telephone: 805-781-5904
3. Costs of preparation of proposals will be borne by the proposer.
4. It is preferred that all proposals be submitted on recycled paper, printed on two sides.
5. Selection of qualified proposers will be by an approved County procedure for awarding professional contracts.
6. This request does not constitute an offer of employment or to contract for services.
7. The County reserves the option to reject any or all proposals, wholly or in part, received by reason of this request.
8. The County reserves the option to retain all proposals, whether selected or rejected.
9. All proposals shall remain firm for ninety, (90) days following closing date for receipt of proposals.
10. The County reserves the right to award the contract to the firm who presents the proposal which in the judgment of the County, best accomplishes the desired results, and shall include, but not be limited to a consideration of the professional service fee.
11. Selection will be made on the basis of the proposals as submitted. The Selection Committee may deem it necessary to interview applicants. The County retains the right to interview applicants as part of the selection process.
12. The proceedings of the Selection Committee are confidential. Members of the Selection Committee are not to be contacted by the proposers.

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PROPOSAL FORMAT

A qualifying proposal must address all of the following points:

1. Project Title
2. Applicant or Firm Name
3. Firm Qualifications
 - a. Type of organization, size, professional registration and affiliations.
 - b. Names and qualifications of personnel to be assigned to this project.
 - c. Outline of recent projects completed that are directly related to this project. Consultant is required to demonstrate specific design and project expertise relating to the requirements of the Project Scope.
 - d. Qualifications of consultants, subcontractors, or joint venture firm, if appropriate.
 - e. Client references from recent related projects, including name, address and phone number of individual to contact for referral.
4. Understanding of and Approach to the Project
 - a. Summary of approach to be taken.
 - b. Description of the organization and staffing to be used for the project.
 - c. Indication of information and participation the proposer will require from County staff.
 - d. Indication of time frame necessary to complete the plan review once a Notice to Proceed is issued.
5. Fees and Insurance
 - a. Propose total fixed fees to complete project as described under Project Scope.
 - b. The selected Consultant will be required to provide insurance coverage in the amount of \$ 1,000,000 General Liability Insurance and \$ 1,000,000 of Professional Liability Insurance. This amount of insurance coverage shall be reflected in your estimated professional fee.
 - c. The Consultant shall provide within five (5) days after the Notice of Award is issued a certificate of liability insurance naming the County of San Luis Obispo and its employees and officers as additionally named insured. This shall be maintained in full force and effect for the duration of the contract and must be in an amount and format satisfactory to the County.

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d. Indemnification

Consultant shall defend, indemnify and hold harmless the County, its officers and employees from all claims, demands, damages, costs, expenses, judgments, attorney fees, liabilities or other losses that may be asserted by any person or entity, and that arise out of or are made in connection with the acts or omissions relating to the performance of any duty, obligation, or work hereunder. The obligation to indemnify shall be effective and shall extend to all such claims and losses, in their entirety, even when such claims or losses arise from the comparative negligence of the County, its officers and employees. However, this indemnity will not extend to any claims or losses arising out of the sole negligence or willful misconduct of the County, its officers and employees.

The preceding paragraph applies to any theory of recovery relating to said act or omission, by the Consultant, or its agents, employees, or other independent contractors directly responsible to Consultant including, but not limited to the following:

1. Violation of statute, ordinance, or regulation.
2. Professional malpractice.
3. Willful, intentional or other wrongful acts, or failures to act.
4. Negligence or recklessness.
5. Furnishing of defective or dangerous products.
6. Premises liability.
7. Strict Liability.
8. Violation of civil rights.
9. Violation of any federal or state statute, regulation, or ruling resulting in a determination by the Internal Revenue Service, California Franchise Tax Board or any other California public entity responsible for collecting payroll taxes, when the Consultant is not an independent contractor.

It is the intent of the parties to provide the County the fullest indemnification, defense, and "hold harmless" rights allowed under the law. If any word(s) contained herein are deemed by a court to be in contravention of applicable law, said word(s) shall be severed from this contract and the remaining language shall be given full force and effect

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A. INTRODUCTION

The General Services Agency, representing the Board of Supervisors of the County of San Luis Obispo, is seeking qualified providers of Air Service Development and Recruiting Services to provide professional consulting services for various projects on behalf of the County for the San Luis Obispo County Regional Airport.

This Request for Proposal establishes the specifications, terms and conditions governing the selection of a firm to provide Air Service Development and Recruiting Services to County of San Luis Obispo-Airport Services. All submittals shall be in the form and format as specified in this RFP section entitled "Proposal Format and Content".

B. PROJECT DESCRIPTION

On a continual basis, the County competes for domestic and international air services with airports from different regions both in and out-of-state. The County wishes to retain a consulting firm as a partner to promote and recruit air service development for the region through a variety of outreach methods and opportunities. Such recruitment efforts will include incumbent airlines as well as those not currently servicing the region.

C. SUMMARY OF SCOPE OF WORK

1. Provide Air Service and Recruiting Services described herein to **County** for a period not to exceed three (3) years.
2. Produce air service case studies to be presented to targeted airlines. These case studies will include, but will not be limited to, community background information, economic and demographic analyses, passenger traffic analyses and comparisons and financial projections.
3. Accompany **County** officials in the presentations of materials described above to each airline.
4. Represent the County at Air Service Development Conferences **Consultant** attends, such as Jumpstart, Network, etc. **Consultant** will prepare and present material for such meetings. **Consultant** agrees to attend at least one of these specialized conferences each calendar year for the duration of this contract.
5. **Consultant** will prepare Small Community Air Service Development Grant on behalf of the **County**.
6. At **County's** discretion, **Consultant** may also produce a leisure travel survey, to better tap information on leisure travel patterns into and out of San Luis Obispo.
7. **County** may, at any time during the duration of this contract, opt to have **Consultant** prepare a new True Market Study/Ticket Lift to determine leakage to other airports in region, and to develop a statistical picture of San Luis Obispo's true passenger and revenue market. **Consultant** will collect tickets from major travel agencies in the region, meshing data with in-house sources and DOT sources, to develop a picture of the True Market.
8. **Consultant** shall produce traffic surveys for the market area every three months for the full term of this agreement. One hard copy will be provided to the **County**, with unlimited digital copies.

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9. At **County's** discretion, **Consultant** may produce community documentary video, outlining the major travel generators, the tourism drivers, and interviewing no less than five major players in the local economy. The video shall run at least seven minutes in length, for use in airline presentations.
10. **Consultant** will be available, on an hourly basis, for on call consulting, questions, ideas, assistance as requested by the **County**.
11. **Consultant** will be available, to assist **County** with marketing, advertising, web and community awareness projects or provide ideas, as requested by **County**.
12. **Consultant** will be available, on a project-by-project basis, to prepare presentations, attend airline presentations and to assist as needed with **County's** incumbent airlines.
13. **Consultant** can, if requested by **County**, develop and institute a pre-purchased ticket program in advance of any new service introduction.
14. **Consultant** can, if requested by **County**, develop and manage advertising and marketing campaign(s) to support any new service that is introduced.

D. MINIMUM QUALIFICATIONS

1. Proven Air Service Development Initiatives
2. Experience in conducting catchment/leakage studies and analysis
3. Demonstrable experience in graphic design and innovated presentation techniques
4. Experience developing risk mitigation programs for candidate airlines
5. Professional relationships with U.S. Domestic and International Airline Contacts
6. Demonstrable experience in collaboration with state and local government agencies and regional partners regarding air service strategies
7. General air service related consulting services
8. Experience conducted ticket lifts and regional air service studies

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E. CRITERIA FOR CONSULTANT SELECTION

1. Understanding the dynamics of the airline industry
2. Project Manager experience relevant to the type of work outlined herein
3. Availability of team members to respond to issues as they arise and to evaluate and act in a timely manner
4. Working relationship with the airline industry, including past examples of work effort and outcomes
5. Demonstrated knowledge of County's air service market area
6. Experience relevant to air service development at airports of similar size and demand

F. BASIS OF AWARD

The award of the contract will be based on criteria and guidelines established by the County. The award will be made after a careful evaluation by the selection committee and will be based on demonstrated competence as well as the best interests of the County.

It is the County's desire to employ individuals from a qualified firm that exhibit proactive leadership and good planning and management practices. Of particular importance is the ability of the successful firm to provide staff that are self-motivated and can quickly learn the County process, and manage projects with minimal County oversight.

By Board of Supervisors' policy, local professionals who maintain fully-staffed offices in the County shall be given preference if quality, service and all other relevant factors are equal.

G. ADDENDA

Any addenda to this Request for Proposals will be mailed to all potential firms who have been issued a copy of the RFP. Responses to relevant questions submitted by the date indicated in the Calendar will also be mailed to all potential firms who have been issued a copy of the RFP. Relevancy of questions will be at the sole discretion of the County.

H. SELECTION PROCESS

1. Phase one of the selection process will involve the Selection Committee evaluating properly submitted proposals to determine if said proposals meet the Minimum Qualifications described herein. Each committee member will create a short list of firms they believe are qualified to perform the work based on the firm's qualifications, submissions, and presentation as determined by the committee including but not limited to the following:
 - a. Minimum qualifications per Section D of this document including relevant backup documentation
 - b. An approach to and understanding of airline recruiting objectives
 - c. Identify project manager, project team(s), and include firm profiles and personnel experience

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- d. Relevant comparable experience with air service development and recruiting
 - e. References
2. Phase two of the selection process is the ranking of firms identified from the Phase one review. It is not anticipated that interviews will be conducted. However if they are the top three ranked firms may be invited for an interview. The highest ranked qualified firm will move onto contract negotiations.
 3. If an agreement is not reached for scope of work and fee with the highest ranked firm, then that firm will be disqualified. Contract negotiations will then begin with the next qualified firm on the list. This process will continue until a successful proposer is selected. The County reserves the right to terminate the selection process and/or advertise for consulting services at any time in this process.
 4. The final scope of work and professional fee will be contained within the Contract for the Board of Supervisor's consideration and approval.

I. CONTACT PERSON

Richard C. Howell, A.A.E
Airport Services General Manager
General Services Agency
County of San Luis Obispo
903-5 Airport Drive
San Luis Obispo CA 93401
805.781.5205
805.781.5985 fax
rhowell@co.slo.ca.us

Alternate: Phil D'Acri
Airport Services Business
Development Manger
805.781.5205
pdacri@co.slo.ca.us

Interested firms shall not contact other County staff with questions or suggestions regarding this Request for Proposals without first contacting the Airport Services General Manager.