

CITY OF FRESNO DEPARTMENT OF AIRPORTS

REQUEST FOR QUALIFICATIONS (RFQ) FOR CONSULTING SERVICES Related to Air Service Development

A. PROGRAM NARRATIVE

The City of Fresno Department of Airports (Department) objective is to provide efficient, accessible and affordable air travel from Fresno Yosemite International Airport. The Department is requesting Statements of Qualification from qualified Aviation Consulting firms to provide professional consulting services for various projects on behalf of Fresno Yosemite International Airport. Firms or individuals with experience in commercial air and cargo service development, leakage studies, economic impact studies, demographic benchmarking, marketing and promotions, revenue development opportunities, and stakeholder relationships are encouraged to participate.

B. BACKGROUND

On a continual basis, the Department competes for domestic and international air service with out-of-state airports. The Department wishes to hire a consulting firm as a partner to promote new air service development for the region through a variety of outreach methods and opportunities.

C. MINIMUM QUALIFICATIONS

To meet minimum qualifications, participating firms or individuals must possess distinguishing experience or knowledge of but not limited to, the following:

- Proven Air Service Development Initiatives
- Creation of Performance Measurement and Benchmarking Tools
- Experience in Conducting Catchment/Leakage Studies and Analysis
- Visually Appealing Graphic Design and Innovative Presentation Methods
- Construct and Conduct Airport Satisfaction Programs
- Stakeholder Relations
- Project Programming and Scoping
- Cost Estimating
- Professional Relationships with U.S. Domestic and International Airline Contacts
- Demonstrate collaboration with state and local governmental agencies and regional partners regarding air service strategies
- General air service related consulting services
- Knowledge of FAA policies and regulations
- Expertise in Air Service Incentive programs to ensure a competitive edge

D. SCOPE OF WORK

On an individual Agreement basis or under an on-call Agreement format, services will include but are not limited to the following:

1. Analysis of air service opportunities for the region based on knowledge of routing systems, industry news and forecasting, and leakage data.
2. Preparation and design of Airport presentations to attract new air service.
3. Partner with Fresno Yosemite International Airport Marketing Manager and Director for one-on-one meetings with airlines at industry conferences and as required.
4. Develop route or traffic studies specific for FAT origin and destination markets.
5. Ability to clearly present and communicate the activities of the aviation industry to community stakeholders.

E. CRITERIA FOR CONSULTANT SELECTION

1. Understanding the dynamics of the airline industry.
2. Project Manager experience relevant to the type of work outlined in Section D.
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. Experience relevant to air service development at airports of similar size and demand.

F. ADMINISTRATIVE PROCEDURES

1. Phase One of the selection process will evaluate all timely submissions that meet the Minimum Qualifications as outlined in Section C of this RFQ. The submissions will be evaluated using Weighted Criteria for Consultant Selection identified in section E. Phase One will produce a short-list of the most qualified firms. Firms not on the short-list will not continue in the selection process but may be requested to perform a Peer-Review evaluation later in the selection process.

2. Phase Two of the selection process is a ranking of short-listed Consultants based on their qualifications, submissions and presentation. Guidance presented in City of Fresno Administrative Order 6-19 will be used. It is not anticipated that interviews will be conducted. However, if they are then the top three to five firms may be invited for an interview. It is anticipated that up to three firms may be prequalified for air service development consulting services.
3. If an agreement is not reached for scope of work and fee with a selected firm then that firm will be disqualified. Scope of work and fee negotiations will then proceed with the next prequalified firm. The City reserves the right to terminate the selection process and/or re-advertise for consulting services at any time in this process.
4. A City of Fresno Agreement for Professional Consulting Services will be executed once negotiations have been successful and a firm is approved for award of the contract. The selected Consultant shall be required to submit documentation to substantiate compliance with all Agreement terms including a "Conflict of Interest Declaration" on City furnished forms and obtain required insurance coverage.

G. GENERAL REQUIREMENTS/CONDITIONS

1. The City hereby notifies all interested firms that no person shall be excluded from participation in, denied any benefits of, or otherwise discriminated against in connection with the award and performance of any contract on the basis of race, religious creed, color, national origin, ancestry, physical disability, mental disability, medical condition, marital status, sex, age, sexual orientation, ethnicity, status as a disabled veteran or veteran of the Vietnam era.
2. Prospective firms are advised that the City in the solicitation or evaluation of the interested consultants incurs no obligation or commitments. The City reserves the right to waive or modify any part of this RFQ process without penalty at their sole discretion.
3. The City reserves the right to define and/or redefine tasks and select for negotiation individual firms and /or assemble submitting firms into implementation teams as it sees fit.
4. The City reserves the right to choose which scope of work will be assigned to one or more consultants.
5. Submission of a Statement of Qualifications from a proposing firm indicates a willingness to prepare, for a fee, an independent cost

estimate even though the firm or individual is not selected to continue beyond Phase One of the selection process. Preparation of the independent estimate, if requested by the Airport, will eliminate a firm or individual from further consideration for this project.

6. All firms or individuals interested in responding to this Request for Qualifications shall do so by submitting five (5) copies of their Statement of Qualifications by November 13, 2009 at 5:00 PM PST to:

Rhonda Jorn
Marketing & PR Manager
4995 E. Clinton Way
Fresno CA 93727-1525
(559) 621-4500

7. At a minimum, submissions shall include the following:
 - A. Minimum Qualifications as per Section C of this RFQ including relevant back up documentation.
 - B. An approach to and understanding of aviation related project objectives.
 - C. Identify the project manager, project team(s), and include firm profiles and single page personnel resumes.
 - D. Relevant comparable experience with aviation related projects.
 - E. Provide references and examples of relevant projects. Include budget and schedule information related to these projects.
 - F. A description of the capability of each firm, individual and/or sub-consultant to establish and meet project schedules and deadlines.
 - G. Demonstrate the ability to meet project budgets and schedules, prepare technical specs and drawings, evaluate bid responses, and provide timely construction administration services.