

CITY OF FRESNO DEPARTMENT OF AIRPORTS

REQUEST FOR STATEMENT OF QUALIFICATIONS (RFQ) FOR CONSULTING SERVICES

Related to Air Service Development

A. PROGRAM NARRATIVE

The Airports 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 (FYI). Firms or individuals with experience in projects for 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 City Department of Airports competes for domestic and international air service with other airports. The Department wishes to hire up to two consulting firms as partners 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 and individuals must possess experience with and knowledge of but not limited to, the following:

- Proven air service development initiatives
- Experience in conducting catchment and leakage studies and analysis
- Visually appealing graphic design and innovative presentation methods
- Stakeholder relations
- Professional relations with domestic and international airlines
- Demonstrated collaboration with state and local governmental agencies and regional partners regarding air service strategies
- Knowledge of air service incentive programs

D. SCOPE OF WORK

On an on-call project-by-project basis, services may include but are not limited to the following:

1. Analysis of air service opportunities for FYI based on knowledge of routing systems, industry news and forecasting.
2. Preparation and design of Airport presentations for potential airlines to attract new air service and especially to meet a Network USA 2010 deadline.

3. Partner with FYI for one-on-one meetings with airlines at industry conferences and as may otherwise be required.
4. Develop route, traffic or leakage studies specific to FYI.
5. Ability to clearly present and communicate the activities of the aviation industry to community stakeholders.

E. CRITERIA FOR CONSULTANT SELECTION

1. Relevant experience of the firm and project manager to meet the minimum qualifications in Section C.
2. Track record of success at airports of similar size and demographics to FYI
3. Demonstrated understanding of our requirements that are identified in Section G. GENERAL REQUIREMENTS/CONDITIONS, Item 6. B through E inclusive.

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.
2. Phase Two of the selection process will be a ranking of short-listed Consultants based on their qualifications, submissions and presentation. The selection process found in City of Fresno Administrative Order 6-19 will be followed by the selection committee. On-site interviews may be conducted. The firm(s) ranked as most qualified in Phase Two will be invited to negotiate work scopes and fees for future projects. It is undecided at this time if one or two firms will be placed under contract.
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 may then proceed with the next ranked 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(s) 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. 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 January 5, 2010 at 5:00 PM PST to:

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

6. At a minimum, submissions shall include the following:
 - A. Minimum Qualifications as per Section C of this RFQ including relevant back-up documentation.
 - B. Identify the project manager, project team(s), and include firm profiles and single page personnel resumes.
 - C. Identify relevant comparable experience with air service development projects.
 - D. Provide references.
 - E. Your general thoughts on these topics are encouraged and will assist us in the selection process:
 - o Air service opportunities at FYI
 - o Airlines that FYI should meet with at Network USA 2010 and why, including Mexican low cost carriers
 - o Potentially productive routes from FYI
 - o Other relevant information at your discretion.