



## Legislation Details (With Text)

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<b>File created:</b>	5/17/2023	<b>In control:</b>		City Council	
<b>On agenda:</b>	5/25/2023	<b>Final action:</b>		5/25/2023	
<b>Title:</b>	Actions related to Bid File 12301856 soliciting proposals for Air Service Development Consulting Services at Fresno Yosemite International Airport (FAT). (Council District 4) 1. Award a five-year term Agreement to Campbell-Hill in the amount of \$500,000, for Air Service Support Services at Fresno Yosemite International Airport (FAT) and authorize the Director of Aviation (Director) to execute the contractual document(s) (Bid File 12301856) (District 4)				
<b>Sponsors:</b>	Airports Department				
<b>Indexes:</b>					
<b>Code sections:</b>					
<b>Attachments:</b>	1. ASD Proposal Scoring and Ranking, 2. Campbell-Hill_Aviation_Group_Agreement_, 3. Air Service Development Consultant Services RFP - Bid File 12301856				

Date	Ver.	Action By	Action	Result
5/25/2023	1	City Council	ADOPTED	Pass

## REPORT TO THE CITY COUNCIL

**FROM:** HENRY THOMPSON, Director of Aviation  
Airports Department

## SUBJECT

Actions related to Bid File 12301856 soliciting proposals for Air Service Development Consulting Services at Fresno Yosemite International Airport (FAT). (Council District 4)  
1. Award a five-year term Agreement to Campbell-Hill in the amount of \$500,000, for Air Service Support Services at Fresno Yosemite International Airport (FAT) and authorize the Director of Aviation (Director) to execute the contractual document(s) (Bid File 12301856) (District 4)

## RECOMMENDATION

Staff recommends that City Council (Council) award a five-year term Agreement to Campbell Hill.; and authorize the Director of Aviation to execute all documents related to bid file 12301856.

## EXECUTIVE SUMMARY

The City of Fresno, Airports Department (Airports Department), solicited proposals through the Request for Proposals (RFP) competitive bid process for Air Service Development Consultant Services. This is the first multi-year contract for consultant services to support improved strategic planning for air service which generally require multiple years. Air Service Development is an important effort at growing commercial service airports that desire to attract improved air service.

Air Service Consultants bring an invaluable service to the airport by providing expertise not available internally to build support for air service to the region. These efforts include developing market reports; developing and maintaining airline relationships and contacts; route analysis; building market business cases; assisting with airline route presentations; conducting research and studies; coordinating airline visits; calculating airline projections; and tracking airline trends and strategies.

The Airports Department has utilized the services of an Air Service Development Consultant for decades, most recently InterVISTAS, Inc., has served in that capacity for the past eight years.

In addition to annual Air Service Development efforts, Campbell-Hill will support the preparation of economic impact study; market leakage study; and air cargo market analysis and development efforts.

## **BACKGROUND**

On January 27, 2023, Airports issued a Request for Proposal (RFP) for Air Service Development (ASD) Consultant Services (RFP Attached).

February 27, 2023 was the proposal deadline in which (7) proposals were received from prospective proposers to the RFP. Each proposal was deemed to be responsive. A selection panel was identified to review and score the proposals.

The panel make-up included both representatives from the Airports Department and an external participant. More specifically, the panel was comprised of the Airport Public Relations Manager, Assistant Aviation Director, Airport Properties Manager, and the Marketing and Public Relations Manager for the Palm Springs International Airport.

The selection panel reviewed proposals and convened on April 13, 2023, to discuss scoring. After reviewing and discussing each proposal, three proposers were selected to move on to the interview phase of the process. In-Person interviews of the top 3 ranked proposals were scheduled for May 9, 2023. Proposal Scores and ranking are attached.

After completing all three interviews, the panel convened to deliberate on the performance of each of the proposers during the interview phase. Deliberation was continued and completed on May 10, 2023, in which the panel agreed that Campbell-Hill should be selected to perform the work required in the RFP.

## **ENVIRONMENTAL FINDINGS**

This is not a "project" for the purpose of CEQA pursuant to CEQA Guidelines Section 15378.

## **LOCAL PREFERENCE**

Local preference is not applicable to this project pursuant to Fresno Municipal Code 4-109(b), because no local businesses submitted a proposal.

## **FISCAL IMPACT**

Funding for the five-year Contract \$500,000.00 will be made in installments over a five-year period.

Total payments for year one will be \$100,000. Funding for year one is included in the Airports Department FY24 proposed Budget. Funding for subsequent years will be budgeted in future fiscal year budgets. There is no impact to the General Fund from this action.

Attachments: Air Service Development Proposal Scoring and Ranking  
Campbell-Hill Air Service Development Services Agreement  
Air Service Development Consultant Services RFP (Bid File 12301856)