



**Request for Proposals
Air Service Development- BIA
Bangor International Airport
Proposal No.: P16-012**

**Purchasing Department
73 Harlow Street
Bangor, Maine 04401
207-992-4282**

Issue Date: September 24, 2015

I. Introduction

The City of Bangor requests sealed competitive proposals from qualified firms to provide air service development consulting services to Bangor International Airport. The contract(s) shall be effective upon signing and continue for a period of one (1) year with the option to renew for two additional two (2) year periods.

This RFP is designed to provide interested Proposers with sufficient information to prepare a proposal that will meet the minimum requirements of this RFP. It is not intended to limit or exclude content or data deemed relevant or essential by the Proposer. Proposers are encouraged to expand upon the specifications in this RFP to evidence their service capability.

II. Submission

To be considered, submit completed Proposal Forms, required additional information and any other information the Proposer deems important in an envelope **clearly** marked "**Proposal No.: P16-012: Air Service Development- BIA**" by **2:00 PM, Wednesday, October 21, 2015** to City of Bangor, Purchasing Department, 73 Harlow Street, Bangor, Maine 04401.

Please submit one (1) electronic copy of the proposal in Microsoft Word or pdf format (either DVD, flash drive or email), and four (4) hard copies.

A tabulation of all proposals received will be available within 24 hours from the date of opening. Results may be viewed by visiting the City's website at www.bangormaine.gov/bidtabs.

III. General Information

General information is available on the City's website at the following web address: www.bangormaine.gov/proposals. By submitting a response to this solicitation, the bidder accepts the responsibility for downloading, reading and bidding by the terms and conditions set forth in the City's "General Information for Vendors".

IV. Questions

Any questions must be directed in writing to bids@bangormaine.gov no later than 4:30 p.m., **Tuesday, October 6, 2015**.

The City will issue a response to any questions or inquiries submitted in writing by the date above, on or before 4:30 PM, **Friday, October 9, 2015**. The response will be in the form of an addendum, which will be available on the City's website.

V. Background

Bangor International Airport (BGR) is a full service international airport located in Bangor, Maine. Located in the Northeast, Bangor serves as an uncongested entry point to the United States and a popular transit point for technical stops and aircraft diversions. Some of BGR's unique selling points include: all weather access CAT III, 11,440 foot runway, 24 hour Federal inspection services for U.S. Port of Entry, excellent weather record, capability of handling any aircraft currently flying, 24 hour FAA ATC Tower, competitive fuel prices and an excellent service reputation. BGR is owned and operated by the City of Bangor as an enterprise fund, and is the principle domestic air service provider for a regional market of 410,000 people in the Maine catchment area with another 279,000 less than three (3) hours away in Canada.

Currently, BGR provides year-round non-stop service on Allegiant, American, and Delta. Seasonal service is provided by United. Resident airlines offer daily non-stop service to Detroit, New York (LGA), Philadelphia, and Washington, D.C. (DCA). With seasonal service to Chicago. Allegiant flies to Sanford/Orlando and Tampa/St. Petersburg with seasonal schedule adjustments. BGR passenger traffic is up 26% over the last four years. Capacity was down in 2015 by about 15% mostly due to a change to mainline service to Detroit for the summer season but with less frequency. Load factors averaged 80% in 2014.

BGR is a vertically integrated municipal operation which offers a full range of services to its customers through airport personnel. BGR provides Fixed Base Operations, passenger services, baggage handling, dispatching, aircraft mechanics, and a wide range of other services designed to enhance the competitiveness of BGR by making it as simple as possible to use.

BGR has an annual marketing and advertising campaign to attract domestic air passengers and to counter “leakage” from our market to other airports in the region where fares may be, or may be perceived to be, less expensive. The most recent leakage study was performed in 2010 and indicated 62% of traffic was leaking. The study was done following the addition of JetBlue and Air Tran (now Southwest) service at PWM. While this has been a significant challenge to BGR in retaining passengers, capacity growth at BGR has helped along with more fare parity.

VI. Scope of Services

The general scope of services will include market and data analysis, development of proposals for airlines, appointments with airlines, and periodic performance reports. One (1) or more contracts will be negotiated with the successful Proposer(s).

Services requested will complement existing air service development endeavors initiated by BGR. The final scope of services will be negotiated with the successful Proposer(s). Tasks delegated, whether in part or in whole, are expected to include the following:

- Data provision and analysis
- Data development and compilation
- Forecasts
- Route analysis
- Market analysis
- Industry analysis
- Air service monitoring
- Strategic and tactical planning
- Marketing integration
- Proposal preparation
- Proposal presentation

VII. Proposal Content

The following provides a general description of information required in the proposals and the format to be followed. Proposers must furnish all information requested and follow the instructions as noted herein. Additional information may be submitted if deemed helpful in the selection process.

Before submitting a proposal, all prospective Proposers are encouraged to carefully examine the proposal documents, visit the Airport, and fully inform themselves as to the existing conditions and limitations under which the work will be performed.

Each Proposer shall make his/her Proposal from his/her own examinations and estimates and shall not hold the City, its agents, or employees responsible for any information received from them.

Proposals should be prepared to provide a straight forward, concise delineation of the capabilities proposed to satisfy the requirements of the City. Completeness and clarity of content are requested. All brochures, presentations, and items submitted in support of proposals will become part of the contract.

Proposers shall ensure that all information required herein be submitted with the proposal. Additional useful information pertaining to the Scope of Services, Contract Terms and Conditions, or Evaluation Criteria is appreciated and should be included in the proposals.

Firms interested in being considered shall submit the following:

1. One (1) page cover letter including proposer's name, address, principal office, and type of entity. State the date of incorporation/organization and the state in which Proposer is incorporated or organized. Indicate the former names, if any, under which Proposer has conducted business and the years of operation under each name.
2. Outline of the recommended approach to achieve and evaluate the objectives (no more than three (3) pages).
3. Comprehensive firm qualifications that are tied to the outlined approach should be attached and tabbed as appropriate.
4. Listing of internal and external resources
5. Client list
6. Two (2) similar case studies for projects within the last eighteen (18) months.
7. Proposed budget including a cost breakdown by project or service, i.e. cost for an airline proposal, cost for data or monthly reports. Also include a breakdown showing hourly rates for personnel, subconsultants and outside vendors, if any, who will be assigned to the project.
8. Minimum of five (5) references from organizations for which the Proposer has performed similar services, within the last two (2) years. Provide the name of the organization, a brief description of the services provided, years of service to the organization, name and contact information of primary contact from the organizations served.

9. Include information generally describing the size of Proposer's firm: number of full-time and part-time employees, location of the office that will work directly with BGR, number of years in business providing requested consulting services, and Federal tax ID number.
10. List and provide resumes of the key individuals who will be assigned to work with BGR. Provide information regarding their experience specific to the services proposed. Also include the address and telephone number for these individuals.
11. Submit an organizational chart of Proposer's personnel anticipated to be team members and the specific tasks they will perform. Include information on subconsultants and outside vendors, if any.

VIII. Consultant Qualifications

No contract(s) will be awarded except to responsible Proposers capable of performing the work contemplated. Proposer(s) must operate in compliance with all local, State and Federal laws. Before the award of the contract(s), any Proposer may be required to show that he/she has the necessary facilities, experience, ability, and financial resources to perform the work in a satisfactory manner.

IX. Selection Process & Criteria

All proposals will be reviewed and analyzed by a Selection Committee of three to five (3-5) members for content and completeness.

Based upon these reviews, one (1) or more Proposers may be selected for an interview with the Selection Committee. Proposers may be requested to furnish additional information during the selection process. All reviews and evaluation will be according to the selection criteria noted below.

Based upon this evaluation, the Committee will recommend to the Finance Committee of the City Council the selection of one (1) or more Proposers for contract negotiations.

Each proposal will be evaluated according to the following criteria:

1. The qualifications and experience of the individual(s) who will perform the work.
2. The availability and capacity of the firm to perform the services required.
3. The past performance and volume of this type of work performed by the firm.
4. List of services offered and representative pricing.
5. Ability to professionally complete the Scope of Services. Evaluation of such ability shall be based among factors of:

- a. previous experience on similar projects;
- b. manpower competency and capability to carry out the requested services;
- c. method or approach to the project and service provided; and
- d. size of firm and depth of its resources.

6. A cost breakdown of the services offered.

7. The completeness of the proposal submitted.

8. A demonstrated ability to finish projects on time and within budget.

X. Timeline

- Deadline for written questions 10/06/15
- Deadline for proposals 10/21/15
- Notification to Proposers selected for interviews 10/31/15
- Interviews Week of 11/02/15
- Selection notification 11/09/15

XI. Proposal Acceptance

In evaluating proposals, the City of Bangor reserves the right to use any or all of the ideas from the proposal submitted without limitation and to accept any part or the entire successful proposal in selecting the services considered to be the most advantageous to the City. The evaluation of proposals and determination of the award(s) will be at the discretion of the City Council and its judgment shall be final and without right of recourse by any Proposer.

All material submitted becomes the property of the City of Bangor and as such will be available generally to the public. Such documents shall not be subject to a claim for infringement of any copy rights claimed by Proposer in such documents.

Proposals should be presented in a clear and concise manner. However, the City reserves the right to negotiate any portion of the proposal determined to be unclear or to inappropriately address the needs of the City of Bangor.

XII. Award of Contract

The contract will be awarded by the City Council to the Proposer(s) best able to provide the services required. All proposals shall remain firm for sixty (60) calendar days after receipt of the proposals.