



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

**Request for Proposals  
Passenger Demand and Leakage Study  
Issue Date: August 23, 2016**

## **I. Introduction**

The City of Bangor is requesting sealed competitive proposals from qualified firms to provide a Passenger Demand and Leakage Study for Bangor International Airport (BGR). Qualified firms with demonstrated experience in providing market demand studies shall comply with the submittal requirements in this Request for Proposals (RFP).

This RFP is designed to provide interested Respondents 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 Respondent. Respondents are encouraged to expand upon the specifications in this RFP to evidence their capabilities in this area.

## **II. Submission**

To be considered, submit completed proposal forms, required additional information and any other information the Respondent deems important in an envelope **clearly** marked **"Proposal: Airport Passenger Demand and Leakage Study – BGR by 2:00 PM, Wednesday, September 21, 2016"** to City of Bangor, Purchasing Department, 73 Harlow Street, Bangor, Maine 04401.

A tabulation of all proposals received will be available within 24 hours of opening. Results may be viewed by visiting the City's website at [www.bangormaine.gov/bidtabs](http://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](http://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](mailto:bids@bangormaine.gov) no later than 4:30 p.m., **Tuesday, August 30, 2016.**

The City will issue a response to any questions or inquiries submitted in writing by the date above, on or before 4:30 PM, **Wednesday, September 7, 2016.** The response will be in the form of an addendum, which will be available on the City's website. Respondents are responsible for checking the City's website for issuance of any addenda.

#### V. General Airport Background Information

Bangor International Airport (BGR) is a full service international airport located in Bangor, Maine. Located in the Northeast United States, 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 American to Philadelphia and Washington, D.C., and on Delta to Detroit (with some winter draw downs) and LaGuardia. Allegiant provides year-round service to Sanford/Orlando and Tampa/St. Petersburg with a varying schedule depending upon the time of year. United currently provides seasonal service to Chicago and Newark.

In recent years, BGR has employed significant annual marketing and advertising campaigns 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 addition of JetBlue and Southwest service at PWM several years ago, as well as Southwest at Manchester, has been a significant challenge to BGR in retaining passengers.

The following is the last five years of statistical data for passenger traffic at BGR:

<u>Year</u>	<u>Total Passengers</u>
2015	477,244
2014	489,977
2013	487,775
2012	460,268
2011	429,268

## **VI. Service Requirements/Information to be Provided**

Services requested will complement existing air service development endeavors initiated by BGR. The goal is to produce an Airport Passenger Demand and Leakage Study that will provide information to BGR for future air service development, airport improvements, and capital upgrades. The final scope of services will be negotiated with the successful Respondent. Tasks delegated, whether in part or in whole, are expected to include the following:

- A review of existing airport routes and passenger destinations
- A forecast of future demand
- Data provision and analysis
- Data development and compilation
- O&D analysis
- Fare analysis
- Identification of leakage and which factors (destinations, schedule, cost, etc.) drive the leakage by market and geographical region
- Identification of beneficiaries of leakage from BGR
- Proposed strategic responses to leakage

## **VII. Staffing Requirements**

## **VIII. Proposal Content**

Proposals are to be presented in a clear and concise manner. Respondents shall ensure that all information required herein be submitted with the proposal. Additional useful information is appreciated and should be included in the proposal, 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. All proposals shall remain firm for sixty (60) calendar days after receipt of the proposals.

Firms interested in being considered for this work should submit the following:

- 1. Cover Letter:** A one page cover letter, that at a minimum provides contact name, phone number and email address, a statement that the statements contained within the response are true and correct, a statement that the Respondent has not, directly or indirectly, colluded with any other Respondent in any manner and that is signed by an individual with the authority to bind the Respondent.

**2. Organizational Information:** Provide specific information concerning the Respondent in this section, including the legal name, address and telephone number and the type of entity (sole proprietorship, partnership, Limited Liability Company or corporation). Include the name and telephone number of the person(s) in your company authorized to execute the proposed contract. If two or more firms are involved in a joint venture or association, the proposal must clearly delineate the respective areas of authority and responsibility of each party. All parties signing the Agreement with the Airport must be individually liable for the completion of the entire project even when the areas of responsibility under the terms of the joint venture or association are limited.

**3. Staffing Requirements:**

- A) State Respondent's name, address, principal office, and type of entity. State the date of incorporation/organization and the state in which Respondent is incorporated or organized. Indicate the former names, if any, under which Respondent has conducted business and the years of operation under each name.
- B) Include information generally describing the size of the Respondent'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.
- C) 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.
- D) Submit an organizational chart of Respondent's personnel anticipated to be team members and the specific tasks they will perform. Include information on subconsultants and outside vendors, if any.
- E) Provide a breakdown showing hourly rates for personnel, subconsultants and outside vendors if any, who will be assigned to the project.

**4. Qualifications and Experience:** Respondent shall provide specific information in this section concerning the firm's experience in the services specified in this RFP. Examples of completed projects within the last two years should be submitted.

**5. History of the Company:** Note year organized; growth in sales, employees, and locations managed since inception; description of continuity in ownership and/or management.

- 6. Project Approach and Work Schedule:** Provide a description of the methodology developed to perform all required services, including all personnel assigned to fulfill the agreement and identify company hierarchy responsible for the personnel assigned. Specify the extent of when BGR personnel involvement will be deemed necessary, including key decision points at each stage of the project.
- 7. Project Timeline:** Include an estimated timeline from issuance of a notice to proceed to project completion. This timeline shall include, but not limited to any significant milestones.
- 8. References:** Please provide at least three (3) professional references, unrelated to the Respondent and note the nature and magnitude for the relationship.
- 9. Legal and Performance:** Describe any pending or unresolved litigation or judgments that may impact in any way the ability of the Company to enter the proposed Agreements. Indicate whether Respondent has ever had a bond or surety cancelled or forfeited. Indicate whether Respondent has ever been declared bankrupt. Identify any objectionable provisions in the proposed Agreements and the basis of such objections.
- 10. Identification of Subcontractors:** Respondents shall identify all subcontractors they intend to use for the proposed scope of work. For each subcontractor listed, respondents shall indicate (1) what products and/or services are to be supplied by that subcontractor and, (2) what percentage of the overall scope of work that subcontractor will perform.
- 11. Proposed Cost:** The proposal must outline the total budget and its key components. All assumptions necessary for producing the budget must be included in the proposal. This is in addition to the lump sum requested on the Proposal Form.

## **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 Respondents may be selected for an interview with the Selection Committee. Respondents 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 Respondents 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 meet the goals and objectives.;
3. The past performance and volume of this type of work performed by the firm;
4. List of services offered;
5. Ability to professionally complete the required 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;
  - d. size of firm and depth of its resources; and
  - e. proposed compensation
6. The completeness of the proposal submitted.

## **X. Timeline**

- |   |                  |
|---|------------------|
| ➤ Deadline for written questions                      | 8/30/16          |
| ➤ Deadline for proposals                              | 09/21/16         |
| ➤ Notification to Respondents selected for interviews | 09/30/16         |
| ➤ Interviews  | Week of 10/03/16 |
| ➤ Selection notification                              | 10/7/16          |

## **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 Respondent.

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 Respondent in such documents.

Proposals should be presented in a clear and concise manner. 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 Respondent(s) best able to provide the services required. All proposals shall remain firm for sixty (60) calendar days after receipt of the proposal.



**Proposal Form**  
**Passenger Demand and Leakage Study**  
**Bid Deadline: 2:00 P.M.**  
**Wednesday, September 21, 2016**

**Note:** Work must be bid by using this Proposal Form and must include all requested information. Failure to comply may result in disqualification.

Item	Description	Unit	Total Price
1	Cost of All Work	Lump Sum	\$ _____
<i>Price must include all charges: labor, personnel, materials, freight, fuel, transportation etc.            No other charges will be accepted.</i>			

<b>Business Name:</b>			
<b>Street or PO Box:</b>			
<b>City, State, Zip:</b>			
<b>Telephone Number:</b>			
<b>Email Address:</b>			
<b>Contact Name:</b>			
<b>Title:</b>		<b>Date:</b>	