



Recommendation for Action

File #: 19-1861, **Agenda Item #:** 48.

6/20/2019

Posting Language

Authorize negotiation and execution of a multi-term contract with Campbell-Hill Aviation Group, LLC., to provide air service evaluations, development marketing, and consulting services, for up to five years for a total contract amount not to exceed \$1,827,000.

(Note: This solicitation was reviewed for subcontracting opportunities in accordance with City Code Chapter 2-9C Minority Owned and Women Owned Business Enterprise Procurement Program. For the services required for this solicitation, there were no subcontracting opportunities; therefore, no subcontracting goals were established).

Lead Department

Purchasing Office.

Client Department(s)

Aviation.

Fiscal Note

Funding in the amount of \$87,500 is available in the Fiscal Year 2018-2019 Operating Budget of Aviation. Funding for the remaining contract term is contingent upon available funding in future budgets.

Purchasing Language:

The Purchasing Office issued a Request for Proposals (RFP) 8100 SMW3001 for these services. The solicitation issued on March 11, 2019 and it closed on April 9, 2019. Of the two offers received, the recommended contractor submitted the best evaluated responsive offer. A complete solicitation package, including a log of offers received, is available for viewing on the City's Financial Services website, Austin Finance Online. Link: [Solicitation Documents](https://www.austintexas.gov/financeonline/account_services/solicitation/solicitation_details.cfm?sid=129291)
<https://www.austintexas.gov/financeonline/account_services/solicitation/solicitation_details.cfm?sid=129291>.

For More Information:

Inquiries should be directed to the City Manager's Agenda Office, at 512-974-2991 or AgendaOffice@austintexas.gov <<mailto:AgendaOffice@austintexas.gov>>

NOTE: Respondents to this solicitation, and their representatives, shall continue to direct inquiries to the solicitation's Authorized Contact Person: Shawn Willett, at 512-974-2021 or shawn.willett@austintexas.gov <<mailto:shawn.willett@austintexas.gov>>.

Council Committee, Boards and Commission Action:

May 14, 2019 - Recommended by the Airport Advisory Commission on a 7-1 vote, with Commissioner Watry recused and Commissioners Todd, V. Sepulveda, and Maldonado absent at this vote.

Additional Backup Information:

The contract will provide for air service evaluations, development marketing and consulting expertise to assist

the Department of Aviation in developing data and air service marketing strategies in order to expand services in and out of Austin-Bergstrom International Airport.

The specific work of this contract includes:

- Reviewing available market data and identifying underserved areas in commercial passenger service and air cargo opportunities that are within economic parameters for Austin.
- Developing air service marketing strategies and presentations for commercial airline and air cargo carriers aimed at capturing the identified underserved destinations and identifying current routes at risk.
- Preparing materials including Power Point presentations, video, data analysis, and other necessary information and participating in meetings and strategy sessions related to air service development activities as related to commercial passenger service destinations.
- Participating in-person and on tele-conferences for air carrier verbal and written presentations relating to the commercial passenger service destinations.
- Conducting and providing research and information on air service development relating to the commercial passenger service and air cargo opportunities
- Assisting in developing, setting, and implementing benchmarks and best practices to ensure a competitive program.
- Analyzing industry trends and assisting in recommending air service marketing strategies.
- Monitoring and developing local and regional air cargo activities.

An evaluation team with expertise in this area evaluated the offers and scored Campbell-Hill Aviation Group, LLC as the best to provide these services based on proposed program, experience and qualifications, price, local preference, and service-disabled veteran business enterprise certification.

Contract Detail:

<u>Contract Term</u>	<u>Length of Term</u>	<u>Contract Authorization</u>
Initial Term	3 yrs.	\$1,072,000
Optional Extension 1	1 yr.	\$ 375,000
Optional Extension 2	1 yr.	\$ 380,000
TOTAL	5 yrs.	\$1,827,000

Note: Contract Authorization amounts are based on the City's estimated annual usage.