



REQUEST FOR QUALIFICATIONS (RFQ)

IDAHO FALLS REGIONAL AIRPORT

AIRLINE SERVICE DEVELOPMENT CONSULTANT SERVICES

Request for Qualifications Due: July 21, 2023 by 5:00 p.m. (MST)

**Idaho Falls Regional Airport
2140 N. Skyline Dr.
Idaho Falls, ID 83402**

Attention: Rick Cloutier
Director of Aviation

**ONE (1) HARD COPIES AND/OR ONE (1) ELECTRONIC PDF COPY
REQUIRED, NOT EXCEEDING TEN (15) SINGLE SIDED PAGES**

GENERAL

The Idaho Falls Regional Airport is requesting statements of interest and qualifications from professional firms experienced in the retention and development of commercial airline air service for Idaho Falls Regional Airport (IDA).

Statements of qualifications should be delivered electronically in PDF or mailed to the address below. Qualifications will only be accepted from professional firms that can demonstrate having had a broad background and extensive experience in the field of commercial airline air service development.

Interested firms should email the Airport at airport@idahofalls.gov with their interest so that the Airport has a list of interested firms to provide updates and/or amendments to this RFQ.

Request for Qualifications (RFQ) submittals should be marked “**Idaho Falls Regional Airport – Air Service Development**”. The deadline for qualification submittals is **5:00 P.M. MST, Friday, July 21, 2023**. Direct RFQ inquires to airport@idahofalls.gov. Mail copies of the submittal, not exceeding 15 single sided pages to:

Brook Edwards, Office Manager
2140 N. Skyline Drive
Idaho Falls, ID 83402

The Idaho Falls Regional Airport reserves the right to reject any and all proposals submitted. Responses received after the closing date/time will not be included the selection and will be considered as non-responsive.

ADDITIONAL INFORMATION

No cost or fee schedules shall be submitted. Cost and fee information shall be presented during contract negotiations after the selection of the most qualified consultant with which to negotiate has been determined by the Idaho Falls Regional Airport.

BACKGROUND

The Idaho Falls Regional Airport is owned and operated by the City of Idaho Falls. The Airport is governed by the Idaho Falls City Council.

The Airport serves eastern Idaho and portions of western Wyoming. The Airport is primarily a destination for business and pleasure travel with annual enplanements of approximately 275,000. Idaho Falls Regional Airport is served by six airlines and 12 nonstop destinations.

Idaho Falls is located along the Snake River in eastern Idaho with a population of 67,723 and a metro population of 157,429 (2020). The economy is driven by agriculture, technology, and manufacturing. Employers like Idahoan Foods, Idaho National Laboratories, and Melaleuca are leaders in those sectors.

The Idaho Falls Regional Airport is also near world-class recreation including fishing and skiing. The Airport is within 120 miles of two National Parks and a National Monument.

The purpose of this invitation is to provide commercial air service retention, recovery, and development services for Idaho Falls Regional Airport. The successful consultant firm will be required to update and implement programs and strategies to respond to changing market conditions to:

1. Retain current levels of airline service,
2. Expand the levels of service provided by the carriers, and
3. Attract new additional air service to the Airport.

To this end, the consultant shall review and develop effective market analytics for IDA, recommend routes, destinations, and carriers for expanding service by the current carriers and draw new carriers and new services to markets that can be competitively and sustainably served by the Airport and develop and lead marketing strategies. Initiate airline site visits and meetings and accompany the Airport's representatives to meetings in support of the Airport's efforts to draw new carriers to Idaho Falls Regional Airport and improve and expand service with the existing airlines.

SCOPE OF SERVICES

Air service consulting services may include, but are not limited to, the following:

1. Define and analyze IDA's air service area including an in-depth demographic review.
2. Analysis of current traffic data, load factors, and catchment area to develop strategies for retaining current levels of airline service.
3. Monitor traffic data and possible passenger leakage to other airports in IDA's catchment area in an effort to identify current airline schedule deficiencies for upgraded service.
4. Evaluate airfares at IDA compared to competing airports.
5. Provide information on air carriers' route strategies and objectives, including route performance and recommendations on existing and prospective routes.
6. Attract service to routes identified as important to IDA.
7. Profitability projections on proposed routes.
8. Integration studies of proposed routes into subject air carrier's existing schedules.
9. Provide information regarding additional qualified and appropriate carriers to serve the Eastern Idaho market.
10. Provide information regarding the cost structure and economic objectives of additional qualified carriers.
11. Provide recommendations for overall air service improvement.
12. Offer guidance and recommendations to develop specific incentive proposals tailored to proposed airline or route.
13. Provide assistance with the development of long-term air service development programs.
14. Develop air service proposals and presentations to target airlines.
15. Participate in air service development presentations to targeted airlines, as requested.
16. Serve as the point of contact with airlines for network planning and meetings at corporate headquarters.
17. Participate in conference calls/meetings related to the air service initiative, as requested.
18. May be asked to provide presentations directly to IDA Board/City Council or other local community groups to gather support for IDA initiatives.
19. Provide monthly progress/achievement reports to IDA.

20. Attend a minimum of one (1) air service development conference per year on behalf of IDA.
21. Create an airport marketing campaign/plan to promote IDA and its airline(s).
 - a. Develop a marketing plan for target markets and carriers.
 - b. Identify marketing and promotional strategies.
 - c. Work with IDA's targeted airlines to create promotional messages and materials needed to grow air service.

The consultant should expect to assign specific individuals to the Airport in order to assure that the Airport will be working with someone who is knowledgeable about the Airport and its issues and objectives. Continuity is crucially important. Technical knowledge of air service development is only part of the requirement to be an effective partner with the airport. It is imperative that the firm commit to developing an understanding of the Airport and the business/political environment in which it operates.

If selected, the air service development firm understands and agrees that it shall be bound by a restrictive covenant not to compete and exclusivity of services for Idaho Falls Regional Airport, which shall forbid it from accepting similar airport air service development contracts with other competing airports within the Idaho Falls Regional Airport region.

The term of the contract shall be for a period of five (5) years. The duration of this contract is from October 1, 2023 through September 30, 2028.

PROPOSAL SUBMISSIONS:

All submissions become property of the Airport and will not be returned. All conditions contained in this RFQ are considered accepted by the submitter in any proposal submitted. This proposal will become part of the formal Agreement and included as an attachment to the Agreement. Proposals with any erasures or corrections thereon may be rejected unless explained or noted over the signature of the submitter.

Submitters shall submit signed proposals on company letterhead. Proposals by a partnership should be signed with the partnership name by one of the members of the partnership or by an authorized representative, followed in either case by the signature and title of the person signing. Proposals by corporations must be signed with the name of the corporation, followed by the signature and designation of the president, vice president, or other person authorized to legally bind the corporation to a contract. By signing this Proposal, the undersigned hereby acknowledges that they are authorized and duly bound to execute this document on behalf of the submitter and that his or her signature is binding upon the submitter.

Proposals should be marked: **Idaho Falls Regional Airport – Air Service Development**

SUBMITTAL REQUIREMENTS

Responses will be evaluated by the below-listed criteria. They should be organized and identified in the same order. Submittals shall be limited to 15 single-sided pages. Section tabs and a table of contents will not count towards the page limit, however, items such as resumes will count. Submittals exceeding the 15 single-sided pages limit will be deemed "non-responsive" and will not be considered. Font size should be no smaller than twelve (12) with standard margins.

1. Firm profile, including size of firm, staff resources, its principals. Identify which services are provided by outside vendors or contractors.
2. Firm's expertise in air service analysis, planning, airport marketing, and other related airport consulting services. Include information describing the size of the firm, location of office that will work directly with the Airport, number of years in business of providing air service consulting.
3. Qualifications and resume of project manager assigned to this project, including years of experience, list of projects worked on and involvement in those projects.
4. Resumes of key participants, including years of applicable experience, projects worked on and involvement in those projects. Identify whether participant is employed by the firm or will be providing work results under subcontract.
5. Familiarity with the Idaho Falls area market.
6. Fee rates of all people assigned to the project and expenses for the duration of the initial three-year contract. Indicate any markups of actual expenses. Explain company policy on billing for internal and external communications (e.g., phone calls, e-mails). Should the Airport desire to implement the one-year renewals, the Consultant is allowed to modify their fee rates.
7. Provide information on the current workload of the firm and of the personnel proposed for this account.
8. Explain a typical working relationship you would have with the Airport (frequency of communications, advisement of opportunities and changes in the industry, responsiveness, etc.).
9. Provide at least three (3) references for similar assignments or accounts.
10. List the airline representatives with all U.S. domestic and International commercial airline planning teams with whom you work.
11. Experience with conducting catchment studies and content of studies. Provide a recent example of a completed catchment study, preferably from a similar sized market.
12. Explain how you would approach the development of a customized, detailed catchment study for IDA.
13. Explain your source of data used in conducting market analyses, the accuracy of the data, and how that data is processed.
14. Experience in developing airport/community partnership strategies. Provide an example.
15. In addition to the scope of services, provide other recommendations you feel are relevant to our market. Visionary, forward-thinking strategies capable of sustaining IDA growth will have a higher score.
16. Indication as whether or not the firm is a certified small, disadvantaged or minority business enterprise.

EVALUATION OF SUBMITTALS

The Idaho Falls Regional Airport shall evaluate the submittals of interested firms using the following criteria:

Firm's profile, including size of firm, staff resources, its principals, current workload, and proposed personnel for this account. Services performed by outside vendors or contractors.	20 points
Qualifications, experience, and expertise submitted by firm.	20 points
Firm's experience and methodology used in conducting catchment studies and content of studies, the firm's source of data used in market analyses.	15 points
The firm's approach for developing air service at IDA. Visionary, forward-thinking strategies capable of sustaining IDA growth will have a higher score.	15 points
Firm's typical working relationships, references, familiarity with the IDA market, and any conflicts of interest.	15 points
Firm's fee schedules and billing policies.	10 points
Firm is a certified small, disadvantaged, or minority business enterprise.	5 points
Total	100 points

The Airport selection committee will rank the written submittals using the above criteria. Firms that demonstrate competence in providing services to similar sized airports as IDA, the ability to prioritize the Airport's needs, and familiarity to IDA and the Idaho Falls area will be scored higher. The top three to five firms based upon the written submittals may be interviewed or asked to make oral presentations. The Airport will select the best and most qualified firm and conduct negotiations with that firm.

The Airport reserves the right to negotiate with and/or award a contract to other consultants sequentially ranked behind the selected consultant in the event that the Airport and the selected consultant negotiate but are unable to agree upon a detailed scope of work or cost of contract.

The Airport reserves the right, if it deems such action to be in the best interest of the Airport, to reject any and all submittals or to waive any irregularities or informalities therein. Any incomplete, false or misleading information provided by or through the Consultant shall be grounds for non-consideration. If submittals are rejected, the Airport further reserves the right to investigate and negotiate with the next ranked consultant in order of ranking or reject all consultants and re-solicit for additional consulting firms.

AMENDMENTS

The Airport may amend, in whole or in part, any terms or provisions of the RFQ prior to its closing time. All Amendments will be emailed to interested firms that have emailed the Airport. Any agreement is subject to prior approval by the Airport Board and the City Council.

The Airport reserves the right to reject all proposals at its sole discretion.