



REQUEST FOR PROPOSALS

Air Service Development Consultant

Bid Number: 1140

DUE DATE: September 15, 2022

DUE TIME: 5:00 pm (EST)

INTRODUCTION

The Gerald R. Ford International Airport Authority (GFIAA) is requesting proposals for a passenger and cargo Air Service Development Consultant (Consultant) to provide expertise in air service, given the new realities facing the airline industry. The initial contract term is for 3 years beginning November 15, 2022. GFIAA Reserves the right to renew the contract for additional terms following the initial contract term upon mutual agreement of both parties.

The Western Michigan economy has sound fundamentals, and the airport benefits from strong corporate support. Prior to COVID-19, Gerald R. Ford International Airport (GRR or Airport) celebrated record passenger growth for seven consecutive years. In 2020, the Airport completed its \$17.5 million terminal improvement and remodeling project (Gateway Transformation). The Airport also kicked-off its \$500 million capital expansion program, one of the largest in the country for a small-hub airport (Elevate). Elevate is an ambitious infrastructure investment project consisting of a new Air Traffic Control Tower, fully operational FIS, and expansion of Concourse A with eight additional gates and additional parking infrastructure designed to accommodate air service growth.

PROJECT SCHEDULE

ACTIVITY	DATE
RFP Issue Date	08/1/2022
Question Deadline	08/15/2022
Submission Due Date	09/15/2022
Contract Start Date	11/15/2022

All submissions must be made by 5 p.m. ET on the dates listed above. GFIAA reserves the right to modify the deadline set forth in the above table in its sole discretion. Any such modifications will be stated in an addendum.

SCOPE OF SERVICES AND QUALIFICATIONS

The Gerald R. Ford International Airport is seeking a Consultant that takes a progressive, relationship-oriented, creative and data-based approach to passenger and cargo air service development. The qualified firm must have been in business for at least five years and have an exceptional track record helping airports strategically maintain and grow the number of flights, destinations, airlines and air service connectivity. The selected Consultant will perform the air service consulting services (the "Work"). The scope of services for the Work includes, but is not limited to, the following:

- Deliver a New Realities/ State of the Airline Industry Analysis tailored to GRR and Western Michigan within 30 days of engagement
- Provide Creative Recommendations on airline and route targeting; resulting in a strategy to increase passenger traffic
 - Frequency enhancements
 - New destinations
 - Returning destinations
- Design a customized short-term (within 6 months) and long-term (up to 18 months) recruitment portfolio of airlines and routes

- Identify second home ownership in greater Grand Rapids
- Complete a peer review of up to 8 airports (also include other smaller West Michigan airports) to identify the relative passenger traffic, average fare, and potential market stimulation compared to the others
- Identify possible reasons for any lag in service recovery at GRR
- Assist with as-needed introductions to high-ranking network planning leaders at various airlines
- Attend airline headquarter visits and industry conference meetings as requested
- Review and present unique data and provide input on new airline service proposals and pitches
- Provide targeted routes profitability analysis, passenger forecasting, airfare trends, yield, connectivity analysis, and any other financial performance measures to assess the viability of a new route and/or enhancing frequency of current routes
- Provide biweekly and monthly reports/dashboards/calls on trends, routes, etc.
- Provide on-call strategic air service counsel as needed
- Review Air Service Development Incentive Program and provide recommendations to strengthen the program

REQUESTS FOR INFORMATION

Questions regarding this proposal are to be submitted in writing to purchasing@grr.org prior to 5 p.m. on 8/15/2022.

GFIAA reserves the right to publish and respond to an inquiry, respond directly to the inquirer without publishing or not respond to the inquiry at its sole discretion.

It is the firm's responsibility to become familiar with and fully informed regarding the terms, conditions, and specifications of this solicitation. Lack of understanding or misinterpretation of any portions of this solicitation shall not be cause for withdrawal after opening or for subsequent protest of award.

Addendums will only be published by the GFIAA Purchasing Department and available for review at www.flyford.org.

SUBMISSION FORMAT AND EVALUATION CRITERIA

Submissions should include and will be evaluated on the elements outlined below:

Executive Summary – One (1) page maximum

Summarize the strong points of the responding firm ("Respondent") and how experience, particularly with similar responsibilities, will benefit the stakeholders.

Business Organization – One (1) page maximum

State the full name and address of the organization and, if applicable, the branch office, consultants, or other subordinate elements that will provide or assist in providing the service. Include phone number(s), email address(s) and Respondent's website address.

Problem Statement & Recommendation – Twelve (12) pages maximum

State in succinct terms the Respondent's understanding of the major issues of this request. Describe

specifically the Respondent's intended process and responsibilities. Identify important steps that will be taken to meet the GFIAA's expectations and identify deliverables. In addition, a list of current airport and commercial airline clients should be submitted.

Project Staffing – Four (4) pages maximum

Provide a chart with the staff you are committing to the solicitation. Show lines of authority and communication, and provide a brief role description with responsibilities for each person as they relate to the solicitation as well as each staff member's key credentials

References – One (1) page maximum

Provide a minimum of three (3) relevant references, preferably for engagements of similar scope and complexity. Include the names of the projects, location, completion date, project cost, and specific challenges; identify project team members and references for each project including telephone numbers and email addresses.

Fee Proposal – Two (2) pages maximum

Describe your proposed form of compensation (i.e., commission, annual retainer, fee-for service, cost per hour by associate). Be specific about arrangements, failure to disclose compensation will be considered unresponsive.

GFIAA may at its option, require or request that respondents of its choice make presentations to an evaluation committee regarding their submission at a location of GFIAA's choice including, but not limited to, Routes World 2022, which will take place in Las Vegas, Nevada from October 16-18, 2022. Key staff to be assigned to this project must participate in this presentation unless otherwise waived by the GFIAA. The presentation may be followed by a question-and-answer session. This process may only take place after proposals have been submitted and reviewed and prior to the completion of the evaluation. Under no circumstances shall the provisions of the proposal be subject to negotiation prior to award.

REQUEST FOR PROPOSAL SUBMISSION

Responses may be delivered physically or electronically. To be considered, complete submissions must be received in the Gerald R. Ford International Airport Authority office located on the second floor of the terminal building prior to the due date and time specified (EST).

- Hard copy responses can be mailed or otherwise delivered to the address below.

Submission address:

Attn: Tom Cizauskas, Business Administration Manager
Gerald R. Ford International Airport Authority
5500 44th St SE
Grand Rapids, MI 49512

- Electronic responses can be securely uploaded as a single pdf document to:
<https://www.dropbox.com/request/4mqGOYjB9sZZzludw9XI>

Electronic submissions shall be named with a form or portion of the firm's name as part of the document name.

Submissions may be withdrawn by written request only if the request is received on or before the opening date and time.

Submissions not meeting these criteria may be deemed non-responsive.

GFIAA is not liable for any costs incurred by any prospective firm prior to the awarding of a contract, including any costs incurred in addressing this request for proposals.

Each submission must be signed by a person authorized to sign contracts on the behalf of the firm. The name of the person signing must be followed by their respective title.

TERMS AND CONDITIONS

GFIAA reserves the right to require that its standard terms and conditions apply to any actual order placed in response to a firm's submission. No attempt to modify GFIAA's Standard Terms and Conditions shall be binding, absent agreement on such modification in writing and signed by GFIAA.

No payment shall be made to the Respondent for any extra material or services, or of any greater amount of money than stipulated to be paid in the contract, unless changes in or additions to the contract requiring additional outlay by the Respondent shall first have been expressly authorized and ordered in writing by contract amendment or otherwise furnished by the GFIAA.

The intent of these specifications is to solicit a properly designed and all-inclusive response. Any requirements not in the specifications, but which are needed for such a response, are to be included in the submission.

Title VI Solicitation Notice. The Gerald R Ford International Airport Authority, in accordance with the provisions of Title VI of the Civil Rights Act of 1964 (78 Stat. 252, 42 U.S.C. §§ 2000d to 2000d-4) and the Regulations, hereby notifies all bidders that it will affirmatively ensure that for any contract entered into pursuant to this advertisement, disadvantaged business enterprises and airport concession disadvantaged business enterprises will be afforded full and fair opportunity to submit bids in response to this invitation and will not be discriminated against on the grounds of race, color, or national origin in consideration for an award.

Certification of Respondent Regarding Debarment. By submitting a proposal to this RFP, the Respondent certifies that neither it nor its principals are presently debarred or suspended by any Federal department or agency from participation in this transaction.

Certification of Respondent Regarding Non-Collusion. By submitting a proposal to this RFP, the Respondent certifies that the response submitted has not been made or prepared in collusion with any other respondent and the prices, terms or conditions thereof have not been communicated by or on behalf of the Respondent to any other respondent prior to the official opening of this request. This certification may be treated for all purposes as if it were a sworn statement made under oath, subject to the penalties for perjury. Moreover, it is made subject to the provisions of 18 U.S.C. Section 1001, relating to the making of false statements.

Nondiscrimination. The Respondent shall not discriminate against an employee or applicant for employment with respect to hire, tenure, terms, conditions or privileges of employment, or a matter directly or indirectly related to employment, because of race, color, religion, national origin, age, sex, height, weight, marital status, or disability that is unrelated to the individual's ability to perform the duties of a particular job or position.

Compliance With All Laws. The Respondent shall observe and comply with all applicable federal, state, and local laws, ordinances, rules and regulations at all times during the completion of any contract with the GFIAA.

Governing Law and Jurisdiction. The terms of this request shall be interpreted, construed and enforced pursuant to the laws of the State of Michigan, and the Parties irrevocably consent to the jurisdiction of the federal and state courts presiding in Michigan.

Tax Exemption. The GFIAA is tax-exempt and a regional airport authority organized under 2015 P.A. 95, being MCL 259.137 et. Seq.

Vendor Representation and Warranty Regarding Federal Excluded Parties List. The Respondent acknowledges that the GFIAA may be receiving funds from or through the Federal Government; such funds may not be used to pay any Respondent on the Federal Excluded Parties List (EPLS). The Respondent represents and warrants to the GFIAA that it is not on the Federal EPLS. If the Respondent is in non-compliance at any time during execution or term of this agreement (including any extensions thereof), the Respondent shall be in breach and the GFIAA shall be entitled to all remedies available to it at law or equity, specifically including but not limited to recovery of all moneys paid to the Respondent, all consequential damages (including the loss of grant funding or the requirement that grant funding be returned), and attorney fees (including the costs of in-house counsel) sustained as a result of the Respondent's non-compliance with this warranty and representation.

Iran Economic Sanctions Act. Pursuant to the Michigan Iran Economic Sanctions Act, 2012 P.A. 517, by submitting a bid, proposal or response, Respondent certifies, under civil penalty for false certification, that it is fully eligible to do so under law and that it is not an "Iran linked business," as that term is defined in the Act.

Insurance Requirements. Insurance requirements are posted on the Documents and Forms page of the GFIAA website within the Purchasing Terms and Conditions document.

Termination For Cause. Should the firm fail to perform the Work as required by and in accordance with the schedule or time requirements, or otherwise violate any of the terms set forth in the Solicitation Request, it shall constitute breach of the Contract. Other than in force majeure situations, Respondent shall have five (5) calendar days to cure a breach of the Contract (the "Cure Period") following issuance of GFIAA written notice. Failure to cure a breach of the Contract within said Cure Period shall allow the GFIAA to, without further notice to the Respondent, declare the Contract terminated and proceed with the replacement of the Respondent and the GFIAA shall be entitled to all remedies available to it at law or in equity including a claim against any required payment/performance bonds.

Termination Without Cause. Notwithstanding any other provision, at any time and without cause, GFIAA shall have the right, in its sole discretion, to terminate the contract by giving sixty (60) days written notice.

Alternate Sources for Work. Although it is the intent to contract with one provider, the GFIAA reserves the right to contract with alternate sources if the Respondent is unable or unwilling to service its obligation, or it is deemed by GFIAA to be in its best interest to use alternate sources.

Assignment. Neither party shall assign or delegate any of its rights or obligations under this Agreement without the prior written consent of the other party.

Authorized Provider. Respondent warrants that they are an authorized provider of products or services of his/her submission.

MICHIGAN FREEDOM OF INFORMATION ACT

Information submitted in this solicitation is subject to the Michigan Freedom of Information Act and may not be held in confidence after the Respondent's submission is opened. A submission will be available for review after the project has been awarded.

GFIAA cannot assure that all of the information submitted as part of or peripheral to the Respondent's submission will be kept confidential. Any Respondent submission language designated as confidential is considered automatically invalid and void. GFIAA is subject to the Michigan Freedom of Information Act, which prohibits it from concealing information on or associated with responses, successful or unsuccessful, once they are opened.

EVALUATION, STATUS UPDATES/AWARD NOTIFICATION

GFIAA reserves the right to request additional information it may deem necessary after the submissions are received including, but not limited to, oral presentations..

GFIAA reserves the right at its discretion to waive irregularities of this solicitation process.

In the event of extension errors, the unit price shall prevail and the Respondent's total offer will be corrected accordingly. In the event of addition errors, the extended totals will prevail and the Respondent's total will be corrected accordingly. Respondent must check their submission where applicable. Failure to do so will be at the Respondent's risk. Submissions having erasures or corrections must be initialed in ink by the Respondent. Respondents are cautioned to recheck their submissions for possible errors.

The Respondent shall not be allowed to take advantage of error, omissions or discrepancies in the specifications.

GFIAA, at its sole discretion, reserves the right to award to the Respondent whose response is deemed most advantageous to GFIAA. GFIAA, at its sole discretion, shall select the most responsive and responsible Respondent and evaluate all responses based on the requirements and criterion set forth in this solicitation while reserving the right to weigh specifications and other factors in the award regardless of price proposal. GFIAA reserves the right to reject any and all submissions as a result of this solicitation.

GFIAA reserves the right to award by line item when applicable and to accept or reject any or all parts of a submission.

Accelerated discounts should be so stated at the time of submission. If quick-pay discounts are offered, GFIAA reserves the right to include that discount as part of the award criterion. Prices must, however, be based upon payment in thirty (30) days after receipt, inspection, and acceptance. In all cases, quick-pay discounts will be calculated from the date of the invoice or the date of acceptance, whichever is later.

Award notifications are posted on the GRR website. It is the Respondent's responsibility to monitor the website for status updates.