

**SANTA FE MUNICIPAL AIRPORT
REQUEST FOR QUALIFICATIONS
AIRPORT AIR SERVICE STUDY**

I. Solicitation

The City of Santa Fe (City) is soliciting Statements of Qualifications (SOQ) from qualified and interested Aviation Business Consultants to conduct an Airport Air Service Study for the City of Santa Fe Municipal Airport (Airport).

II. Introduction & Background

a. Location & Population

The Santa Fe Municipal Airport is a commercial service airport located approximately 9 miles south of the city center of Santa Fe, New Mexico. The Airport is owned and operated by the City of Santa Fe, which is within the County of Santa Fe, New Mexico. The 2010 census showed the City of Santa Fe to have a population of 67,947. The County's population is estimated at 144,170. The Santa Fe economy is based primarily on tourism and government employment.

The Airport is situated in the southern side of the city limits, which is the fastest growing segment of town in both residential and business development.

Santa Fe is one of the country's premier tourist destinations according to several national surveys. Domestic and international visitors enjoy a diversity of culture, activities and climate throughout the year. The City plays host to several annual events that draw thousands of visitors per event, including the International Folk Art Market in September, Santa Fe Indian Market in August, and The Summer Spanish Market.

b. Commercial Airline Service & General Aviation

The Airport is currently served by two airlines, United Express and American Eagle, operating 45- or 50-seat regional jet aircraft (EMB 145, EMB 140, EMB 135 and CRJ200). The airlines fly daily and seasonally non-stop to Denver International Airport (DEN), Los Angeles International Airport (LAX) and Dallas/Ft. Worth International Airport (DFW). Airline flight schedules fluctuate somewhat throughout the year, with the tourism high season occurring June through October. During high season, the Airport generally supports one daily round trip to LAX, two daily round trips to DEN and three daily round trips to DFW. Flights typically depart as early as 6:00 AM and arrive as late as 9:30 PM. During low season, the LAX daily has historically shifted to three times a week and the third DFW round trip has been dropped.

The past five years have seen a steady increase in passenger traffic, with 2013 closing out with passenger boardings of 68,360 and passenger deplanements of 69,567, for a total passenger number of 137,927. An estimated 15,800 family members or friends drop off or meet passengers every year. This constitutes a 45% increase over the previous year and a 14 year high. Airline load factors for 2014 year-to-date are strong, at

consistently 90% and above, and are expected to continue. The forecast for 2014 is approximately 142,000 in- and out-bound passengers.

c. Facility

The Santa Fe Municipal Airport has a field elevation of 6,348 feet above sea level. This elevation presents limitations, particularly during hot summer months, for larger and heavier aircraft to achieve optimum performance on take-off. Consequently, the airlines hold back as many as a dozen seats for certain flights in the summer in anticipation of weight restrictions. Even with the seat hold-back, it is not uncommon for the airlines to deny boarding, either voluntarily or involuntarily.

Additionally, the Airport's Terminal Building is beyond its useful life and no longer has the capacity to meet the current commercial service needs at the Airport.

While the purpose of this study is not to determine or make recommendations for future facility needs, it is important that the selected consultant demonstrate an understanding of the Airport's unique operating position with regard to any recommendations on air service. In conjunction with this Air Service Study, the Airport is launching an Airport Master Plan Update to determine the future needs of the Airport. The Air Service Study is expected to inform questions, analysis and recommendations of the Master Plan Update.

d. Local Competition

While the Airport has seen in past years significant competition with Albuquerque International Sunport, our healthy load factors and the heavy utilization of our automobile parking suggests that our ticket fares, schedules and routes are competing well in our market. The Airport is desirous of real data supporting this and a working plan to ensure that our service level is not only maintained but grown as much as the market will allow.

III. Scope of Services

In order to accomplish this task, the Airport is soliciting interest from experienced aviation business consultants to assist Airport staff in at least, but not limited to, the following areas:

- a. Evaluate and provide a report on the strength of current airline service at the Santa Fe Municipal Airport, as well as our competing airports, in our market area. Include data and recommendations on leakage based on destination, type of traveler by demographic and price point, and potential to recapture leakage.
- b. Determine the demographic of passengers utilizing the Airport.
- c. Develop a comprehensive analysis of air service demand and potential for additional capacity and access to the Airport.
- d. Identify factors that may impact level of local ridership and make recommendations.
- e. Provide air service strategy recommendations for Airport staff and City Leadership.
- f. Specifically address forecasted innovations, changes, and/or trends in the regional, and network airline industry that could have either positive or negative impacts on the Santa

Fe Municipal Airport. Provide recommendations that will allow the Airport to best position itself for the future.

IV. Minimum Qualifications

Proposers shall demonstrate at least the following minimum qualifications:

- a. Demonstrable knowledge of the U.S. airline service industry, particularly small to non-hub markets served by regional carriers.
- b. Strong knowledge in airport operations, facility constraints as they pertain to air service.
- c. Proven track record of producing successful air service studies for similar airports.

V. Evaluation & Selection Criteria

a. Initial Evaluation of Statements of Qualifications

Based on the written SOQs received and application evaluation criteria specified below, two or more of the highest ranking Proposers deemed fully qualified, responsible and suitable to provide the requested services *may* be selected for an interview. The Airport reserves the right to waive the interview process if one Proposer's score is significantly higher than the next highest scoring Proposer. If the Airport chooses to conduct interviews, the Airport will schedule and proceed.

b. Interview Process

If the Airport elects to conduct interviews, interviews will be conducted by telephone. All interviews will be limited to not more than 45 minutes, which must include Proposer's presentation and time for Q&A with the Selection Committee. The executive/partner/principal of the Proposer assigned to the project, as well as project manager, shall be required to attend the interview. No sales or marketing personnel shall be present. Any and all expenses associated with the meeting, travel, document preparation, etc, shall be the sole expense of the Proposer.

c. Final Evaluation

If the Airport conducts interviews, after the interview process, the Airport shall re-evaluate the interviewed Proposers for the most responsive and responsible firm. Whether or not the Airport has conducted interviews, the Airport will invite the highest scoring Proposer to negotiate an agreement. If successful negotiations cannot be reached or an agreement cannot be finalized within a reasonable time period, the Airport may select to terminate negotiations with the current Proposer and opt to enter negotiations with the next highest scoring Proposers, and so on.

VI. Submittal Requirements

Qualifications submittals from Aviation Business Consultants will be received by the Santa Fe Municipal Airport, as addressed to the address below. Each SOQ shall contain four (4) hard copies and one (1) electronic copy and will be delivered in a sealed envelope to the **not later than Tuesday, October 21,**

2014, 5:00 PM local prevailing time. Any Statements of Qualifications received after this deadline will not be considered.

SUBMITTAL ADDRESS:

**SANTA FE MUNICIPAL AIRPORT
ATTN: FRANCEY JESSON, AIRPORT MANAGER
RFQ SAF AIR SERVICE STUDY
PO BOX 909
SANTA FE, NM 87504-0909**

Criteria for qualification will be based on the items 1 through 4 requested below. Failure to submit any one of the items below may result in disqualification. The items listed below are assigned a weighted value.

VII. Selection Committee

The Selection Committee shall consist of the following:

- Francey Jesson, Airport Manager
- Anita Medina, Airport Administrative Assistant
- Member of the Airport Advisory Board (TBD)

VIII. Selection Schedule

The following selection schedule is tentative depending upon the need to conduct interviews. The Airport reserves the right to elect to NOT conduct interviews if one Proposer is clearly the highest scoring Proposer. If the Airport elects to NOT conduct interviews, the Negotiation process will begin as soon as a clear high scoring Proposer is identified.

Statements of Qualifications Due	Tuesday, October 21, 2014, 5:00 PM Local Time
Telephone Interviews (if necessary)	October 23 rd and October 24 th
Negotiations with Top Scoring Proposer	October 27 – October 30, 2014
Public Works Committee	November 10, 2014
Finance Committee	November 17, 2014
City Council	December 10, 2014
Notice to Proceed	Upon City Execution of Contract

STATEMENT OF QUALIFICATIONS

Instructions: All questions must be answered, and the data given must be clear and comprehensive. If necessary, questions may be answered on separate attached sheets.

1. Company profile, experience and qualifications:
 - a. How many years have you been engaged in air service development and consulting under your present firm or trade name?
 - b. Describe your company's experience and qualifications to conduct an air service study for the Santa Fe Municipal Airport.
 - c. Management Qualifications and Support:
 - i. Describe your company's management structure; local support; account manager, account supervision, and local administrative support.
 - ii. Provide current resumes of all executive management personnel.
 - iii. Provide current resumes of all personnel, including project manager and key support staff, who would be working on this project if you are selected.
 - iv. Describe your company's approach to successful project management and how you intend to ensure that all deliverables are delivered on time and to the Airport's satisfaction.
2. Consultant's ability to meet obligations
 - a. Current Contractual Obligations; name and location of each contract; contract dates.
 - i. Based on your current commitments, describe your company's ability to meet the obligations of a contract with the Santa Fe Municipal Airport should you be selected.
 - b. Provide an anticipated timeline for interim and final completion of the project based on the scope of work. Include tasks or deliverables and descriptions of each.
3. References:
 - a. Provide at least three (3) current or recent (within the past 18 months) *airport* customers with similar scopes of work including current contact names, email address, mailing address and phone numbers.
4. Consultant's history of successful contracts
 - a. Have you ever failed to complete any work awarded to you?
 - i. If so, where and why?
 - b. Have you ever defaulted on a contract?
 - i. If so, where and why?

EVALUATION WEIGHT

All statements of qualification will be evaluated and rated in accordance with the following criteria and the indicated weighted value of the criteria:

Weighted Value

Company profile, experience and qualifications	45%
Consultant's ability to meet obligations	25%
References	25%
Consultant's history of successful contracts	5%

TOTAL 100%

The City of Santa Fe is an Equal Opportunity Employer and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation or national origin. The successful bidder will be required to conform to the Equal Opportunity Employment regulations.

Any questions regarding this RFQ should be directed to Francey Jesson, Airport Manager, Santa Fe Municipal Airport, 505.955.2901 or email fmjesson@ci.santa-fe.nm.us.

Received by the Santa Fe New Mexican Newspaper on: _____

To be published on: _____

Received by American Association of Airport Executives (AAAE) Business Opportunities Website

To be published on: September 29 and October 1, 2014