MISSOULA COUNTY AIRPORT AUTHORITY

REQUEST FOR PROPOSALS
FOR
PUBLIC RELATIONS SERVICES

ISSUE DATE: January 11, 2018
I. INVITATION TO SUBMIT

The Missoula County Airport Authority ("MCAA") is seeking proposals from qualified firms to provide public relations services.

Request for Proposals (RFP) and contract documents are available from the Missoula County Airport Authority, Administration office, 5225 Hwy 10 West, Box 25, Missoula MT 59808 or by calling (406) 728-4381 during normal working hours or may be obtained through written request or by email request to ifagan@flymissoula.com.

Proposals must be received in the Administration office of the Missoula County Airport Authority, 5225 Hwy 10 West, Box 25, Missoula Montana 59808 no later than 1:00 PM MST on February 16, 2018. Late Proposals will not be accepted.

MCAA reserves the right to terminate selection proceedings at any time.

II. INFORMATION FOR RESPONDENTS

The Missoula County Airport Authority (MCAA) owns and operates the Missoula International Airport (MSO). MCAA is governed by a Board of seven Commissioners and two alternates. Missoula International Airport serves the western area of Montana, with a population of approximately 175,256. Commercial passenger services are provided by Horizon/Alaska Air, United/United Express, Delta/Delta Connection, Frontier Air and Allegiant Air. The Airport has direct service to Las Vegas, Phoenix/Mesa, Portland, Salt Lake City, Seattle, Denver and Minneapolis with nonstop departures and seasonal service to Chicago, Atlanta, Oakland, Los Angeles and San Francisco. The airport has an estimated 50/50 mix of business and leisure travelers.

History of Enplanements:

<table>
<thead>
<tr>
<th>Calendar Year</th>
<th>Number of Enplanements</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>379,532</td>
</tr>
<tr>
<td>2015</td>
<td>350,361</td>
</tr>
<tr>
<td>2014</td>
<td>334,417</td>
</tr>
<tr>
<td>2013</td>
<td>296,797</td>
</tr>
<tr>
<td>2012</td>
<td>303,016</td>
</tr>
<tr>
<td>2011</td>
<td>292,530</td>
</tr>
</tbody>
</table>

The Authority completed a Terminal Master Plan in 2016 and is in the early stages of designing a new terminal with construction scheduled to begin in late 2018. The current terminal was originally built in 1948 and has undergone a number of major remodels or expansions since that time. The terminal development project is estimated to cost $100,000,000 and is planned to occur in several phases over a period of 10 years.

III. SCOPE OF SERVICES

The Authority is seeking proposals from qualified firms to provide some, or all, of the following services on an as needed basis:
1. **Develop and implement Terminal Outreach Plan.** Consultant may be asked to craft a long-range outreach plan that allows for consistent messaging regarding the terminal development program, covering a variety of mediums including:
   a. Blog posts;
   b. Website copy;
   c. Social media updates;
   d. Speaking points;
   e. News releases; and
   f. Community meetings.

   The plan will provide tactics and strategies that meet the Authority’s goals of informing the public about the development project and keeping travelers apprised of expectations, needed behavioral changes and exciting things to come.

2. **Air Service marketing.** Consultant may be asked to craft plans for marketing new air service as needed.

3. **Additional marketing and outreach efforts**, as requested by the Authority.

IV. **DISADVANTAGED BUSINESS ENTERPRISES**

MCAA has established an Airport Concession Disadvantaged Business Enterprise (“ACDBE”) program in accordance with regulations of the U.S. Department of Transportation (“DOT”), 49 CFR Part 23. It is the policy of MCAA to ensure that ACDBEs, as defined in Part 23, have an equal opportunity to receive and participate in concession opportunities. It is also our policy:

1. To ensure non-discrimination in the award and administration of opportunities for concessions;
2. To create a level playing field on which ACDBEs can compete fairly for opportunities for concessions;
3. To ensure that only firms that fully meet Part 23’s eligibility standards are permitted to participate as ACDBEs at our airport;
4. To help remove barriers to the participation of ACDBEs in opportunities for concessions at our airport; and
5. To provide appropriate flexibility to our airport in establishing and providing opportunities for ACDBEs.

MCAA will never exclude any person from participation in, deny any person the benefits of, or otherwise discriminate against anyone in connection with the award and performance of any contract on the basis of race, color, sex or national origin. MCAA hereby notifies all bidders that it will affirmatively ensure that any contract entered into pursuant to this advertisement, 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.

The successful Respondent shall not discriminate on the basis of race, color, national origin, or sex in the performance of any contract entered into as a result of this RFP. The successful Respondent shall carry out applicable requirements of 49 CFR Part 26 in the award and administration of any contract entered into as a result of this RFQ.

If the Respondent is a certified Disadvantaged Business Enterprise (“DBE”), please provide
evidence of certification with your submission. For information about DBE certification, please contact the Montana Department of Transportation or review the information at: www.mdt.mt.gov/business/contracting/civil/dbe.shtml.

V. FORMAT FOR SUBMISSIONS

Please format your response to this RFP in the following order to facilitate comparisons between respondents:

1. **Transmittal/Cover Letter.** Please include the following information in your transmittal/cover letter:
   a. History of the Firm and its experience;
   b. Names of the principals in the firm;
   c. Locations of offices where work will be performed;
   d. List of personnel and summary of relevant experience.

2. **Project Team.** Provide the name, address and telephone number of one person who will serve as the project manager responsible for the timely provision of all services and to whom all communications will be directed. Provide two references of previous projects on which the individual identified as project manager has worked. For each project, provide the name, title and current telephone number of the reference. In addition, provide brief summaries of recent project experience of other project team members who would be responsible for fulfilling any requests by MCAA. Brief resumes of the project team should be included. Please include a list of other clients the Project Team is currently providing services for.

3. **Firm’s Experience.** Provide a detailed explanation of your firm’s experience as it relates to airport related work and the Scope of Work.

4. **Proposal Form.** Please complete the proposal form attached as Addendum A.

5. **Insurance.** Provide evidence of insurance. Acceptable evidence includes letters from the Respondent’s insurance company (Best A Rating) dated no earlier than two weeks before submittal deadline date and signed by an officer of the insurer and security provider. Insurance requirements:
   - Commercial General Liability - $1,000,000 per occurrence; $2,000,000 aggregate
   - Workers’ Compensation – Statutory limits
   - Automobile Liability – Statutory limits
   - Professional Liability - $1,000,000 per occurrence

   Provide evidence that Respondent has not had its insurance coverage (on current or past operations) cancelled during the last 10 years – and if it has – provide an explanation as to why, and provide the name/address and name of insurer’s contact person (including phone number for the contact person).

6. **Pricing.** Hourly rates and estimated time and quotes for the services outlined in Section III. Scope of Services. Please provide flat fee cost estimates for any appropriate services, such as one page press releases, social media updates, etc.
VI. EVALUATION OF SUBMISSIONS

This RFP will be awarded to the responsible firm who in MCAA’s sole judgment is deemed most qualified. The selection shall be based on a comparative analysis of the professional qualifications necessary for satisfactory performances of the services required and shall satisfy requirements for open and free competition. MCAA shall appoint a selection committee to evaluate potential firms and shall ensure that the members of the selection committee are kept free of pressures, both internal and external, and that they have no conflicts of interest, real or apparent. The selection committee may conduct interviews and inquiries as desired and shall make a recommendation to the MCAA Board of Commissioners. The MCAA Board of Commissioners must approve the final selection.

Each submission received will be evaluated based on the information required as set forth in Section V above, pursuant to the following selection criteria and rating system:

<table>
<thead>
<tr>
<th>Selection Criteria</th>
<th>Rating Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>I. Overall Proposal Quality and Completeness of Information provided</td>
<td>10</td>
</tr>
<tr>
<td>II. Project Team’s professional qualifications and experience and availability; their reputation and professional integrity and competence;</td>
<td>30</td>
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<tr>
<td>III. Current workload and demonstrated ability to meet schedules or deadlines</td>
<td>10</td>
</tr>
<tr>
<td>IV. Demonstrated understanding of MCAA’s terminal development project and air service.</td>
<td>10</td>
</tr>
<tr>
<td>V. References</td>
<td>20</td>
</tr>
<tr>
<td>VI. Pricing information</td>
<td>20</td>
</tr>
<tr>
<td><strong>TOTAL POINTS</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

VII. INSTRUCTIONS TO RESPONDENTS

The deadline for Proposals is 1:00 PM MST on February 16, 2018. Proposals must be received in the Administration office of the Missoula County Airport Authority, 5225 Hwy 10 West,
Missoula MT. Each Proposal must be in the form set forth in the RFP and must not exceed twenty pages (20), including all required Attachments. Late Proposals will not be accepted.

MCAA requires four (4) copies of the submission materials. The provided forms must be utilized. It is also highly encouraged for Respondents to be practical and economical in presenting the information requested.

Schedule:

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>January 11, 2018</td>
<td>RFP Issued</td>
</tr>
<tr>
<td>February 1, 2018</td>
<td>1 p.m. Pre-Submission Meeting – available online</td>
</tr>
<tr>
<td>February 9, 2018</td>
<td>4 p.m. Deadline for Follow-up Written Questions</td>
</tr>
<tr>
<td>February 16, 2018</td>
<td>1 p.m. Submissions Due into MCAA Office</td>
</tr>
</tbody>
</table>

VIII. MISCELLANEOUS PROVISIONS

It is the intent of this RFP to describe the services being sought in sufficient detail to secure qualified Proposals. Proposals will be evaluated based upon qualifications and experience for the proposed projects, using a weighted scoring method. Proposals not conforming to the requested format or not in compliance with the specifications will not receive full scoring.

MCAA reserves the right to reject any and all proposals received and if all proposals are rejected, to re-advertise under the same or new specifications, or to make such award as in the judgment of MCAA best meets its requirements. MCAA reserves the right to waive any formalities, irregularities and/or technicalities which are not of a substantial nature and to accept the proposal which is in the best interest of MCAA. MCAA reserves the right to determine what constitutes any and all formalities, irregularities or technicalities. MCAA shall not be obligated to respond to any Proposal submitted or legally bound in any manner whatsoever by the submission of a Proposal.

Any Proposal submitted as provided herein shall be subject to negotiation at the option of the Authority. Submission of a Proposal shall obligate the Respondent to enter into an Agreement with the Authority in accordance with the content of the submission. It is specifically understood that the Authority can accept any Proposal in its entirety without negotiation and the Respondent shall be obligated to enter into an Agreement with the Authority reflecting that Proposal. The Authority reserves the right to request any Respondent to clarify its submission or to supply additional information necessary to assist the Authority in its selection.

Before a contract will be awarded, MCAA may conduct reference investigations as is necessary to evaluate and determine the performance record and ability of the top ranked Respondent(s) to perform the size and type of work to be contracted, and to determine the quality of the service being offered. By submitting a proposal, you authorize MCAA to conduct reference investigations as needed.

Any and all Agreements arising out of this RFP and negotiations that follow shall not be binding or valid against the Authority, its officers, employees or agents unless approved by the Authority Board of Commissioners and executed by the Authority and the Successful Respondent in accordance with applicable laws.
The submission of a Proposal shall be considered evidence that the Respondent has investigated all the conditions as described in the RFP Documents and the Respondent is aware of the circumstances and conditions involved. The attention of the Respondent is specifically directed to, and the Respondent will be conclusively presumed to have read and become familiar with all the RFP Documents, which will be available from the Authority Administration Office. No claim for adjustment of the provisions of the Agreement shall be honored after submission on the ground that Respondents were not fully informed as to the conditions which exist.

The Respondent will be responsible for all costs (including site visits where needed) incurred in preparing or responding to this RFP. All materials and documents submitted in response to the RFP become the property of MCAA and will not be returned.

No verbal interpretation made to any Respondent as to the meaning or consequence of any portion of the RFP Documents shall be considered binding. Every request for clarification of the RFP Documents shall be made in writing and delivered to Missoula County Airport Authority, 5225 Hwy 10 West, Box 25, Missoula MT 59808 or by email to Ifagan@flymissoula.com. All such requests must be received at least ten (10) days before the established time for receipt of Proposals. Any response by the Authority to a request by a Respondent for clarification will be made in the form of an addendum to the RFP Documents and will be sent to all parties to whom the RFP Documents have been issued not later than five (5) calendar days prior to the deadline for receiving Proposals. All Addenda so issued shall become part of the RFP Documents. The Authority will not be responsible for any oral instructions, interpretations or explanations.

Disqualification and Rejection of Proposal: Any of the following causes may be considered as sufficient for the disqualification of a Respondent and the rejection of the Proposal:

- Submission of more than one Proposal hereunder by an individual, firm, or corporation under the same or different names;
- Evidence of collusion among Respondents;
- A Respondent’s default or arrearage under any previous existing agreement with the Authority;
- Existence of any unresolved claims between the Respondent and the Authority;
- The Authority reserves the right to reject any and all Proposals for any reason or for no reason.

Withdrawal of Proposal: No Proposal may be withdrawn after it has been submitted to the Authority unless the Respondent so requests in writing and such request is received by the Authority prior to the Authority’s time set for receiving Proposals. No Proposal may be withdrawn after the scheduled due date for a period of ninety (90) days.

Respondent to whom a contract is awarded shall within fifteen (15) days of the date of the receipt of the final Agreement negotiates between the Respondent and the Authority deliver said Agreement fully executed. The Agreement shall substantially be in the form attached as
Appendix “B.” All such documents must be executed and delivered by the Respondent and approved by the Authority before the Agreement will be executed and returned to the Respondent by the Authority. The Authority reserves the right to cancel the award without liability, at any time before the Agreement has been fully executed by both parties.

The Authority reserves the right to reject any or all proposals if it determines that the proposals are not responsive to the RFP or if the proposals themselves are judged not to be in the best interest of the Authority.

Federal Contract Provisions: The following federal laws are applicable to and incorporated into this Request for Proposal and/or the contract resulting from this Request for Proposal by reference:

1) Foreign Trade Restriction, 49 U.S.C. § 50104, 49 C.F.R. Part 30;
2) General Civil Rights Provisions, 49 U.S.C. § 47123;
3) Equal Employment Opportunity, 2 C.F.R. § 200, Appendix II(C), 41 C.F.R. §§ 60-1.4, 60-4.3, Executive Order 11246;
5) Access to Records and Reports, 2 C.F.R. § 200.333;
7) Government-wide Debarment and Suspension, 2 C.F.R. Part 180 (Subpart C), 2 C.F.R. Part 1200, D.O.T. Order 4200.5;
8) Distracted Driving, Executive Order 13513, D.O.T. Order 3902.10.