

**CITY OF AUSTIN  
DEPARTMENT OF AVIATION  
PROPOSAL PREPARATION INSTRUCTIONS AND EVALUATION FACTORS**

**1. PROPOSAL FORMAT**

Prefacing the proposal, the Proposer shall provide an Executive Summary of three (3) pages or less, which gives in brief, concise terms, a summation of the proposal. The proposal itself shall be organized in the following format and informational sequence:

A. **Part I - Business Organization:** State full name and address of your organization and identify parent company if you are a subsidiary. Specify the branch office or other subordinate element which will perform, or assist in performing, work herein. Indicate whether you operate as a partnership, corporation, or individual. Include the State in which incorporated or licensed to operate.

B. **Part II - System Concept and Solution:**

The City is requesting proposals from qualified proposers for the purpose of designing, developing, installing, operating, maintaining, and managing:

- an in-terminal advertising program; and
- an outdoor advertising program;

The City's objective is to create the most "passenger friendly" airport possible. One of the greatest tools available to achieve this objective is the creation of an amenities and advertising environment that enhances customer satisfaction and airport experience.

The selected proposer, upon execution of the contract, shall be required to make immediate improvements to the Terminal advertising display program to maintain the highest standards of service and to maximize revenue.

Passenger, gross revenue, and other statistics included in this RFP are for informational purposes only. The City is not responsible for any inaccuracies or misinterpretations of data, and does not guarantee any minimum rate of return or gross revenues.

1. **In-terminal**

The proposal package may include but is not limited to the following:

- Interior of the Barbara Jordan Terminal, including but not limited to wall/window and floor displays, hotel/motel telephone reservation phone boards, column wraps, interactive projection systems, and banners.

In developing proposal responses, Proposers shall comply with the following specifications:

- All commercial advertising displays must be new state-of-the-art, and energy efficient. All designs and advertising content will be subject to final approval by the Airport Executive Director or his designee;
- Displays must not conflict with or distract from directional and information signage;
- Displays must not conflict or interfere with existing and future art displays and areas designated for art.

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- All displays must comply with all applicable provisions of the Americans with Disabilities Act of 1990 (“ADA”).
- Installation of all advertising materials, including any public service announcements, is at the sole expense of the successful Proposer.
- The successful Proposer is responsible for the maintenance of the displays and shall keep the displays in “like new” condition and graffiti free at all times.

The City recognizes that there may be new advertising venues that may not be included above. The Airport encourages creativity in its proposed media types.

2. Outdoor

A Proposal may include but is not limited to the following:

- Exterior wall wraps
- Light pole banners
- Exterior wrap of the Airport parking garage
- Interior displays in parking garages and walkway connectors.
- interior of the airport parking garage elevators,
- exterior Department of Aviation parking lot shuttle bus shelters at the Terminal and remote surface parking lots

In developing its Proposal response, Proposer shall comply with the following specifications:

- All commercial advertising displays must be new state-of-the-art, and energy efficient. Designs and advertising content will be subject to final approval by the Airport Executive Director or his designee;
- Displays must not conflict with or distract from commercial roadway informational and directional signage;
- Displays must not conflict or interfere with existing and future art displays and areas designated for art.
- Installation of all advertising materials, including any public service announcements, is at the sole expense of the successful Proposer.
- The successful Proposer is responsible for the maintenance of the displays and shall keep the displays in “like new” condition and graffiti free at all times.

The City will provide the bus shelters. The Proposer is not responsible for the construction or maintenance of the bus shelters. Shelter advertising shall be placed in such a manner so as to avoid blocking the view of passengers and drivers from approaching buses. Signage must be backlit for 24-hour visibility; backside lit as well or professionally finished, clean connection to power with no loose cords of any type, and printed on a variety of waterproof and UV-resistant translucent vinyls.

The City recognizes that there may be new advertising venues that may not be included above. The Airport encourages creativity in its proposed media types.

- C. **Part III - Project Management Structure**: Provide a general explanation and chart which specifies project leadership and reporting responsibilities; and interface the team with City project management

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and team personnel. If use of subcontractors is proposed, identify their placement in the primary management structure, and provide internal management description for each subcontractor.

- D. **Part IV - Prior Experience**: Describe only relevant corporate experience and individual experience for personnel who will be actively engaged in the project. Do not include corporate experience unless personnel assigned to this project actively participated. Supply the project title, year, and reference name, title, present address, and phone number of principal person for whom prior projects were accomplished.
1. Five (5) years continuous working ownership (defined as actively involved in the day-to-day management of the business) or executive management experience in the advertising industry. Said experience to be within the past five (5) years. An individual who holds or has held a position of administrative or managerial responsibility for the operation of an advertising program for three (3) years out of the past five (5) years would meet the executive management requirement. If the proposer is a new business, the previous executive management experience of the identified owner(s) will be considered in order to meet the experience requirement.
  2. Must have developed, leased and managed the commercial advertising program in at least three (3) airports within the last five (5) years.
  3. Must have installed, leased and managed digital and hi-tech advertising displays as part of a commercial advertising program in at least one (1) airport of similar size and market to the Airport within the last three (3) years.
  4. Must demonstrate it has the financial resources to finance, develop and operate the advertising concession as outlined in this RFP.
  5. Proposers must have an established sales organization with proven ability to sell and service local, regional, national, and international accounts.
  6. Proposers must demonstrate ability to create an advertising program of a comparable size (based on passenger activity) while complying with the American with Disabilities Act of 1990 (ADA) requirements.
  7. List all locations (maximum of 10, minimum of 3) ranked in order of gross annual advertising revenue at which Proposer presently operates or has operated an advertising concession during the last five (5) years that demonstrate the Proposer's ability to satisfy the minimum qualifications of this RFP. Include contract commencement and expiration dates, minimum annual guarantee or rent obligations, percentage of gross sales paid, gross sales, rent paid to the facility operator, number and type of advertising installations, occupancy rate, passenger traffic volume capital investment, and photographs (if available). Provide the names, addresses and telephone numbers of the landlords or property managers for each operation that can verify the level of sales and experience.
  8. For up to three (3) of the proposer's previous contracts that best demonstrate the proposer's ability to develop and manage the advertising concession opportunities described in this RFP, please provide the following information: (1) discuss how you changed and improved the advertising program once the contract started; (2) discuss how you tailored the advertising

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programs to the facilities; (3) describe how you ensured all advertising locations under each contract were ADA compliant and what steps were taken to achieve compliance.

9. Provide the name, location and date of any of the proposer's airport advertising agreements that have been terminated either voluntary or involuntary, within the past ten (10) years. Provide an explanation of the reason(s) for termination or renegotiation of any agreements and a contact name and telephone number for the property manager.
10. Provide the name, location, and date of any contracts or leases awarded within the last year and the capital investment amounts planned for the locations and the schedules for completing the installations.

E. **Part V - Financial Proposal:**

A Financial Proposal is required and at a minimum, must include:

- A proposed Minimum Annual Guaranteed Concession Fee (MAGCF) for the first contract year of the Concession, and
- The Percentage of Gross Revenues you offer to pay as Concession Fees each Contract year throughout the term on the agreement, and
- The MAGCF is adjusted annually. The MAGCF for the second and subsequent Contract Years shall be the greater of the MAGCF proposed for the first Contract Year reflected above or ninety percent (90%) of Concession Fees payable to the City in the Contract Year immediately preceding.

"Gross Receipts" generally means all money or other consideration paid or payable to the Concessionaire for advertising services at the Airport, excluding Federal, State, and local excise, sales, and use taxes on Concessionaire's advertising services that are collected from the customer, and remitted to the taxing authority.

F. **Part VI - Financial Strength and Sustainability:** Submit the following documentation to evaluate your financial strength and stability:

1. Financial statements for the last three fiscal years. If the financial statements are un-audited, include an explanation why audited financial statements are unavailable. Financial statements should include balance sheet, income statement, and cash flow statement and notes prepared by an independent Certified Public Accountant, in accordance with generally accepted accounting principles. If proposing as a partnership or joint venture, provide the financial information described above for each general partner or joint venturer.
2. A statement as to whether the Proposer or its subcontractors has had a bond or surety cancelled or forfeited. If so, state the name of the bonding company, date, amount of bond, and the reason for the cancellation or forfeiture.

G. **Part VII - Personnel:** Include names and qualifications of all professional personnel who will be assigned to this project. State the primary work assigned to each person and the percentage of time each person will devote to this work. Identify key persons by name and title. Provide all resumes.

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- H. **Part VIII - Local Business Presence:** The City seeks opportunities for businesses in the Austin Corporate City Limits to participate on City contracts. A firm (Offeror or Subcontractor) is considered to have a Local Business Presence if the firm is headquartered in the Austin Corporate City Limits, or has a branch office located in the Austin Corporate City Limits in operation for the last five (5) years. The City defines headquarters as the administrative center where most of the important functions and full responsibility for managing and coordinating the business activities of the firm are located. The City defines branch office as a smaller, remotely located office that is separate from a firm's headquarters that offers the services requested and required under this solicitation. Points will be awarded through a combination of the Offeror's Local Business Presence and/or the Local Business Presence of their subcontractors. Evaluation of the Team's Percentage of Local Business Presence will be based on the dollar amount of work as reflected in the Offeror's MBE/WBE Compliance Plan or MBE/WBE Utilization Plan. Specify if and by which definition the Offeror or Subcontractor(s) have a local business presence.
- I. **Part IX - Non-Collusion, Non-Conflict of Interest, and Anti-Lobbying:**
- i. On November 10, 2011, the Austin City Council adopted Ordinance No. 20111110-052 amending Chapter 2-7, Article 6 of the City Code relating to Anti-Lobbying and Procurement. The policy defined in this Code applies to Solicitations for goods and/or services requiring City Council approval under City Charter Article VII, Section 15 (Purchase Procedures). During the No-Contact Period, Offerors or potential Offerors are prohibited from making a representation to anyone other than the Authorized Contact Person in the Solicitation as the contact for questions and comments regarding the Solicitation.
  - ii. If during the No-Contact Period a proposer makes a representation to anyone other than the Authorized Contact Person for the Solicitation, the proposer's offer is disqualified from further consideration except as permitted in the Ordinance.
  - iii. If a proposer has been disqualified under this article more than two times in a sixty (60) month period, the Purchasing Officer shall debar the proposer from doing business with the City for a period not to exceed three (3) years, provided the Respondent is given written notice and a hearing in advance of the debarment.
  - iv. The City requires Offerors submitting Offers on this Solicitation to provide a signed Section 0810, Non-Collusion, Non-Conflict of Interest, and Anti-Lobbying Affidavit certifying that the Offeror has not in any way directly or indirectly made representations to anyone other than the Authorized Contact Person during the No-Contact Period as defined in the Ordinance. The text of the City Ordinance is posted on the Internet at:  
<http://www.ci.austin.tx.us/edims/document.cfm?id=161145>
- J. **Part X - Proposal Acceptance Period:** All proposals are valid for a period of one hundred and eighty (180) calendar days subsequent to the RFP closing date unless a longer acceptance period is offered in the proposal
- K. **Part XI - Proprietary Information:** All material submitted to the City becomes public property and is subject to the Texas Open Records Act upon receipt. If a Proposer does not desire proprietary information in the proposal to be disclosed, each page must be identified and marked proprietary at

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time of submittal. The City will, to the extent allowed by law, endeavor to protect such information from disclosure. The final decision as to what information must be disclosed, however, lies with the Texas Attorney General. Failure to identify proprietary information will result in all unmarked sections being deemed non-proprietary and available upon public request.

- L. **Part XII - Authorized Negotiator:** Include name, address, and telephone number of person in your organization authorized to negotiate Contract terms and render binding decisions on Contract matters.
- i. Printing. State separately the cost of furnishing copies of the final report (if applicable).
  - ii. Total cost schedule.

2. **EXCEPTIONS:**

Be advised that exceptions to any portion of the Solicitation may jeopardize acceptance of the Proposal.

3. **PROPOSAL PREPARATION COSTS:**

All costs directly or indirectly related to preparation of a response to the RFP or any oral presentation required to supplement and/or clarify a proposal which may be required by the City shall be the sole responsibility of the Proposer.

4. **EVALUATION FACTORS AND AWARD**

A. **Competitive Selection:** This procurement will comply with applicable City policies and laws. The successful proposer will be selected by the City on a rational basis. Evaluation factors outlined in Paragraph B below shall be applied to all eligible, responsive Proposers in comparing proposals and selecting the Best Proposer. Award of a Contract may be made without discussion with proposers after proposals are received. Proposals should, therefore, be submitted on the most favorable terms.

B. **Evaluation Factors:**

- i. 110 points.

<b><u>Factor</u></b>	<b><u>Evaluation Points</u></b>
1) Financial Proposal	30
<ul style="list-style-type: none"> <li>• Proposed Minimum Annual Guaranteed Concession Fee</li> <li>• Percentage of Gross Revenues</li> </ul>	
2) Financial Strength	Pass/Fail
<ul style="list-style-type: none"> <li>• Capability to deliver the Advertising Display Plan and Pay the MAGCF amount</li> <li>• Quality of Financials</li> </ul>	

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| 3) Experience and Qualifications of Firm   | 20 |
| <ul style="list-style-type: none"><li>• Demonstrated Related Experience and Capability</li><li>• Airport Advertising Sales Track Record</li><li>• Quality of experience and qualifications of designated site manager</li><li>• Quality of References</li></ul>  |    |
| 4) Design Concept and Creativity   | 15 |
| <ul style="list-style-type: none"><li>• Proposer’s design and materials are architecturally pleasing, reflecting technological enhancements to the display types and size of the display units.</li><li>• Proposer’s concepts for the advertising media to achieve emphasis on the philosophies, ideals, culture, and history of Austin and the surrounding area while subtly presenting the client and/or the client’s product.</li><li>• The steps the proposer will take to ensure the proposed advertising units and other displays are consistent with the architectural design of the structures in the Terminal and outside of the Terminal, i.e. compatibility of designs with the surroundings of the Terminal and consistency with the finishes in Terminal.</li></ul> |    |
| 5) Quality of Advertising Plan   | 15 |
| <ul style="list-style-type: none"><li>• Advertising design program and aesthetic appeal unique to Airport and Austin</li><li>• Quality and diversity (local, state, and national) of marketing plan</li><li>• Inclusion of environmentally conscious practices</li><li>• Reasonableness of Management Plan</li><li>• Reasonableness of Quality and Quantity of Display Program</li><li>• Clarity of Plan</li></ul>   |    |
| 6) Local Business Presence   | 10 |
| 7) Capital Investment and Improvements   | 10 |
| <ul style="list-style-type: none"><li>• Proposed initial investment in display units and accessories, including details of the quantity and type of displays to be installed</li><li>• Proposed investment of and schedule for future installation(s) of new displays and upgrades using new innovative technology, and other future improvements to advertising program</li></ul>   |    |
| 8) Method of Management & Operations   | 10 |
| <ul style="list-style-type: none"><li>• Reasonableness of Management Plan</li><li>• Identifying services performed routinely.</li><li>• Equipment maintenance plan, Identifying maintenance personnel available 24 hours, 365 days, by pager/cell phone, and response times</li></ul>  |    |

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- Staffing plan, identifying a manager that can be reached by phone, fax, etc. between 8:00 am to 5:00 pm., Monday through Friday
- Policies and practices
- Realistic Sales Projections

**Total Points**

**110**

THE CITY MAY, IN ITS SOLE DISCRETION, ELECT TO CONDUCT INTERVIEWS WITH ALL OR A SHORT LIST OF THE HIGHEST EVALUATED PROPOSERS TO FACILITATE SELECTING PROPOSAL(S) AND MAY AWARD UP TO A MAXIMUM OF 25 POINTS FOR THE INTERVIEW, THEREBY ESTABLISHING 135 AS THE MAXIMUM POINTS AVAILABLE FOR PROPOSALS. (TOTAL MAXIMUM POINTS IS 110, IF NO INTERVIEWS ARE CONDUCTED.)

5. **MANDATORY PRE-PROPOSAL AIRPORT TOUR AND CONFERENCE**

**August 24 , 2015 9:00 am CST**

**Austin-Bergstrom International Airport  
3600 Presidential Blvd.  
Barbara Jordan Terminal, Mezzanine Level  
Conference Rooms A-B  
Austin, Texas 78719**

For security reasons please limit the number of representatives per company to three (3) persons (not including subcontractors).

In order to expedite Security Screening, please submit the names and birthdates of those persons planning to attend to Julie Harris at [Julie.harris@austintexas.gov](mailto:Julie.harris@austintexas.gov) by August 20, 2015. **Those companies who fail to submit a list of persons will not be allowed to make the tour.**