

REQUEST FOR PROPOSAL

ALLEGHENY COUNTY AIRPORT AUTHORITY

Real Estate Marketing & Communications

August 19, 2019

I. BACKGROUND

The Allegheny County Airport Authority (“ACAA” or “Authority”), operator of Pittsburgh International and Allegheny County Airports in Pennsylvania, is seeking proposals from firms who have experience in marketing and communications specific toward real estate developments, tenant attraction, etc. (“Firm” or “Firms”)

II. SELECTION PROCESS AND CRITERIA

A. Review and Selection

Representatives of the ACAA will use their judgement to identify the most qualified and appropriate Firms for said services. The review may include requests for additional information, interviews and negotiations with the Firms. The ACAA reserves the right to reject any and all submittals, in whole or in part, in its sole discretion, for any reason.

Upon receipt of the proposals, the Authority will commence its review and selection process. At any time during the selection process, the Authority may request more detailed information from the Firms. ACAA, in its sole discretion, may require the Firms to make one or more formal presentations to the Authority and/or any other interested parties.

The ACAA may reject any or all proposals and may waive any irregularities in the proposals.

B. Sources of Information

The Authority will make its decisions based upon the following sources of information:

1. The Firm's qualifications submitted in response to this RFP;
2. Potential interviews with and oral presentations of the Firm;
3. Investigations of prior programs completed by the Firm;
4. The Firm's performance in previous undertakings;
5. Financial information submitted by or requested from the Firm;
6. References; and
7. Such other sources of information as it deems appropriate under the circumstances.

C. Criteria

The Authority will make its selection of the most appropriate Firm based on the following criteria:

1. Completion of successful similar programs in at least the following areas:
 - a. Marketing and communications of a real estate development, community or other such project.
2. Evidence that the Firm has knowledge and expertise in strategies and tactics across the Paid, Earned, Shared and Owned (PESO) model, including but not limited to:
 - a. Strategic planning
 - b. Brand, message and positioning development
 - c. Content creation, development and distribution (through a variety of means, some mentioned below)
 - d. Creative/design capabilities, including brand/logo, digital, collateral and other design
 - e. Website/mobile development, including attraction to the property via SEO/SEM, digital display and social advertising

- f. Direct marketing (primarily electronic)
 - g. Multimedia marketing and communications, including video (animated/illustrated, live action, etc.)
 - h. Public/media relations and social media
3. Firm's qualifications and experience (including but not limited to principals, key managers, firms and team members);
 4. Composition of the Firm's proposed team for ACAA;
 5. Commitment by the Firm to meet or exceed the ACAA's Disadvantaged Business Enterprise (DBE) participation goals. (14 percent of contract price). Additionally, the Firm should include any demonstration of meeting or exceeding the ACAA's DBE participation goals on prior projects. For information on the DBE Program, contact Jenee Oliver, Business Diversity and Outreach Manager, at 412-472-5503 or JOliver@flypittsburgh.com;
 6. The Firm's ability to undertake, complete and manage the project; and
 7. Such other factors that ACAA determines are relevant to the project.

III. SUBMISSION REQUIREMENTS

A. Procedures for Submission of Responses to RFP

To be considered, a Firm shall submit a complete response to this RFP. Submittals shall be straightforward and contain a concise delineation of the Firm's capability to deliver the proposed project.

Submittals shall not exceed 10 pages. Submittals shall be comprehensive, accurate, bound and contained on 8 1/2" X 11" paper. Firms shall submit three (3) copies of all documents required, as well as one USB format electronic copy. Submissions must be hand delivered or delivered by postal or delivery service by the time indicated below. Email or electronic delivery will be accepted, but only as part of fulfillment of above physical submissions. Submissions lacking one or more of the requested documents may be considered irregular. The ACAA reserves the right to reject any irregular submission and reserves the right to waive any irregularity in submissions.

It is the Firm's sole responsibility to read and interpret this RFP and the written instructions contained herein. Please contact the Proposal Coordinator for any clarifications. Any questions and/or clarifications are due by August 23, 2019.

B. Mailing Address and Submission Deadline

Responses to the RFP shall be submitted to the Proposal Coordinator:

Laura Whitaker
lwhitaker@flypittsburgh.com
Allegheny County Airport Authority
Pittsburgh International Airport
Landside Terminal, 4th Floor Mezzanine
PO Box 12370
Pittsburgh, PA 15231-0370

Responses are due in the above office on or before 5 p.m., August 28, 2019. Responses to the RFP that are not received in the above office prior to the time and date specified will be considered late.

C. Content of Proposals

FIRM'S RESPONSES SHALL BE LIMITED TO TEN (10) PAGES AND SHOULD CONTAIN THE FOLLOWING INFORMATION AND A STATEMENT OF QUALIFICATIONS IN THE FOLLOWING ORDER:

1. Cover Page including the name of the project, contact information of the Firm and the date;
2. Letter of Transmittal containing the following information:
 - a. Concise overview of the Firm, including the legal name, address, organizational structure, parent or subsidiary companies, length of time in business, office locations and number of personnel. If the Firm is a joint venture, please furnish this information for each entity participating in the joint venture.
 - b. Names and addresses of the individual principals with the authority to legally bind and act on behalf of the Firm.

- c. Name, title, address, telephone number, fax number and email address of the contact for the Firm.
 - d. Signature of the lead principal of the Firm's team.
 3. Statement of Qualifications containing the following information (with an emphasis on the selection criteria identified in section II, C.):
 - a. Description as to why the Firm is qualified to undertake this particular project;
 - b. Description of the Firm's most recent projects which demonstrate an ability to proceed with this project and the details of any experience within the past 5 years related to similar projects (particularly at airports of similar size);
 - c. Description of the Firm's project team, including experience of the key personnel who will manage the project and notable experience of the professionals or professional firms that will be used;
 - d. Participation in Airport Concessions Disadvantaged Business Enterprise; and
 - e. References.

Absolutely no price information should be presented with either the written proposal or the oral presentation.

D. Firm Selection Criteria

The Authority will review the technical proposals received and rank the Firms using, but not limited to, the following criteria:

1. Sensitivity of response to RFP, *i.e.*, Authority's requirements and project constraints (clarity, organization, cohesiveness, quality and completeness of proposal/presentation, etc.);
2. Understanding of the general scope of work;
3. Previous experience with projects of this type;
4. Qualifications of project team members;

5. Indicated ability to manage project, produce required results, meet projected schedules and control costs. The ability of the Firm members to work well with the ACAA team will also be considered;
6. Understanding of effort required to satisfy contract requirements as demonstrated in the qualifications of personnel shown in the organizational chart;
7. Meeting or exceeding DBE goals, including meaningful participation by DBE firms; and
8. Agreement to comply with all guidelines, requirements, regulations and laws related to the Airport Improvement Program in order to maintain project eligibility and participation for grants and funding.

E. Oral Presentation

Upon invitation, the short-listed Firm will make a presentation to ACAA. Presentations are limited to a maximum of 20 minutes, with 10 minutes reserved for questions and answers. Total time allotted of 30 minutes will be strictly enforced. The oral presentation may be followed up with a short collaborative team problem-solving workshop. The oral presentation should emphasize those aspects of real estate marketing and communication considered most important and why the Firm team is most qualified to provide these services.

F. Price Proposal

Upon notification of selection for a specific project, the Firm must furnish the following information by the date specified:

1. A list of employee and Firm job classifications with minimum to maximum range of hourly charging rates for each job class; and
2. Updated insurance information.

When Federal Aviation Administration (FAA) or PA DOT Bureau of Aviation Grants and other applicable funding entities partially fund the work, the Firm must provide separate man-hours and costs for those portions of the work covered by the Grants. Do not submit man-hours with the technical proposal.

IV. GENERAL INSTRUCTIONS AND INFORMATION

A. Conflict of Interest

The Firm shall neither offer gifts or anything of value nor enter into any business arrangement with any employee, official or agent of the ACAA. By signing their proposal, the Firm certifies and represents to the ACAA that the Firm has not offered, conferred or agreed to confer any pecuniary benefit or other thing of value for the receipt of special treatment, advantaged information, recipient's decision, opinion, recommendation, vote or any other exercise of discretion concerning this RFP.

B. Submission Costs

Each Firm agrees that the cost of all materials, preparations and presentations involved in the submission of its proposal and/or its participation in the selection process shall be borne by said Firm at its sole cost and expense. ACAA shall not, under any circumstances, be responsible for any costs or expenses incurred by a Firm in preparing a proposal or response to this RFP, or in participating in any subsequent steps in the selection process, such as providing additional information to ACAA, engaging in negotiations and/or discussions with ACAA, and/or making presentations to any interested parties. Each Firm agrees that all documentation and materials submitted either with a proposal or at any point during the selection process shall remain the property of the Authority.

C. Diversity

The Authority does not discriminate on the basis of race, color, creed, religion, disability or sexual orientation. Furthermore, minority, women and disadvantaged business owners are encouraged to pursue business opportunities with ACAA.

D. No Co-Partnership

No partnership, joint venture, other business combination or agency relationship is created between the Authority and any Firm by virtue of this RFP, the selection process or otherwise.

E. Insurance

The Firm shall, at its sole cost and expense, maintain in effect the

following insurance coverage at all times during the term of the Agreement, and prior to the execution of this Agreement, shall deliver to the ACAA certificates setting forth required insurance. Each policy shall be endorsed to endeavor to provide for thirty (30) days' written notice to the ACAA, in the event of termination, cancellation, non-renewal or material change in the terms of the Agreement. The Authority and its Board of Directors shall be named as additional insureds with the right of notice in the policy, excluding workers' compensation and professional liability coverage. Copies of policy endorsements evidencing coverage for additional insureds with right of notice shall be attached to the delivered certificate of insurance.

- a. Workers' compensation coverage as required by law.
- b. Comprehensive/commercial general liability insurance.
- c. Professional liability coverage with limits of not less than One Million Dollars (\$1,000,000.00).
- d. Comprehensive automobile insurance covering all owned, non-owned and hired motor vehicles as needed.
- e. Firm agrees to comply with all safety recommendations made by the Authority or its Insurers.
- f. Such other insurance in amounts and containing provisions as the Chief Executive Officer may reasonably, from time to time in her discretion, require.

The Chief Executive Officer, in her discretion, may modify or waive any of the foregoing requirements and may approve such deductibles as she deems appropriate.

F. Proposal Coordinator

For additional information concerning this Request for Proposal, interested parties may contact Laura Whitaker, Marketing & Communications Administrative Coordinator, at (412) 472-3781 or lwhitaker@flypittsburgh.com.

V. POST SELECTION REQUIREMENTS

A. Written Agreement Required

Once approved by the Authority and its Board, the selected Firm (the “Selected Firm”) must be willing to negotiate and enter into a formal, written agreement with ACAA for the aforementioned services. However, the selection of a Selected Firm in no way obligates ACAA to enter into any binding agreement or contract with the Selected Firm. Rather, the ACAA reserves the right to terminate all discussions and negotiations with the Selected Firm at any time prior to the execution of the Agreements. No legal or contractual rights or obligations between the Authority and a Selected Firm will come into existence at any time; and no legal or contractual rights or obligations between the Authority and a Selected Firm will come into existence unless and until an agreement has been fully executed by both parties. The legal rights and obligations which will come into existence at such time shall be limited to those expressly set forth or incorporated by reference in said agreement.

VI. GENERAL CONDITIONS

Each Firm, by submitting a response to this RFP, hereby waives, releases and disclaims any and all rights to protest and/or seek any legal remedies whatsoever against the Authority regarding any aspect of this RFP, the negotiation process and/or the selection process, including, without limitation, the decisions to accept or reject any proposals, reject any Firms and/or select the Selected Firm.