

**Notice of Intent to Select/Award**

**Hillsborough County Aviation Authority**

**Air Service Development**

**RFP No. 86008**

The technical evaluation committee has completed its review of the responses to the above referenced solicitation. A copy of the scoring matrix is provided below.

The Chief Executive Officer will present the ranking of qualified responses and a recommendation for award to the top ranked firm to the Hillsborough County Aviation Authority's Board at its meeting scheduled for the date and time below:

Date: June 3, 2021  
Time: 9:00 a.m.  
Location: Authority's Board Room  
Tampa International Airport  
Main Terminal, 3<sup>rd</sup> Floor, Blue Side

The Board may request a three minute verbal presentation from the top ranked firms at this meeting. PowerPoint® presentations are not permitted.

Contact the Procurement Agent for additional information:

Name: Rayesha Cotton  
Phone: (813) 554-1448  
Email: RCotton@TampaAirport.com



<p align="center"><b><u>Technical Evaluation Form</u></b>  for  <b>Air Service Development</b>  <b>86008</b>  Request for Proposal  Response Due Date: <b>March 25, 2021</b>  <i>Board Award Date: June 3, 2021</i>  <b>Hillsborough County Aviation Authority</b>  <b>Tampa International Airport</b>  <b>Tampa, Florida</b></p>	<b>Respondent's Experience and Background</b>	<b>Key Personnel (Principal Consultant) Overall Experience and Qualifications</b>	<b>Respondent's and Principal Consultant Work Product – Methodology and Approach</b>	<b>Interviews</b>	<b>Fees</b>	<b>TOTAL</b>	<b>PERCENTAGE OF PERFECT SCORE</b>
<p align="right"><b>Maximum Score</b></p>	<p align="center"><b>20</b></p>	<p align="center"><b>20</b></p>	<p align="center"><b>25</b></p>	<p align="center"><b>15</b></p>	<p align="center"><b>20</b></p>	<p align="center"><b>100</b></p>	
<b>Crawford Murphy &amp; Tilly, Inc.</b>	<p align="center">18.0</p>	<p align="center">19.0</p>	<p align="center">25.0</p>	<p align="center">15.0</p>	<p align="center">18.7</p>	<p align="center">95.7</p>	<p align="center">96%</p>
<b>InterVISTAS Consulting, Inc.</b>	<p align="center">20.0</p>	<p align="center">20.0</p>	<p align="center">21.0</p>	<p align="center">14.0</p>	<p align="center">15.0</p>	<p align="center">90.0</p>	<p align="center">90%</p>
<b>ICF SH&amp;E, Inc.</b>	<p align="center">19.0</p>	<p align="center">17.0</p>	<p align="center">21.0</p>	<p align="center">12.0</p>	<p align="center">17.1</p>	<p align="center">86.1</p>	<p align="center">86%</p>
<b>Mead and Hunt, Inc.</b>	<p align="center">10.0</p>	<p align="center">5.0</p>	<p align="center">9.0</p>	<p align="center">0.0</p>	<p align="center">17.0</p>	<p align="center">41.0</p>	<p align="center">41%</p>
<b>Flare Americas, LLC</b>	<p align="center">3.0</p>	<p align="center">3.0</p>	<p align="center">11.0</p>	<p align="center">0.0</p>	<p align="center">20.0</p>	<p align="center">37.0</p>	<p align="center">37%</p>

**Note: Attached are the Technical Evaluation Criteria as stated in the RFP. The strengths and weaknesses established by the Technical Evaluation Committee are available upon request.**

**Technical Evaluation Criteria  
Air Service Development  
RFP No. 86008**

<b>Category 1 – Air Services Development and Route Incentives Criteria</b>	<b>Maximum Points</b>
<ul style="list-style-type: none"><li>• <b>Respondent’s Experience and Background</b> The evaluation of the Respondent includes, at a minimum:<ul style="list-style-type: none"><li>a) Established U.S. and international client base;</li><li>b) Familiarity with relevant air service development and route incentive programs;</li><li>c) Ability to access air service information data sources such as Marketing Intelligence Data (MIDT), Billing and Settlement Plan / Airlines Reporting Corporation (BSP/ARC), Diio Mi, and Quality of Service Index (QSI); and</li><li>d) Client feedback on references.</li></ul></li></ul>	<b>20</b>
<ul style="list-style-type: none"><li>• <b>Key Personnel (Principal Consultant) Overall Experience and Qualifications</b> The evaluation of the Respondent includes, at a minimum:<ul style="list-style-type: none"><li>a) Experience in air service development related to passenger traffic, revenue and profit forecasting for new air service;</li><li>b) Airline network and route planning experience;</li><li>c) Proposed Principal Consultant’s understanding of the effect of airline alliances, competitive approach and business models;</li><li>d) Established airline relationships with the ability to arrange meetings with major airline decision makers and the ability to create persuasive business case presentations; and</li><li>e) Client feedback on references.</li></ul></li></ul>	<b>20</b>
<ul style="list-style-type: none"><li>• <b>Respondent’s and Principal Consultant’s Work Product – Methodology and Approach</b> The evaluation of the Respondent and Principal Consultant’s includes, at a minimum:</li></ul>	<b>25</b>

- a) Respondent's and Principal Consultant's realistic strategies and/or approach based on examples of previous work product that demonstrates the Respondent's and Principal Consultant's ability to perform similar work as detailed in Appendix B, Sample Contract, Exhibit A-1, Scope of Work; and
- b) Ability to bring a unique perspective.

- **Fees**

**20**

The fees proposed by the Respondent in the Response Form will be based on a mathematical calculation to obtain scoring for each Response relative to the other Responses received. The focus will be on the Respondent's proposed Hourly Service Rates, as evaluated relative to the other proposed rates. Cost Proposal Form must be completed in its entirety and must not be altered in any way. Responses with incomplete or altered Cost Proposal Forms may be found non-responsive.

- **Interviews**

**15**

The evaluation of the Respondent includes, at a minimum:

- a) Knowledge demonstrated by the proposed Principal Consultant; and
- b) Creativity of the conceptual ideas and vision for the Services.

Additional consideration will be given for:

- a) Presentation style which includes interactions among Respondent's representatives; and
- b) Communications with the technical evaluation committee.

NOTE: Clarification of information submitted in the Response that is provided in the Interview can have a effect on the scores and rankings for other evaluation criteria previously scored.

**Category 2 – Economic Impact Study**  
Criteria

Maximum  
Points

- 
- **Respondent’s Experience and Background** **20**

The evaluation of the Respondent includes, at a minimum:

    - a) Completed impact studies of new airline services developed by the Respondent for U.S. airports, or public or private entities; and
    - b) Client feedback on references.
  
  - **Key Personnel (Principal Consultant) Overall Experience and Qualifications** **20**

The evaluation of the Respondent includes, at a minimum:

    - a) Experience developing economic impact studies for new or expanded air service for U.S. airports, or public or private entities;
    - b) Demonstrated ability to communicate, coordinate and bring consensus on the various aspects of an economic impact study; and
    - c) Client feedback on references.
  
  - **Respondent’s and Principal Consultant’s Work Product – Methodology and Approach** **25**

The evaluation of the Respondent and Principal Consultant includes, at a minimum:

    - a) Respondent’s and Principal Consultant’s realistic strategies and/or approach based on examples of previous work product that demonstrates the Respondent’s and Principal Consultant’s ability to perform similar work as detailed in Appendix B, Sample Contract, Exhibit A-2, Scope of Work; and
    - b) Ability to bring a unique perspective.
  
  - **Fees** **20**

The fees proposed by the Respondent in the Response Form will be based on a mathematical calculation to obtain scoring for each Response relative to the other Responses received. The focus will be on the Respondent's proposed Hourly Service

Rates, as evaluated relative to the other proposed rates. Cost Proposal Form must be completed in its entirety and must not be altered in any way. Responses with incomplete or altered Cost Proposal Forms may be found non-responsive.

- **Interviews**

15

The evaluation of the Respondent includes, at a minimum:

- c) Knowledge demonstrated by the proposed Principal Consultant; and
- d) Creativity of the conceptual ideas and vision for the Services.

Additional consideration will be given for:

- c) Presentation style which includes interactions among Respondent's representatives; and
- d) Communications with the technical evaluation committee.

NOTE: Clarification of information submitted in the Response that is provided in the Interview can have a effect on the scores and rankings for other evaluation criteria previously scored.