



**SAN DIEGO COUNTY
REGIONAL AIRPORT AUTHORITY
STAFF REPORT**

**Item No.
15**

Meeting Date: **JULY 7, 2011**

Subject:

Approve and Authorize the President/CEO to Execute an Agreement with Greenhaus, Inc. for On-Call Marketing, Advertising and Creative Services

Recommendation:

Adopt Resolution No. 2011-0083, approving and authorizing the President/CEO to negotiate and execute an agreement with Greenhaus, Inc. for on-call marketing, advertising and creative services, for an initial three-year term with two (2) one-year options exercisable at the sole discretion of the President/CEO, in an amount not to exceed \$2,500,000 should both option years be exercised.

Background/Justification:

The San Diego County Regional Airport Authority is currently engaged in the Green Build Terminal Development Program for the San Diego International Airport. The inaugural celebration will include events designed to engage the entire San Diego community. In addition, the Airport Authority will soon embark on the Airport Development Program, which will formulate the future development of the north side of the Airport, the former General Dynamics property, the former Teledyne Ryan property and Terminal 1. The Airport Authority will also continue to promote educational outreach, art, terminal tours, environmental efforts, new air service, parking, concessions, and other internal and external programs to keep the public informed. Greenhaus, Inc. will provide marketing, advertising and creative development services in support of these and other Airport Authority initiatives.

The Airport Authority issued a Request for Proposals (RFP) on April 8, 2011, for on-call marketing consulting services. Qualified firms with demonstrated experience in marketing, advertising, and creative services were invited to submit proposals.

Public notice of this business opportunity was posted in the *San Diego Daily Transcript* and on the Airport Authority's website.

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On March 5, 2011, proposals were received from the following six firms:

- BottomLine Marketing
- CALTROP Corporation
- Collaborative Services Inc.
- Greenhaus, Inc.
- MJE Marketing Services
- Post + Beam LLC

The evaluation panel found all six of the proposals responsive and four of the highest ranking proposals were recommended for interviews. On June 15, 2011, the evaluation panel heard presentations by and conducted interviews with the four highest ranking firms. The interviewed firms were Greenhaus, Inc., MJE Marketing Services, BottomLine Marketing, and Post + Beam LLC. In addition to scores for the interview portion, consultant teams were rated on company experience and skill, primary staff, work plan, fees, and whether or not the firms qualified for the small business preference.

Evaluation Criteria	Company Experience & Skill	Primary Staff	Work Plan	Fees	Interview	Small Business Preference	Total
Maximum Points	30	15	10	15	25	5	100
MJE	27	14	7	9	24	5	86
Post+Beam	15	8	6	15	15	0	59
Greenhaus	29	15	10	14	23	0	91
BottomLine	25	12	5	15	20	0	77

Upon conclusion of the four interviews, the interview panel recommended Greenhaus, Inc. as the first-ranked team for negotiations and, if successful, award of the agreement.

Though all four firms interviewed were strategic and creative in their approach to marketing communications, Greenhaus, Inc. presented a comprehensive, structured, and well-thought out approach to marketing in line with the philosophy of the Airport Authority. This was especially evident with the firm's strategic business plan for The Green Build launch in 2013. The Greenhaus team demonstrated a high level of expertise in marketing, advertising, and creative development.

Fiscal Impact:

The adopted FY 2012 budget and conceptual FY 2013 budget include funding for these services. Future budget proposals will also include sufficient funding.

Environmental Review:

- A. This Board action is not a project that would have a significant effect on the environment as defined by the California Environmental Quality Act (CEQA), as amended. 14 Cal. Code Regs. Section 15378. This Board action is not a "project" subject to CEQA. Pub. Res. Code Section 21065.
- B. California Coastal Act Review: This Board action is not a "development" as defined by the California Coastal Act Pub. Res. Code Section 30106.

Equal Opportunity Program:

The Authority's small business program promotes the utilization of small, local, disadvantaged, and other business enterprises, on all contracts, to provide equal opportunity for qualified firms. By providing education programs, making resources available, and communicating through effective outreach, the Authority strives for diversity in all contracting opportunities.

The Authority has a Disadvantaged Business Enterprise ("DBE") Plan as required by the Department of Transportation, 49 CFR Part 26. The DBE Plan calls for the Authority to submit an annual overall goal for DBE participation on all federally funded projects.

This project does not utilize federal funds; therefore, it will not be applied toward the Authority's over-all DBE goal.

Prepared by:

RICHARD KWIATKOWSKI
DIRECTOR, MARKETING

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RESOLUTION NO. 2011-0083

A RESOLUTION OF THE BOARD OF THE SAN DIEGO COUNTY REGIONAL AIRPORT AUTHORITY, APPROVING AND AUTHORIZING THE PRESIDENT/CEO TO NEGOTIATE AND EXECUTE AN AGREEMENT WITH GREENHAUS, INC. FOR ON-CALL MARKETING, ADVERTISING AND CREATIVE SERVICES, FOR AN INITIAL THREE-YEAR TERM WITH TWO (2) ONE-YEAR OPTIONS EXERCISABLE AT THE SOLE DISCRETION OF THE PRESIDENT/CEO, IN AN AMOUNT NOT TO EXCEED \$2,500,000 SHOULD BOTH OPTION YEARS BE EXERCISED.

WHEREAS, the San Diego County Regional Airport Authority issued a Request for Proposals (RFP) for on-call marketing, advertising and creative services in support of the San Diego County Regional Airport Authority's and San Diego International Airport's marketing initiatives; and

WHEREAS, notice of the business opportunity was posted in both print and electronic media, in the *San Diego Daily Transcript* and on the Authority web site; and

WHEREAS, proposals were received from BottomLine Marketing, CALTROP Corporation, Collaborative Services Inc., Greenhaus, Inc., MJE Marketing Services and Post + Beam LLC by the deadline established for proposals; and

WHEREAS, the evaluation panel rated the six firms and BottomLine Marketing, Greenhaus, Inc., MJE Marketing Services and Post + Beam LLC, submitted the highest ranking proposals and were recommended for interviews; and

WHEREAS, on June 15, 2011, an evaluation panel heard presentations by and conducted interviews with the four highest ranking firms; and

WHEREAS, the four firms were rated on company experience and skill, primary staff, work plan, fees, interview and whether or not the firms qualified for small business preference, and upon conclusion of the four interviews, the evaluation panel recommended Greenhaus, Inc. as the first-ranked team for negotiations and, if successful, award of the agreement.

NOW, THEREFORE, BE IT RESOLVED that the Board approves and authorizes the President/CEO to negotiate and execute an agreement with Greenhaus, Inc. for on-call marketing, advertising and creative services, for an initial three-year term with two (2) one-year options exercisable at the sole discretion of the President/CEO, in an amount not to exceed \$2,500,000 should both option years be exercised; and

BE IT FURTHER RESOLVED that this Board action is not a "project" as defined by the California Environmental Quality Act (CEQA), Pub. Res. Code Section 21065; and is not a "development" as defined by the California Coastal Act, Pub. Res. Code Section 30106.

PASSED, ADOPTED, AND APPROVED by the Board of the San Diego County Regional Airport Authority at a regular meeting this 7th day of July, 2011 by the following vote:

AYES: Board Members:

NOES: Board Members:

ABSENT: Board Members:

ATTEST:

TONY R. RUSSELL
DIRECTOR, CORPORATE SERVICES/
AUTHORITY CLERK

APPROVED AS TO FORM:

BRETON K. LOBNER
GENERAL COUNSEL

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