



SAN DIEGO COUNTY
REGIONAL AIRPORT AUTHORITY
STAFF REPORT

Item No.
14

Meeting Date: **MAY 5, 2011**

Subject:

Approve and Authorize the President/CEO to Execute an Agreement with Porter Novelli for Public Outreach Services in Support of the Green Build Terminal Development Program, Airport Development Plan, Regional Aviation Strategic Plan and other Airport Authority Initiatives

Recommendation:

Adopt Resolution No. 2011-0056, approving and authorizing the President/CEO to execute an agreement with Porter Novelli, for public outreach services for a one-year term with two one-year options exercisable at the sole discretion of the President/CEO in an amount not-to-exceed \$775,000 for the first year and \$775,000 for each option year, for a total not-to-exceed amount of \$2,325,000 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 San Diego International Airport. The 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. In addition, the Authority recently completed the Regional Aviation Strategic Plan, and go-forward direction and related public outreach efforts for this plan are in discussion.

Because these initiatives affect the air transportation needs of the entire San Diego region, the Authority is committed to comprehensive community outreach and public dialogue in the development and execution of these initiatives.

Consequently, the Authority issued a Request for Proposals (RFP) for public outreach services in support of these initiatives. Qualified firms with demonstrated experience in public outreach services were invited to submit proposals.

Notice of this business opportunity was posted on the Authority website.

Five proposals were received and deemed responsive from the following firms:

- AdEase
- Berkman
- Caltrop
- Porter Novelli
- Post + Beam

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On April 14, 2011, the interview panel heard presentations by and conducted interviews with all five firms. Consultant teams were rated on company experience and skill, primary staff, work plan, fees and interview.

Final – Evaluation Criteria	Company Experience & Skill	Primary Staff	Work Plan	Fees	Interview	Total
Maximum Points	20	30	30	15	5	100
AdEase	11	15	13	15	1	55
Berkman	15	14	13	12	3	57
CALTROP	16	21	16	13	3	69
Porter Novelli	19	29	27	6	5	86
Post + Beam	17	22	23	15	4	81

Upon conclusion of the five interviews, Porter Novelli was selected as the first-ranked team for negotiations and, if successful, award of contract.

Fiscal Impact:

The award and cost of a one-year agreement with two one-year options not to exceed \$2,325,000 is subject to successful negotiations with the firm and acceptance of terms and conditions of an agreement with the Authority. The proposed FY 2012 budget includes an estimate for these services for one year.

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 Coasta 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.

Policy 5.14 established a program of goals and incentives benefiting small businesses, local businesses and/or service disabled veteran owned small businesses (SDVOSB) in the contract procurement process of the Authority. A small business goal of 13%, a local business goal of 60% and a SDVOSB goal of 3% were established for this solicitation.

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Policy 5.14 states that "(t)he use of the preference points shall be applied to determine which proposers will be interviewed for final consideration. Preference points will not be used in the final ranking." All five proposers were invited for final interviews; therefore, preference points were not awarded on this solitication.

The Authority has a Disadvantaged Business Enterprise ("DBD") 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 overall DBE goal.

Prepared by:

DIANA LUCERO
DIRECTOR, PUBLIC AND CUSTOMER RELATIONS

RESOLUTION NO. 2011-0056

A RESOLUTION OF THE BOARD OF THE SAN DIEGO COUNTY REGIONAL AIRPORT AUTHORITY, APPROVING AND AUTHORIZING THE PRESIDENT/CEO TO EXECUTE AN AGREEMENT WITH PORTER NOVELLI, FOR PUBLIC OUTREACH SERVICES FOR A ONE-YEAR TERM WITH TWO ONE-YEAR OPTIONS EXERCISABLE AT THE SOLE DISCRETION OF THE PRESIDENT/CEO IN AN AMOUNT NOT-TO-EXCEED \$775,000 FOR THE FIRST YEAR AND \$775,000 FOR EACH OPTION YEAR, FOR A TOTAL NOT-TO-EXCEED AMOUNT OF \$2,325,000 SHOULD BOTH OPTION YEARS BE EXERCISED.

WHEREAS, the Airport Authority is currently engaged in the Green Build Terminal Development Program for San Diego International Airport, and the 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, and the Authority recently completed the Regional Aviation Strategic Plan, and go-forward direction and related public outreach efforts for this plan are in discussion; and

WHEREAS, these initiatives affect the air transportation needs of the entire San Diego region, and the Authority is committed to comprehensive community outreach and public dialogue in the development and execution of these initiatives; and

WHEREAS, the Authority issued a Request for Proposals (RFP) for public outreach services in support of these initiatives, inviting qualified firms with demonstrated experience in public outreach services to submit proposals; and

WHEREAS, five proposals were received and interviews were conducted with all five firms; and

WHEREAS, consultant teams were rated on company experience and skill, primary staff, work plan, fees and interview, and upon conclusion of the interviews, Porter Novelli was selected as the first-ranked team for negotiations, and, if successful, award of contract; and

WHEREAS, a small business goal of 13%, a local business goal of 60% and a service disabled veteran owned small business goal of 3% were established for this solicitation; and

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WHEREAS, there was no short list created and all five proposers were invited for final interviews; therefore, preference points were not awarded on this solicitation.

NOW, THEREFORE, BE IT RESOLVED that the Board approves and authorizes the President/CEO to execute an agreement with Porter Novelli for public outreach services for a one-year term with two one-year options exercisable at the sole discretion of the President/CEO in an amount not-to-exceed \$775,000 for the first year and \$775,000 for each option year for a total not-to-exceed amount of \$2,325,000 should both option years be exercised.

BE IT FURTHER RESOLVED that the Board finds 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 5th day of May, 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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