

RESOLUTION NO. 2024-67

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MARINA AUTHORIZING THE CITY MANAGER TO EXECUTE A MEMORANDUM OF UNDERSTANDING (MOU) BETWEEN THE CITIES OF MARINA, CITY OF HOLLISTER, CITY OF WATSONVILLE AND CITY OF SALINAS FOR THE PROCUREMENT OF PROFESSIONAL SERVICES TO PERFORM MUNICIPAL AIRPORT ECONOMIC BENEFIT ANALYSIS, AND ACCEPT AND AUTHORIZE A SUBMISSION OF REQUEST FOR PROPOSAL (RFP) IN SEARCHING FOR A CONSULTANT FIRM TO AWARD A ONE YEAR CONTRACT FOR AN AIRPORT ECONOMIC IMPACT STUDY

WHEREAS, staff, along with staff from Hollister, Salinas and Watsonville Municipal Airports has prepared an RFP seeking proposals from consultants with a strong background in developing economic impact studies, and;

WHEREAS, the primary purpose of any economic impact study is to identify, quantify, qualify, and communicate the local economic, social and community impacts derived from the activities and operation of the Hollister, Marina, Salinas, and Watsonville Municipal Airports, and;

WHEREAS, the Memorandum of Understanding (MOU) gives the framework for the cooperative effort to issue a Request for Proposal (RFP) to acquire consulting services for the study amongst the Municipal Airports in the Cities of Marina, Hollister, Watsonville and Salinas (Parties), and;

WHEREAS, the MOU would allow each Party to award its own contract to the selected consultant if a contract award is determined by a Party to be in its best interests, no Party shall be required to award a contract under the cooperative procurement if the results are not economically advantageous to that Party, a party may withdraw from this MOU, without cause, with 30 days written notice, and;

WHEREAS, there will minimal cost outside of the staff's time to move forward as provided in the MOU related to the issuance of the RFP, consultant selection, and if economically advantageous to the City of Marina/Municipal Airport, a contract for professional services will be brought back to the city council for consider.

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Marina does hereby:

1. Authorizing the City Manager to execute a memorandum of Understanding (MOU) by and among the Cities of Marina, Hollister, Watsonville and Salinas for the procurement of professional services to perform a municipal airport economic benefit analysis, subject to final review and approval by City Attorney; and
2. Authorizing the release of a Request for Proposals (RFP) in connection with retaining a consultant to conduct an airport economic impact study.

PASSED AND ADOPTED by the City Council of the City of Marina at a regular meeting duly held on the 18th day of June 2024, by the following vote:

AYES, COUNCIL MEMBERS: McAdams, McCarthy, Biala, Visscher, Delgado

NOES, COUNCIL MEMBERS: None

ABSENT, COUNCIL MEMBERS: None

ABSTAIN, COUNCIL MEMBERS: None

Bruce C. Delgado, Mayor

ATTEST:

Anita Sharp, Deputy City Clerk



**REQUEST FOR PROPOSALS
AIRPORT ECONOMIC IMPACT STUDY
FOR THE
HOLLISTER, MARINA, SALINAS, AND WATSONVILLE
MUNICIPAL AIRPORTS**

**City of Hollister, Hollister Municipal Airport
City of Marina, Marina Municipal Airport
City of Salinas, Salinas Municipal Airport
City of Watsonville, Watsonville Municipal Airport**

2024

August 1, 2024

Mail to Address:
Watsonville Municipal Airport
100 Aviation Way
Watsonville, CA. 95076
ATTN: Rayvon Williams, Airport Director

**REQUEST FOR PROPOSALS
AIRPORT ECONOMIC IMPACT STUDY
FOR THE
HOLLISTER, MARINA, SALINAS, AND WATSONVILLE MUNICIPAL AIRPORTS**

The Hollister, Marina, Salinas and Watsonville Municipal Airports (Airport/Airports, City/Cities) are hereby requesting proposals from Consultants qualified to conduct a comprehensive analysis of the economic, social and community impact derived by the activities and operation of these airports. Consultants are invited to submit a proposal at their own risk outlining their experience and qualification in performing work directly related to the services required.

This Request for Proposals (RFP) will be available on the City of Hollister, Marina, Salinas and Watsonville Municipal Airport's websites www.hollister.ca.gov, www.cityofmarina.org, www.ci.salinas.ca.us, and www.watsonvilleairport.com, on August 1, 2024. Other formats are available at the Hollister, Marina, Salinas, and Watsonville Municipal Airports Administration offices, if necessary. The RFP includes details on the scope, schedule, submittal requirements, and selection process.

Eight original proposals, as well as an electronic copy on a readable device must be submitted to:

Watsonville Municipal Airport
100 Aviation Way
Watsonville, CA. 95076

Said proposals shall be submitted by August 1, 2024. Late proposals will be rejected unopened. The envelope or box containing the proposals must be sealed and clearly marked "KCVH, KOAR, KSNS, KWVI Airport Economic Impact Study."

Questions pertaining to this RFP should be directed to Rayvon Williams, Airport Director, at (831) 768-3575 or rayvon.williams@watsonville.gov

Jeff Crechriou
Airport Director
Hollister Municipal Airport

Melissa Orduno
Interim Airport Services Manager
Marina Municipal Airport

Matt Nelson
Airport Manager
Salinas Municipal Airport

Rayvon Williams
Airport Director
Watsonville Municipal Airport

I. NOTICE OF REQUEST FOR PROPOSALS

A. Purpose

The purpose of this RFP is to solicit qualified consultants with a strong background in developing economic impact studies. The primary purpose of this Study is to identify, quantify, qualify, and communicate the local economic, social and community impacts derived from the activities and operation of the Hollister, Marina, Salinas, and Watsonville Municipal Airports. The resultant reports and deliverables will:

- Aid the respective Cities and Airport management in communicating the value and benefits of the airport to the community at-large, and local, state, and federal decision makers.
- Provide communities with evidence and narrative of the economic, social and community benefits the airport contributes to the community to highlight the continued need for support.
- Allow the Cities of Salinas, Watsonville, Hollister, and Marina to make strategic planning and funding decisions and provide better support and infrastructure development projects to spur economic development at the airports and throughout the respective Cities.

The study/report would include individual sections that analyze the impacts of the various activities and initiatives of the Airports and their shared areas of economic impact in the Central Coast of California. Specifically, the direct, indirect, and induced economic impacts of the airport.

The results of the economic impact study will be used in a variety of ways to assess the individual and shared work of the respective Airports. The results of this study will serve as the foundation for communication with the public, media, and elected officials to provide understanding of the role of the Airports in our regional and local economy. Additionally, this information will inform airport decision making, grant requests, outreach, and public communications, etc.

It is imperative that the methodology used in this study is transparent, sound, and consistent with industry best practices. The methodology in this study must reconcile the methodology employed by other economic impact studies conducted by local and regional agencies (if any) to avoid double stating or inaccurately quantifying economic benefit of the respective Airports.

B. General Information**Proposed Timeline**

July 1, 2024- Advertisement and Release of Proposal

August 1,2024- Deadline for Submission of Proposals

August 10,2024- Interviews (if necessary)

August 19,2024- Award of Contract

October 1, 2024- Commencement of Services

April 2025- Targeted Completion Date for the Study

Note: The respective Airports reserve the right to modify this schedule at the respective Airport's discretion. Proper notification of changes will be made to all interested parties.

Projected Budget

The projected budget for this study is approximately \$150,000.00 (combined).

Requirements

The ideal consultant shall have substantial experience consisting of at least five years providing the requested services identified herein.

The City of Salinas has established an overall triennial DBE goal of 13.7%. The Watsonville Municipal Airport has established an overall DBE goal of 4.42% on an annual basis. The City of Hollister and the City of Marina hereby notifies all submitters that it will affirmatively ensure that minority business enterprises will be afforded full opportunity to submit responses to this invitation, and that no proposer shall be discriminated against on the grounds of age, race, color, gender, sexual orientation, religion, creed, national origin, marital status, political affiliation, or disability. The Proposer shall make good faith efforts to subcontract the respective Cities DBE % goal, if stated, of the dollar value of the prime contract to certified DBE Consultants.

II. SCOPE OF SERVICES

The following scope of work will be carried out on an individual airport basis. The primary point of contact for Hollister Municipal Airport will be Jeff Crechriou. The primary point of contact for the Marina Municipal Airport will be Melissa Orduno. The primary point of contact for Salinas Municipal Airport will be Matthew Nelson. The primary point of contact for Watsonville Municipal Airport will be Rayvon Williams.

Following the selection of a qualified consultant(s), all reports, studies, and deliverables shall be clearly separate and distinct and coordinated through the primary point of contact.

Task 1: Project Kickoff Meeting

The Consultant will assemble its team and prepare for and hold a project kickoff meeting at the inception of the project. This meeting will include an overview of the overall project goals, the tasks, deliverables, project schedule and major milestones, and how communication with the airport and other stakeholders will be conducted. This meeting will be used to plan the initial data collection activities and discuss the surveys and field visits. The Consultant will prepare the meeting materials, including a project kickoff meeting agenda. Following the meeting, the Consultant will prepare a written summary of decisions made at the meeting, questions that still must be resolved and action items to resolve those questions.

Task 2: Conduct Surveys and Collect Data for Direct Impacts

Accurate data collection is the cornerstone of any defensible economic impact analysis. One of the greatest challenges faced by the Cities and Airports will be explaining, justifying, and defending the data presented. The Consultant will develop a standard FAQ document to address this challenge. Questions, and sometimes skepticism, often arise from inquisitive local government representatives, airport tenants/users and community members. A comprehensive explanation of methodologies used, in “layperson’s” terms, will be very beneficial and useful to the Cities and their constituents. The Consultant shall determine the existing direct economic impact for the Hollister, Marina, Salinas and Watsonville Municipal Airports. The analysis will address the value of economic activities carried out by aircraft, airport management and administration, air cargo, airport and facilities construction, capital improvements, fixed-base operators, specialized aviation service operators, based and transient military aviation activities and other parties that offer a direct involvement with the airport. In addition, the Consultant shall provide an analysis of the tax revenues (see Task 2.1 below) for the respective airports and their associated activities provided to local, regional, state, and federal governments. Once the data collection is concluded, all information will be analyzed and processed to present direct impacts.

Task 2.1 Tax Impacts Aviation Activities are Important Contributors to the Tax Base.

The Consultant shall provide an analysis of the tax revenues for each airport and its associated activities provide to local, regional, state, and federal governments. Below are known sources of Aviation related taxes:

- Income tax paid by those whose jobs are supported by the airport and visitor spending
- Taxes contributed by airport businesses as available from Consultant’s data collection
- Sales tax paid by those whose jobs are supported by airport and visitor spending
- Sales tax paid by visitors (lodging/retail/rental cars/other)

- Possessory Income Taxes from hangar, facility, and land leases
- Vessel taxes by aircraft owners
- The potential taxes that could be associated with aviation fuel sales, aircraft maintenance, and new aircraft sales. Only direct/indirect tax revenue impacts will be estimated in this task.

Task 2.2: Estimate the Total Value of Aircraft Based at the Airports

Task 3: Conduct Surveys and Collect Data for Indirect Impacts.

The Consultant shall determine existing indirect economic impact for the respective airports. Indirect impacts stem from purchases made off-airport by commercial and general aviation visitors. The Consultant will analyze economic activities that are attributable to the respective airports, in whole or in part, including but not limited to hotels/motels, freight forwarders, travel agents, restaurants, recreation, entertainment venues, and other retail establishments.

Task 4: Estimate Induced Impacts

The Consultant shall estimate induced economic impacts for the respective Airports. As direct and indirect expenditures are released into the economy, they circulate into other sectors, creating additional impacts, which in turn support additional jobs, payroll, and output. Measuring multiplier impacts helps represent the full effect of each aviation-related dollar. The economic impact of each airport or aviation activity on its local market area, as well as its total impact on the local economy will be estimated. The Consultant must use a transparent, sound, and consistent methodology that leverages industry best practices for the data in Tasks 2, 3, and 4.

The methodology in this study must reconcile the methodology employed by other economic impact studies conducted by local and regional agencies (if any) to avoid double stating or inaccurately quantifying economic benefit of the respective Airports.

Task 5: Determine Total Annual Economic Impacts

The Consultant will calculate the total economic impact as the sum of the direct, indirect, and induced benefits. Findings from the model will support the presentation of total economic impacts. The output of the model will be expressed in terms of economic activity, earnings (payroll), and jobs.

Task 6: Economic Impact of nearby real estate

Measure the economic impact (positive, neutral, or adverse) on nearby real estate (residential, commercial, industrial, etc.).

Task 7: Assess Additional (Unique) Impacts

There are aviation and non-aviation activities beyond the respective airports infrastructure that affect the economy and community. The consultant will analyze industries and activities at the airports that provide both economic, community and social qualitative benefits. While it is essential for the Cities' stakeholders to understand the numbers justifying the investment in the respective airports, the economic impact does not wholly represent the only positive impact the airports provide to the community. There are many other vital roles and aspects the respective airports contribute to the local community.

While it is important to quantify and qualify the millions of dollars of economic impact the respective airports provide to the local community, it is just as important to highlight the greater role the airports contribute to the local community and develop a narrative that better connects the community to airports.

This task will be discussed more in depth during the kick-off meeting, but this could include stories from those who have benefited from the Air ambulance services, a child's story from their first ride in an aircraft that led to a career in aviation, someone who attended the annual airshow, etc. The Cities expect the Consultant to study and reconcile those activities that are best to compile and deliver as examples that best highlight and connect the airport to the local community.

Examples may include but are not limited to:

- Air ambulance
- Support of Commercial Agricultural Operations and Aerial Application
- Air Cargo
- California International Air Show
- Airport Open House
- Military Operations
- CAL FIRE Operations
- Disaster Relief Operations (American Red Cross, United Way, etc.)
- Volunteer Pilot Disaster Support Operations (Such as Watsonville's W.E.A.C.T.)
- Unmanned Aircraft
- eVTOL R&D and Manufacturing
- Workforce Development
- Non-traditional Fuels Including Hydrogen
- Micro Grid Development and Support
- Drone Testing and Development
- Remote Driving R&D
- UCMBEST Collaboration and Business Park Development at Marina
- DART (Drone Automation and Robotics Technology)
- ADS-B (Automatic Dependent Surveillance Broadcast) Urban Air Mobility and eVTOL De-escalation
- CIRPAS (Center for Interdisciplinary Remotely Piloted Aircraft Studies)

- Skydiving
- Experimental Aircraft Association Young Eagle's program
- Bob Hoover Academy
- Use of Airport for compatible Non-Aeronautical Events
- STEM Programs
- Angel Flights
- Restaurant Operations
- Flight Training
- Airport Business Owner
- Hub for Historical Aircraft Restoration
- Role in National Airspace System

Task 8: Assess Benefits to Non-Aviation Businesses

Non-aviation businesses typically located off-airport depend upon airports to ship final goods, receive manufacturing imports, receive critical spare parts, and to transport their personnel. A multi-countywide survey of non-aviation businesses will be developed and distributed to as many as 100-plus multi-county businesses to assess this important impact. This impact is presented as a separate value independent of the on-airport impacts.

Task 9: Develop and Provide an Airport Overlay to City of Hollister, Marina, Salinas and Watsonville GIS

All data collected will be produced and delivered in a format as required by the Cities of Hollister, Marina, Salinas and Watsonville for ready acceptance into the respective City's GIS system through importing or data loading. Coordination with each City's GIS Administrator will be required at the start of the project to determine what format (ESRI, Autodesk, MicroStation.) is preferred. The specific scope will be developed at the kick-off meeting. At a minimum, this will include a point feature of the class of the airport, with its name, three letter identifier, latitude of the airport reference point, longitude of the airport reference point, and a primary key. Additional geospatial data requirements will be determined at the time of kick-off meeting. Tabular data developed through the study process should be formatted to include the point feature class primary key to link the data to the airport it belongs to. This can be one or many tables, but the airport primary key must be included in each table. The tabular data will be delivered in a format easily interpreted by the respective City's GIS staff. Specifics regarding tabular file formats should be directed to the respective Cities of Hollister, Marina, Salinas and Watsonville GIS Administrators, prior to the start of the study.

Task 10: Develop an Airport Economic Impact Communications Toolkit

To assist the Department, Division, airports, and airport sponsors with communicating the results of this Study, the Consultant will develop an Airport Economic Impact Communication Toolkit to include the following:

- Presentation – A Microsoft PowerPoint presentation that provides an easily customizable template for use in communicating airport economic, social and community impacts.
- Technical Report and Executive Summary Report, submitted in a printable electronic format.
- Primer/Brochure – A brief primer, submitted in printable electronic format, describing the full technical Study, the results, how the airport contributes to the local economy, how the Study can be used, and where to download the full Study and other related deliverables.
- FAQ Document – Developed under Task Two above and submitted in a printable electronic format.

Task 11: Documentation and Coordination

- Develop working papers and technical reports that include:
 - Direct, indirect, and induced impacts as they relate to economic activity, earnings, and jobs for aviation.
 - Graphic and written descriptions of the airport’s economic value to the local economy.
 - Data sheets that include the number of based aircraft, the number of aircraft operations, and the number of enplanements for commercial.
 - Narrative sheets that detail the study approach, methodologies used, data gathering processes, and overall survey methods.
 - Supporting illustrations, including charts, graphs, tables, and maps to support the study findings and narrative text.
- Capture and tell the stories about economic, social and community benefits (qualitative data).
- Produce, deliver, and provide formal presentations regarding study findings to various groups throughout the study period. This includes attending and speaking at the City of Hollister Airport Advisory Commission meeting, the City of Hollister City Council meeting, the City of Marina Council meeting, City of Salinas Airport Commission meeting, City of Salinas City Council meeting, Watsonville Airport Advisory Commission meeting and the City of Watsonville City Council meeting,
- Produce Final Technical Report of the study results.
- Produce an Executive Summary Report that includes the following:
 - A public relations-oriented narrative that describes the direct, indirect, and induced impacts as they relate to economic activity, earnings, and jobs in the local area.

- Analysis of public funds and tax revenue contributions in terms of the economic impacts to the local economy.
- Project meetings including advisory committee, regional, FAA and State as required.

The consultant or the Airport may propose additional tasks as deemed necessary to complete the assignment. Any additional work shall be compensated as agreed upon in the consultant's contract with the Airport.

III. SUBMISSION REQUIREMENTS

Submit eight (8) original proposals, as well as an electronic copy on a readable device of your response to the RFP. The response to this RFP (the Proposal) shall be one effort, one Proposal for the Hollister, Marina, Salinas and Watsonville Airports. Proposals and acknowledgement of any addendums must be signed and submitted with the proposal. Proposals must be submitted in a sealed envelope and designated with the proposal title. The name and address of the proposer should appear on the outside of the envelope.

ATTN: Rayvon Williams, Airport Director

Watsonville Municipal Airport
100 Aviation Way
Watsonville, CA. 95076

All questions regarding this project proposal shall be submitted to:
Rayvon Williams, Airport Director, at (831) 768-3575 or rayvon.williams@watsonville.gov

If necessary, interpretations or clarifications in response to such questions will be made by issuance of any "Addendum" within a reasonable time prior to proposal closing. The Cities may, at their discretion, extend the closing date.

It is the Proposer's responsibility to ensure that proposals are received prior to the stated closing time.

The respective Airports shall not be responsible for the proper identification and handling of any proposals submitted incorrectly. Late proposals, late modification or late withdrawals may not be considered accepted after the stated bid opening date and time and may be returned unopened. Facsimile and electronic (email) proposals shall not be accepted.

The submission and signing of a proposal shall indicate the intention of the consultant to adhere to the provisions described in this RFP.

A Signature Page must be submitted with the Proposal. The submission and signing of a proposal shall indicate the intention of the Consultant to adhere to the provisions described in the RFP.

Only questions answered by formal written addenda will be binding. Oral and other interpretations of clarifications will be without legal effect.

If it is necessary to submit trade secrets or other confidential information in order to comply with terms and conditions of the RFP, submit the trade secret or other confidential information in a separate, sealed envelope marked “Trade Secret and or Confidential Information – Do not disclose except for the purpose of evaluating this proposal.”

IV. PROPOSAL CONTENT AND FORMAT

A. Format

To provide a degree of consistency in review of the written proposals, Consultants are requested to prepare their proposal in the standard format specified below.

1. Title Page - Proposer should identify the RFP subject, name and title of contact person, address, telephone number, fax number, email address and date of submission.
2. Transmittal Letter - The transmittal letter should be no more than two (2) pages long and should include as a minimum the following:
 - i. A brief statement of the Proposer’s understanding of the project and services to be performed.
 - ii. A positive commitment to perform the services within the time period specified, starting and completing the project within the deadlines stated in the RFP, the names of persons authorized to represent the Consultant, their title, address and telephone number (if different from the individual who signs the transmittal letter).
3. Table of Contents - The table of contents should include a clear and complete identification by section and page number of the materials submitted.
4. Experience - Provide a description of the Consultant’s experience in performing similar studies that address the key elements of the proposed scope of work. Proposer must have five+ years’ experience in aviation consulting.
5. References - Provide a list of up to five references that may be contacted about the Consultant’s qualifications and the experience. Include the contact’s name(s), address, and telephone number for each reference.
6. Cost Proposal - Sealed fee proposal shall include the total hours and dollar amounts, including out of pocket costs for the total project.

B. Proposer Qualifications

Interested Consultants should submit statement of qualifications including the following:

1. Background of the Consultant. This should include a brief history of the Consultant and types of services the Consultant is qualified to perform.
2. Qualifications of the Consultant in performing this type of work. This should include examples of related experience and references for similar studies and projects.
3. Project team and their individual qualifications. Identify individuals and sub consultants who will complete this work, their experience, and their individual qualifications. Pertinent resumes of assigned personnel should be included.
4. Description of project approach, proposed work elements, deliverables for all phases.
5. Consultant shall also provide a fee estimate by work task.

C. Approach to the Project

1. Submit a work plan to accomplish the scope of work defined in the section entitled “Scope of Services” in this RFP. The work plan should include time estimates (in hours) for each significant segment of the project and the staff level to be assigned. Where possible, individual staff members should be named, and their titles provided. The planned use of specialists (if any) should be described.
2. Indicate the extent to which airport personnel would be expected to contribute to the project work effort.

D. Time Requirements

Demonstrate a practical approach to meeting the respective Airport’s specific deadlines by providing detailed information as to how the Consultant proposes to meet the targeted completion date.

E. Disputes

Should any doubt or difference of opinion arise between the respective Airports and the Proposer as to the items to be furnished hereunder or the interpretation of the provisions of this RFP, the decision of the respective Airports shall be final and binding upon all parties.

F. Signature Page

V. PROPOSAL EVALUATION PROCEDURES

Selection and Evaluation Process: A Steering Committee assembled by the respective Airports will review the submitted proposals. Committee members will evaluate proposals to determine which Consultant best meets the needs of the respective Airports. The proposals will be evaluated on both their technical and fee aspects. Typically, proposals are evaluated in accordance with the following factors. The City reserves the right to modify, alter or adjust the review and evaluation process.

1. Weighting Factor
 - a. Pertinent experience and past performance of consultant: 30%
 - b. Articulated understanding of the project and project approach: 30%
 - c. Quality of experience of the key personnel: 25%
 - d. Overall quality of the proposal/references: 15%
 - e. Total: 100%

Each of the scoring areas has a possible minimum to maximum score of one (1) to four (4) points.

2. Interview: At the respective Airport's option, the top two or three Consultants may be required to make a presentation of their proposal. This will provide an opportunity to clarify or elaborate on the proposal, but will not, in any way, provide an opportunity to change any fee amount originally proposed. The respective Airport's Administration Office will schedule the time and location of these presentations (if necessary) and notify the selected Consultants.
3. Investigation of References: The respective airports reserve the right to investigate references and the past performance of any proposer with respect to its successful performance of similar projects, compliance with specifications and contractual obligations, its completion or delivery of a project on schedule and its lawful payment of employees and workers.
4. Clarification of Proposals: The respective airports reserve the right to obtain clarification of any point in a consultant's proposal or to obtain additional information necessary to properly evaluate a particular proposal. Failure of a Proposer to respond to such a request for additional information or clarification could result in rejection of the Consultant's proposal.
5. Reservation in Evaluation: The Steering Committee reserves the right to either:
 - a. Select a consultant directly from the written proposals to best meet the overall needs of the city; or
 - b. Request "Best and Final Offers" from the two finalist consultants and select based on the lowest price.

6. Intent of Award: Upon review of the proposals submitted, the respective Airports will negotiate a Professional Services Agreement with a Consultant(s).
7. Proposal Rejection: The respective Airports reserves the right:
 - a. To reject any or all proposals not in compliance with all public procedures and requirements.
 - b. To reject any proposal not meeting the specifications set forth herein.
 - c. To waive any or all irregularities in proposals submitted.
 - d. To reject all proposals.
 - e. To award any or all parts of any proposal.
 - f. To request references and other data to determine responsiveness.

VI. TERMS AND CONDITIONS

Amendments to RFP. The respective Cities reserve the right to amend the RFP or issue a Notice of Amendment to answer questions for clarification. If issued, respondents shall indicate review of the Notice of Amendment.

Binding Offer. The response and offer made by the respondent shall remain valid for a period of 180 days following the submittal deadline and will be considered a binding offer to perform the required services, assuming all terms are satisfactorily negotiated. The submission shall be deemed as proof that the respondent agrees to the terms and conditions of this RFP and Agreement.

Respective Cities Reserves the Right. The Cities reserves the right to select consultants from the responses received; to waive any or all informalities and/or irregularities; to re-advertise with either an identical or revised scope, or to cancel any requirement in its entirety; or to reject any or all proposals received. The Cities also reserve the right to approve any subcontractors used by submitting Consultants.

City Contracts. It is expected that within thirty (30) calendar days of being notified, the successful respondent shall enter into an Agreement for Professional Services with the Cities. Sample contracts for Cities are enclosed. The successful responded respondent will enter into separate agreements with the respective cities. Upon Notification to Proceed, the successful respondent shall initiate the scope of services in accordance with the executed Agreement for Professional Services.

Collusion. Submittals may be rejected if there is reason for believing that collusion exists among respondents, and no participant in such collusion will be considered in any future submittals for the operation of any concession for the next six (6) months following the date of the Consultants' Submittal.

Costs Incurred. The Cities will not be liable for, nor pay for any costs incurred by responding Consultants relating to the preparation of any proposal for this RFP. The RFP does not commit the Airport to paying any costs incurred by Proposer in the submission or presentation of a proposal, or in making the necessary studies for the preparation thereof.

Discrimination. The Consultant agrees that, in performing the work called for by this proposal, Consultant shall comply with all Federal, State, and local civil rights and rehabilitation laws prohibiting discrimination because of race, sex, national origin, religion, age or disability.

Error or Omission. Due care and diligence have been exercised in the preparation of this RFP and all information contained herein is believed to be substantially correct. However, the responsibility for determining the full extent of the services rests solely with those making responses. Neither the Cities nor its representatives shall be responsible for any error or omission in this response, nor for the failure on the part of the respondents to determine the full extent of their exposures.

Governance. If any of the language or information in this Submittal conflicts with language in the Agreement as prepared by the Cities of Salinas, Watsonville, Hollister and Marina, the language of the final Agreement, as executed, will govern.

No Commitment to Award. Issuance of this RFP and receipt of submittal does not commit the Cities to award a contract. The Cities expressly reserves the right to postpone the award of contract for its own convenience, to accept or reject any or all submittals received in response to this RFP, to negotiate with more than one respondent concurrently, or to cancel all or part of this RFP.

Property of Cities. All responses shall become the property of the respective Cities.

Public Records. All proposal material submitted by proposer shall become the property of the respective Airports and a public record, subject to public disclosure as provided under California's Public Records Law. During the evaluation and selection process, the respective Airports shall treat proposal materials as exempt from public inspection. After the selection process is completed and notice of intent to award a contract has been issued, Airport shall treat proposal materials as open to public inspection, unless exempt from public inspection by provision of applicable state or federal law.

Requests for Interpretation or Clarification. If any prospective consultant finds discrepancies or omissions or there is doubt as to the true meaning of any part of the RFP, a written request for a clarification or interpretation must be submitted in writing, addressed to the Airport Manager at the address listed on the cover of this RFP. E-mail requests for interpretations will also be accepted for this project at rayvon.williams@cityofwatsonville.org. It is the responsibility of the consultant to verify the respective Cities have received the written or e-mail request. To be given consideration, such requests must be received at least fifteen (15) business days prior to the due date set for the submission of submittals. All such interpretations and any supplemental instructions will be in the form of a written addendum which, if issued, will be posted on the respective Cities and /or Airport websites no less than 10 calendar days prior to the date fixed for the deadline for Submittals. Failure of any Consultant to receive any such addendum or

interpretation shall not relieve said Consultant from any obligation contained therein. Any objection to the specifications and requirements as set forth in this RFP must be filed in writing with the Cities of Salinas, Watsonville, Hollister, and Marina not less than fifteen (15) business days prior to the Submittal deadline.

RFP Compliance. It is the responsibility of each consultant to carefully examine this RFP and to judge for itself all of the circumstances and conditions which may affect its submittal and subsequent performance, operation and management pursuant to the Agreement. Any data furnished by the respective Cities is for informational purposes only and is not warranted. Consultant's use of any such information shall be at Consultant's own risk. Failure on the part of any Consultant to examine, inspect, and to be completely knowledgeable of the terms and conditions of the Agreement, operational conditions, or any other relevant documents or information shall not relieve the selected Consultant from fully complying with this RFP. Submittals submitted early by consultants may be withdrawn or modified prior to the Submittal deadline. Such requests must be in writing. Modifications received after the Submittal deadline will not be considered.

Warranty. The Consultant warrants that the Submittal is not made in the interest of or on behalf of any undisclosed party; that the Consultant has not, directly or indirectly, induced any other Consultant to submit a false Submittal; or that Consultant has not paid or agreed to pay to any party, either directly or indirectly, any money or other valuable consideration for assistance or aid rendered or to be rendered in attempting to procure the contract for the privileges granted herein.

ATTACHMENT A – COST PROPOSAL

Task	Description	CVH Hours	CVH Price	OAR Hours	OAR Price	SNS Hours	SNS Price	WVI Hours	WVI Price
1	Kick Off Meeting		\$		\$		\$		\$
2	Direct Impacts		\$		\$		\$		\$
2.1	Tax Impacts		\$		\$		\$		\$
2.2	Aircraft Value		\$		\$		\$		\$
3	Indirect Impacts		\$		\$		\$		\$
4	Induced Impact		\$		\$		\$		\$
5	Economic Impact		\$		\$		\$		\$
6	Real-Estate		\$		\$		\$		\$
7	Additional Impacts		\$		\$		\$		\$
8	Non-Aviation Businesses		\$		\$		\$		\$
9	GIS Overlay		\$		\$		\$		\$
10	Tool Kit		\$		\$		\$		\$
11	Documentation and Coordination		\$		\$		\$		\$
	TOTAL		\$		\$		\$		\$
	TOTAL COMBINED	Hours		\$					

ATTACHMENT B – REQUEST FOR PROPOSAL SIGNATURE PAGE

IMPORTANT: Proposals MUST be accompanied by this Signature Page

The Respondent does hereby attest they have reviewed the “**Request for Proposals, Airport Economic Impact Study, for the Hollister, Marina, Salinas and Watsonville Municipal Airports**”, fully understand the contents herein, and affirm that all Respondent responses entered, either through written or electronic medium, are accurate and true to the best of their knowledge.

Full Legal Name of Respondent/Company: _____

Printed Name: _____

Title: _____ Date: _____

Authorized Signature: _____

Address: _____
Street/City/State/Zip Code

Telephone: _____

Email: _____

All Respondents shall provide written documentation of authority binding the Respondent to the Proposal which becomes part of the contract and shall provide documentation that they are in good standing and authorized to conduct business in the State of California, and Cities of Salinas, Watsonville, Hollister and Marina.

CONFIRMATIONS

Check the Following:

- _____ Respondent has an existing or can obtain a Business License in the respective Cities.
- _____ Respondent's complete proposal remains a firm offer for 180 days.
- _____ Respondent is willing to enter separate Professional Service contracts with the City of Hollister, Marrina, Salinas, and Watsonville containing the terms and conditions or substantially similar terms and conditions to the draft contracts and the requirements of the solicitation without exceptions, deletion, qualification or contingency.

MEMORANDUM OF UNDERSTANDING
by and among
CITY OF HOLLISTER,
CITY OF MARINA,
CITY OF SALINAS,
and
CITY OF WATSONVILLE
for
COOPERATIVE PROCUREMENT

This Memorandum of Understanding (“MOU”) is effective as of this ____ day of _____, 2024, by and among the City of Hollister, a general law city (“Hollister”), the City of Marina, a charter city (“Marina”), the City of Salinas, a charter city (“Salinas”), and the City of Watsonville, a charter city (“Watsonville”). Hollister, Marina, Salinas, and Watsonville are referred to herein, individually, as a “Party” and, collectively, as the “Parties.”

RECITALS:

WHEREAS, each of the Parties own and operate a municipal airport; and

WHEREAS, each Party has determined that it needs to retain a consultant to perform an airport economic benefit analysis; and

WHEREAS, for the procurement of professional services to perform municipal airport economic benefit analyses, it may be more cost-effective for the Parties to cooperatively procure such professional services in order to achieve economies of scale, make the best use of airport funding, and minimize costs; and

WHEREAS, pursuant to Government Code Section 6502, the Parties are statutorily authorized to jointly exercise any power common to the Parties; and

WHEREAS, Hollister is authorized to procure professional services pursuant to Chapter 3.06 of the Hollister Municipal Code, Marina is authorized to procure professional services pursuant to Chapter 3.16 of the Marina Municipal Code; Salinas is authorized to procure professional services pursuant to Chapter 12 of the Salinas Municipal Code, and Watsonville is authorized to procure professional services pursuant to Chapter 5 of Title 3 of the Watsonville Municipal Code; and

WHEREAS, the Parties desire to establish a mutual understanding to provide for Watsonville acting as lead airport (“Lead Airport”), and Hollister, Marina, and Salinas, each acting as participating Airports (“Participating Airports”), to procure professional services to perform municipal airport economic benefit analyses for each of the Parties;

NOW, THEREFORE, the Parties in consideration of the mutual covenants hereinafter set forth and intending to be legally bound hereby agree as follows:

1. Complete Agreement. This MOU, including any exhibits and documents incorporated herein and made applicable by reference, constitutes the complete and exclusive statement of the terms and conditions of the MOU among the Parties concerning the cooperative procurement professional services to perform municipal airport economic benefit analyses. The above-referenced Recitals are true and correct and are incorporated by reference herein.

2. Lead Airport Responsibilities. Watsonville agrees to the following responsibilities for the cooperative procurement:

a. Watsonville shall serve as Lead Airport on the cooperative procurement of professional services to perform municipal airport economic benefit analyses for each of the Parties (the "Procurement"). Procurement services ("Services") may include, but are not limited to, working with the Parties to prepare and issue Request for Proposal ("RFP") documents, develop scopes of work, develop evaluation criteria, and prepare addenda, if any, communicate with respondents to the RFP, and coordinate the proposal evaluation and selection processes.

b. Watsonville shall work with the Parties to schedule such joint procurements in a timely manner, consistent with the availability and workload of Participating Airports' staff.

c. Watsonville shall ensure that the Procurement complies with and is consistent with all federal, state and local regulations, circulars and guidelines.

d. Watsonville is acting as an independent contractor under this MOU and shall pay all wages, salaries, and other amounts due to its own personnel in connection with any and all Services provided under this MOU, as well as that which may be required by law. Watsonville shall be responsible for all reports and obligations respecting their own personnel, including, but not limited to social security taxes, income tax withholding, unemployment insurance, benefits and workers compensation insurance. Watsonville shall have exclusive control over its employees and the Parties shall not have any authority to direct or control employees of Watsonville. Watsonville's employees or agents shall not be deemed the employees or agents of any of the other Parties for any purpose.

e. Watsonville agrees to indemnify, defend and hold harmless the Parties, its member Airports, officers, directors, employees, and agents from and against any and all claims, liabilities, and actions whether legal, equitable or administrative, and costs and expenses (including attorney's fees and reasonable expenses for litigation or settlement) for any loss or damages, bodily injuries, including death, damage to or loss of use of property caused by the negligent acts, omissions, or willful misconduct by Watsonville, its officers, directors, employees, or agents in connection with or arising out of the performance of services under this MOU. This obligation shall not apply to negligent acts, omissions or willful misconduct of any of the Parties, their respective officers, directors, employees, or agents.

3. All Parties' Responsibilities. The Parties agree to the following responsibilities in connection with the Procurement:

a. The Parties shall each actively participate in the Procurement. Each Party shall provide input on the Procurement scope of work, evaluation criteria, selection of consultant, data requirements, and other background information required to provide the respondents to the RFP with sufficient information to prepare and submit viable proposals. Each Party shall also participate in the proposal evaluation and selection process, and shall award its own procurement contract to the selected consultant, subject to its respective contract approval process.

b. The Parties shall work with Watsonville to schedule such the Procurement in a timely manner, consistent with the availability and workload of each Parties' staffs.

c. The Parties shall review the Procurement documents and process to ensure they comply with and are consistent with all federal, state and local regulations, circulars and guidelines.

d. Each Party is acting as an independent contractor under this MOU and shall pay all wages, salaries, and other amounts due to its own personnel in connection with any and all services provided under this MOU, as well as that which may be required by law. Each Party shall be responsible for all reports and obligations respecting its own personnel, including, but not limited to social security taxes, income tax withholding, unemployment insurance, benefits and workers compensation insurance. Each Party shall have exclusive control over its employees and no Party shall have any authority to direct or control employees of any other Party. No Party's employees or agents shall be deemed to be another Party's employees or agents for any purpose.

e. Each Party agrees to indemnify, defend and hold harmless the other Parties, their respective officers, directors, employees, and agents from and against any and all claims, liabilities, and actions whether legal, equitable or administrative, and costs and expenses (including attorney's fees and reasonable expenses for litigation or settlement) for any loss or damages, bodily injuries, including death, damage to or loss of use of property caused by the negligent acts, omissions, or willful misconduct by the indemnifying Party, its officers, directors, employees, or agents in connection with or arising out of the performance of this MOU.

f. The Parties shall form an advisory committee, known as the "Steering Committee," consisting of one representative from each Party. Each Party may assign one alternate for situations where its primary member is unavailable. The Parties may identify their primary and alternate representatives as part of this MOU. The Steering Committee will evaluate proposals to determine which Consultant best meets the needs of the respective Parties. The Steering Committee shall review and evaluate the submitted proposals pursuant to the terms of the RFP. To the extent the Parties modify, alter, or adjust the review and evaluation process, the Steering Committee shall abide by the updated review and evaluation process. The Steering Committee shall have the right to

either: (a) select a consultant directly from the written proposals to best meet the overall needs of each Party or (b) request “Best and Final Offers” from the two finalist consultants and select based on the lowest price. The recommendation shall be based on unanimous vote of the whole Steering Committee. Each Party may only have one vote. The Steering Committee shall have no decision-making authority on behalf of each respective City. The respective City’s Committee member or alternate shall propose the selected Consultant to its respective Governing Body, City Manager, or delegate, pursuant to its respective purchasing ordinance.

4. Parties’ Mutual Obligations. The Parties understand and agree to the following mutual responsibilities regarding the Procurement:

a. The Request for Proposals document developed for the Procurement shall include language requiring each Party to award its own contract to the selected consultant, if a contract award is determined by a Party to be in its best interest.

d. No Party shall be required to award a contract under the cooperative procurement if the Procurement results are not economically advantageous to that Party.

e. Each Party shall be solely responsible for the cost of the services for which it contracts with the selected consultant.

f. This MOU shall commence upon full execution by the Parties, and shall continue in full force unless terminated as provided in this MOU.

g. This MOU may be amended in writing at any time by the mutual consent of the Parties. No amendment shall have any force or effect unless executed in writing by the Parties.

h. A Party may withdraw from this MOU, without cause, by delivering written notice of withdrawal to the other Parties not less than thirty (30) calendar days before the date of withdrawal. The Parties may terminate this MOU upon the written agreement of the Parties. Unless terminated earlier by the Parties, this MOU will terminate upon the execution of the contracts hiring the Consultant.

i. The persons executing this MOU on behalf of the parties hereto warrant that they are duly authorized to execute this MOU on behalf of said parties and that, by so executing this MOU, the parties hereto are formally bound to the provisions of this MOU.

j. All notices hereunder and communications required or permitted by this MOU, or changes thereto, or by law to be served on, given to or delivered to any other Party hereto by any other Party to this MOU shall be in writing or authorized in writing, and may be sent by personal delivery, regular mail, or email. Any such notice shall be addressed to:

Notices to Hollister:

Hollister Municipal Airport
60 Airport Drive
Hollister, CA 95023
Attn: Jeff Crechriou, Airport Director
Email: jeff.crechriou@hollister.ca.gov

Notices to the Marina:

Marina Municipal Airport
781 Neeson Road
Marina, CA 93933
Attn: Layne Long, City Manager
Email: llong@cityofmarina.org

Notices to Salinas:

Salinas Municipal Airport
342 Airport Blvd
Salinas, CA 93905
Attn: Matt Nelson, Airport Manager
Email: matthewne@ci.salinas.ca.us

Notices to the Watsonville:

Watsonville Municipal Airport
100 Aviation Way
Watsonville, CA 95076
Attn: Rayvon Williams, CM, CAE, Airport Director
Email: rayvon.williams@watsonville.gov

k. The headings of all sections of this MOU are inserted solely for the convenience of reference and are not part of and not intended to govern, limit, or aid in the construction or interpretation of any terms or provision thereof.

l. The provisions of this MOU shall bind and inure to the benefit of each of the parties hereto and all successors or assigns of the parties hereto.

m. If any term, provision, covenant, or condition of this MOU is held to be invalid, void or otherwise unenforceable, to any extent, by any court of competent jurisdiction, the remainder to this MOU shall not be affected thereby, and each term, provision, covenant or condition of this MOU shall be valid and enforceable to the fullest extent permitted by law.

n. This MOU may be executed and delivered in any number of counterparts, each of which, when executed and delivered shall be deemed an original and all of which together shall constitute the same MOU. Secure electronic signatures will be permitted.

o. Neither this MOU, nor any of a Party's rights, obligations or duties hereunder may be assigned in whole or in part by a Party without the prior written consent of the other Parties. Any such attempt of assignment shall be deemed void and of no force and effect. Consent to one assignment shall not be deemed consent to any subsequent assignment, nor the waiver of any right to consent to such subsequent assignment.

p. Each Party warrants that, in the performance of this MOU, it shall comply with all applicable federal, state and local laws, statutes and ordinances and lawful orders, rules and regulations promulgated thereunder.

q. A Party shall be excused from performing its obligations under this MOU during the time and to the extent that it is prevented from performing by an unforeseeable cause beyond its control, including but not limited to: any incidence of fire, flood, acts of God, commandeering of material, products, plants or facilities by the federal, state or local government, national fuel shortage, or a material act or omission by the other party, when satisfactory evidence of such cause is presented to the other party, and provided further that such nonperformance is unforeseeable, beyond the control and is not due to the fault or negligence of the party not performing.

r. This MOU shall be construed and interpreted solely in accordance with the laws of the State of California.

IN WITNESS WHEREOF, this MOU constitutes the entire understanding of the Parties hereto, and there are no other requirements, premises, warranties, covenants or undertakings with respect thereto, and have made and executed this MOU as of the day and year first above written.

[SIGNATURES APPEAR ON FOLLOWING PAGES]

[REMAINDER OF THIS PAGE INTENTIONALLY LEFT BLANK]

CITY OF HOLLISTER, a
general law city

David Mirrione, City Manager

ATTEST:

Jennifer Woodworth, MMC, City Clerk

APPROVED AS TO FORM:

Lozano Smith Attorneys at Law

Mary F. Lerner, City Attorney

CITY OF MARINA, a
charter city

Layne Long, City Manager

ATTEST:

Anita Shepherd-Sharp, Deputy City Clerk

APPROVED AS TO FORM:

René Alejandro Ortega, City Attorney

CITY OF SALINAS, a
charter city

Rene Mendez, City Manager

ATTEST:

Patricia M. Barajas, City Clerk

APPROVED AS TO FORM:

Christopher A. Callihan, City Attorney

CITY OF WATSONVILLE, a
charter city

Tamara Vides, Interim City Manager

ATTEST:

Irwin I. Ortiz, City Clerk

APPROVED AS TO FORM:

Samantha Zutler, City Attorney

June 10, 2024

Item No: **10g(2)**

Honorable Mayor and Members
of the Marina City Council

City Council Meeting
of June 18, 2024

CITY COUNCIL CONSIDER ADOPTING A RESOLUTION AUTHORIZING THE CITY MANAGER TO EXECUTE A MEMORANDUM OF UNDERSTANDING (MOU) BETWEEN THE CITIES OF MARINA, HOLLISTER, WATSONVILLE AND SALINAS FOR THE PROCUREMENT OF PROFESSIONAL SERVICES TO PERFORM MUNICIPAL AIRPORT ECONOMIC BENEFIT ANALYSIS, AND AUTHORIZE RELEASE OF REQUEST FOR PROPOSALS (RFP) IN CONNECTION WITH RETAINING CONSULTANT FIRM FOR AN AIRPORT ECONOMIC IMPACT STUDY

REQUEST:

It is requested that the City Council consider:

1. Adopting Resolution No. 2024-, authorizing the City Manager to execute a memorandum of Understanding (MOU) by and among the Cities of Marina, Hollister, Watsonville and Salinas for the procurement of professional services to perform a municipal airport economic benefit analysis, subject to final review and approval by City Attorney, and;
2. Authorizing the release of a Request for Proposals (RFP) in connection with retaining a consultant to conduct an airport economic impact study.

BACKGROUND:

It has been over a decade since the City of Marina last completed an economic impact study involving the Marina Municipal Airport. Since then, many changes have occurred at the airport including the addition of Joby Aviation as a major tenant at the airport. The cities of Marina, Hollister, Watsonville and Salinas which all have general aviation airports are jointly interest in conducting a comprehensive analysis of not only the economic, but the social and community impacts derived by the activities and operations of our individual and combined airports.

The proposed Memorandum of Understanding (MOU) gives the framework for the cooperative effort to issue a Request for Proposal (RFP) to acquire consulting services for the study amongst the Municipal Airports in the Cities of Marina, Hollister, Watsonville and Salinas (Parties). The approach to acquiring the professional services for the study may be more cost-effective for the parties to cooperatively procure such professional services in order to achieve economies of scale, make the best use of airport funding, and minimize costs.

In accordance with the Marina Municipal Airport's strategic plan, a comprehensive analysis of the economic, social and community impact derived by the activities and operation of the Airport is important. In partnership with the Watsonville, Salinas and Hollister Municipal Airports, staff will solicit consultants to submit a proposal to conduct an economic impact study and outlining their experience and qualifications in performing work directly related to airports.

ANALYSIS:

The MOU (**EXHIBIT B**) would allow each Party to award its own contract to the selected consultant if a contract award is determined by a Party to be in its best interests, No Party shall be required to award a contract under the cooperative procurement if the results are not economically advantageous to that Party. A party may withdraw from this MOU, without cause, with 30 days written notice.

As noted in the RFP, **(EXHIBIT A)**, solicitations seek qualified consultants with a strong background in developing economic impact studies. The primary purpose of an economic impact study is to identify, quantify, qualify, and communicate the local economic, social, and community impacts derived from the activities and operation of the Hollister, Marina, Salinas and Watsonville Municipal Airports. The resultant reports and deliverables will:

- Aid the respective Cities and Airport management in communicating the value and benefits of the airport to the community at-large, and local, state, and federal decision makers.
- Provide communities with evidence and narrative of the economic, social and community benefits the airport contributes to the community to highlight the continued need for support.
- Allow the Cities of Marina, Salinas, Watsonville, and Hollister to make strategic planning and funding decisions and provide better support and infrastructure development projects to spur economic development at the airports and throughout the respective Cities.

The study/report would include individual sections that analyze the impacts of the various activities and initiatives of the airports and their shared areas of economic impact in the Central Coast of California. Specifically, the direct, indirect, and induced economic impacts of the airport.

The results of the economic impact study will be used in a variety of ways to assess the individual and shared work of the respective airports. The results of this study will serve as the foundation to provide an understanding of the role of the airports in our regional and local economy. Additionally, this information will inform airport decision making, grant requests, outreach, and public communications, etc.

The methodology used in this study is transparent, sound, and consistent with industry best practices. The methodology in this study must reconcile the methodology employed by other economic impact studies conducted by local and regional agencies (if any) to avoid double stating or inaccurately quantifying economic benefit of the respective Airports.

FISCAL IMPACT:

There is minimal cost outside of the staff's time to move forward as provided in the MOU related to the issuance of the RFP, consultant selection. Once a consultant is selected, and if economically advantageous to the City of Marina/Municipal Airport, staff will bring back to the council authorization for approval of the professional services contract.

CONCLUSION:

This request is submitted for City Council consideration and possible action.

Respectfully submitted,

Melissa Orduno
Airport Administrative Assistant
City of Marina

REVIEWED/CONCUR:

Layne Long
City Manager
City of Marina