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

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**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 15, 2024

Mail to Address:

Watsonville Municipal Airport

100 Aviation Way

Watsonville, CA. 95076

ATTN: Alexandra Aguado, Airport Administrative Analyst

**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](http://www.hollister.ca.gov), [www.cityofmarina.org](http://www.cityofmarina.org), [www.ci.salinas.ca.us](http://www.ci.salinas.ca.us), and [www.watsonvilleairport.com](http://www.watsonvilleairport.com), on August 15, 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 15, 2024~~ October 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 Alexandra Aguado, Airport Administrative Analyst, at (831) 768-3575 or [alexandra.aguado@watsonville.gov](mailto:alexandra.aguado@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 Hollister, Marina, Salinas and Watsonville 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**

August 15, 2024 - Advertisement and Release of Proposal

August 29, 2024 - Interviews (if necessary)

October 1, 2024 - Deadline for Submission of Proposals

October 15, 2024 - Consultant Selected

November 1, 2024 - Commencement of Services

June 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 defendable 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, 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 provided 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-confliction
- 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: Alexandra Aguado, Airport Administrative Analyst

Watsonville Municipal Airport  
100 Aviation Way  
Watsonville, CA. 95076

All questions regarding this project proposal shall be submitted to: Alexandra Aguado, Airport Administrative Analyst, at (831) 768-3575 or [alexandra.aguado@watsonville.gov](mailto:alexandra.aguado@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 the respective Cities may be available upon request. 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 [alexandra.aguado@watsonville.gov](mailto:alexandra.aguado@watsonville.gov). 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		\$		\$		\$		\$
	<b>TOTAL</b>		\$		\$		\$		\$
	<b>TOTAL COMBINED</b>	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.

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## 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.