



August 15, 2019

CALL AND NOTICE OF A SPECIAL MEETING OF THE
OPERATIONS AND DEVELOPMENT COMMITTEE
OF THE
BURBANK-GLENDALE-PASADENA AIRPORT AUTHORITY

NOTICE is hereby given that a special meeting of the Operations and Development Committee will be held Monday, August 19, 2019, at 8:00 a.m., in the Airport Skyroom of Hollywood Burbank Airport, 2627 N. Hollywood Way, Burbank, California 91505.

Terri Williams, Board Secretary
Burbank-Glendale-Pasadena Airport Authority

SPECIAL MEETING
OF THE
OPERATIONS AND DEVELOPMENT COMMITTEE
Airport Skyroom
Monday, August 19, 2019
8:00 a.m.

The public comment period is the opportunity for members of the public to address the Committee on agenda items and on airport-related non-agenda matters that are within the Committee's subject matter jurisdiction. At the discretion of the presiding officer, public comment on an agenda item may be presented when that item is reached

Members of the public are requested to observe the following decorum when attending or participating in meetings of the Committee:

- ***Turn off cellular telephones and pagers.***
- ***Refrain from disorderly or boisterous conduct, including loud, threatening, profane, or abusive language, clapping, whistling, stamping, or other acts that disrupt or otherwise render unfeasible the orderly conduct of the meeting.***
- ***If you desire to address the Committee during the public comment period, fill out a speaker request card and present it to the Board Secretary.***
- ***Confine remarks to agenda items or to airport-related non-agenda matters that are within the Committee's subject matter jurisdiction.***
- ***Limit comments to five minutes or to such other period of time as may be specified by the presiding officer.***



The following activities are prohibited:

- ***Allocation of speaker time to another person.***
- ***Video presentations requiring use of Authority equipment.***



Any disclosable public records related to an open session item on a regular meeting agenda and distributed by the Authority to the Committee less than 72 hours prior to that meeting are available for public inspection at Hollywood Burbank Airport (2627 N. Hollywood Way, Burbank) in the administrative office during normal business hours.



In accordance with the Americans with Disabilities Act of 1990, if you require a disability-related modification or accommodation to attend or participate in this meeting, including auxiliary aids or services, please call the Board Secretary at (818) 840-8840 at least 48 hours prior to the meeting.

AGENDA

Monday, August 19, 2019

1. Approval of Agenda
2. Public Comment
3. Approval of Minutes

a. July 15, 2019

[See page 1]

4. Contracts and Leases

a. Change Order Superior Life Support Inc. for Medical Director Oversight Services

- Staff report attached.

[See page 6]

Staff seeks an Operations and Development Committee ("Committee") recommendation to the Commission for approval of a Change Order in the amount of \$10,000 with Superior Life Support Inc. ("SLS") for medical director oversight services required to implement the Airport Fire Department's initiation of a Narcan and EpiPen program. These programs, mandated by the Los Angeles County Department of Health Services Emergency Medical Services Agency are part of the scope of practice for Emergency Medical Technicians ("EMT") effective July 1, 2019. These two programs require medical director oversight by a licensed physician.

In order to support the Narcan and EpiPen programs as soon as possible, subject to the recommendation of the Committee, this item has been placed on the Commission's agenda for consideration at its meeting immediately following the Committee's meeting.

b. Waste Hauling and Recycling Services Contract Award

- Staff report attached.

[See page 9]

Staff seeks a recommendation from the Committee to the Commission to award a waste hauling and recycling services contract to American Reclamation, Inc. for a three-year term commencing on October 1, 2019, and extending to September 30, 2022, with two one-year option periods, at an initial fixed monthly fee of \$10,573 with an allowance for on-call services of \$1,500 per month.

c. Professional Services Agreement Airport Marketing Consultant Services
Anyone Collective

- Staff report attached.

[See page 13]

Staff is seeking an Operations and Development Committee recommendation to the Commission to award a Professional Services Agreement to Anyone Collective with a not-to-exceed amount of \$870,000. Anyone Collective will provide airport marketing, consulting services and media purchases in support of the Authority's FY 2020 Branding, Marketing and Advertising program. Details on the proposed expenditures and scope of work are included in the agenda packet.

5. Items for Information

a. Information Update: Pre-book system for valet

- No staff report attached.

Staff will provide an informational update to the Committee regarding the July 15, 2019, availability of the Pre-Book System for valet parking.

6. Adjournment

**MINUTES OF THE SPECIAL MEETING OF THE
OPERATIONS AND DEVELOPMENT COMMITTEE
BURBANK-GLENDALE-PASADENA AIRPORT AUTHORITY**

MONDAY, JULY 15, 2019

A special meeting of the Operations and Development Committee was called to order on this date in the Airport Skyroom, 2627 N. Hollywood Way, Burbank, California, at 8:15 a.m., by Chairman Tornek.

ROLL CALL

Present: Commissioners Tornek, Brown and Devine

Absent: None

Also Present: Staff: Frank Miller, Executive Director;
John Hatanaka, Senior Deputy Executive Director;
Anthony DeFrenza, Director of Engineering and
Maintenance

Airport Authority Counsel: Terence R. Boga, Esq.,
Richards, Watson, Gershon

United Maintenance Company, Inc.: John Csehill,
VP Sales

1. Approval of Agenda There were no adjustments to the agenda.

2. Public Comment There were no public speakers

3. Approval of the Minutes

a. June 17, 2019 Draft Minutes for June 17, 2019, Operations and
Development Committee meeting were presented
for approval.

Motion Commissioner Brown moved approval of the
minutes seconded by Commissioner Devine.

Motion Approved The minutes were unanimously approved (3-0).

4. Contract and Leases

a. Award of Contract-Taxiway A Rehabilitation Project Number E18-20

Staff presented to the Committee and requested for recommendation to the Commission that it award a construction contract for \$2,099,920 to Sully-Miller Contracting Company for the Taxiway Alpha ("Taxiway A") Rehabilitation Project and award a Professional Services Agreement for \$108,725 to RDM International, Inc. ("RDM") engineer of record for construction administration services, onsite technical services and material testing. Staff also recommended for approval, a project budget for construction management not to exceed \$75,000 and a project contingency for any unforeseen conditions that may arise during construction, for \$150,000.

Staff reported that Taxiway A serves as the primary commercial taxiway with access to Runway 15-33.

Earlier this year, the commission approved the engagement of RDM for the design of this rehabilitation project for approximately 374,000 square ft. of existing asphalt on the taxiway to be rehabilitated. The proposed rehabilitation is expected to provide a design life of at least 10 years.

Staff solicited competitive bids by posting on PlanetBids and advertising in the Dodge Construction News and several other local newspapers, internet platforms and in the Burbank, Glendale, and Pasadena City Halls for the rehabilitation of Taxiway A. Bids were initiated on May 8, 2019, and five general contractors submitted bids. The low bidder for the construction contract was Sully-Miller Contracting Co., with a bid in the amount of \$2,099,920 and DBE participation commitment of 25.27%, which is above the defined goal.

Project and construction management will be provided by Airport staff from the Engineering and Operations Departments. The proposed not-to-exceed budget for all services is \$75,00.

Motion

Commissioner Devine moved approval of Staff's recommendation, seconded by Commissioner Brown.

Motion Approved

The motion was approved unanimously (3-0).

b. Award of Contract-Janitorial Services

In February of this year, Staff publicly advertised a Request for Proposal ("RFP") for janitorial services that addressed all areas of the Airport covered under the

current Agreement and contemplated the potential need to extend services beyond the five-year total term on a month-to-month basis, up to 12 additional months at a negotiated rate, to allow for a potential transition to the proposed Replacement Passenger Terminal.

Staff reported that they received 9 responses to the RFP from interested contractors. Based on an initial review, two of the proposals were deemed non-responsive and thus were not evaluated further. An evaluation panel, composed of five staff members, evaluated the seven responsive proposals under the selection criteria outlined in the RFP. The four highest-scoring firms were invited to an interview for further consideration. Based on the resulting scores of the proposal review and the interviews, Staff sought the Committee's recommendation for a contract award to DFS.

At the May 6, 2019, Committee meeting, the Committee asked Staff to clarify the evaluation and selection process, as well as the significant discrepancy in proposed monthly hours and price amongst the short-listed firms. To address the concerns raised by the Committee, Staff utilized a two-step "Best and Final Offer" ("BAFO") process with the four short-listed firms.

Staff advised that the extended procurement process would continue past the expiration date of the current Janitorial Services Agreement, and at the request of the Committee, Staff negotiated a contract amendment with DFS for a month-to-month extension not-to-exceed three months to allow for completion of the BAFO process. The Commission approved this contract amendment on May 20, 2019.

The four short-listed firms were advised of the concerns and that, to address these questions, Staff would be issuing a BAFO request. The firms could review and reconsider their proposed staffing levels, reminded again that passenger volumes have increased approximately 37% since 2014 along with the forecasted summer flight schedule. Firms were instructed to provide updated pricing information in a revised format. Instead of maintaining a fixed annual price for the entire three-year term and the two optional extension years, pricing was requested by year. Firms were also instructed to provide written details on transition plans and schedule, their proposed Site Manager, and the rationale behind

their revised proposed staffing levels.

Evaluation of the submitted BAFOs resulted in Staff announcing on June 6, 2019, a plan to recommend a contract award to United Maintenance at the June 17, 2019, Committee meeting. Subsequently, on June 11, 2019, DFS submitted a letter protesting the contract award recommendation and outlining concerns specifically associated with Staff's responses to questions posted in Addendums 1 and 3 in March 2019, during the initial phase of the procurement.

Staff reported that it had decided to omit the Janitorial Services Agreement contract award from the June 17th Committee and Commission agendas to allow time to evaluate and address the concerns raised by DFS. On June 19, 2019, staff sent a letter to the four firms who had participated in the BAFO process with the following clarification:

"...it has been brought to our attention that one or more of the Best and Final Offer ("BAFO") submittals for the above-referenced procurement may have been based on a misunderstanding, regarding the status of an organized labor union of the existing janitorial staff employed by the current service provider.

Existing janitorial personnel are members of the SEIU USWW and are covered by a collective bargaining agreement...

After considering the information above, please either confirm pricing provided in the May 17, 2019, BAFO submission remains valid or provide revised pricing."

On June 26, 2019, responses were received. Both United Maintenance and Uniserve submitted revised fees with DFS and PRIDE confirming their pricing as previously submitted. Resulting from the completed two-step BAFO process, United Maintenance, the highest-scoring firm, increased the number of hours per month from 4,378 to 4,971 and committed to using as its Site Manager a 30-year veteran of the company with 17 years of management experience at facilities of a similar or larger size as the Airport.

Following questions from the Committee directed to John Csehll, Vice President of Sales for United Maintenance, regarding the Displaced Janitor Opportunity Act (California Labor Code Section 1060 et. Seq., which specifies the requirements that must be met when transitioning from one janitorial contract

to another janitorial contractor) and questions regarding the current status with the SEIU, Staff recommended that the Committee recommend to the Commission award of the Janitorial Services Agreement to United Maintenance for a three year period, at a fixed fee of \$4,248,390.32 excluding supplies, with two one-year options. Supplies will be reimbursed at actual cost on a monthly basis and, based on current activity levels, are estimated to be approximately \$18,000 per month.

Motion

Commissioner Brown moved approval of Staff's recommendation, seconded by Commissioner Devine.

Motion Approved

The motion was approved (3-0).

5. Adjournment

There being no further business, the meeting adjourned at 8:39 a.m.

**STAFF REPORT PRESENTED TO THE
BURBANK-GLENDALE-PASADENA AIRPORT AUTHORITY
OPERATIONS AND DEVELOPMENT COMMITTEE
AUGUST 19, 2019**

**CHANGE ORDER
SUPERIOR LIFE SUPPORT INC.
FOR
MEDICAL DIRECTOR OVERSITE SERVICES**

SUMMARY

Staff seeks an Operations and Development Committee ("Committee") recommendation to the Commission for approval of a Change Order in the amount of \$10,000 with Superior Life Support Inc. ("SLS") for medical director oversight services required to implement the Airport Fire Department's initiation of a Narcan and EpiPen program. These programs, mandated by the Los Angeles County Department of Health Services Emergency Medical Services Agency, are part of the scope of practice for Emergency Medical Technicians ("EMT") effective July 1, 2019. These two programs require medical director oversight by a licensed physician.

In order to support the Narcan and EpiPen programs as soon as possible, subject to the recommendation of the Committee, this item has been placed on the Commission's agenda for consideration at its meeting immediately following the Committee's meeting.

BACKGROUND

The two programs to be deployed by the Authority's Airport Fire Department ("AFD") are Narcan Nasal Spray for use to treat an opioid overdose by blocking or reversing the effects of opioids and Epinephrine ("Epi") Pen Injectors used to treat severe allergic reactions and/or asthma attacks.

SLS currently is AFD's service provider for the Authority's Automated External Defibrillator ("AED") and "Stop the Bleed" programs. The services from SLS include supplies, instruction/training and oversight. These services, under a three-year purchase order, are in their last year and expire on May 30, 2020. The current annual cost of these two programs is \$16,866. The cost to add a licensed physician to provide medical director oversight for the Narcan and EpiPen programs is \$10,000, increasing the annual cost to \$26,866 excluding the cost of the Narcan and EpiPen inventory. The cost for the initial inventory of Narcan and EpiPens for adult and juvenile doses is \$1,510.

Working in conjunction with UCLA Center for Prehospital Care ("UCLA"), the provider of the Authority's EMS training, SLS was able to identify a licensed physician that is capable of and willing to serve as the medical director to oversee these two programs for the Authority. Dr. Ira Howard Tillis, M.D., has over 30 years of emergency medicine experience and is currently the Assistant Medical Director and EMS Liaison for the Simi Valley Hospital and Medical Center.

If this additional program is approved, the total cost of services to meet the LA County oversight requirement, starting from June 1, 2017 through May 30, 2020 for all programs, will amount to \$87,480.

DETAILS

The Los Angeles County Department of Health Services Emergency Medical Services Agency requires that first responder personnel involved in these two programs undergo training and certification on the use of Narcan Nasal Spray and EpiPen Injectors.

SLS, UCLA and Dr. Tillis have developed a training program for AFD personnel that will (1) meet all State regulations and EMS Agency Policies and (2) receive LA County's Department of Health Services approval to be a public safety Narcan and EpiPen service provider. Under the services for Medical Director oversight, SLS and Dr. Tillis will:

- 1) Oversee programs;
- 2) Collect the required data and submit annual reports to the LA County Department of Health Services;
- 3) Review all cases where a Narcan or an EpiPen was utilized;
- 4) Review personnel and system performance; and
- 5) Make recommendations for modification of the system design, performance protocols or training standards designed to improve patient outcomes.

Additionally, in conjunction with UCLA, SLS and Dr. Tillis will assist AFD with compliance of EMS Agency policies and protocols. This team of medical specialist will also provide the written policy for the proper storage of Narcan Nasal Spray and EpiPen inventory.

FUNDING

Funding for the AED, Stop the Bleed and Narcan/ EpiPen programs are included in the adopted FY 2020 budget.

STAFF RECOMMENDATION

Staff seeks an Operations and Development Committee recommendation to the Commission to approve a Change Order in the amount of \$10,000 to Superior Life Support Inc. for Medical Director oversight required by the Los Angeles County Department of Health Services Emergency Medical Services (EMS) Agency to implement the Airport Fire Department's initiation of a Narcan and EpiPen program at Hollywood Burbank Airport.

Superior Life Support Inc
 25128 Avenue Tibbits #150
 Valencia, CA 91355

Invoice

Date	Invoice #
6/6/2019	83714

Bill To
Burbank/Hollywood Airport Fire Authority Attn: Adam Lieberman 2627 Hollywood Way Burbank, CA 91505

Contact	P.O. Number	Terms	Due Date	Rep
		Net 30	7/1/2019	TWS

Quantity	Description	U/M	Rate	Amount
1	Medical Direction (Epi-pen and NARCAN Program) Year 1 (7/1/2019 - 6/30/2020)		10,000.00	10,000.00
Thank you for the opportunity to do business! We appreciate your continued business.			Total	\$10,000.00

**STAFF REPORT PRESENTED TO THE
BURBANK-GLENDALE-PASADENA AIRPORT AUTHORITY
OPERATIONS AND DEVELOPMENT COMMITTEE
AUGUST 19, 2019**

**WASTE HAULING AND RECYCLING SERVICES
CONTRACT AWARD**

SUMMARY

This item is being resubmitted because, subsequent to the Operations and Development Committee ("Committee") decision on May 6, 2019, to recommend a contract award to American Reclamation, Inc. ("American"), the Authority received information that required Staff to reject all proposals and reissue the Request for Proposal ("RFP") for waste hauling and recycling services. Staff seeks a new recommendation from the Committee to the Commission to award a Waste Hauling and Recycling Services contract to American for a three-year term commencing October 1, 2019, and extending to September 30, 2022, at an initial fixed monthly fee of \$10,573 with an allowance for on-call services of \$1,500 per month. The contract also contains two one-year options at the Authority's discretion, prices subject to adjustment.

Subject to the recommendation of the Committee, this item has been placed on the Commission's agenda for consideration at its meeting immediately following the Committee's meeting.

BACKGROUND

The Authority's waste hauling and recycling needs are currently being met on a month to month basis by Athens Environmental Services, Inc. ("Athens") for properties in Burbank and by Republic Services, Inc. for properties in Los Angeles. As of March 1, 2019, the combined approximate average monthly cost for these services is \$23,182.33 (the amount fluctuates with the volume of on-call pickups driven by Maintenance Department projects).

Over the past several years, the provision of waste hauling and recycling services for the Authority has changed hands through mergers, acquisitions, and contract assignment from Crown Disposal, Inc. to Recology, Inc. to Athens. The original rates were honored by each of the new service providers as they assumed the obligations of the existing contract. Beyond industry consolidation impacting the service provider market, over the past number of years the Legislature has enacted several waste diversion and recycling laws that have impacted the service provider environment as providers worked to become compliant.

PROCUREMENT

A. Original Solicitation

On August 28, 2018, through the Authority's PlanetBids e-procurement website, Staff issued an RFP for waste hauling and recycling services. Despite significant interest in the RFP, only Athens submitted a proposal. Not counting on-call services, Athens proposed a

monthly fee of \$23,251. As this price represented a near 100% increase from the rates and charges incurred over the past several years, Staff rejected the sole proposal.

After being notified of the rejection of its proposal and that the RFP would be reissued, Athens sent the Authority a fee increase notice. This notice stated that, effective March 1, 2019, Athens' rates and charges would increase to the amounts submitted in its rejected proposal.

B. Second Solicitation

Staff conducted follow-up interviews with firms that declined to provide a proposal and, following further internal review, Staff amended the Scope of Services in several areas to address some of the service providers' concerns. The changes were as follows:

1. Elimination of front-end loader scales
2. Affirmed that waste stream would remain "mixed", but, eliminated Materials Recovery Facility ("MRF") ownership requirement
3. Modified Notice of Violation language
4. Construction of a new three-bin storage area for cardboard packing materials

On February 28, 2019, Staff issued a revised RFP for waste hauling and recycling services. The revised RFP was re-advertised via PlanetBids, a second pre-proposal meeting was held, and five firms attended (including two that had not participated in the original solicitation). Proposals were received on March 29, 2019 and interviews were conducted on April 11, 2019. Among the most important requirements, responding firms were required to:

- Describe their approach, planning, and execution of waste hauling and recycling services including equipment, personnel, and schedule for picking up the bins including delivering replacement bins on an as needed basis.
- Assure that the Authority is and, always remains, compliant with all applicable laws, including Assembly Bills 341, 1383 and 1826 regarding waste diversion requirements.

Two proposals were received and the proposed monthly fees, not including on-call services, were as follows:

- | | |
|----------------------------------------|-------------|
| 1. American Reclamation, Inc. | \$11,467.24 |
| 2. Athens Environmental Services, Inc. | \$17,582.83 |

C. Protest

On May 3, 2019, subsequent to the release of the agenda packet for the Committee's May 6th meeting, Athens submitted a letter protesting the RFP process and the proposed contract award to American. This letter followed a "notice of potential protest" submitted by Athens on April 25, 2019. Essentially, Athens' May 3rd letter asserted that American was unable to satisfy the RFP's requirement that refuse be sorted off-site for recyclable material prior to being sent to a landfill, and Athens reiterated that assertion in testimony to the Committee at the May 6th meeting.

Upon being informed of Athens' notice of potential protest, American submitted a May 1, 2019 letter reaffirming its ability to satisfy the recyclable material off-site site sorting requirement. American also submitted a May 1, 2019 letter from the County Sanitation Districts of Los Angeles County ("County Sanitation Districts"). In key part, the County Sanitation Districts' letter stated:

"As we previously discussed, the Puente Hills MRF is currently able to floor sort specific loads of MSW as long as this service is specifically requested by our customers in advance. If you have loads coming from a particular source, for example loads of MSW from Burbank-Glendale-Pasadena Airport Authority and want all those loads sorted to separate and divert recyclables and organic waste from landfills prior to residual waste being transferred to the landfill, we can accommodate that request."

At the May 6, 2019 meeting, the Committee considered Staff's request for a recommendation to the Commission for a contract award to American. Staff and representatives from American addressed questions from the Committee, and the Committee unanimously approved Staff's request.

Subsequently, on May 8, 2019, the County Sanitation Districts informed Staff that the Puente Hills MRF is not be able to accept mixed waste refuse from the Authority, having high concentrations of organic material. The County Sanitation Districts indicated that, when the May 1, 2019 letter was issued, it did not know that the Authority's waste stream includes high percentages of organic waste from food and beverage concessions. As a result of this information, Staff deemed American's proposal non-responsive, rejected all proposals, and recommenced the RFP process.

D. Third Solicitation

A new RFP for waste hauling and recycling services was released on June 26, 2019. The new RFP included a revision that removed the requirement that each proposer notify and obtain the Authority's approval of the proposer's designated refuse and recycling facilities. Staff and counsel determined that this requirement did not have significant value considering the broad indemnity clause contained in the contract that will be executed by the selected firm. That clause requires the contractor to indemnify the Authority for claims arising from the contractor's negligence, willful misconduct, or failure to comply with the agreement or applicable law. As part of the new RFP, language was added to this clause to explicitly state that the contractor is required to indemnify the Authority for penalties imposed by the State of California for noncompliance with waste diversion requirements.

Four proposals were received; three were deemed responsive and one was deemed non-responsive. A proposal review committee consisting of five staff members reviewed the proposals in accordance with the selection criteria outlined in the RFP. Each proposal was scored out of 100 points based on the breakdown listed below:

- SC-1 Firm Description, Capability and Suitability (10 points)
- SC-2 Experience of Firm and Qualifications (15 points)
- SC-3 Technical Approach (30 points)
- SC-4 Consent to Services Agreement (10 points)
- SC-5 Price (35 points)

The combined rankings including proposed monthly fees, not including on-call services, are listed below:

		SC-1	SC-2	SC-3	SC-4	SC-5	Total	
Rank	Maximum Points Possible	10	15	30	10	35	100	Monthly Fee
	FIRM:							
1	American Reclamation	8	13	24	10	35	90	\$10,572.60
2	Athens Environmental Services	9	14	28	10	21	82	\$17,436.17
3	SoCal Waste	4	5	7	0	23	39	\$16,245.00

Based on these results, Staff again recommends a contract award to American. The proposed contract is for a three-year fixed-rate term with two one-year options at the Authority's sole discretion. If the Authority exercises any of the option years, the applicable rate for each option year is subject to negotiation with American. The Authority may also terminate this contract for convenience upon thirty days written notice to American.

FUNDING

Funding for the first year of this service is included in the adopted FY 2020 budget. Funding for future years will be proposed in the annual budget process for O&M expenses.

STAFF RECOMMENDATION

Staff seeks a recommendation from the Committee to the Commission to award a waste hauling and recycling services contract to American for a three-year term commencing on October 1, 2019, and extending to through September 30, 2022, with two one-year option periods, at an initial fixed monthly fee of \$10,573 with an allowance for on-call services of \$1,500 per month.

**STAFF REPORT PRESENTED TO THE
BURBANK-GLENDALE-PASADENA AIRPORT AUTHORITY
OPERATIONS AND DEVELOPMENT COMMITTEE
AUGUST 19, 2019**

**PROFESSIONAL SERVICES AGREEMENT
AIRPORT MARKETING CONSULTANT SERVICES
ANYONE COLLECTIVE LLC**

SUMMARY

Staff seeks an Operations and Development Committee ("Committee") recommendation to the Commission to award a Professional Services Agreement ("Agreement") to Anyone Collective, LLC, ("Anyone Collective") to provide airport marketing, consulting services and media purchases in support of the Authority's FY 2020 Branding, Marketing and Advertising program. The total proposed expenditure for the program, as detailed below, is a not-to-exceed amount of \$870,000 to be completed within the FY 2020.

BACKGROUND

Since its initial engagement in 2015, Anyone Collective has worked closely with Staff to implement the Authority's long-term branding and marketing strategy to gain market name recognition and strengthen passenger utilization of the Hollywood Burbank Airport.

In FY 2019, marketing strategies were implemented that targeted passengers into utilizing the existing air service to and from the Airport which included a strategic general communications plan based on the analytics generated from previous marketing and advertising efforts. This included purchasing advertising in print and digital outlets and continued ongoing research and analysis of potential market interest.

Anyone Collective's services were also utilized in Staff's outreach efforts to airlines' network planning and marketing staffs and specifically targeting the airlines already serving the Airport. Upon learning of Anyone Collective's expertise and role in the Authority's branding and marketing programs, the airlines specifically requested Anyone Collective's presence at airline headquarter meetings with Staff.

Additionally, in FY 2019, Anyone Collective was tasked and completed the remake of the Hollywood Burbank Airport website. The new website, which has the largest outreach of all the Authority's marketing outlets, focuses on the key benefits of the Airport and provides up to date information pertinent to current and prospective passengers.

The success of these efforts was previously reported to the Commission, in particular, the Authority's and Anyone Collective's receipt of global recognition from Airports Council International-North America with multiple awards for Brand Identity, Digital Advertising, Print Communications, and Overall Marketing Program. The Airport also received the prestigious Peggy G. Hereford award, given to the airport with the most first-place wins and honorable mentions in a single year.

To that end, name and brand recognition was further enhanced with Fodor's Travel on June 12, 2019, naming Hollywood Burbank Airport the "Best Airport in the United States."

PROPOSAL DETAILS

Efforts for FY 2020 will focus on the momentum generated in FY 2019, with a major emphasis on promoting the success of existing and recently added air services while raising more awareness about the Airport's features and amenities that add value to the overall customer experience.

A hyper-targeted messaging plan will be developed and applied in print, digital, and social media spaces. A primary vehicle for this outreach will be the new website. For this effort, Anyone Collective will be given total access and, based on Staff input and guidance, will provide both the creative and technical functions of this messaging plan. A feature Anyone Collective installed in the new website is the ability for the Authority to measure visitor traffic that funnels to the website via various ads in the marketing plan. This portion of the program is proposed to be funded at the same level as last fiscal year.

A feature of the FY 2020 program is funding to support a specific marketing campaign that will most effectively leverage Fodor's Travel "Best U.S. Airport" designation. It is envisioned that this campaign will include marketing in print, digital, and social media outlets to maximize the highlights of the award throughout the fiscal year.

A part of the weighted focus will be on retaining existing air services the air carriers are providing to the Airport. For FY 2020, a task order based joint advertising program with each of the Authority's air carrier partners on a first-come, first-serve basis is proposed. Together, Staff and Anyone Collective will provide the airlines with an opportunity to collaborate on advertising and marketing efforts that will incorporate both the specific airline brand and the Hollywood Burbank Airport brand. For this portion of the program, a joint marketing proposal would be presented to and authorized by the Executive Director up to the limits of the program.

Highlights of the proposed program along with the following deliverables are as follows:

- Creative services execution
- Administrative services
- Air service retention and development support
- Collaboration on marketing strategies with Staff and air carriers
- Website management
- New digital content production (e.g. podcast)
- Social media strategies and campaign execution
- Advertising campaigns
- Video development and post-production
- Media buy negotiation and planning
- Planning and negotiation with outside associations for potential advertising collaborations
- Presentation development
- Copywriting
- Art direction
- Graphic design

In summary, the FY 2020 proposed program for Airport Marketing is made of five complementary tasks: i) Strategic development employing the analytics from FY 2019; ii) Specific marketing and advertising services which include creative art design, content creation, website updates and pushes, messaging and social media distribution and custom content development; iii) Promotion of Fodor's award as Best U.S. Airport; iv) Advertising media buys for all venues; and, v) Implementation of an airline requested specific joint marketing effort. The chart below breaks down the not-to-exceed limit for each of the proposed activities in FY 2020.

Strategic Development	\$ 50,000
Marketing and Advertising Services	\$ 300,000
Fodor's Best U.S. Airport Campaign	\$ 90,000
Media – Digital	\$ 70,000
Media – Print	\$ 70,000
Media - Social Media	\$ 100,000
Task Orders (B2B Airline Mktg)	\$ 190,000
<i>Total</i>	<u>\$ 870,000</u>

A copy of the proposed Agreement and scope of work is attached.

BUDGET IMPACT

Appropriations for the proposed plan are included in the adopted FY 2020 budget for Air Service Marketing.

STAFF RECOMMENDATION

Staff recommends that the Committee recommend to the Commission award of a Professional Services Agreement to Anyone Collective for the services described above in support of the Authority's FY 2020 Airport Marketing and Advertising program with an amount not to exceed \$870,000 and that the President be authorized to execute the same.