



July 14, 2022

CANCELLATION NOTICE OF A REGULAR MEETING  
AND  
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 the regular meeting of the Operations and Development Committee scheduled for Monday, July 18, 2022, at 8:30 a.m., in the Airport Skyroom of Hollywood Burbank Airport, 2627 N. Hollywood Way, Burbank, California 91505, has been cancelled.

NOTICE is hereby given that a special meeting of the Operations and Development Committee will be held Monday, July 18, 2022, at 8:15 a.m., in the Airport Skyroom of Hollywood Burbank Airport, 2627 N. Hollywood Way, Burbank, California 91505.

Pursuant to Government Code Section 54953(e), members of the Committee may participate in this meeting via teleconference. In the interest of maintaining appropriate social distancing, a physical location is not being provided for the public to attend or comment. Members of the public may observe the meeting telephonically and may offer comment in real time through the following number:

Dial In: (978) 990-5000

Access Code: 880737#

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

SPECIAL MEETING  
OF THE  
OPERATIONS AND DEVELOPMENT COMMITTEE  
Airport Skyroom  
Monday, July 18, 2022  
8:15 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.*

*When in-person attendance or participation at meetings of the Commission is allowed, members of the public are requested to observe the following rules of decorum:*

- *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.*

## A G E N D A

Monday, July 18, 2022

1. Roll Call
2. Approval of Agenda
3. Public Comment
4. Approval of Minutes

a. June 20, 2022

**[See page 1]**

5. Items for Approval

- a. Award of Contract  
Safety Management System / Part 139 Software Program

**[See page 4]**

***Staff seeks a recommendation of the Operations and Development Committee to the Commission to approve an award of contract to Aerosimple for the acquisition of a Safety Management System and Federal Aviation Regulations Part 139 software program with data storage and related services for a five-year period. The proposed contract will be in an amount not-to-exceed \$153,500.***

- b. Exercise of First Extension Option for Waste Hauling and Recycling  
Services Agreement

**[See page 7]**

***Staff seeks a recommendation from the Operations and Development Committee to the Commission to authorize the exercise of the first of two one-year extension options for the Waste Hauling and Recycling Services Agreement with American Reclamation Inc.***

- c. Exercise of First Extension Option for Janitorial Services Agreement

**[See page 12]**

***Staff seeks a recommendation from the Operations and Development Committee to the Commission to authorize the exercise of the first of two one-year extension options for the Janitorial Services Agreement with Diverse Facilities Solutions. Additionally, as part of the extension, Staff seeks approval of an increase to the Year 4 fee schedule to address the changes in costs primarily resulting from the impacts of the COVID-19 pandemic that could not have been anticipated when DFS submitted its proposal in 2019.***

- d. Award of Professional Services Agreement  
Airport Marketing Consultant Services

**[See page 15]**

***Staff seeks an Operations and Development Committee ("Committee") recommendation to the Commission to award a Professional Services Agreement to Anyone Collective, LLC for airport marketing consulting services, website***

***support and media purchases. These services are in support of the continued branding, marketing, and advertising efforts of Hollywood Burbank Airport. These services are for a not-to-exceed amount of \$600,000 inclusive of commission for media purchases.***

***As these services are time sensitive, subject to the recommendation of the Committee, this item has also been placed on the Commission's agenda for its consideration following the Committee's meeting.***

6. Items for Information

a. Committee Pending Items

***[See page 18]***

7. Adjournment

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

**MONDAY, JUNE 20, 2022**

A regular 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 8:30 a.m., by Commissioner Devine.

**1. ROLL CALL**

**Present:** Commissioners Devine (via teleconference),  
Commissioner Dyson, Commissioner Hampton  
(Arrived at 8:32 a.m., via teleconference)

**Absent:** None

**Also Present:** John Hatanaka, Senior Deputy Executive Director;  
Thomas Henderson, Director of Operations

**2. Approval of Agenda** The agenda was approved as submitted.

**3. Public Comment** There were no public comments.

**4. Approval of Minutes**

**a. June 6, 2022**

**Motion** Commissioner Dyson moved approval of the minutes of the June 6, 2022, meeting seconded by Commissioner Devine (via teleconference).

**Motion Approved** There being no objection, a voice vote was taken to accommodate those participating via teleconference. The motion was approved (2-0, 1 absent).

**5. Items for Approval**

- a. Airport Solution Line Service Agreement Extension and Change Order #1 to the Common Use Passenger Processing System Refresh Project with SITA Information Networking Computing USA Inc.** Staff sought Committee recommendation to the Commission to approve a 1-year extension of the Airport Solution Line Service Agreement ("Service Agreement") with SITA Information Networking Computing USA, Inc. for the Common Use Passenger Processing System ("CUPPS") installed at the Hollywood Burbank Airport. This extension will run from October 1, 2022 to September 30, 2023, at a monthly cost of \$64,153. The cost of the services provided under this agreement are reimbursed monthly by the airlines serving the Airport.

Staff also sought Committee recommendation to the Commission to approve Change Order #1 to the CUPPS Refresh project in the amount of \$118,896.60. The proposed Change Order #1 is a modification to Amendment No. 3 of the Service Agreement, by which the Commission approved the CUPPS Refresh project in October 2021 at an original cost of \$1,106,007.52. Ongoing supply chain issues and changes to the original Scope of Work have increased the overall cost of the CUPPS Refresh project to \$1,224,904.12. On May 17, 2022, the airlines approved the change order request and the cost of the Refresh project, upon certification and acceptance by the Authority, will be fully reimbursed by the airlines over a 12-month amortization period.

**Motion**

Commissioner Dyson moved approval of Staff's recommendation, seconded by Commissioner Devine (via teleconference).

**Motion Approved**

There being no objection, the motion was approved (3-0).

**b. National Auto Fleet Group Change Order; Replacement Vehicles Acquisition Authorization**

Staff sought Committee recommendation to the Commission to execute a Change Order to an existing Purchase Order with National Auto Fleet Group for the acquisition of a second 2022 Ford Escape Plug-In Hybrid vehicle resulting in a total contract amount of \$80,977.

In addition, due to the current supply chain environment resulting in inventory shortages, long lead time delivery delays (4-6 months) and the need to respond without delay if replacement vehicles become available for purchase or pre-order to secure production priority, Staff seeks authorization to issue future Purchase Orders for any of the remaining six vehicles, included in the adopted FY 2023 budget, if vehicles become available in the aggregate not-to-exceed amount of \$434,000.

**Motion**

Commissioner Hampton (via teleconference) moved approval of Staff's recommendation, seconded by Commissioner Dyson.

**Motion Approved**

There being no objection, a voice vote was taken to accommodate those participating via teleconference. The motion was approved (3-0).

**6. Items for Information**

**a. Committee Pending Items**

Staff informed the Committee of future pending items that will come to the Committee for review.

**7. Adjournment**

There being no further business, the meeting adjourned at 8:49 a.m.

**STAFF REPORT PRESENTED TO THE  
BURBANK-GLENDALE-PASADENA AIRPORT AUTHORITY  
OPERATIONS AND DEVELOPMENT COMMITTEE  
JULY 18, 2022**

**AWARD OF CONTRACT  
SAFETY MANAGEMENT SYSTEM / PART 139 SOFTWARE PROGRAM**

Presented by Sumire Spurlock  
Safety Management System Manager

**SUMMARY**

Staff seeks a recommendation of the Operations and Development Committee (“Committee”) to the Commission to approve an award of contract to Aerosimple for the acquisition of a Safety Management System (“SMS”) and Federal Aviation Regulations Part 139 (“Part 139”) software program with data storage and related services for a five-year period. The proposed contract will be in an amount not-to-exceed \$153,500.

**BACKGROUND**

As part of the Authority’s commitment to safety, the SMS department was established four years ago, ahead of the pending Federal Aviation Administration (“FAA”) requirement for airports across the nation to implement an SMS. Staff developed a manual with policies and procedures for SMS which has been in implementation for nearly three years. One of the goals has been the installation of a system software to collect comprehensive SMS data and provide management with an information support system.

As part of this procurement, Staff researched the potential for a program that would enhance the Part 139 information database and reporting system through integration with the SMS database. The current Part 139 software is a standalone program that would not integrate and share data readily.

In order to develop a Request for Proposal (“RFP”) with a focus on an SMS system and a potential Part 139 data integration, as well as to review and evaluate responses and software, the Faith Group, LLC was retained to assist Staff.

**PROGRAM REQUIREMENTS**

SMS and Operations Departments coordinated their respective requirements which concluded that the system must be able to have capabilities to support the four following components of SMS:

1. Policy
2. Safety Risk Management
3. Safety Assurance (Audit)
4. Safety Promotion

In addition to the above, the software needed to be able to create customized reports, have

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AWARD OF CONTRACT  
SAFETY MANAGEMENT SYSTEM  
PART 139 SOFTWARE PROGRAM  
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certain alerting functions, track data, track progress of reports and the outcomes, the ability for a customizable dashboard and have a mobile application. For the day-to-day Part 139 management by Operations, the program needs to include the SMS functional requirements, Part 139 discrepancy notices and Notice to Airman (NOTAM) management.

A mandatory pre-proposal meeting was attended by seven vendors. Of the seven attendees, three submitted proposals. The table below identifies the proposers:

Company Name	Pre-Bid Meeting Attendee	Proposal Submitted
Aerosimple, Inc	Yes	Yes
Birdi & Associates, Inc.	Yes	No
Environmental Systems Research Institute, Inc.	Yes	No
GCR Inc., DBA Civix	Yes	Yes
Honeywell	Yes	No
OCTANT Aviation	Yes	No
Origami Risk LLC	Yes	Yes

Staff contacted the vendors that chose not to submit a proposal. Those vendors offered the following explanations for not proposing:

1. Environmental Systems Research Institute, Inc (ESRI): stated that it could not satisfy the technical requirements and remain within the cost limits;
2. OCTANT Aviation: stated that the software program sought was not compatible with its field of business;
3. Honeywell: stated that its SMS is catered towards the industrial industry and not aviation; and
4. Birdi & Associates: stated that this specific procurement was not one they are able to respond to.

During the evaluation period it was discovered that Origami Risk had not submitted the required references. Origami Risk was provided a twenty-four-hour period to submit reference contacts but failed to do so. Therefore, Origami Risk was deemed non-responsive.

## EVALUATION

1. Aerosimple: While new to the market, this firm has gained a number of airport clients quickly beginning with the release of its Part 139 software module in 2018 with their SMS module released in fall of 2021. While the proposal placed emphasis on Part 139 requirements, the proposal did meet the criteria and requirements for SMS.
2. Civix: This firm has had more than twenty years of experience in aviation. Its proposal placed more emphasis on SMS needs and its Part 139 module is currently in use in many airports due to the program's tie-in with the FAA flight data.

The total fee proposed by each vendor for a period of five years are:

1. Aerosimple: \$153,500
2. Civix: \$535,618

-2-

The following table identifies the panel's weighted proposal and software product demonstration scores for each proposer:

Selection Criteria	SC-1	SC-2	SC-3	SC-4	SC-5	Interviews	TOTAL
	Firm's Exp., Background & Past Performance	Qualifications of Proposed Project Team	Technical Approach & Quality	Fee Schedule	PSA Acceptance	Demo	
<b>Weighting Factor:</b>	1	1	1	1	1	1	
<b>Maximum Points Possible</b>	<b>25</b>	<b>25</b>	<b>25</b>	<b>15</b>	<b>10</b>	<b>100</b>	<b>200</b>
<b>FIRM:</b>							
<b>Aerosimple</b>	<b>21</b>	<b>21</b>	<b>22</b>	<b>15</b>	<b>6</b>	<b>86</b>	<b>171</b>
<b>Civix</b>	<b>24</b>	<b>25</b>	<b>24</b>	<b>10</b>	<b>6</b>	<b>69</b>	<b>158</b>

Based on the average of the evaluations committee's scores, Aerosimple, has been deemed the highest scoring proposer. As part of the review process, Staff were able to access and familiarize themselves with the functionality of the modules via a hands-on trial demonstration provided by Aerosimple. The results of which were deemed satisfactory in meeting the Authority's needs.

#### BUDGET IMPACT

The first-year initial startup costs amount to \$41,500 for which appropriations are included in the adopted FY 2023 budget. For each year thereafter, an annual required recurring amount of \$28,000 be will included in future subsequent budget programs.

#### STAFF RECOMMENDATION

Staff seeks the Committee's recommendation to the Commission for award of a contract to Aerosimple in a not-to-exceed amount of \$153,500 for purchase of an SMS and Part 139 software program with data storage and related services for a five-year period, and authorization for Staff to execute the purchase documentation.

**STAFF REPORT PRESENTED TO THE  
BURBANK-GLENDALE-PASADENA AIRPORT AUTHORITY  
OPERATIONS AND DEVELOPMENT COMMITTEE  
JULY 18, 2022**

**EXERCISE OF FIRST EXTENSION OPTION FOR  
WASTE HAULING AND RECYCLING SERVICES AGREEMENT**

Presented by Anthony Defrenza  
Director, Engineering and Maintenance

**SUMMARY**

Staff seeks a recommendation from the Operations and Development Committee (“Committee”) to the Commission to authorize the exercise of the first of two one-year extension options for the Waste Hauling and Recycling Services Agreement (“Agreement”) with American Reclamation Inc.

**BACKGROUND**

On August 19, 2019, through a competitive process, the Commission awarded the Agreement to American Reclamation for a three-year base term, at predetermined rates for waste hauling and recycling needs at the Airport. Services include regular pickup at 15 different locations throughout the Airport at a frequency ranging from daily to weekly. The contract also defines rates for on-call or additional pickups to be requested on an as needed basis, not to exceed \$1,500 per month. The three-year base term is scheduled to expire on September 30, 2022, and the Agreement provides the Authority two one-year extension options. For each extension option exercised by the Authority, the Fee Schedule for services will increase based on the most recent previous 12-month period published Consumer Price Index (CPI) rate for all indices for Los Angeles County. If the proposed extension is approved by the Commission, then effective October 1, 2022, the monthly cost for waste hauling and recycling services will increase by 8.0% raising the annual cost from \$126,870 to \$137,020 with a new expiration date of September 30, 2023. A proposed notice to exercise the first of the two available extension options, along with a revised Fee Schedule for this extension period, is attached.

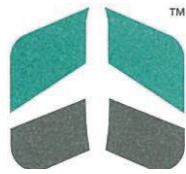
American Reclamation’s services are in compliance with state laws regarding waste diversion and recycling, specifically AB 341 (2011), AB 1826 (2014) and SB 1383 (2016). The firm has performed its contractual obligations and provided a satisfactory level of service throughout the base period of the Agreement.

**BUDGET**

Appropriations for these services were included in the adopted FY 2023 budget.

**STAFF RECOMMENDATION**

Staff recommends that the Committee recommend to the Commission approval of the exercise of the first extension option and authorization for Staff to issue a notice to American Reclamation Inc.



**Hollywood  
Burbank  
Airport**

August 15, 2022

Via e-mail

Mr. John Gasparian  
**American Reclamation, Inc.**  
4560 Doran Street  
Los Angeles, CA 90039

**Re: Waste Hauling and Recycling Services Agreement dated  
August 19, 2019 Exercise Extension Option Number 1**

Dear Mr. Chad Babcock:

I write on behalf of the Burbank-Glendale-Pasadena Airport Authority ("Authority") with reference to the August 19, 2019 Waste Hauling and Recycling Services Agreement ("Agreement") executed by the Authority and American Reclamation, Inc. ("American Reclamation"). Pursuant to Section 3.B. of the Agreement, the Authority has the option to exercise two contract extensions which would extend the term for one year at a time.

This letter serves as notice that, at its August 15, 2022 meeting, the Authority Commission approved the exercise of Extension Option 1, extending the term through September 30, 2023.

In accordance with the Agreement, for each extension option exercised by the Authority, the Fee Schedule shall be increased based on the most recent previous 12-month period published Consumer Price Index (CPI) rate for all indices, Los Angeles County. As such, the values provided in the updated Fee Schedule table (attached) have been increased by 8.0% and will be effective October 1, 2022.

If you have any questions, please contact us at your convenience.

Anthony DeFrenza  
Director, Engineering and Maintenance



**RFP No. NE19-02: WASTE HAULING AND RECYCLING SERVICES  
FEE SCHEDULE**

\*The Fee Schedule Offer pricing shall be firm, fixed price, all-inclusive, and shall include, without limitation, all costs for furnishing and transporting the containers for each designated, requested location, waste pick-up, waste disposal fees, including any 3<sup>rd</sup> party fees, labor, equipment, PPEs, uniforms, regulatory fees and permits, insurance and equipment maintenance, fuel, fuel surcharges, trip charges except where indicated as an "additional pick-up" within the Fee Schedule, general and administrative support costs, materials, mileage, overhead(s), profit, supplies, sale and use taxes, shipping and handling, etc. Labor pricing shall contemplate all planned and unplanned wage changes and shall be firm for a 3 year period. Any increases in minimum wage rates shall have been contemplated in the Fee Schedule Offer.

Updated Rates effective 10/1/22

#	Bin Contents	Location	Address	Qty.	Container	Pick-up/wk	Monthly Fee (hold firm for 3 years)	Each Add'l Pick-up per Container
1	Mixed, minimal food waste	Maintenance Yard	7901 San Fernando Rd.*	2	3 yard	1	\$ 135.45 \$146.29	\$ 15.00 \$16.20
2	Mixed, minimal food waste	Hangar 4	4511 W. Empire Ave.	1	4 yard	2	\$ 180.60 \$195.05	\$ 20.00 \$21.60
3	Mixed, minimal food waste	Hangar 5	4511 W. Empire Ave.	1	4 yard	2	\$ 180.60 \$195.05	\$ 20.00 \$21.60
4	Mixed, minimal food waste	Hangar 37	2800 N. Clybourn St.	1	4 yard	2	\$ 180.60 \$195.05	\$ 20.00 \$21.60
5	Mixed, minimal food waste	Gate 435	2800 N. Clybourn St.	2	4 yard	2	\$ 361.20 \$390.10	\$ 20.00 \$21.60
6	Mixed, minimal food waste	Hangar 35	2800 N. Clybourn St.	1	3 yard	2	\$ 135.45 \$146.29	\$ 15.00 \$16.20
7	Mixed, minimal food waste	Hangar 45	2800 N. Clybourn St.	1	4 yard	2	\$ 180.60 \$195.05	\$ 20.00 \$21.60
8	Mixed, minimal food waste	Hangar 43	2800 N. Clybourn St.	1	4 yard	2	\$ 180.60 \$195.05	\$ 20.00 \$21.60
9	Mixed, includes food waste	Air Cargo	4209 Empire Ave	4	4 yard**	6	\$2,269.20 \$2,450.74	\$ 20.00 \$21.60
10	Mixed, includes food waste	Air Cargo	4209 Empire Ave	1	6 yard**	6	\$ 851.40 \$919.50	\$ 30.00 \$32.40
11	Mixed, includes food waste	Ave. A	2627 Hollywood Way	8	4 yard**	7	\$ 5297.60 \$5,721.40	\$ 20.00 \$21.60
15	Cardboard	Ave. A, Terminal B	2627 Hollywood Way	3	4 yard	4	\$ 619.20 \$668.73	\$ 20.00 \$21.60
<b>TOTAL PRICE PER MONTH ALL LOCATIONS:</b>							<b>\$ 10,572.50</b>	

\$11,418.30



YEAR ONE NOT-TO-EXCEED TOTAL ALL LOCATIONS:	<b>\$ 126,871.20</b>
YEAR TWO NOT-TO-EXCEED TOTAL ALL LOCATIONS:	<b>\$ 126,871.20</b>
YEAR THREE NOT-TO-EXCEED TOTAL ALL LOCATIONS:	<b>\$ 126,871.20</b>
THREE YEARS NOT-TO-EXCEED TOTAL ALL LOCATIONS:	<b>\$ 380,613.60</b>
PRICE IN WORDS:	

### OVERFLOW BINS – WASTE HAULING ON AN AS-NEEDED BASIS

Updated Rates  
effective 10/1/22

#	Bin Contents	Location	Address	Qty.	Container	Collection Schedule	Rate per Pull
12	Mixed, minimal food waste	Maintenance Yard	7901 San Fernando Rd. *	1	40 yard	Services by Phone/Email request-12 hour response	\$ <b>395</b> 426.60
13	Mixed, minimal food waste	Maintenance Yard	7901 San Fernando Rd. *	1	10 yard	Services by Phone/Email request-12 hour response	\$ <b>295</b> 318.60
14	Mixed, minimal food waste	Hangar 40	2800 N. Clybourn St.	1	4 yard	Services by Phone/Email request-12 hour response	\$ <b>85.14</b> 91.95

\*7901 San Fernando Rd. – Waiver to RecyclA exclusive franchise system for the City of Los Angeles address is pending.

\*\*Locations 9, 10 & 11 require device to prop dumpster lid open while trash is being deposited into the container without the use of hands.

### ADDITIONAL EQUIPMENT AS NEEDED (fees include delivery and removal of container)

Container	Rate per Pull
2 yard	<b>\$ 125.00</b>
3 yard	<b>\$ 150.00</b>
4 yard	<b>\$ 175.00</b>
6 yard	<b>\$ 225.00</b>
10 yard	<b>\$ 350.00</b>
40 yard	<b>\$ 425.00</b>

Updated Rates effective 10/1/22

135.00

162.00

189.00

243.00

378.00

459.00

\*For Options Years 4 & 5 automatic labor rate adjustments shall be made each year by the Consumer Price Index (CPI) for All Urban Consumers for the Los Angeles-Riverside-Orange County statistical area (CPI-U) published by the United States Department of Labor, Bureau of Labor Statistics. In the event the CPI-U is discontinued or revised during the term of this Agreement, such other governmental index or computation with which it is replaced shall be used.

The undersigned Company hereby submits its Fee Schedule Offer Form to the Authority. This offer is firm, and valid for acceptance via award by the Authority for a period of one hundred and twenty days (120) from the bid closing date. This offer accepts and incorporates by reference all of the solicitation documents.

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This Schedule of Fees has been executed by a duly authorized representative of the Company as indicated below:

Contractor Name: American Reclamation, Inc.

Authorized Signature: 

Name: John R. Gasparian

Title: President

Date: 7/17/19

**STAFF REPORT PRESENTED TO THE  
BURBANK-GLENDALE-PASADENA AIRPORT AUTHORITY  
OPERATIONS AND DEVELOPMENT COMMITTEE  
JULY 18, 2022**

**EXERCISE OF FIRST EXTENSION OPTION FOR  
JANITORIAL SERVICES AGREEMENT**

Presented by Anthony Defrenza  
Director, Engineering and Maintenance

**SUMMARY**

Staff seeks a recommendation from the Operations and Development Committee (“Committee”) to the Commission to authorize the exercise of the first of two one-year extension options for the Janitorial Services Agreement (“Agreement”) with Diverse Facilities Solutions (“DFS”). Additionally, as part of the extension, Staff seeks approval of an increase to the Year 4 fee schedule to address the changes in costs primarily resulting from the impacts of the COVID-19 pandemic that could not have been anticipated when DFS submitted its proposal in 2019.

**BACKGROUND**

On August 28, 2019, the Commission awarded the Agreement to DFS to obtain janitorial services throughout the terminal building and in specific Authority facilities outside of the terminal building. The Agreement has a three-year base term and affords the Authority two one-year extension options. DFS has a workforce of approximately 30 full-time staff covering 3 shifts providing services 24 hours a day 7 days a week.

The Agreement defines a fixed monthly cost for each of the three years in the base term and provides fixed rates for Year 4 and Year 5 if the extension options are exercised. Materials and supplies are billed to the Authority at cost.

In anticipation of the end of the three-year base term, DFS contacted Authority staff to request consideration of additional compensation above the Year 4 rates defined in the Agreement. The current monthly cost is \$135,975.37 plus materials and supplies (approximately \$22,000 per month). The monthly cost for Year 4 (the first option year) is \$140,506.44. DFS has requested \$161,417.75 for Year 4, a 14.9% increase over the rate defined in the Agreement. DFS provided Staff the following explanation to justify its request.

Since 2019, DFS has experienced changes to its costs that could not have been anticipated when its proposal was submitted. The costs of providing workers compensation, general liability insurance, health and welfare benefits have all increased over the last three years at significantly higher rates than historical trends. In order to retain employees, it is necessary for DFS to pay a higher premium over minimum wage than was anticipated and changes in state law since 2019 also have impacted costs. The following is a breakdown of the requested additional funds above the as-bid pricing.



- Annual Wage increase (approximately 8% of the requested increase)
  - \*Supports Premiums over CA Minimum wage to attract and retain good employees
  - \*DFS currently pays \$0.20 over minimum wage, if approved the requested increase would increase to wages to pay \$0.50 over minimum wage.
- Health & Welfare (approximately 12% of the requested increase)
  - \*Historical annual increases of 2.5 to 3%
  - \*Over the last 3 years, annual increase of 5%
- CA Worker's Comp (approximately 73% of the requested increase)
  - \* Historical annual increases of 3% to 5%
  - \*California and Industry-wide increases over 24%
- General Liability Insurance (approximately 7% of the requested increase)
  - \*Historical annual increase of 2% to 3%
  - \*Increased 33% from the prior year

DFS employees are represented under a collective bargaining agreement with SEIU United Service Workers West (SEIU-USWW). Both DFS and SEIU-USWW have been a good partner with the Authority during the COVID-19 pandemic. DFS was able to adjust staffing as requested by the Authority to accommodate changes in cleaning requirements and procedures as directed by the local, state and national jurisdiction agencies resulting from the impacts of the pandemic, including the reduction in facility use due to the significant drop in passenger activity experienced in 2020 and 2021. While the requested fee increase is significant, the pandemic has impacted operating costs for a number of the service providers and operators at the Airport. DFS was not alone in having to manage staffing shortages exacerbated by the pandemic and the economy, and it has maintained a satisfactory level of service throughout the base period of the contract and remains in good standing with its obligations to the Authority.

### BUDGET

Appropriations for these services with accommodations to address increase costs were included in the adopted FY 2023 budget.

### STAFF RECOMMENDATION

Staff recommends that the Committee recommend to the Commission approval of the first extension option at the revised fee schedule and authorization for staff to issue a notice and associated change order to DFS.



August 15, 2022

Via e-mail

Mr. Mark Wright  
**Diverse Facility Solutions**  
 12838 S. Cicero Avenue  
 Alsip, IL 60803

Re: **Janitorial Services Agreement dated September 1, 2019**  
**Exercise Extension Option Number 1**

Dear Mr. Mark Wright:

I write on behalf of the Burbank-Glendale-Pasadena Airport Authority ("Authority") with reference to the September 1, 2019 Janitorial Services Agreement ("Agreement") executed by the Authority and Diverse Facility Solutions ("DFS"). Pursuant to Section 3.B. of the Agreement, the Authority has the option to exercise two contract extensions which would extend the term for one year at a time.

This letter serves as notice that, at its August 15, 2022 meeting, the Authority Commission approved the exercise of Extension Option 1, extending the term through August 31, 2023.

Additionally, the Commission approved the requested increase, thus effective September 1, 2022 the Authority will pay \$161,417.75 per month for services as defined in the contract.

<u>OPTION YEAR 1 (YEAR 4) PRICING</u>	MONTHLY HOURS (COPY FROM ABOVE)	FULLY BURDENED HOURLY RATE	MONTHLY COST	ANNUAL COST
Site Manager	173.33	\$ 55.18	\$ 9,564.54	\$ 114,774.51
Supervisor	346.67	\$ 40.01	\$ 13,869.93	\$ 166,439.17
Lead	520.00	\$ 33.24	\$ 17,286.46	\$ 207,437.51
Custodian 1st & 2nd Shift	2,516.81	\$ 31.19	\$ 78,497.43	\$ 941,969.18
Custodian 3rd Shift	811.88	\$ 32.22	\$ 26,155.71	\$ 313,868.49
Custodian - Special Projects (if applicable)	487.13	\$ 32.94	\$ 16,043.68	\$ 192,524.11
<b>TOTAL STAFF MONTHLY HOURS</b>	<b>4,855.82</b>			
<b>OPTION YEAR 1 TOTAL PRICE (YEAR 4, IF EXERCISED)</b>			<b>\$ 161,417.75</b>	<b>\$ 1,937,012.97</b>

A Change Order to the Agreement will follow to incorporate the revised rates into the contract. If you have any questions, please contact us at your convenience.

Anthony DeFrenza  
 Director, Engineering and Maintenance

**STAFF REPORT PRESENTED TO THE  
BURBANK-GLENDALE-PASADENA AIRPORT AUTHORITY  
OPERATIONS AND DEVELOPMENT COMMITTEE  
JULY 18, 2022**

**AWARD OF PROFESSIONAL SERVICES AGREEMENT  
AIRPORT MARKETING CONSULTANT SERVICES**

Presented by Nerissa Sugars  
Director, Marketing Communications and Air Service

**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”) for airport marketing consulting services, website support and media purchases. These services are in support of the continued branding, marketing, and advertising efforts of Hollywood Burbank Airport. These services, as detailed below, are for a not-to-exceed amount of \$600,000 inclusive of commission for media purchases.

As these services are time sensitive, subject to the recommendation of the Committee, this item has also been placed on the Commission’s agenda for its consideration following the Committee’s meeting.

**BACKGROUND**

Since the 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 recognition and increase passenger utilization of Hollywood Burbank Airport.

Since FY 2016, marketing strategies have been implemented to promote the geographical location of the Airport and its proximity to Los Angeles area points of interest. The initiative included a strategic general communications plan based on extensive market research, and the analytics generated from previous marketing and advertising efforts. Past advertising purchases in both print and digital outlets were utilized in conjunction with continued ongoing research and analysis of potential market interest. Anyone Collective’s services are also utilized with the outreach to airline network planning and marketing departments, and the services specifically target airlines that are serving the Airport.

In FY 2019, Anyone Collective services were separately contracted to undertake a complete remake of the Hollywood Burbank Airport website. The website, which has the largest outreach of all the Authority’s marketing outlets, now focuses on the key benefits of the Airport and provides up to date information pertinent to current and prospective customers.

The success of these efforts, as previously reported to the Commission, includes the receipt of global recognition by Airports Council International - North America (“ACI-NA”) with both the Authority and Anyone Collective receiving multiple awards for Brand Identity, Digital Advertising, Print Communications, and an Overall Marketing Program. That year, ACI-NA also bestowed onto Hollywood Burbank Airport the prestigious Peggy G. Hereford award, which is given to the airport with the most first place and honorable mentions awards in a single year.

The success of Anyone Collective's creativity with name and brand recognition was further recognized in June 2019, when Fodor's Travel named Hollywood Burbank Airport the "Best Airport in the United States". In 2021, readers of the Los Angeles Daily News voted Hollywood Burbank Airport as "Best Airport in Los Angeles".

### PROPOSAL DETAILS

As passenger traffic continues to recover at a pace similar to the record activity seen before the pandemic, the proposed airport marketing activities for FY 2023 will focus on rebuilding Hollywood Burbank Airport's brand momentum established in the marketplace prior to the downturn. Anyone Collective and Staff will collaborate on strategically designed, hyper-targeted, measurable campaigns to encourage greater engagement from passengers and airlines.

Part of the efforts will include growing and strengthening the brand name, promoting existing and new air services, and raising more awareness about the Airport's features and amenities that add value to the overall customer experience.

The FY 2023 messaging program will be developed and applied in print, digital, and social media spaces, with targets including: leisure, business, and bleisure travelers; seasonal activity; geographic/destination awareness; special events and attractions; and public transportation promotion (e.g. Metro/Metrolink).

Services and deliverables to be provided are as follows:

- Creative services development
- Administrative services
- Air service retention and development support
- Collaboration on marketing strategies with Staff and air carriers
- Website management – primary and replacement terminal
- New digital content production (e.g. podcast)
- Social media strategies and campaign execution
- Advertising campaigns
- Media buy negotiation and planning
- Presentation development
- Copywriting
- Art direction
- Graphic design

To summarize, the Airport Marketing and Advertising Program for FY 2023 is made up of four complementary tasks: i) strategic development employing the analytics from previous years and the results of the research and discovery process, ii) specific marketing and advertising services which include creative art design, content creation, messaging and social media distribution and custom content development, iii) advertising media buys for all applicable venues, and iv) technical management and maintenance of websites for the airport and replacement passenger terminal.

The chart below breaks down the not-to-exceed limit for each of the proposed activities in FY 2023.

Strategic Development	\$ 80,000
Marketing and Advertising Services	\$ 210,000
Media – Digital	\$ 90,000
Media – Print	\$ 60,000
Media – Social Media	<u>\$ 110,000</u>
Subtotal	<u>\$ 550,000</u>
Website Maintenance	<u>\$ 50,000</u>
<i>Airport and Replacement Passenger Terminal</i>	Total <u>\$ 600,000</u>

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

#### BUDGET IMPACT

Appropriations for the proposed plan are included in the adopted FY 2023 budget.

#### STAFF RECOMMENDATION

Staff recommends that the Committee recommend to the Commission award of the proposed Agreement to Anyone Collective for the services describe above in support of the Authority's FY 2023 Airport Marketing and Advertising program with an amount not to exceed of \$600,000 and that the President be authorized to execute the same.

**BURBANK-GLENDALE-PASADENA AIRPORT AUTHORITY  
OPERATIONS AND DEVELOPMENT COMMITTEE  
JULY 18, 2022**

**COMMITTEE PENDING ITEMS**

**Future**

1. Award of Contract - Traffic Control and SIDA Control services
2. Award of Extension - Parkwood for landscape services including electrification of equipment
3. Award of Contract - Shuttle services
4. Shuttle service operation; Metrolink Stations and Passenger Terminal
5. Lot F Development
6. Award of Contract - DVSS Extension