



**Request for Qualifications
Mammoth Lakes Air Service Transportation**

Date: September 24, 2021
From: Mammoth Lakes Tourism

Mammoth Lakes Tourism is seeking Requests for Qualifications to service a major component of air service transportation for Eastern Sierra Regional Airport (BIH) located in Bishop, CA.

Applicants must be able to accommodate and transport upwards of 25,000-30,000 riders annually, which is the projected total for both inbound and outbound passengers. Applicants must show ample transportation fleet options and have a clear and concise business plan along with fiscal pro-forma information to be considered.

Applicant must also possess all necessary license and permits to operate in Inyo and Mono counties of California

Please provide the following in written submittal form no later than Friday October 15, 2021.

1. Proposed 2–3-year pro-formas for daily shuttle operations between BIH and the town of Mammoth Lakes
 - a. BIH Winter air service to run December 16, 2021, through March 28, 2022
 - b. Winter aircraft will be the 70 passenger CRJ-700
 - c. Three markets will be served 7 days-per-week Denver, Los Angeles, and San Francisco
 - d. Summer air service to run roughly between June 16, 2022, and September 5, 2022
 - e. Summer service origination TBD but will likely only service one market
 - f. Summer aircraft will likely be the 70 passenger CRJ 700 but may be the 50 passenger CRJ 200 as well

The pro-formas should outline all anticipated costs and anticipated passenger loads and gross revenues by month, as well as what portion of profit or loss your company would be willing to share risk on for each year of the pro-forma. It is expected that flexibility of equipment types will be available to meet advanced reservations demand as well as plans to accommodate those not booked in advance. Applicants must also be prepared for delayed or cancelled flights as they do happen time to time.

2. Outline of your proposed operations, marketing and reservations efforts and details on how your company will help promote this service and build business to full self-sufficiency.
3. Outline the specific travel experience you will provide to passengers, type of equipment used, and features, special services and amenities offered, etc.

Please see the attached sheet for specific questions to be answered regarding your service.

Upon selection of the transportation provider, discussions will begin to determine what if any financial support can be provided in the first three years of service as a minimum revenue guarantee/subsidy.

Incomplete applications or those that do not either provide enough detail, or do not fit the ability to transport upwards of 25,000 passenger trips annually will not be considered.



**Request for Qualifications
Mammoth Lakes Air Service Transportation Questions**

Please provide answers and detail to the following questions for both BIH and MMH service needs:

OPERATIONS

1. How will you plan to accommodate fluctuations in passenger loads on a per run basis?
2. What vehicle sizes and type do you plan on using for each route?
3. What are your plans for picking up and dropping off passengers?
4. How will larger groups be accommodated with respect to vehicle types?
5. How will luggage/skis be handled?
6. How are vehicles dispatched?
7. What special features do the predominant vehicles in your fleet offer? (TV's restrooms, etc.)

MARKETING/RESERVATIONS

1. How will you handle reservations including day of walk-up reservations onsite?
2. How do you plan to accommodate those who arrive at BIH or MMH without reservations?
3. How will you specifically help market your services to ensure success?
4. What type of weekly and monthly reports can you provide regarding ridership?
5. What will you do for customer satisfaction and demographic surveys, and will you share that information with MLT?
6. Will you include Mammoth Mountain and MLT offers in your guest communications for future marketing opportunities?

Applicants are also requested to provide a proposal for service in a separate sealed envelope that will be opened once a partner is selected.

This is not an exclusive transportation agreement, the possibility of other transportation companies; shuttles, taxis, private cars etc. will exist at both airports and if they are licensed and have valid permits and business certificates, they will co-exist with each other.

Regardless of the selected transportation company from this RFQ, Mammoth Lakes Tourism will promote all legitimate transportation options to both MMH and BIH through our website

Selected applicant will be required to provide proof of insurance and other licenses and permits to operate.

Responses to this Request for Qualifications are to be submitted no later than 5:00 PM, October 15, 2021.

Separate sealed envelope with proposal must be hand delivered to Mammoth Lakes Tourism's offices at 2520 Main Street or mailed to PO Box 48 Mammoth Lakes CA 93546 or sent by overnight mail or other method to ensure a confirmed receipt by MLT no later than 5:00 PM on Monday, October 18, 2021.

Questions or requests for clarifications are to be submitted in writing no later than October 5, 2021, to jurdi@visitmammoth.com

Response format:

Cover letter: An introduction to the firm and an overview of your response.

Responses to questions posed above and other requirements contained herein.

Attachments as you see fit.

Separate sealed proposal as described

Responses must be submitted to:

[John Urdi, Executive Director, Mammoth Lakes Tourism]

At jurdi@visitmammoth.com

Responses to be submitted by email with the responsibility of the responder to verify receipt

Schedule: This schedule is meant as a guide to inform responders of the intent of MLT and is subject to change.

Distribution/Advertisement of RFQ	September 24, 2021
Deadline for questions/clarifications	October 5, 2021
Responses Due	October 15, 2021
Separate proposal due	October 18, 2021
MLT Review and Initial Selection	October 20, 2021
Interviews (by Zoom and if necessary)	October 22, 2021
Discussion/negotiations of Proposal	October 29, 2021
Agreement final	November 4, 2021

Final selection and approval by the Mammoth Lakes Tourism Board of Directors to take place at the regular November meeting on November 3, 2021, and selected applicant will be notified immediately following that meeting

Selection criteria:

In the case of multiple responses being received, they will be reviewed based on the following:

Criteria	Weight Factor	Rating (1-5)	Weighted Rating
1. Qualifications of the Firm	0.20		
2. Overall Understanding of the Services	0.20		
3. Qualifications of the Project Team (Key Staff)	0.10		
4. Appropriateness of Approach and Work Plan	0.20		
5. Ability to provide equipment and manpower	0.20		
6. Responsiveness to Request for Qualifications	0.10		
7. Financial Responsibility (Mandatory)	n/a	n/a	n/a
TOTAL SCORE:			

1. **Qualifications of the Firm (20%):** Preference shall be given to those firms with appropriate experience in providing transportation services as described.
2. **Overall Project Understanding (20%):** Firm must demonstrate their understanding of what the overall service entails. Preference shall be given to those firms which have a comprehensive understanding of the requirements and environment. This includes but is not limited to an understanding of the need for the services provided to be appropriate for the region, including issues related to the environment, setting, recreation-based economy and information technology.
3. **Qualifications of the Project Team (Key Staff) (10%):** Preference shall be given to those with key staff experienced in items listed in the above scope of services and considerable familiarity with the region.
4. **Appropriateness of Approach and Work Plan (20%):** Preference shall be given to those firms that have demonstrated a comprehensive approach and work plan that will lead to the desired results.
5. **Ability to provide equipment and manpower (20%):** Preference shall be given to firms that demonstrate the ability to provide the equipment and manpower necessary to meet the requirements as described.
6. **Responsiveness to Request for Qualifications (10%):** Firm must provide a complete, clear and concise response in the required format.
7. **Financial Responsibility:** Firm must demonstrate that the firm has the resources and overall financial responsibility to provide the required services.