



**Purchasing Service Agreement  
CITY OF AUSTIN  
RECOMMENDATION FOR COUNCIL ACTION**

**AGENDA ITEM NO.: 26  
AGENDA DATE: Thu 10/21/2004  
PAGE: 1 of 2**

**SUBJECT:** Authorize negotiation and execution of a 12-month professional services agreement with BARRY CLARK & ASSOCIATES, Roanoke, TX, and CAMPBELL-HILL AVIATION GROUP, INC. Alexandria, VA, for air service market evaluation and development at Austin-Bergstrom International Airport in a combined amount not to exceed \$100,000, with two 12-month extension options for each agreement in a combined amount not to exceed \$100,000, for a combined total agreement amount not to exceed \$300,000.

**AMOUNT & SOURCE OF FUNDING:** Funding in the amount of \$100,000 is available in the Fiscal Year 2004-2005 Approved Operating Budget of the Aviation Department. Funding for the extension options is contingent upon available funding in future budgets.

**FISCAL NOTE:** There is no unanticipated fiscal impact. A fiscal note is not required.

**REQUESTING** Purchasing  
**DEPARTMENT:**for Aviation;

**DIRECTOR'S**  
**AUTHORIZATION:** Vickie Schubert

**FOR MORE INFORMATION CONTACT:** Lydia Rodriguez-Torres, Buyer II, 530-7615

**PRIOR COUNCIL ACTION:** N/A

**BOARD AND COMMISSION ACTION:** Approved by the Airport Advisory Board

**PURCHASING:** Best proposals of four received.

**MBE / WBE:** This contract will be awarded in compliance with Chapter 2-9 of the City Code (Minority-Owned and Women-Owned Business Enterprise Procurement Program). No subcontracting opportunities were identified; therefore, no goals were established for this solicitation.

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These contracts will provide for air service development to assist the Department of Aviation with developing and presenting marketing strategies to new and existing air cargo and passenger airlines to expand services in Austin. These highly analytical presentations to airlines point out opportunities for increased frequency on existing routes and emphasize new non-stop flights to popular destinations. Barry Clark & Associates, Inc., and Campbell-Hill Aviation Group, Inc. have extensive air service development experience. Barry Clark & Associates, Inc. is a 12-year old firm that has worked successfully with a wide array of clients including Dallas/Fort Worth International Airport, Atlanta Hartsfield International, Raleigh-Durham, Southwest Airlines, and American Airlines. Campbell-Hill Aviation Group, Inc. is a ten-year old firm headquartered in Washington, D.C., with extensive experience providing airline and airport clients with planning data, fare analysis, passenger traffic forecast, regional jet impact, and other considerations for route enhancements.

It is recommended that these two proposers be awarded this contract due to the specialized expertise of these firms. Barry Clark & Associates will evaluate the air service potential for ABIA's routes through economic analysis and existing market conditions and provide additional database and market analysis by geographic area for routes planning and analysis. Campbell-Hill and Associates will provide consultation and presentation development for major meetings with corporate airlines where the firm has highly developed contacts and/or an extremely successful track record and will provide regional air cargo development analysis on an as-needed basis.



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MBE/WBE solicited: 24/15

MBE/WBE bid: 0/0

**PRICE ANALYSIS**

- a. Best two proposals of four received.
- b. One-hundred ninety-three notices were sent including 24 MBEs and 15 WBEs. Eleven solicitations were issued. Four proposals were received with no MBEs or WBEs responding.
- c. The contract amount will remain the same as previous contract years.

**APPROVAL JUSTIFICATION**

- a. The recommended proposers meet the requirements of the solicitation.
- b. Aviation Department concurs with the recommended award.
- c. Advertised in the Austin American-Statesman and Internet.