



## **REQUEST FOR PROPOSALS**

# **AIRLINE DATA SERVICES FOR SACRAMENTO COUNTY DEPARTMENT OF AIRPORTS**

**Proposals Due:**

**Tuesday, July 8, 2025  
12 P.M. Pacific Time**

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### **Attachments:**

- 1. Sample Agreement for Airline Data Services for Sacramento County  
Department of Airports*
- 2. FAA General Contract Provisions for Solicitations*
- 3. County of Sacramento Contractor Certification of Compliance Form*
- 4. Contractor Identification Form*

June 3, 2025

TO: Prospective Service Providers

FROM: Ashley Leal  
Administrative Services Officer II  
Sacramento County Department of Airports

SUBJECT: **Airline Data Services for Sacramento County Department of Airports**

**I. SUMMARY AND BACKGROUND**

The County of Sacramento (County) owns and/or operates four airports in Sacramento County, including Sacramento International Airport (SMF or Airport) through the Department of Airports (SCDA or Department). The Department is issuing this Request for Proposals (RFP) to solicit proposals from prospective service providers (Proposers) for Airline Data services.

The selected Proposer shall perform the services described in this RFP as requested by the Director of Airports (Director), on a time-and-expense basis, subject to a specified not-to-exceed amount. The selected Proposer shall be required to execute the Agreement for Airline Data Services, attached hereto as Attachment 1 (Agreement). Any proposed exceptions to the terms and conditions of the Agreement must be clearly identified and submitted as part of the Proposer's proposal.

The Department relies on the data, tools and technology of external data providers to supply airline scheduling data, origination and destination passenger demand data, and airline carrier statistics and operational data. Through this RFP, the Department is seeking to engage a qualified data service provider capable of furnishing the data, tools, and related services described in Section IV of this document.

**II. DEADLINE AND PROPOSAL SUBMISSION**

Submittals shall be comprised of one (1) digital PDF copy of the proposal (in a format compatible with Adobe Acrobat) and one (1) digital copy of the Proposal compatible with Microsoft Word in DOC or DOCX format.

- Proposals are due no later than 12:00 P.M. Pacific Time (PT) on July 8, 2025.
- All late responses will be rejected.

- Submit proposals via Opengov.com.

### **III. PURPOSE AND OBJECTIVES**

The County wishes to enter into an agreement with a qualified Contractor (Contractor) to provide Airline Data services.

The agreement to be awarded pursuant to this RFP is intended to establish a collaborative framework that emphasizes the achievement of high-quality outcomes and supports the Department's objectives.

### **IV. ANTICIPATED SCOPE OF SERVICES**

The scope of services provided herein is intended as a general guide and shall not be construed as an exhaustive list of all services or functions that may be required or requested in any given subject area.

The selected Proposer is expected to provide the Department with unrestricted access to the following data, tools, and information on an ongoing basis under the Agreement:

- A. Worldwide airline schedule data.
- B. U.S. Department of Transportation (DOT) Origin and Destination (O&D) Data (DB1B).
- C. The "Certification To Protect Restricted-Release Aviation Economic Information" promulgated by DOT's Bureau of Transportation Statistics, which the Department must complete on County's behalf.
- D. U.S. DOT Onboard Data (T-100).
- E. TSA Throughput data (local and national).
- F. U.S. DOT Form 41 Data.
- G. Domestic and international market size data, based on ticket settlement data from Contractor partners, the Airlines Reporting Corporation and the International Air Transportation Association.
- H. Miscellaneous Tools:
  - 1. Airline performance tool – information provided may include, and is not limited to, Airport Activity; O&D: PDEW, Avg Fare, Yield, Load Factors; T100: TSA Throughput.

2. Demographics map tool.

I. Reference data:

1. Airline equipment types and seat counts.
2. Airport codes, names, and locations.
3. Great circle route distance calculator.
4. Airport passenger leakage data.

**V. TERM AND EFFECTIVE DATE OF THE AGREEMENT**

The Department intends to award a single Agreement in October 2025. The initial term of this Agreement will be approximately four (4) years, with two (2) options to extend the term for one (1) year, for a possible total term of approximately six (6) years.

**VI. HOW TO OBTAIN A COPY OF THIS RFP**

A copy of this RFP and any addenda to it can be found on the following websites:

Sacramento County Department of Airports Website:

[http://www.sacramento.aero/scas/opportunities/bids\\_and\\_requests](http://www.sacramento.aero/scas/opportunities/bids_and_requests)

OpenGov Website:

[Procurement Portal](#)

**VII. MANDATORY VIRTUAL PRE-PROPOSAL CONFERENCE**

A Mandatory Virtual Pre-Proposal Conference is scheduled for June 10, 2025, from 10:00 A.M. to 11:00 A.M. PT. The purpose of the conference will be to discuss the requirements and objectives of this RFP. Department representatives will be available to answer questions from interested companies.

To attend the Mandatory Virtual Pre-Proposal conference, please email Ashley Leal at [LealA@Saccounty.gov](mailto:LealA@Saccounty.gov). Attendance requests will be accepted for the Mandatory Virtual Pre-Proposal Conference until 12:00 P.M. PT on June 9, 2025.

Your attendance request e-mail must include your company's name and the names, phone numbers, and email addresses of those who will be attending the conference. Only two (2) representatives from any

one (1) prospective Proposer will be allowed. Attendance will be verified using this information. Once an attendance request is received, Department staff will send calendar invites to the listed attendees with the necessary log-on information. Failure to attend the Mandatory Pre-Proposal Conference will result in disqualification from further participation in this RFP and consideration for contract award.

## **VIII. FORMAT OF PROPOSAL**

Proposals submitted in response to this RFP must be prepared in the following format and must address the contents in Section VIII and Sections IX, X, XI, and XII listed below. The proposal must be signed by an authorized employee or officer to receive consideration.

### **A. COVER LETTER FOR PROPOSALS**

A cover letter must be included with the proposal and must be signed by an individual who is authorized to contractually bind the Proposer. The cover letter must be submitted on business letterhead and contain the following information:

1. Name and address of Proposer;
2. Name, telephone number, and e-mail address of a designated contact person;
3. Name, title, address, telephone number, and e-mail address of the individual(s) with authority to execute a binding agreement on behalf of the Proposer;
4. Demonstrated understanding of the work to be performed, the commitment to perform the work, and why the Proposer believes it is the best qualified to perform the work;
5. Acknowledgement of any addenda that may be issued;
6. Acknowledgement that Proposer has reviewed the proposed sample agreement, and the Scope of Services contained therein, a sample of which is attached as Attachment 1 to this RFP and incorporated herein;
7. A statement that the Proposer agrees to the sample agreement format, its content and all requirements as presented, including insurance coverage and limits; and

8. State other general information which the Proposer desires to include regarding the Proposer's business organization.

**B. EXECUTIVE SUMMARY**

The executive summary will list important features of the proposal and must include a statement certifying that the proposer meets or exceeds the minimum requirements of this RFP.

**C. REQUIRED DOCUMENTATION AND FORMS**

In addition to the Cover Letter, the following documentation and forms must be completed and attached to the proposal:

1. County of Sacramento Contractor Certification of Compliance Form provided as Attachment 3 to this RFP; and
2. Contractor Identification Form provided as Attachment 4 to this RFP.

**IX. MINIMUM QUALIFICATIONS**

The following section describes the required minimum qualifications a Proposer must demonstrate to be eligible to submit a proposal. Proposals that do not meet these minimum qualifications will not be further evaluated or considered.

Incomplete proposals will be rejected. It is the respondent's responsibility to incorporate all pertinent information to effectively present a proposal and to communicate the respondent's qualifications. All respondents are required to thoroughly review all attachments detailing services required, specifications, and required reports.

- A. The Proposer must be registered with the California Secretary of State and permitted to conduct business in the State of California.
- B. The Proposer must possess a minimum of five (5) years of continuous experience within the last ten (10) years in providing Airline Data services.
- C. The Proposer shall maintain insurance and workers' compensation coverage that complies with or exceeds the minimum requirements established by the County.

**X. STATEMENT OF QUALIFICATIONS**

The selected Proposer must successfully articulate the capability to provide the services described in this RFP.

**A. COMPANY QUALIFICATIONS:**

1. Describe the company and how it meets the minimum qualifications of this RFP;
2. Who are your major competitors and how does your company differentiate itself from them; and
3. Explain how you will provide the County a value-added advantage in service and technology.

**B. APPROACH, SCOPE AND TIMELINE:**

1. Provide a proposed approach and projected timeline to provide all components of the Anticipated Scope of Services described in Section IV above. This discussion must include a detailed description of the technical solutions, tools, and platforms that Proposer will utilize in the provision of such services and expand on the value-added advantages noted by Proposer in Section X.A.3 above.

**XI. FEE STRUCTURE, PROPOSAL COST, AND SCOPE**

Submit a comprehensive cost proposal covering all the services outlined in Section IV of this RFP. Include the estimated number of hours required to perform these services, along with the hourly rates the Department will be charged. Ensure all fees and costs are included in the hourly rates. Additionally, provide an estimated total annual cost to the Department for delivering these services at the scheduled frequencies, for each year of the agreement and any potential extensions.

The terms of the resulting Agreement will be subject to negotiations between the Department and the Selected Proposer.

Include the following additional information:

**A. FINANCIAL BACKGROUND INFORMATION**

Include the following historical financial information for the Proposer and any joint venture or affiliate entities:



1. Balance sheet and income statements for the last two (2) fiscal years prepared in accordance with generally accepted accounting principles, reflecting the current financial condition of the Proposer. Also, include an interim balance sheet and income statement of any significant financial events occurring subsequent to the closing date of the most recent financial statements.
2. Describe ownership of the proposing entity.
3. Bank, trade, and personal references.

**B. FEE SCHEDULE**

The Proposer is required to submit a detailed fee schedule for the initial three (3) year term of the agreement, including a breakdown of costs for each year. Additionally, the Proposer should submit separate fee proposals for each of the two (2) potential one (1)-year extensions, clearly outlining the costs for each extension period. The terms of the resulting agreement will be subject to negotiation with the successful entity. The agreement will be executed using the Department's standard agreement, in the form attached as Attachment 1.

**XII. REFERENCES**

Provide references from at least four (4) clients or individuals who have direct experience with your company within the last five (5) years and can be contacted to verify your qualifications. Please include:

- A. Company name;
- B. Contact name;
- C. Contact title;
- D. Address;
- E. E-mail address;
- F. Telephone number; and
- G. Experiences that can be confirmed

Note that the Department reserves the right to contact past or current references not provided by the Proposer and may evaluate those references with the same consideration as those provided by the Proposer.

**XIII. RFP TIMELINE**

The table below describes the estimated timeline for the RFP process through award of agreement:

<b>Dates</b>	<b>Event</b>
June 3, 2025	Issuance of RFP
June 9, 2025 12 P.M. PT	Deadline to RSVP for Mandatory Virtual Pre-Proposal Conference
June 10, 2025 10 A.M. PT	Mandatory Virtual Pre-Proposal Conference
June 17, 2025 12 P.M. PT	Deadline for submitting questions
July 1, 2025 12 P.M. PT	Addenda issued if necessary, including Department's responses to questions
<b>July 8, 2025 12 P.M. PT</b>	<b>Proposals Due</b>
August 5, 2025	Interviews
November 1, 2025	Anticipated effective date of agreement with selected Proposer

The Department reserves the right to modify, at its sole and absolute discretion, this schedule and any specific deadlines, including the Selected Proposer's service start date.

**XIV. EVALUATION OF PROPOSALS**

The RFP evaluation process will include a specific focused review of each proposal by a panel of evaluators. Each proposal will be evaluated against other proposals received. Proposals must be formatted and headlined in the order of Sections IX-XII, indicated above, and must clearly answer / describe and or demonstrate all the required information requested herein.

Proposals will be evaluated based on the following criteria in the table on the following page:

<b>Category</b>	<b>Points Towards Overall Score</b>
Attendance to Mandatory Virtual Pre-Proposal Conference	Pass/Fail
Completeness of Response	Pass/Fail
Qualifications	30
Technical Solution (Approach, Scope, Timeline)	30
Cost Proposal	30
References	10
<b>Total</b>	<b>100</b>

Proposals will receive a final score based on the average of scores from the evaluation panel. Proposers may be required to attend an in-person interview, which will serve as the basis for the panel's final decision for award.

#### **XV. QUESTIONS**

All inquiries regarding this RFP and any request for clarification of the contents of this RFP must be directed in writing, via e-mail to Ashley Leal at [LealA@saccounty.gov](mailto:LealA@saccounty.gov) no later than June 17, 2025, at 12:00 P.M. Pacific Time.

Interested parties are hereby notified of the following:

- A. Telephone inquiries will not receive a response.
- B. Proposers are not to rely on oral instructions or clarifications to this RFP.
- C. If modifications to this RFP are necessary, the Department will respond in writing via addendum, which will be posted to the following websites:

Sacramento County Department of Airports Website:  
[http://www.sacramento.aero/scas/opportunities/bids\\_and\\_requests](http://www.sacramento.aero/scas/opportunities/bids_and_requests)

OpenGov Website:  
[Procurement Portal](#)

- D. Interested parties are encouraged to regularly check the Department's web site for possible updates to this RFP.

- E. Contact with or lobbying of any County representative other than Ashley Leal regarding this solicitation prior to the notice that the Proposer is or is not recommended for award is cause for disqualification.

**XVI. BACKGROUND CHECKS**

The selected Proposer's staff that will be working on-site unescorted or who require Airport access must:

- A. Pass the Department's background check; and
- B. Obtain an airport access badge to conduct work in secured areas.

**XVII. CONDITIONS**

**A. FAA GENERAL CONTRACT PROVISIONS FOR SOLICITATIONS**

The contractor shall, at all times during the term of the agreement, comply with the provisions of the "Federal Aviation Administration (FAA) General Contract Provisions for Solicitations" (FAA Solicitation Provisions) and any subsequent revisions, updates, or amendments thereto. The most current version of the FAA Solicitation Provisions is included as Attachment 2 of this RFP.

**B. DISADVANTAGED BUSINESS ENTERPRISE (DBE)**

The County encourages all businesses, including those owned and controlled by one (1) or more socially and economically disadvantaged individuals that can provide the desired services, to submit their proposals. If you are currently certified as a DBE, please include a copy of your DBE certification letter along with your proposal. This information will be used for DBE utilization tracking purposes only. If you are a business owned and controlled by one or more socially and economically disadvantaged individuals and you are not currently certified as a DBE firm, but wish to receive information on how to become certified, please contact the State of California, Department of Transportation, Civil Rights Program at the following website:

<https://dot.ca.gov/programs/civil-rights/dbe>

**C. DEPARTMENT'S RIGHT TO NEGOTIATE AGREEMENTS**

The Department reserves the right to negotiate agreements with companies outside of the RFP process, even if such companies did not participate in the RFP process. The Department also reserves the right

to not execute an agreement with any Proposers. The Department accepts no liability for any costs incurred by Proposers to prepare and submit responses to this request.

#### D. PUBLIC DISCLOSURE OF RFP DOCUMENTS

The County will treat all information submitted in a proposal as available for public inspection once negotiations with the selected party have been completed. If copies of proposals are included with Board materials, the County will make such documents available for public inspection once staff has made a recommendation for award.

If a Proposer believes protected data is included in its proposal, the Proposer shall clearly identify the data and provide the legal basis in support of the asserted classification. Proposer must present such information separately as part of its proposal or type in bold red letters the term "CONFIDENTIAL" on that specific part or page of the proposal which Proposer believes to be confidential. Classification of data as trade secret data will be determined pursuant to applicable law, and, accordingly, merely labeling data as "trade secret" does not necessarily make the data protected as such under any applicable law.

In order for the County to assert the confidentiality of any such information in the event a Public Record Act request is received, the Proposer must request, execute and submit a County-prepared written agreement to defend and indemnify the County for any liability, costs and expenses incurred in asserting such confidentiality.

The final determination of whether the County will assert a Proposer's claim of confidentiality shall be at the sole discretion of the County. Any information determined to be non-confidential shall be considered a public record. If the County determines that your information does not meet the criteria for confidentiality, you will be notified of the County's intent to release the public record pursuant to any Public Records Act request.

The Proposer agrees, as a condition of submitting its proposal, that the County will not, as between the parties, be liable or accountable for any loss or damage, which may result from a breach of confidentiality related to the proposal. The Proposer agrees to indemnify and hold the County, its officials, agents, and employees harmless from all claims arising out of, resulting from, or in any manner attributable to any violation of any provision of the California Public Records Act, including legal fees and disbursements paid or incurred to enforce this provision.

E. TAXATION

The Selected Proposer shall cooperate with the County in all matters relating to taxation and the collection of taxes. It is the policy of the County to self-accrue use tax associated with its contracts. The use tax which is self-accrued will be remitted to the California State Board of Equalization designating the County as the place of business for the purpose of allocating local sales and use taxes.

F. NO CONFIDENTIAL OR PROPRIETARY INFORMATION

All information given to the Department or the evaluation panel in any correspondence, discussion, meeting or other communication before, with or after submission of a proposal, either orally or in writing, will not be deemed to have been, given in confidence and may be used or disclosed to others for any purpose at any time without obligation or compensation and without liability by the Department of any kind whatsoever. Evaluation scoring forms used by the evaluation panel are likewise considered public information subject to the California Public Records Act and will be available upon request after execution of an Agreement for services pursuant to this RFP.

**XVIII. NEGOTIATION OF AGREEMENT**

The selected Proposer shall execute an agreement with the County of Sacramento, using the standard agreement promulgated by the Office of the County Counsel. Any requested revisions, deletions, or additions to the language in the attached sample agreement shall be clearly set forth in the proposal for the Department's consideration. The Agreement must be reviewed and approved by County Counsel prior to execution. The final agreement will be executed with electronic signatures via DocuSign.