

Memorandum



Date: November 19, 2015

To: Gary Hartfield, Division Director
Internal Services Department, Small Business Development

From: Milton L. Collins, Associate Director *MLC*
Miami-Dade Aviation Department, Minority Affairs Division

Subject: Contract Measures Recommendation
RFQ Economic Impact Study
Project No. MDAD-15-04

RECOMMENDATION:

This is a request for the Small Business Development to approve the subject project in order for the Aviation Department to proceed with the **RFQ Economic Impact Study, Project No. MDAD-15-04**. The study will estimate the 2015 economic impact for the passenger and cargo activities at **Miami International Airport** on the Greater Miami (Miami-Dade County), the Miami Statistical Area (MSA), the State of Florida and Southeast United States regional economies as it relates to jobs, employee earnings, business revenue, state and local taxes, and federal airport-specific taxes.

The Term of the Agreement shall be for three (3) years and shall begin upon execution by the parties and shall be in effect until all Services are completed or until those Service Orders in force at the stated period of time have been completed and the services accepted, whichever may be the later. The County shall have no obligation to issue any Service Order(s). The total amount authorized for Services and reimbursable expenses is not to exceed **Ninety-Five Thousand Dollars (\$95,000.00)**, unless otherwise adjusted by the County.

The Minority Affairs Division has reviewed the subject project for recommendation of Contract Measures and recommends a **20% SBE/G & S Goal** as the contract measure. Attached are MDAD's Contract Measure Analysis Worksheet and the Anticipated Services Breakdown and other supporting documents.

SCOPE OF SERVICES:

The study will also examine the jobs and tax contribution of Miami International Airport to specific jurisdictions and municipalities that include:

By County:

Miami-Dade
Broward
Collier
South Miami
Palm Beach

By Municipality:

Aventura
Bal Harbor
Bay Harbor Islands
Biscayne Park

Hialeah
Hialeah Gardens
Hollywood
Homestead
Indian Creek

Miramar
North Bay Village
North Miami
North Miami Beach
Opa-Locka

Coconut Grove	Islandia	Palmetto Bay
Coral Gables	Kendall	Pembroke Pines
Cutler Bay	Key Biscayne	Pincrest
Dania	Medley	South Miami
Davie	Miami	Sunny Isles
Doral	Miami Beach	Surfside
El Portal	Miami Gardens	Sweetwater
Florida City	Miami Lakes	Virginia Gardens
Fort Lauderdale	Miami Shores	West Miami
Golden Beach	Miami Springs	Weston

Study Updates: The study should be designed to facilitate two (2) updates of the economic impact by the consultant, for the subsequent calendar years 2016 and 2017. Each update should reflect changes associated with any capital construction and expansion projects at MIA, passenger and cargo traffic, international merchandise trade (imports/exports), domestic versus international passengers, aircraft mix and travel purpose. Dependent on extraordinary or increased / decreased activities at MIA, or the General Aviation Airports, during each year of the subsequent updated studies, the Miami-Dade Aviation Department reserves the right to request more detailed analysis or further research of a specific area or areas typically provided as part of the abbreviated studies.

Employment & Earnings: The study will determine the direct, indirect and induced jobs and earnings impacts within various employment sectors such as cargo airlines, freight forwarders, trucking operations, international merchandise trade (imports/exports), passenger airlines, concessions, parking, Miami-Dade Aviation Department, fixed base operators, federal government, catering, limousines, shuttle vans, taxis, rental cars, construction and consulting. All impacts should provide comparisons to local Miami-Dade County, the Miami MSA, the state and the regional S.E. USA gross domestic product(s), as well as equivalent ratios of total MIA / aviation jobs to total work force in each of the aforementioned geographic areas.

Visitor / Tourism Industry: The study will determine the economic contribution of Miami International Airport on the visitor/tourism industry expressed in terms of jobs, earnings and revenue. Such impacts will be further categorized by visitor industry sectors including hotel, restaurants, entertainment, retail and ground transportation (taxis, limousines, buses, trains, etc.)

MIA Air Cargo / Air Trade: The study will determine the economic contributions of MIA on the air cargo/international trade industry expressed in terms of direct, indirect and induced jobs, earnings, and revenues. Such impacts will be further categorized by the air cargo/international trade sectors including cargo airlines, cargo handling companies, IAC's (Indirect air carriers), freight forwarders and agents, customs brokers, air freight trucking services, federal inspection and regulatory agencies, and the on/off airport warehouse areas. The impacts of international merchandise trade (imports/exports) as a result of international air cargo activity at MIA, should be analyzed and presented as a separate component in this section and should provide specifics on direct, indirect and induced employment and earnings from this activity, as well as comparisons to local Miami-Dade County, the Miami MSA, the state and the regional S.E USA gross domestic product(s), and provide equivalent ratios of total MIA jobs/impact to total work force in each of the aforementioned areas.

General Aviation Airports: The study will estimate the economic contribution for each of the general aviation airports (Miami Opa-Locka Executive Airport (OPF), Miami Executive Airport (TMB), Miami Homestead General Aviation Airport (X51) and the Dade-Collier Training and Transition Airport (TNT)

in Collier County) to the jurisdictions in which they are located as well as the Greater Miami area. Additionally, as a separate component, the study will analyze and present the economic impact in employment and earnings as a result of the agricultural activities taking place at Miami Executive Airport (TMB) and the Miami Homestead General Aviation Airport (X51).

Miami-Dade County Airport System: The study will estimate the combined economic impact of all airports (Miami International Airport (MIA), Miami Opa-Locka Executive Airport (OPF), Miami Executive Airport (TMB), Miami Homestead General Aviation Airport (X51) and the Dade-Collier Training and Transition Airport (TNT) in (Collier County) operated within the Miami-Dade County Airport System.

MIA New Air Service / Routes / Expansion of Air Service Studies: The consultant will produce upon request from the Miami-Dade Aviation Department, the estimated economic impact on the Greater Miami area, of twelve (assume four during each of the years 2016, 2017 and 2018) proposed or announced new air service/routes and/or expansion of air services from Miami to select destinations. Each request may be for a single analysis and/or multiple carriers entering/expanding service(s) during a specific time period.

IMPLEMENTATION:

The Consultant shall be responsible for all aspects of the study execution. The Project Manager assigned by the Consultant will coordinate all information requests and be the liaison between Miami-Dade Aviation Department and all persons working on the study.

Tasks to be performed including (Required Services):

- 1) Conduct survey of airport businesses at MIA and the General Aviation Airports.
- 2) Conduct survey of airport passengers at MIA to determine passenger demographics and spending.
- 3) Research and analyze air cargo/air trade components of study.
- 4) Compile all other components of study.
- 5) Analyze results.
- 6) Design, copy, graphics and reproduction of surveys, final reports/printed materials.
- 7) Update study in 2017 and in 2018.
- 8) Conduct 12 new air route/expanded air service impact studies as requested.

Presentation and Presentation Material:

The Consultant will submit a draft report and a final report. The Consultant will report the findings of the study to the Marketing Division of the Miami-Dade Aviation Department. Reports will be made in a timely and user-friendly manner. They will include an executive summary as well as a detailed report relevant to the dissemination of meaningful study results to the Department.

REPORTS:

Consultant will deliver the following reports upon completion of the project:

- 1) Executive Summary of findings (six (6) color copies) and electronic format.
- 2) A detailed report (six (6) color copies) and electronic format.
- 3) A PowerPoint presentation in electronic format.
- 4) An oral presentation to Miami-Dade Aviation Department staff upon request.
- 5) Review, edit, and make recommendations resulting in the production of a brochure.
- 6) Results of findings for estimated economic impacts of 12 proposed new air routes and/or expanded air service.

All reports must be presented in a manner that will clearly delineate the individual economic impacts of each airport in the Miami-Dade County Airport System, as well as the combined impact of the entire system.

MINIMUM QUALIFICATIONS:

Proposers shall provide documentation that demonstrates their ability to satisfy all of the minimum qualifications. Proposers who do not meet the minimum qualifications or who fail to provide supporting documentation may not be considered for award. If a prescribed format or required documentation for the response to minimum qualifications is listed below, Proposers must use said format and supply said documentation. The Minimum Qualifications for this RFQ are:

The Proposer should have a minimum of five (5) years experience in conducting airport economic impact studies. The proposal should supply information concerning the qualifications and experience of the proposing firm, the Subconsultants, and the proposed project team for the study. Indicate your firm's recent experience in the development and implementation of airport and economic impact studies. Provide a list of specific examples of appropriate experience in any relevant past or on-going projects. Describe each project in detail, including the name of the client, the completion date and location of the project, and a contact name and phone number for the client. The same information should be provided for all Subconsultants proposed for the project.

Please advise our office if additional information is needed in order to complete this process. Call me at (305) 876-7221 or C. Corrales at (305) 876-7991 if there are questions.

Attachments

cc: L. Johnson, SBD
E. Etienne, SBD
C. Taylor, SBD
M. Clark-Vincent, MDAD
A. Saks, MDAD
C. Corrales, MDAD
File

MDAD's CONTRACT MEASURES AND ANALYSIS WORKSHEET

To: Gary Hartfield, Division Director
Internal Services Department, Small Business Development

From: Milton L. Collins, Associate Director
Miami-Dade Aviation Department
Minority Affairs Division



PROJECT/CONTRACT TITLE: RFQ Economic Impact Study
PROJECT/CONTRACT NUMBER: Project No. MDAD-15-04
DEPARTMENT: Miami Dade Aviation Department
ESTIMATED PROJECT COST: \$95,000.00
FUNDING SOURCE: Marketing Division Operating Fund

DESCRIPTION OF PROJECT/BID:

The study will estimate the 2015 economic impact for the passenger and cargo activities at **Miami International Airport** on the Greater Miami (Miami-Dade County), the Miami Statistical Area (MSA), the State of Florida and Southeast United States regional economies as it relates to jobs, employee earnings, business revenue, state and local taxes, and federal airport-specific taxes.

CONTRACT MEASURES RECOMMENDATION:

Measures 20% SBE-G & S Goal

REASONS FOR RECOMMENDATION:

Analysis of the factors contained in Implementing Order #3-41 indicates that a SBE-G&S Goal is appropriate for this contract.

**MIAMI-DADE AVIATION DEPARTMENT
ANTICIPATED SERVICES BREAKDOWN**

Project Name: Miami-Dade Aviation Department Economic Impact Study
Estimated Fee: \$95,000.00 MIA
Type of Services: Consulting

DESCRIPTION OF SERVICES (BREAKDOWN)	PRIME WORK %	SUBWORK %	TOTAL % OF WORK REQUIRED
1. Conduct surveys of airport businesses at MIA and the General Aviation Airports	35 %		35 %
2. Conduct survey of airport passengers at MIA to determine passenger demographics and spending		20 %	20 %
3. Research and analyze air cargo / air trade components of study	10 %		10 %
4. Compile all components of study	10 %		10 %
5. Analyze results	10 %		10 %
6. Design, copy, graphics and reproduction of surveys, final reports / printed materials	5 %		5 %
7. Update study in 2017 and in 2018	5 %		5 %
8. Conduct 12 new air route / expanded air service impact studies as requested	5 %		5 %
			TOTAL 100%