



Sacramento County Airport System
G. Hardy Acree, Director of Airports

County Executive
Terry Schutten

County of Sacramento

October 28, 2009

To: Potential Respondents

From: Cheryl Marcell, Deputy Director of Marketing and Public Relations
Sacramento County Airport System

Subject: Questions Posed by Potential Respondents to the Sacramento County Airport System
Advertising and Creative Services Consultant Request for Qualifications by Deadline of October
23, 2009

1. Please summarize the major campaigns which SCAS implemented during FY09. How was the impact/ROI for such campaigns measured?
 - a. Please see the samples provided on the Web site. A full summary of FY09 campaigns will not be made available to ensure that the information provided in the RFQ accurately reflects the abilities of the respondent. Impact/ROI measurement is determined in advance of the campaigns and is generated by the contractor.
2. Was an advertising/creative services consultant under contract w/SCAS during FY09? If so, consultant name?
 - a. Astone Crocker Flanagan
3. Assuming that SCAS had an advertising/creative services consultant under contract in 2009, what is the primary catalyst for this procurement?
 - a. The RFQ is driven by the expiration of a contract term.
4. Is SCAS looking to possibly change the direction/tone of its advertising/creative services or is this procurement driven chiefly by administrative factors?
 - a. Please see the above question.
5. What was the total program/project expenditure for advertising/creative services?
 - a. Please see the RFQ for clearly stated not-to-exceed budget maximums.
6. How was FY09 budget allocated (e.g., consultant labor, media buys, printing, etc.)?
 - a. The responses we wish to generate will reflect the operations of the particular firm, not reflect established expenditures.
7. What market research has SCAS conducted in the last two years? Is such information available for public review?
 - a. Market research has been done and will be available to the contractor.
8. With respect to FY2010, does the SCAS favor construction of existing/prior campaign strategy, or does SCAS prefer to start with a "clean slate"?
 - a. This is something to be discussed with the contractor during the initial meetings after an Agreement is signed.
9. In recent years, how have SCAS marketing/advertising dollars been split or allocated amongst the four airports? Does SCAS anticipate this trend to continue in FY 2010?
 - a. Sacramento International is the focus of most expenditures. Expenditures for any and all airports results from internal goal setting and are completely needs based.
10. Does the SCAS have specific goals/objectives regarding advertising/creative services for on-field concessionaires? If so, please explain.
 - a. The goals and objectives are defined by the concessionaires.

11. Within the RFP "Scope of Services" it states, "Execute advertising campaigns... for airlines as part of the SCAS air trade development programs. Please explain the scope of the air trade development program. What level of effort does SCAS anticipate from the selected consultant?
 - a. The Air Trade Development Fund supports the launch of new service routes or airlines. The scope of work varies by the needs of a particular launch.
12. Is any aspect of SCAS' web presence included within this procurement? If yes, please provide scope of desired services.
 - a. This is to be determined.
13. Will any aspect of geographic preference be included as part of the evaluation criteria? If yes, please explain.
 - a. Please see the RFP for statement regarding office location preference.
14. Are there any requirements regarding ad campaigns for specific concessionaires? If yes, please explain.
 - a. Work the consultant may create and place for the concessionaires will be approved by the concessionaires jointly. The fund does not support campaigns for individual concessionaires.
15. Have the goals of the air service development program been impacted by the change in the health of the economy? If so, is there anything specific we should be aware of when we develop our approach for this project?
 - a. As your research may have indicated, airports are challenged to maintain and attract air service considering the present economic conditions. Finalists will be asked to develop a response to a case study that will highlight a particular challenge.
16. How successful has the "Gateway to Northern California" concept been? What are your likes and dislikes about it? Lessons learned?
 - a. "Gateway to Northern California" is branding based on our geographic advantage and large catchment area. In short, it has been very successful.
17. Do you have any existing market research (focus groups, phone surveys, etc.) that we might be able to use?
 - a. Market research will be made available to our contractor after finalization of the Agreement.
18. Do you have a preference as to how close in vicinity the selected firm is located to the SCAS offices?
 - a. Please see the RFQ for a clear statement regarding the preferred office location.
19. Will we be working primarily with SCAS marketing staff, or will we also work directly with others such as the concessionaires at Sacramento International Airport?
 - a. You will be primarily working with SCAS staff but may also present campaign concepts to concessionaires and airlines.
20. Does the \$500,000 budget include the media buy for the advertising campaigns? If so, how much of the budget would you like to devote to the media buy?
 - a. The budget as stated is comprehensive for all SCAS campaigns, exclusive of air trade development and concessionaire projects.
21. Are you open to changes/improvements to the SCAS brand and look and feel, or would you like for this to remain the same?
 - a. SCAS has items that are considered set branding but is also open to the ideas of its contractor.
22. Are you interested in redesigning the SCAS website?
 - a. This is an item that has been planned for quite some time and will have movement once the County of Sacramento solidifies its online branding.
23. Reference Letters: May we attach reference letters from a few clients in addition to listing them, and if so, may they be in a separate appendix not included in the maximum 30 page limit?
 - a. Reference letters are not requested as part of the response to this RFQ.
24. "I. Qualifications and Experience": Is item I.1 intended to be directions for how to respond to questions I.2 through I.5? Or is I.1. a separate request for information about a successful advertising campaign in addition to the client work descriptions requested in sections I.2 – I.5?
 - a. All sections should be answered completely to potentially receive a maximum score.

25. "H. Minimum Qualifications – 3: Successful respondent shall not have Northern California or Northern Nevada airports as existing clients." Following voter approval for the high-speed rail bond and considering upcoming possible competition from rail transportation in California, would high-speed rail in California, Amtrak, or other intercity rail line campaigns in Northern California as a current client also be considered a conflict of interest?
 - a. H.3 specifically states that respondents shall not have a competitive airport as a client.
26. Transmittal Letter: Does the maximum page count include the "Transmittal Letter" – or can this letter be in addition to the 30 page maximum response to the RFQ? Also, for the current client list that is requested in the Transmittal Letter, are you requesting all the current clients of the prime contractor as well as subcontractors? Our current client list is quite extensive, and would require using a large portion of the limited space allotted.
 - a. The entire response should be no more than 30 pages in length.
27. In the RFQ for Advertising and Creative Services Consultant, letter K "Fee Structure" requests that a proposed billing model for the account be included with indication of what services are included in the charges. We are unclear as to what this is requesting. Is it a breakdown as to how we'd recommend the annual budget be allocated?
 - a. Item K refers to billing models for services including but not limited to a retainer, if required, and what it includes; hourly rates for services; other rates and charges; etc.