



October 8, 2014

Invitation for Expression of Interest  
for  
14-15/12-INF, Oakland International Airport  
Air Services Consultant

The Port of Oakland (Port) is soliciting Expression of Interest for Oakland International Airport (OAK) Air Services Consultants to determine if there is sufficient interest and competition for the Port to conduct a formal Request for Proposal (RFP). If sufficient interest and competition exists, the Port at its sole discretion may or may not issue a formal RFP for this service, for a three (3) year contract term, with an anticipated budget of \$200,000 annually. Firms that are in contract with the following competing Airports should not submit an Expression of Interest as they will be excluded:

SFO – San Francisco

SMF – Sacramento

SJC – San Jose

STS - Sonoma County

RNO - Reno-Tahoe

PDX - Portland, OR

It is the intent of the Port to find consulting firms that can provide and perform business case development, industry intelligence, and strategic insights for OAK. Sample Scope of Service will include but not limited to:

- Researching and analyzing the current Bay Area Service Markets of Interests and identifying potential interests for additional capacity
- Analyzing historical traffic data and load factors, as well as customized catchment area analyses that reflect the unique aspects of the Bay Area air service markets
- Pro forma performance projections for proposed routes
- Relevant demographic research to support linkages between markets
- Review of corporate strategies of airlines for future fleet and network growth including the impact of the carriers' joint ventures
- Produce formal air service presentations to be used with airline route planners
- Provide short-term, short-turnaround updates of existing business cases
- Regular management updates, to include industry intelligence, facilitation of airline contacts and meetings, and strategic insights relevant to OAK's prospects.

All interested firms should submit an Expression of Interest letter to the attention of Nickulaus Sioson (email:nsioson@portoakland.com), Senior Procurement Analyst, at 530 Water Street Oakland, CA 94607, until 11:00 a.m. on October 30, 2014. The Expression of Interest letter shall not be longer than 2-3 pages and should include the following information: (1) Company information, (2) management structure, (3) qualifications, and (4) client references for the last three years (including names, addresses and contact information). By providing such information, you authorize the Port to contact such clients.