

**AIRPORT COMMISSION**

**CITY AND COUNTY OF SAN FRANCISCO**

**RESOLUTION NO. 24-0119**

**AWARD OF CONTRACT NO. 50365 TO HALLMARK AVIATION SERVICES, L.P.**  
**FOR AIRPORT INFORMATION AND GUEST ASSISTANCE SERVICES, IN AN**  
**AMOUNT NOT TO EXCEED \$9,299,429 FOR A TERM OF ONE YEAR STARTING**  
**JULY 1, 2024 THROUGH JUNE 30, 2025 WITH THREE 1-YEAR OPTIONS TO**  
**EXTEND THE CONTRACT EXERCISABLE AT THE SOLE DISCRETION OF THE**  
**COMMISSION**

WHEREAS, the Airport is committed to providing exceptional services and redefining the guest experience. As part of this commitment, the Airport wishes to continue providing personalized airport information and guest assistance services to the millions of annual passengers transiting the Federal Inspection Service (FIS) area and seeking information and support from staffed information centers; and

WHEREAS, the Airport information desk program provides guests and other users of the Airport with information regarding Airport services and amenities, transportation options, wayfinding assistance, and guidance on the availability and access of airport and partner services. Staff are assigned to desks, supplement volunteer-staffed desks, and provide mobile assistance in areas where no stationary desks are present. Furthermore, services in the FIS ensure the efficient movement of guests through the entry process, help promote the shortest wait times possible, and facilitate the use of technology and special entry programs within the FIS. Contract No. 50365 will also extend the information desks' operating hours to meet customer demand; and

WHEREAS, the existing Contract No. 50052 for Airport information and guest assistance services with Hallmark Aviation Services, L.P. (Hallmark) will expire on June 30, 2024; and

WHEREAS, on February 6, 2024, by Resolution No. 24-0015, the Commission authorized Staff to issue Request for Proposals (RFP) No. 50365 for Airport information and guest assistance services and to conduct negotiations with the highest-ranking firm; and

WHEREAS, the Contract Monitoring Division has established Local Business Enterprise subcontracting requirement at 35%, which Hallmark is committed to achieving; and

WHEREAS, on March 7, 2024, the Airport received one proposal from Hallmark, and Hallmark met the minimum qualifications; and

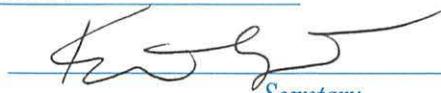
AIRPORT COMMISSION  
CITY AND COUNTY OF SAN FRANCISCO  
RESOLUTION NO. E4-0119

WHEREAS, Staff has negotiated an agreement with Hallmark and recommends award; now, therefore, be it

RESOLVED, that this Commission awards Contract No. 50365 to Hallmark Aviation Services, L.P. for Airport information and guest assistance services, in an amount not to exceed \$9,299,429 for a term of one year starting July 1, 2024 through June 30, 2025, with three 1-year options to extend the Contract, exercisable at the sole discretion of the Commission.

Page 2 of 2

*I hereby certify that the foregoing resolution was adopted by the Airport Commission  
at its meeting of* JUN 4 2024

  
Secretary



San Francisco International Airport

## MEMORANDUM

June 4, 2024

TO: AIRPORT COMMISSION  
Hon. Malcolm Yeung, President  
Hon. Everett A. Hewlett Jr., Vice President  
Hon. Jane Natoli  
Hon. Jose F. Almanza  
Hon. Mark Buell

FROM: Airport Director

SUBJECT: Award of Contract No. 50365 for Airport Information and Guest Assistance Services to Hallmark Aviation Services, L.P.

Z4-0119  
JUN 4 2024

**DIRECTOR'S RECOMMENDATION: AWARD CONTRACT NO. 50365 TO HALLMARK AVIATION SERVICES, L.P. FOR AIRPORT INFORMATION AND GUEST ASSISTANCE SERVICES, IN AN AMOUNT NOT TO EXCEED \$9,299,429, FOR A TERM OF ONE YEAR STARTING JULY 1, 2024 THROUGH JUNE 30, 2025, WITH THREE 1-YEAR OPTIONS TO EXTEND THE CONTRACT, EXERCISABLE AT THE SOLE DISCRETION OF THE COMMISSION.**

### **Executive Summary**

The existing Contract No. 50052 for Airport information and guest assistance services with Hallmark Aviation Services, L.P. (Hallmark) will expire on June 30, 2024. Staff seeks Airport Commission (Commission) approval to award Contract No. 50365 (Contract) to Hallmark for Airport information desks and to provide guest services, in an amount not to exceed \$9,299,429 for a term of one year starting July 1, 2024 through June 30, 2025, with three 1-year options to extend the Contract, exercisable at the sole discretion of the Commission.

### **Background**

The Airport is committed to providing exceptional services and redefining the guest experience. As part of this commitment, the Airport wishes to continue providing personalized Airport information and guest assistance services to the millions of annual passengers transiting the Federal Inspection Service (FIS) area and seeking information and support from staffed information centers.

First, the Airport information desk program provides guests and other users of the Airport with information regarding Airport services and amenities, transportation options, wayfinding assistance, and guidance on the availability and access of Airport and partner services. Staff are assigned to desks, supplement volunteer-staffed desks, and provide mobile assistance in areas where no stationary desks are present. Second, services in the FIS ensure the efficient movement

THIS PRINT COVERS CALENDAR ITEM NO. 2

AIRPORT COMMISSION CITY AND COUNTY OF SAN FRANCISCO

LONDON N. BREED  
MAYOR

MALCOLM YEUNG  
PRESIDENT

EVERETT A. HEWLETT, JR.  
VICE PRESIDENT

JANE NATOLI

JOSE F. ALMANZA

MARK BUELL

IVAR C. SATERO  
AIRPORT DIRECTOR

of guests through the entry process, help promote the shortest wait times possible, and facilitate the use of technology and special entry programs within the FIS. This Contract will also extend the information desks' operating hours to meet customer demand.

The services have historically been certified by the Controller's Office and approved by the Board of Supervisors as work or services that can practically be performed under private contract at a lower cost than similar work performed by employees of the City as required by San Francisco Charter Section 10.104.15. On April 26, 2024, the Controller's Office determined these services met the Charter Section 10.104.15 requirements. The services have been submitted for review and approval by the Board of Supervisors, which will take place during the City budget approval process.

On February 6, 2024, by Resolution No. 24-0015, the Commission authorized Staff to issue Request for Proposals (RFP) No. 50365 for Airport information and guest assistance services and to conduct negotiations with the highest-ranking firm.

The Contract Monitoring Division has established Local Business Enterprise subcontracting requirement at 35%, which Hallmark is committed to achieving.

On March 7, 2024, the Airport received one proposal from Hallmark, and Hallmark met the minimum qualifications.

Staff has successfully negotiated the scope of work, billing rates, and fees with Hallmark. The term of the Contract will be one year starting July 1, 2024 through June 30, 2025, with three 1-year options to extend the Contract, exercisable at the sole discretion of the Commission.

**Recommendation**

I recommend this Commission award Contract No. 50365 to Hallmark Aviation Services, L.P. for Airport information and guest assistance services, in an amount not to exceed \$9,299,429 for a term of one year starting July 1, 2024 through June 30, 2025, with three 1-year options to extend the Contract, exercisable at the sole discretion of the Commission.



Ivar C. Satero  
Airport Director

Prepared by: Jeff Littlefield  
Chief Operating Officer

Attachment