

# Pre-Proposal Conference

Aviation Request for Proposal

AVN RFP 23-008

Customer Data Collection Services

July 11, 2022 – 11:00 A.M. via WebEx

 **PHX DVT EYR**





# Welcome & Housekeeping



- ✈ **Your Device is Automatically Muted.**
- ✈ **Use the “Chat” Function to Submit Your Questions during the Meeting.**

**Questions will be answered at the end of the Presentation.**

- ✈ **Presentation will be available at:**

☐ <https://solicitations.phoenix.gov/Solicitations/Details/1277>



- Introductions
- Solicitation Transparency Policy
- RFP Timeline Overview
- Solicitation Award
- Minimum Qualifications
- Evaluation Criteria
- Submittals
- Scope of Services
- Questions



## Aviation Contracts & Services

Michael Soto, Contracts Specialist I

Cadle Collins, Procurement Manager

## Aviation Financial Management

Pawan Khera, Special Projects Administrator

Harsh Niraj Sheth, Management Assistant II



## Phoenix City Code, Chapter 43, Section 43-36

- Effective: From date and time RFP is issued (**6/29/2022**) until contract award by City Council.
- All Respondents and their representatives will only discuss matters of this RFP with the Procurement Officer.
- Discussion may occur with the Mayor, City Council members, Deputy City Managers, Aviation staff, etc. ONLY at a public meeting!
- As long as this RFP is not discussed, Proposers may continue to discuss business that is unrelated to this RFP with City Staff.

**PROPOSERS THAT VIOLATE THIS POLICY WILL BE DISQUALIFIED!**

All questions must be directed, in writing, to the Procurement Officer.



- Submit written questions by **Monday, July 18, 2:00pm**
  - 2:00 P.M. Local Phoenix, AZ Time
  - Email: [michael.soto@phoenix.gov](mailto:michael.soto@phoenix.gov)
  - Include the RFP Number and Title in the Email
  
- Written questions **ONLY**
  - Some questions may be answered verbally today
  - Written answers **supersede** verbal answers
  - All questions and responses will be published via an addendum
  
- Q&A and all addendums are available at:  
<https://solicitations.phoenix.gov/Solicitations/Details/1277>





**DEADLINE**

**Thursday, August 11, 2022**  
**At 3:00 P.M.**  
**Local Phoenix, AZ Time**

**Tabulations, Awards, and Recommendations**

<https://solicitations.phoenix.gov/Awards>



# Submittal Location



## **In Person Submittal**

Aviation Headquarters  
2485 East Buckeye Road  
Phoenix, AZ 85034



## **Electronic Submittal**

Submit responses via email to:  
[avn.solicitations@phoenix.gov](mailto:avn.solicitations@phoenix.gov)





## Solicitation Award

- The term of this award is 5 years commencing on or about April 1, 2023.



# Minimum Qualifications



Each Offeror must submit documentation to demonstrate the Minimum Qualifications in the RFP.

**Failure to meet the minimum qualifications will result in your proposal being deemed non-responsive.**

## Minimum Qualifications

- Offeror will have a minimum of five (5) years' of continuous experience within the last 8 years providing Customer Data Collection Services.



# Evaluation Criteria



Only those Offerors submitting responsive and responsible proposals that meet the minimum qualifications will have their Proposals evaluated.

Qualifications and Experience of the Vendor and Key Personnel	0-350
Method of Approach	0-275
Samples	0-200
Fee Schedule and Invoicing	0-175
<b>Total Available Points</b>	<b>1000 Points Maximum</b>



**Each Offeror must submit a fee schedule proposal for the following Customer Data Collection Services. Omission of the fee schedule will result in disqualification as non-responsive. Submittals Section VI, pages 62 - 64.**

Item No.	Description	Estimated Annual Quantity	Proposed Rate Excluding Tax	Total Price Excluding Tax
1.	<b>In-Person Passenger Intercept Survey Fee:</b> Price is based on a 10-minute passenger intercept surveys. Completed surveys constitute of 80% of questions answered and/or up to 10-minutes conducted of survey, which ever is completed first.	25,000 completed surveys	\$ _____ / Each	\$
2.	<b>Monthly Data Reports:</b> Format described in Section V – Scope of Work, Paragraph 3.3. Reports	12 Data Reports	\$ _____ / Each	\$
3.	<b>Quarterly Presentations:</b> PowerPoint format: analysis of the quarterly and yearly customer service data.	4 Quarterly Presentations	\$ _____ / Each	\$
4.	<b>Project / Survey Manager:</b> Oversees all aspects of management, training, and operations of fieldwork and is ultimately responsible for data quality and reporting. The project/survey manager works closely with the data analysts and data processors to monitor fieldwork quality. They report any changes to the survey and/or QC matters to the fieldwork supervisor and shift leads. The project / survey manager is also the point of contact for the airport management team and will typically present findings to the airport executive team.	1200 Hours	\$ _____ / Hour	\$
5.	<b>Data Analyst:</b> Responsible for conducting a thorough analysis of the data. They utilize statistical methods and sound market research principles to carry out a thorough analysis of data - looking for patterns and connections which help to tell the story of what is happening. They assist the project / survey managers with report writing.	650 Hours	\$ _____ / Hour	\$



# Fee Schedule Continued



6.	<p><b>Data Processor:</b> Prepares the data for analysis. They validate and clean the data (removing any test data or data that may otherwise be invalid), make any adjustments to the data file that may be necessary for analysis, prepare the banner and tab plans as needed, and ensure the data analysts have all they need to conduct an accurate analysis. They also assist the data analysts as needed in the analysis work.</p>	350 Hours	\$ _____ / Hour	\$
7.	<p><b>Data Collector / Interviewer:</b> Responsible for approaching the passengers inside the airport and inviting them to conduct a survey. They follow best practices for approaching passengers and administering surveys. They must pay close attention to detail and provide good customer service as they represent the airport. They receive ongoing training and also provide feedback about what passengers are saying which may not be directly captured in the survey.</p>	3,600 Hours	\$ _____ / Hour	\$
8.	<p><b>Annual Survey Startup Fee:</b> Setting up and designing the questionnaire – including annual revisions, developing the reporting shell reflecting adjustments corresponding to the new year, hiring, training, and aligning the fieldwork team on objectives.</p>	Annual	\$ _____ / Annual	\$
<b>Grand Total – All or None</b>				<b>\$</b>



# Optional Ancillary Services



**Contractor may be requested to provide additional services associated with the Customer Data Collection Services agreement.**

Item No.	Description	Estimated Annual Quantity	Proposed Rate Excluding Tax	Total Price Excluding Tax
9.	<b>Optional Ancillary Services:</b> Analysis of Airport social media platforms, including research on engagement and sentiment	2 Reports	\$ _____ / Each	\$



- ❑ Any changes to this RFP will be in the form of an addendum, available at <https://solicitations.phoenix.gov/Solicitations/Details/1277>
- ❑ The Offeror shall acknowledge receipt of any/all addendum by signing and returning the document with the offer submittal.
- ❑ If an addendum is released with material changes and the Offeror does not sign & submit, the proposal will be deemed non-responsive and rejected.
- ❑ It is the Offerors' responsibility to visit the City's website for update(s) to this solicitation including all addendums.



## If submitting in-person, proposals must include:

- One (1) original Proposal
- One (1) electronic copy of the Proposal on a USB drive

## All proposals, whether submitted electronically or in-person must be organized as follows:

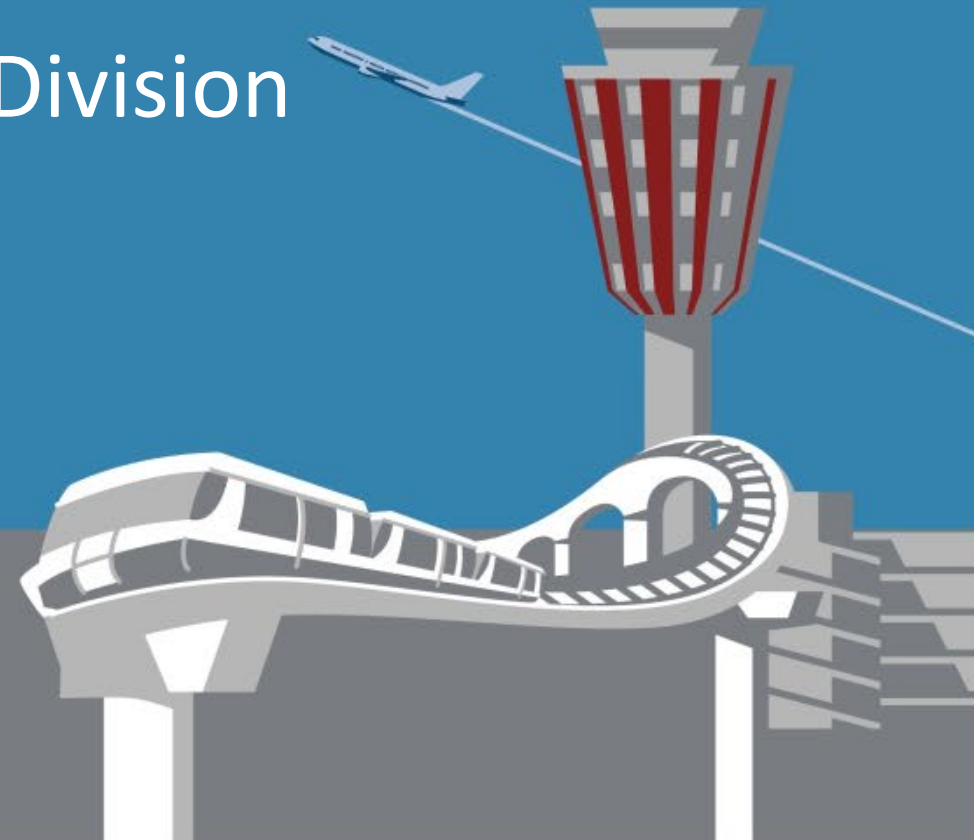
- ✓ Tab 1: Qualifications and Experience of the Vendor and Key Personnel (Section V – Scope of Work)
- ✓ Tab 2: Method of Approach (Section V – Scope of Work)
- ✓ Tab 3: Samples (Section V – Scope of Work)
- ✓ Tab 4: Fee Schedule and Invoicing (Section VI – Submittals)
- ✓ Tab 5: Completed Offer Signed & Payment Terms & Options (Section VI – Submittals)
- ✓ Tab 6: Signed Addenda, if Applicable

**\*Refer to the RFP for specifics**



# Scope of Services Customer Data Collection

Financial Management Division





## Service Description

Contractor must conduct detailed Customer Service Data Collection Services on an as-needed basis in specified areas of PHX, DVT, GYR and other airport owned locations (Airport System). Contractor shall have the manpower, data collection and analytical skills to collect, provide, and analyze unbiased and non editorialized data. Contractor shall visit the Airport System and engage airport customers in all airport terminals with a 10-minute passenger intercept survey.

These surveys are carried out daily, resulting in useful data on passenger profile, spending, and travel habits. The passenger survey and the analysis provide critical inputs to the Aviation Department's business strategy as well as helps the various divisions in data-driven decision making.



- Surveys required each year = 25,000
- The number of surveys may vary depending on the conditions which may affect the total count of passengers (e.g. COVID)
- The survey is conducted throughout the 24-hour cycle to collect data for all passenger demographics
- The monthly number of surveys should consider the passenger traffic
- Survey questionnaire should be designed in consultation with the Aviation Department



# Survey Format Requirements



- The vendor is expected to present quarterly results in Powerpoint format
- The monthly raw data format should be submitted in Excel (.xlsx) or other editable formats approved by the Aviation Department
- The data requirements should be discussed with the Aviation team



**Thank You for Attending!**

