



SOLICITATION ADDENDUM

Solicitation Number: AVN RFP 23-008 Addendum #1 Page 1 of 3

Solicitation Due Date: Thursday, August 11, 2022 at 3:00pm Local Phoenix AZ Time

CITY OF PHOENIX
Aviation Department
Contracts & Services
2485 E. Buckeye Road
2nd Floor
Phoenix, AZ 85034

CUSTOMER DATA COLLECTION SERVICES

Please make the following notations to the above-referenced solicitation:

DELETE AND REPLACE:

1. Section V – Scope of Work, Paragraph 3 – Deliverables and Reporting, Subparagraph 3.3 Reports, will be deleted in its entirety and replaced with the following:

3.3. MONTHLY DATA REPORTS:

Within 10 business days of the following month, Contractor shall submit a comprehensive report with tabulated data for the current survey as well as cumulative tabulations for all previous surveys administered under this Contract. The report and database shall be concise and, in a format, approved by the ADR to include but not limited to Microsoft Word, Excel, Adobe PDF, and a bound, printed format (one bound copy) upon request. The report methodology shall focus largely on passenger intercept interviews. In addition, data collection request may include email surveys, social media network analysis or surveys, focus groups, and mass mailings.

2. Section VI – Submittals, Paragraph 5 – Fee Schedule Proposal (Offer), item number 2, delete reference to “Paragraph 3.3. Reports” and replace with “Paragraph 3.3. Monthly Data Reports.”

ADD:

3. Add the following subparagraph to Section V – Scope of Work, Paragraph 3 – Deliverables and Reporting:

3.4. QUARTERLY PRESENTATIONS:

Each quarter, Contractor shall provide PowerPoint presentations with analysis of the quarterly and yearly customer service data collected. The customer feedback analysis shall also be supported by recommendations for improvements. Contractor shall present survey results to AVN, the Phoenix Aviation Advisory Board, and Phoenix City Council, as requested.

QUESTIONS AND RESPONSES:

The following questions were submitted by interested Offerors and represented exactly as they were received.

Question 1:

On fee schedule, there is an ask for price per “in-person passenger intercept survey” as well as hourly costs for fieldwork, analysis, project management, etc. Are we to provide a cost for both (per survey) as well as the hourly costs associated with the surveys or is the cost per survey a roll up of the other hourly rates?

Response 1:

Proposers must provide a rate for each completed survey as well as the hourly rates per position associated with the survey. The completed survey rate is not a roll up of all other associated costs.



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Question 2:	Is the monthly report requirements the same as the monthly data file or is there a report each month as well?
Response 2:	The monthly report requirements are the same as the monthly data report. See Section V – Scope of Work, Paragraph 3 – Deliverables and Reporting, Subparagraph 3.3 – Monthly Data Reports as amended in this addendum.
Question 3:	Do you anticipate customer data collection based ONLY on survey data or do you expect any sensor based collection as well? Thank you
Response 3:	The City of Phoenix (City) Aviation Department's (Aviation) current intent is data collection based on surveys only.
Question 4:	Who is the incumbent and what has been the budget for the past five years?
Response 4:	The current incumbent is Social Marketology, LLC. The City will not provide the budget for the past five years of this Contract. Proposers may find the estimated annual hours and quantities located in the Solicitation Document RFP 23-008, Section VI – Submittals, Paragraph 5 – Fee Schedule Proposal (Offer), Estimated Annual Quantity, Pages 62 - 64.
Question 5:	What has the budget been for the past five years for this study?
Response 5:	Reference Response 4.
Question 6:	May a subcontractor bid with more than one prime?
Response 6:	Yes, there is no prohibition against a subcontractor partnering with more than one proposer in this solicitation.
Question 7:	Will the firm awarded the project need to establish an Authorized Signatory for badging interviewers or will the City of Phoenix have an Authorized Signatory that our interviewers will work through to get badged?
Response 7:	The awarded proposer will work with the City's Authorized Signatory to obtain badges for its interviewers.



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Question 8:	Can you provide additional information regarding, "Optional Ancillary Services: Analysis of Airport social media platforms, including research on engagement and sentiment" so that all the firms responding are using the same assumptions? ckts validated?
Response 8:	Optional Ancillary Services are intended for any other related analysis reports that may need to be conducted which is unknown at this time. Recently, the City requested the current Contractor to provide an analysis and research done on the impact COVID-19 had on air travel and passenger perceptions.
Question 9:	Will the City provide parking access for the interviewers and, if so, what's the process (e.g., access cards provided/parking tickets validated, terminal garages/economy lots)?
Response 9:	Discounted parking will be available for interviewers at the Contractor's cost. Discounted Parking fees are set per Phoenix City Code Section 4-58 Parking Rates https://phoenix.municipal.codes/CC/4-58 . Employee Assigned Areas, as defined in Phoenix City Code Section 4-58, will be available in Airport satellite parking facilities.
Question 10:	Will the City provide a secure location at the airport for interviewing staff to store materials and charge tablets between shifts?
Response 10:	The City will ensure that secure lockers are available for interviewing staff to store materials at the Airport in Terminal 4, North 1 Concourse, Apron level; however, the City will not be able to provide a designated and secure location to charge tablets for interviewing staff.

The balance of the specifications and instructions remain the same. Respondent must acknowledge receipt and acceptance of this addendum by returning the *entire addendum signed with the proposal submittal.*

Name of Company:

Address:

Print Name and Title:

Authorized Signature:
