



RFP M-S 201

SAVANNAH/HILTON HEAD INTERNATIONAL AIRPORT
REQUEST FOR PROPOSAL
FOR
PASSENGER EXPERIENCE SURVEY

RFP DELEVERABLE MUST BE SUBMITTED BY APRIL 30, 2018 COB (5:00 P.M.)
TO THE FOLLOWING ADDRESS

SAVANNAH AIRPORT COMMISSION

400 AIRWAYS AVENUE

SAVANNAH, GA 314018

March 2018

Request for Proposals for

Airport Passenger Experience Survey at

Savannah/Hilton Head International Airport

Dear Proposer,

The Savannah Airport Commission is requesting proposals for professional services from those interested in producing and tabulating an Airport Passenger Experience Survey to provide the Savannah Airport Commission a better understanding of the perceived quality of passenger service which is currently being provided at the airport and to discern whether or not the level of service meets our passenger's expectations. The contractual period for this RFP is for a twelve-month period.

Instructions for preparation and submission of a proposal can be obtained by emailing ccarpenter@savannahairport.com or on our website at <http://flysav.com/business/notice-to-bidders>.

A pre-proposal conference has been scheduled, March 22, 2018, at 10:00 A.M. EST in the offices of the Savannah Airport Commission, 400 Airways Avenue, Savannah, GA 31408. A dial-in line has also been set up for the pre-proposal meeting. To join Dial: 912-662-7204 extension: 7840 - Enter this access code: 0259298.

All proposals are due in the office at the Savannah Airport Commission, 400 Airways Avenue, Savannah, GA 31408 no later than 4 P.M. on Monday, April 30, 2018.

Thank you for your interest in doing business with the Savannah Airport Commission.

Section I
INFORMATION and INSTRUCTIONS

- 1.0 Submission Requirements:** The complete original proposal must be submitted in a sealed package and received in accordance with the instructions detailed in the cover letter. All proposals shall be marked “**Airport Passenger Experience Survey RFP.**” Proposers shall file all documents necessary to support their proposal and include them with their proposal. Proposers shall be responsible for the actual delivery of proposals during business hours to the address indicated on the cover letter. It shall not be sufficient to show that the proposal was mailed in time to be received before the scheduled closing time.
- 1.1 Proposal Format:** Proposals shall be submitted in the following format include the following information.
- (a) Detailed description of business specific to Airport Market Research and Advisory Service capabilities as requested
 - (b) References with phone numbers and email addresses.
- 1.2** It is the sole responsibility of the Proposer to assure that they have received the entire Request for Proposal and any changes thereto.
- 1.3** Any Changes in the specification contained in the RFP should be available online or may be obtained from the Airport.
- 1.4** No verbal or written information which is obtained other than through this RFP or its addenda shall be binding on the Savannah Airport Commission or the City of Savannah. No employee of the Savannah Airport Commission, or of the City of Savannah is authorized to interpret any portion of the RFP or give information as to the requirements of the RFP in addition to that contained in or amended to this written RFP document.
- 1.5 Right of Rejection and Clarification:** The Savannah Airport Commission reserves the right to reject any and all proposals and to request clarification of information from any proposer. The Savannah Airport Commission is not obligated to enter into a contract on the basis of any proposal submitted in response to this document.

- 1.6 Request for Additional Information:** Prior to the final selection, proposers may be required to submit additional information which the Airport Commission may deem necessary to further evaluate the proposer's qualifications.
- 1.7 Denial of Reimbursement:** Neither the Savannah Airport Commission nor the City of Savannah will reimburse proposers for any costs associated with the preparation and submittal of any proposal, or for any travel and/or per diem costs that are incurred.
- 1.8 Gratuity Prohibition:** Proposers shall not offer any gratuities, favors, or anything of monetary value to any official, employee, or agent of the Savannah Airport Commission or the City of Savannah for the purpose of influencing consideration of this proposal.
- 1.9 Right of Withdrawal:** A proposal may not be withdrawn before the expiration of ninety (90) days from the proposal due date.
- 1.10 Right of Negotiation:** The Savannah Airport Commission reserves the right to negotiate with the selected proposer the exact terms and conditions of the contract.
- 1.11 Evaluation:** The Savannah Airport Commission will use evaluation criteria included in this document to evaluate proposals.
- 1.12 Exceptions to the RFP:** Proposers may find instances where they must take exception with certain requirements or specifications of the RFP. All exceptions shall be clearly identified, and written explanations shall include the scope of the exceptions, the ramifications of the exceptions for the Savannah Airport Commission, and a description of the advantage to be gained or disadvantages to be incurred by the Airport as a result of these exceptions.
- 1.13 Indemnification:** Proposer, at its own expense and without exception, shall indemnify, defend and pay all damages, costs, expenses, including attorney fees, and otherwise hold harmless the Savannah Airport Commission and the City of Savannah, their employees, and agents, from any liability of any nature or kind with regard to the delivery of these services.
- 1.14 Rights to Submitted Material:** All proposals, responses, inquiries, or correspondence relating to or in reference to this RFP, and all reports, charts and other documentation submitted by proposers shall become the property of the Savannah Airport Commission when received.

1.15 Basis of Award: Proposals will be evaluated according to the following criteria and weight at a minimum. Points are assigned to each criterion on the basis of the airport's priorities and conception of the importance of each factor in the attainment of a successful project. Final points for each criterion will be established by multiplying a numerical rating factor (rating ÷5) times total possible points.

- a) Proposal shall include the following for which the selection will be based on: 65 points (Metrics described below)
 - 1) Capability to perform all or most aspects of the upcoming activities and recent experience in comparable airport endeavors. (5 points)
 - 2) Key personnel's professional qualifications, experience, and availability; their reputation and professional integrity and competence; working knowledge of Airport Passenger Survey and related Research. (5 points)
 - 3) Current workload and demonstrated ability to meet schedules or deadlines. (5 points)
 - 4) Quality of marketing research related to airport experience surveys and accuracy of data obtained in the surveys to successfully complete projects.
 - 5) Team members, other key personnel, previous experience, and the role they will fill; qualifications and time commitment of the project manager. (5 points)
 - 6) Capability and independence of the assigned research and survey organization as well as the ability for field personnel to accurately obtain data specific to the customer experience of an airport.
 - 7) Demonstrated understanding of the task's potential issues. (5 points)
 - 8) Degree of interest shown and familiarity of the task. (5 points)
 - 9) Evidence of good faith efforts in meeting Disadvantaged Business Enterprise (DBE) goals (49 CFR, § 26.53) 5 points
 - 10) Professional awards to firm or team members. (5 points)
 - 11) Reference (5 points)

- b) Current workload: (5 points)

- c) Responsiveness: (5 points)

1.16 Copies: An original and five copies of the proposal and supporting documents must be submitted in response to the RFP. All responses must relate to the specifications as outlined.

- 1.17 Contacts:** Proposers must submit proposals in accordance with the instructions contained in this RFP. All requested information must be submitted with the proposal. Instructions for preparation and submission of proposals are to be contained in this package. Questions regarding this request for proposal should be directed to:

Christy L. Nichols, M.A.
Administrative Assistant
Savannah Airport Commission
400 Airways Avenue
Savannah, GA 31408

- 1.19 Contract:** The basis of the contract between the Savannah Airport Commission and the contractor shall consist of (1) the request for proposal (RFP) and any amendments thereto, and (2) the proposal submitted by the contractor in response to the RFP. In the event of a conflict in language between the two documents received above, the provisions and requirements set forth and/referenced in the RFP shall govern. However, the Savannah Airport Commission reserves the right to clarify any contractual relationship in writing with the occurrence of the contractor, and such written clarification shall govern in case of conflict with the applicable requirements stated in the RFP or the contractor's proposal. In all other matters not affected by the written clarification, if any, the RFP shall govern.
- 1.20 Termination of Contract:** The Savannah Airport Commission may cancel the **contract at any time for breach of contractual obligations by providing the** consultant with a written notice of such cancellation. Should the Savannah Airport Commission exercise its right to cancel the contract for such reasons, the cancellation shall become effective on the date as specified in the notice of cancellation sent to the contractor.
- 1.21 Conflict of Interest:** The proposer covenants that they presently have no interest and shall not acquire any interest, directly or indirectly, which would conflict in any manner of degree with the performance of the services hereunder. The proposer further covenants that no person having any such known interest shall be employed or conveyed wan interest, directly or indirectly in the contract.
- 1.22 Compliance with Laws:** In connection with the furnishing of supplies or performance of work under the contract, the Vendor agrees to comply with the Fair Labor Standard Act, Equal Opportunity Employment Act, and all other applicable Federal and state laws, regulations, and executive orders to the extent

that the same may be applicable and further agrees to insert the foregoing provision in all subcontract awarded hereunder.

1.23 Disadvantaged Business Enterprise (DBE) Policy: It is the policy of the Airport Commission and the City to provide disadvantaged business enterprises with equal opportunity for participating in selling goods and services to the Savannah Airport Commission and the City of Savannah. Proposers are required to make Good Faith Efforts to subcontract, where applicable with DBEs. The proposer shall keep records of such efforts that are adequate to permit a determination of compliance with this requirement.

SECTION II SCOPE OF WORK

- 2.0 **Purpose:** The Savannah Airport Commission is seeking proposals from organizations who routinely conduct passenger experience surveys in terms of who our passengers are, how the passenger views our airport aesthetically, and understands our passengers' consumption habits. Our expectation is for the proposer to encompass the entire journey during the passenger's visit to our airport to include access to the airport grounds, parking facility, airline check-in, screening process, availability and type of concessions as well as their gate departure experience. We are particularly interested in how the passenger feels about customer service throughout the entire interface with the airport. The annual contract should consist of four survey cycles during the contract period and must include field work in the proposal. The survey results will provide the Savannah Airport Commission with significant details related to the customer satisfaction or dissatisfaction. The proposer shall provide enough key drivers related to the passenger's satisfaction to enable the proposer to provide the airport with both long-term and short-term goals to eliminate elements of dissatisfaction discovered in the surveys.
- 2.1 **Deliverables:** The Airport Passenger Experience Service Survey is expected to provide the Savannah Airport Commission with the following deliverables as a means of providing the airport with goals to systematically improve the level of customer service.
- a) Monthly dashboard
 - b) Raw data
 - c) Quarterly report by key topics
 - d) Quarterly management overview
 - e) On-call support
 - f) Annual key driver report
 - g) Fieldwork services for proposer to conduct surveys
- 2.2 **Contract Term:** The contract period will be for a period of one year beginning in 2018.
- 2.3 **Fees:** Proposer provides fee for program cost and fieldwork.
- 2.4 **Qualifications:** The proposer shall demonstrate their knowledge and experience in providing the solutions and/or services listed above in the response in accordance with Section 1.16. Relevant (i.e. airport applications) and recent Airport Passenger Experience Survey tasks will be weighted higher in the evaluation of responses to this RFP.

**SECTION III
PROPOSAL FORM**

I have read and understand the requirements of this Request for Proposal, and agree to provide the required services in accordance with this proposal and all attachments, exhibits, etc.

SUBMITTED BY:

PROPOSER:

SIGNED:

NAME (PRINT):

ADDRESS:

CITY/STATE:

TELEPHONE:

() _____

Area Code

FAX:

() _____

Area Code

EMAIL:

NON-DISCRIMINATION STATEMENT

The Savannah Airport Commission, in accordance with Title VI of the Civil Rights Act of 1964, 78 Stat. 252, 42 U.S.C. 2000d to 2000d-4 and Title 49, Code of Federal Regulations, Department of Transportation, Subtitle A, Office of the Secretary, Part 21, Non-discrimination in Federally assisted programs of the Department of Transportation issued pursuant to such Act, hereby notifies all proposers that, in any contract entered into pursuant to this advertisement, Disadvantaged Business Enterprises will be afforded equal opportunity to submit proposals in response to this invitation and will not be discriminated against on the grounds of race, color, or national origin in consideration for an award.

**PROPOSED SCHEDULE OF
DISADVANTAGED BUSINESS ENTERPRISE PARTICIPATION**

Name of Bidder/Proposer: _____ Event No. _____

Project Title: _____

Name of DBE Participant	Address	Type of Work Sub-Contracted	Subcontract Value	DBE Status
			%	
			%	
			%	

Disadvantaged Business Enterprise Participation Value: _____%

The undersigned will enter into a formal agreement with the Disadvantaged Business Enterprise Subcontractors/Proposers identified herein for work listed in this schedule conditioned upon executing of a contract with the Savannah Airport Commission.

Joint Venture Disclosure

If the proposer is a joint venture, please describe below the nature of the joint venture and level of work and financial participation to be provided by the Disadvantaged Business Enterprise joint venture firm.

Joint Venture Firms	Level of Work	Participation

Signature:

Title:

Note: Disadvantaged Business Enterprise consultants must be certified by the Unified Certification Program administered by the Georgia Department of Transportation.

STATEMENT of QUALIFICATIONS FOR the AIRPORT PASSENGER EXPERIENCE SURVEY

A. Name of Firm _____

B. Address _____

- 1. List professional organizations or groups in which you have membership:**

- 2. Name of the Project Principal:**

- 3. Education and Accreditation of Project Principal:**

- 4. Experience of the Project Principal:**

- 5. How long has your firm been engaged in Airline Passenger Experience Surveys?**

- 6. List the job titles of assistants to the Project Principal who will be assigned to the project.**

- 7. Describe any outstanding characteristic of your organization specific to Airline Passenger Experience Surveys.**

- 8. If your firm was to be selected for the airport passenger experience survey now under discussion, would your firm's services be immediately available?**

Yes _____ No _____

9. Could you plan to give uninterrupted and continuous services until the task(s) is completed?

Yes _____ No _____

10. Would any of the project be subcontracted? If so, please list all subcontractors to be used and provide the same information requested in #11 of this questionnaire for each subcontractor.

11. State any qualifications of yourself and your organization to render distinctive service:

12. State the extent to which your firm is a small, woman-owned, or minority business enterprise.

13. If your firm has found it necessary to enter into litigation with an owner or contractor, please indicate the case or cases, the reason for, and the results of the litigation.

14. What are the limits of Error and Omission insurance? What is the deductible?

Signed _____

Firm _____

Address _____
