

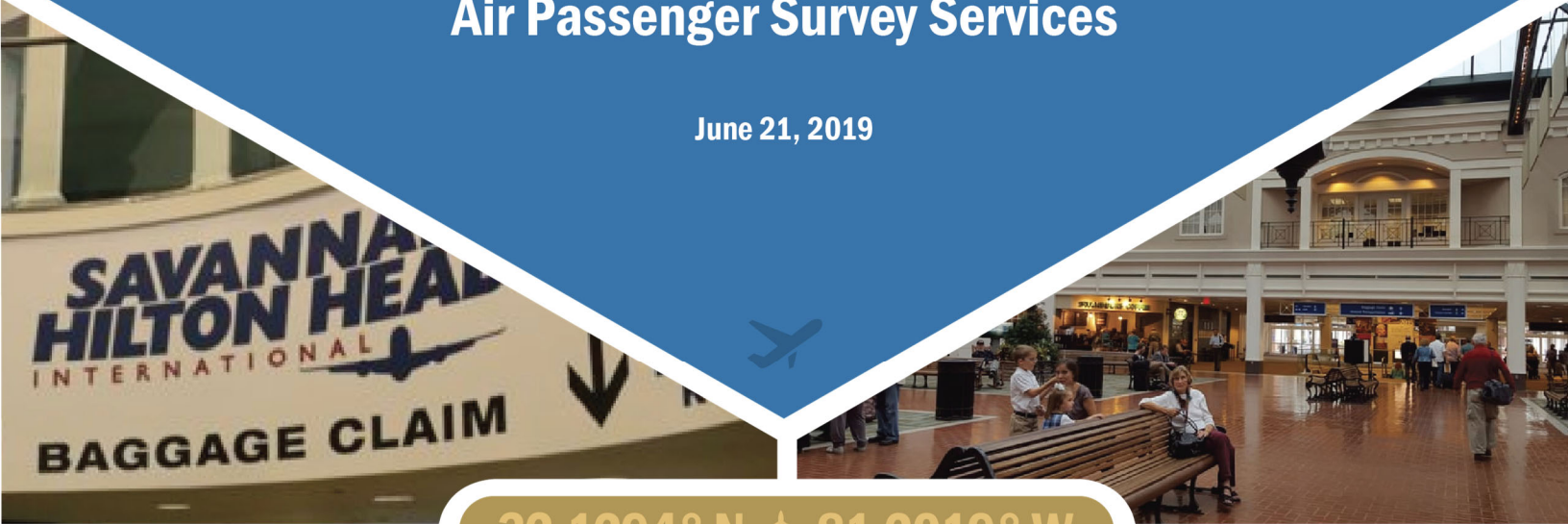


PROPOSAL

Air Passenger Survey Services

June 21, 2019

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Prepared for





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June 21, 2019

Candace Carpenter
Marketing Manager, Marketing Communications
Savannah/Hilton Head International Airport
400 Airways Avenue
Savannah, GA 31408

Re: Air Service Surveys

Dear Candace:

Unison-Consulting, Inc. (Unison) looks forward to the opportunity to continue working with you and the Savannah Airport Commission (the Commission) to conduct air service surveys at Savannah/Hilton Head International Airport (the Airport). The primary objective of this project is to gain a better understanding of the travel behavior of airport passengers in terms of their origination, destination, airline used, trip purpose, and other information to help identify opportunities to enhance air service at the Airport.

Through our current survey work at SAV, our team is already knowledgeable about the Airport's passenger market; how they flow through the terminal and the areas where they congregate. This is notable since it allows us to conduct surveys in the most effective and efficient manner. To date, the Unison team has completed three (3) quarterly survey projects, collecting over 1,400 responses from passengers regarding their experience at SAV. The data is cleaned, analyzed, then dashboards are created, which allow the Commission to review the data comparatively in an easy-to-view format. As you are aware, the final quarter surveys are being conducted this week. Upon completion, Unison will finalize the dashboards and will provide a comprehensive annual report of key findings.

In addition to our work at SAV, Unison is distinguished by its successful record of more than 50 airport survey projects, including complex surveys of various topics. Most recently, Unison has completed survey projects for airports such as Los Angeles, Chicago O'Hare, St. Louis Lambert, Long Beach, San Antonio, and Austin-Bergstrom. Our survey studies have been instrumental to the enhancement of airport user satisfaction, formulation of airport plans, design of terminal facilities, and economic impact studies. We understand the

complexities of airport operations and environments, as well as the behavior and concerns of airport guests. Thus, we offer our clients a survey process that produces quantifiable and meaningful results to help enhance satisfaction and improve airport operations.

For the Air Service Surveys, Unison will remain in its role as prime consultant to oversee and manage the project. Additionally, we will continue to utilize the services of our WBE/MBE/SBE subcontractor, ANIK International, for the task of data collection. ANIK has highly qualified and already badged interviewers with specific survey experience at SAV. They understand the Airport's operations and environment, as well as security badging requirements. Together, the Unison team proposes the following scope of work for the Air Service Surveys:

Task 1: Work Plan Development

Typically the first task of any project is to develop a work plan to ensure all team members' goals are aligned. Unison will collaborate closely with the Commission to develop a work plan to ensure successful completion of the project. At a minimum, Unison's work plan will document the following survey components, as further described in the tasks below:

- Sampling Method
- Survey Questionnaire Design and Programming
- Survey Schedule
- Implementation Plan
- Deliverables

Task 2: Determine Sample

For this survey, we recommend a target sample of 7,000 passenger surveys, which is similar to the previous survey. A sample of this size will provide us an opportunity to review the data by airline with a high level of statistical reliability, as well as allow comparative analysis with previous surveys conducted at SAV. To obtain a representative sample, Unison employs a stratified random sampling approach that is based on the actual distribution of passengers. Specific targets are established with respect to the proportional breakdown of the sample by major airline. Using OAG data, Unison typically reviews the number of scheduled seats and departure times for each airline to identify an appropriate survey sample.

Task 3: Design Survey Questionnaire

In consultation with the Commission, Unison will refine the 2017 Air Service Survey questionnaire to ensure the data collected is useful for planning initiatives and new business development. Every effort will be taken to ensure that questions are clear, concise, and easy to understand. We recommend that most

questions are close-ended, whenever possible, to help streamline data cleaning and coding. Further, to aid in efficiency and accuracy in data collection the proposed surveys will be administered at SAV using handheld Motorola Xoom® tablets, which is the same method we used for the Guest Satisfaction surveys. There are several key advantages to this electronic method:

- The survey questionnaires are programmed into the tablet, which features built-in skip logic functions so that respondents see only questions relevant to their own situation.
- The electronic survey method is an interactive survey process: passengers and interviewers review the questions together, virtually eliminating errors in respondent interpretation, as well as creating a more personal survey experience.
- Under the electronic method, survey data are downloaded daily for enhanced survey administration, as well as rapid reporting and analysis.

Another important advantage to our survey method is that because one question appears on the tablet screen at a time, passengers are more apt to share what they consider personal information such as home zip code since their response ‘disappears’ into a secured server after the question has been answered. With a paper survey questionnaire passengers are less comfortable providing personal information since all of their responses are shown on a single paper document. At SAV and at other airports, Unison team members are well skilled at collecting data such as zip code, income, and other personal information passengers are often reluctant to provide.

Task 4: Survey Implementation

Adequate and thorough preparation of the survey process is critical to the overall success of this project. During this period, Unison will work closely with Commission to address the following planning and coordination issues;

- **Survey Coordination and Badging** | The Unison’s team currently has security badges however, additional staff will be required for project. ANIK will lead the recruitment process and will work with the Badging Office to comply with all necessary security procedures.
- **Survey Programming** | Once the Commission approves the draft questionnaire, we will program the survey questionnaires onto the electronic devices for further testing no less than two weeks prior to the surveys. Any recommended revisions to the questionnaire will be presented to the Commission for review and approval. The final survey questionnaire will be programmed onto the electronic devices for use in conducting surveys.

Task 5: Data Collection

To ensure a sample that captures the demographic differences in travel seasons, Unison proposes to conduct the surveys over a 12-month period. The exact schedule, including dates and times will be mutually determined with the Unison team and the Commission.

Prior to survey administration, Unison will conduct a comprehensive orientation and training session for all interviewers to provide the survey team with a briefing of the goals and objectives of the project, as well as the operations of the Airport. Project supervision staff will be on-site to oversee the survey, as well as to ensure that the survey is conducted in a professional manner and does not disrupt normal airport business operations.

To ensure we capture a wide range of passengers, surveys will be administered in two key areas: in the hold room areas, where departing passengers are comfortably seated and simply waiting to board their flight, as well as in the baggage claim area where arriving passengers are waiting for their luggage. Due in part to Unison's technology and skilled interviewers, Unison has had much success conducting surveys for arriving as well as departing passengers at various stages of their travel journey—waiting for flights, luggage, ground transportation, and even while passengers are walking within the terminal.

Task 6: Survey Analysis

Once the final surveys are complete, Unison will begin its analysis of the data. In alignment with the specific objectives for this survey, Unison will analyze the data to determine passenger demographics, destination, origination, and other travel behavior. In addition, Unison will more closely analyze travel characteristics and patterns based upon the needs of the Commission. Unison anticipates a draft report for the Commission's review to be completed within four weeks of data collection.

Fee Proposal

Unison proposes to provide the passenger survey services in accordance with the above work plan, on a time-and-expenses basis, for the not-to-exceed amount of \$66,807. Details of the proposed fees are shown in the following table.

Proposed Fees

Proposed Work Scope	Unison Consulting - Hourly Rates			ANIK International - Hourly Rates			Total Fee
	Officer \$255	Director \$220	Consultant \$178	Staffing Director \$85	Supervisor \$45	Interviewer \$35	
Work Plan Development		2					\$440
Determine Sample		8					\$1,760
Develop Survey Questionnaires	4	16					\$4,540
Survey Implementation:							
Survey Coordination & Badging		8		18	4	12	\$3,890
Survey Programming		8					\$1,760
Data Collection		4		24	112	392	\$21,680
Survey Analysis and Report Results	16	100	30				\$31,420
Subtotal Consulting Fees							\$65,490
Reimbursable Expenses							
Survey software license fees ¹							817
Miscellaneous ²							500
Subtotal Reimbursable Expenses							\$1,317
Estimated Not to Exceed Budget							\$66,807

Notes:

1. Survey software fee is \$0.115 per survey response (include an allowance for testing and training).
2. Miscellaneous includes shipping of equipment, printing reports, and other expenses

Thank you very much for an opportunity to submit a proposal for passenger surveys. Please let us know if you have any questions or need anything from our end.

Sincerely,

Unison Consulting, Inc.



Firelli Pitters Managing Director

Appendix

Overview of Unison’s Passenger Survey Experience

Unison was founded in 1989 and offers extensive survey experience, with the completion of more than 50 airport research projects since the firm’s inception—including 35 passenger surveys and numerous specialized survey studies during the past 7 years. Recent work has included complex surveys for small, medium, and large hub airports, as shown on the table below.

Airport	Date	Type of Survey(s)	Size
Los Angeles International	2011-2015 2016-Present	Guest Satisfaction, Ad-Hoc, Ground Transportation	~70,000
Long Beach	2019	Economic Impact Study	1,200
Austin Bergstrom	2018	Economic Impact Study	1,000
Savannah Hilton-Head	2018-Present	Guest Satisfaction	1,400
Lambert-St. Louis	2018	Concession Planning	800
San Antonio	2018	Concession Planning	800
Miami International	2008-2016	Customer Satisfaction	35,000
Louis Armstrong New Orleans	2013	Ground Transportation	1,100
Philadelphia International	2004-2012	Customer Satisfaction	14,800
Chicago O’Hare International	2012-Present	Customer Satisfaction, Preference	11,200
Chicago Midway	1999-2012	Customer Satisfaction, Preference	7,600
Dallas Fort Worth	2015-2016	Ground Transportation	7,000
Kansas City International	2015	Economic Impact Study	1,100
Dallas Love Field	2010-2016	Ground Transportation, Retail Planning	3,400
Cleveland Hopkins	2001-2011	Economic Impact Study, Airport Planning	3,100
Bob Hope Burbank Airport	2007-2012	Economic Impact Study	2,200
Milwaukee Mitchell	2001-2011	Retail Planning	1,500
John F. Kennedy	2011	Retail Planning	1,100
Washington Metropolitan	2010	Employee Survey	960

As a nationally renowned aviation consultancy, we understand the complexities of airport operations and environment, as well as the behavior and concerns of airport passengers. We are able to offer our clients a seamless survey process that produces quantifiable and meaningful results that inform impactful decision-making.

Our survey studies have been instrumental to the enhancement of airport user satisfaction, formulation of airport plans, design of terminal facilities, economic impact studies, and more.

We never approach a research engagement with a cookie-cutter approach. Each survey project— and every question—is customized for each airport to ensure their goals and objectives are achieved.

Highlights of Unison’s methodology include:

- **Sound survey design and analysis** based on the theories and methods of economics and statistics
- **Statistically reliable**—we use of a stratified random sampling approach based on the distribution of passengers by terminal, air carrier, and day of week to ensure a representative sample of passengers
- **High tech**—we use untethered, hand-held electronic tablets to provide faster results, optimize accuracy, and achieve a hassle-free experience to survey participants and interviewers
- **Experienced, bilingual (or multi-lingual) professional interviewers**—the combination of skilled field staff and electronic survey tools creates an effective, efficient, interactive survey experience
- ☐ **Easy-to-understand, comprehensive survey output reports**—with interpretive analysis to support project goals and objectives

OUR STRATEGIC ADVANTAGES

SOLID METHODOLOGY

- Customized research tailored to client needs
- Electronic survey method creates interactive experience, minimizes respondent error, and provides instant results
- Statistically sound results

AIRPORT EXPERTISE

We've completed 50+ airport survey projects—collecting 200,000 responses from passengers, tenants, employees, meeter / greeters and well-wishers—including studies at large international hubs such as Miami, Chicago O'Hare, Philadelphia, and Los Angeles

THREE-TIERED EXPERTISE

We're the only firm in the industry with aviation consulting, management, and airport survey and research capabilities



ENABLING THE COMPLEX BUSINESS OF AIRPORTS

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