



Legislation Details (With Text)

<b>File #:</b>	15-14572	<b>Version:</b>	1	<b>Name:</b>	
<b>Type:</b>	Consent Item	<b>Status:</b>		Agenda Ready	
<b>File created:</b>	11/3/2020	<b>In control:</b>		City Council Business Meeting	
<b>On agenda:</b>	12/14/2020	<b>Final action:</b>			
<b>Title:</b>	Airport Passenger Satisfaction Survey Services				

**Attachments:**

Date	Ver.	Action By	Action	Result
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**Airport Passenger Satisfaction Survey Services**

**Action:**

- A. Approve a three-year contract with Phoenix Marketing International for comprehensive passenger satisfaction survey services, and**
- B. Authorize the City Manager to renew the contract for up to two, one-year terms with possible price adjustments and to amend the contract consistent with the purpose for which the contract was approved.**

**Staff Resource(s):**

Haley Gentry, Aviation  
Ted Kaplan, Aviation

**Explanation**

- This contract will provide airport managers and stakeholders with valuable performance data that can be used to identify strengths and weaknesses, anticipate shortcomings, and plan for future revenue investments.
- This contract will include additional services such as focus groups facilitation, passenger survey questionnaire development and alternate survey approaches in response to the current pandemic environment.
- On June 23, 2020, the city issued a Request for Proposals (RFP); seven responses were received.
- Phoenix Marketing International best meets the city’s needs in terms of qualifications, experience, cost, and responsiveness to RFP requirements.
- Annual expenditures are estimated to be \$150,000.

**Charlotte Business INclusion**

Per Charlotte Business INclusion Policy: Part C: Section 2.1(a) The city shall not establish Subcontracting Goals for contracts where (a) there are no subcontracting opportunities identified for the Contract; or (b) there are no MWBEs or SBEs certified to perform the scopes of work that the city regards as realistic opportunities for subcontracting

This contract meets the provision of (a) - No subcontracting opportunities.

**Fiscal Note**

Funding: Aviation Operating Budget