

Legislation Text

File #: 15-14572, Version: 1

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
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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