



ACI AIRPORT SERVICE QUALITY (ASQ) SURVEY SERVICES

REQUEST FOR EXPRESSIONS OF INTEREST

DRAFTED BY ACI WORLD SECRETARIAT

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Executive Summary

Airports Council International (ACI) is the global trade association of the world's airports. Established in 1991, ACI represents airports interests with Governments and international organizations (such as the International Civil Aviation Organization (ICAO)). ACI develops standards, policies and recommended practices for airports and provides a range of member services (including publications, training and benchmarking services).

ACI provides the Airport Service Quality (ASQ) Survey to its members on a subscription basis and the object of the programme is to help airports improve the quality of their services to the travelling public. There are currently around 250 airports participating in this ASQ Survey programme. The ASQ Survey uses the same questionnaire, methodology and sample plan principles at all participant airports, which ensures comparable results. It is a confidential benchmarking programme and while each participating airport receives the data from all other participating airports (allowing it to identify best practice and to measure its own performance precisely), all participants are contractually bound to preserve the confidentiality of the data and results.

The purpose of this document is to solicit expressions of interest from firms (hereinafter referred to as "market research firm(s)") interested in providing the ASQ Survey services as defined in this document, as a sub-contractor to ACI, commencing from January 1, 2015 until December 31, 2017. Such firms would need to undertake preparatory work during 2014 in readiness to start the service from January 2015.

Market research firms interested in proposing their services must have an established track record in providing similar services and will be required in due course to demonstrate their ability to fulfil the requirements of the service.

1. Introduction

1.1. Overview

- 1.1.1 The ASQ Survey is an ACI-member service which consists of a customer satisfaction survey that measures passengers' perception of the quality of services provided at an airport and provides insight into the average passenger's "on the day" experience. The programme allows participating airports to benchmark their results with other airports in their selected panel, as well as with airports in their size category, region and globally.
- 1.1.2 The survey fieldwork is administered by the participating airport and the completed survey forms are centrally processed by a service provider. The ASQ survey is based on a self-completion standard questionnaire which is distributed to a number of passengers in waiting areas at departure gates of pre-selected flights, according to the sample plan defined for each participant airport. The questionnaire used is exactly the same for each participant airport. The questionnaire is translated to more than 30 different languages to facilitate passenger understanding.
- 1.1.3 There are three different versions of the ASQ Survey, namely: ASQ Main, ASQ Regional and ASQ Unique.
- 1.1.3.1 The ASQ Main Survey runs for a full calendar year and is split between the four quarters of the year (Quarter 1: January – March, Quarter 2: April – June, Quarter 3: July – September, Quarter 4: October to December). During each quarter, each airport performs surveys at the airport using standard ASQ questionnaires. Every quarter, the information from all airports is collected, collated and analysed and the quarterly report provided to the participants. Participating airports therefore receive survey information 4 times a year, covering each quarter as well as the full calendar year.
- 1.1.3.2 The ASQ Regional Survey has been especially designed for airports with fewer than 2 million passengers per year. In this case, there are just 2 survey periods: Summer (from April to August); and winter (from October to February).
- 1.1.3.3 Lastly, the ASQ Unique Survey represents a single study in a particular period of time, using the same ASQ standard questionnaire. This version is especially designed for airports that want to take a snapshot of their performance possibly with a view to participating in ASQ Main or ASQ Regional.

1.2. Background

- 1.2.1. ACI owns the ASQ Survey programme which it has run since 2006. Currently, there are more than 200 airports participating in the ASQ Main programme and more than 50 airports in the ASQ Regional programme worldwide. The agreement with the current service provider runs to 31 December 2014.

1.3. Objective

- 1.3.1. The purpose of this document is to solicit expressions of interest from market research firms interested in providing the services defined in this document, as a sub-contractor to ACI. Such firms would need to undertake preparatory work during 2014 in readiness to start the service from January 2015.

1.4. Non-binding Nature

- 1.4.1. This request for expression of interest, as well as any further formal request for proposals, is non-binding and ACI, at its sole discretion, is not bound to accept any or all expressions of interest or formal proposals by any market research firms.

1.5. Applicable Laws

- 1.5.1 This request for expression of interest, as well as any further formal request for proposals, will be governed by and interpreted in accordance with the laws of the province of Quebec and the federal laws of Canada applicable therein and the courts of the Province of Quebec, shall have jurisdiction over any dispute relating from this request for expression of interest and any further formal request for proposals.

2. Scope of Services

ACI seeks to appoint a sub-contractor to provide a service that includes the following activities and deliverables:

2.1. Survey Sample plan preparation

- 2.1.1. The selected market research firm will produce and provide for ACI a sample plan for each ASQ Survey customer, at least twice a year, based on the analysis of the airline traffic mix at each participant airport.
- 2.1.2. The selected market research firm will update the original sample plans submitted to each participant airport with any feedback dealing with a significant volume of non-regular airline traffic that may not have been previously identified.

2.2. Questionnaire data processing and quality control

- 2.2.1. ACI will provide the selected market research firm with the raw data from the survey questionnaires which have been scanned by a third party. The selected market research firm will process the data results in an efficient, secure, timely manner, conducting the appropriate quality controls to ensure that the data is correctly structured, identified, and that the information is consistent and coherent. This would include, but will not be limited to: date and flight number checks, questionnaire identifier, gate and terminal, responses in fields that are not applicable in a particular airport, etc.

2.3. Reports and deliverables production and issuance

- 2.3.1. At the end of each sample period, the selected market research firm will collate the data results in an efficient, secure (confidential), timely manner, to produce the appropriate reports for each one of the ASQ Survey customers. The deliverables would typically include:
 - 2.3.1.1 Management Summary: Interactive report in electronic format (e.g. an excel dynamic file), providing quick access to key ASQ results.
 - 2.3.1.2 Benchmark Management Reports: Set of reports in pdf format which cover all service items, demographics, benchmarking information and trend series.
 - 2.3.1.3 Raw data in SPSS and excel format.
 - 2.3.1.4 Reporting software tool to allow users conduct tailored analysis and satisfaction gap studies
- 2.3.2 At the end of a 12 month surveying period, the selected market research firm will prepare a Prioritisation Analysis report for the ASQ Survey Main and Regional customers, using correlation to compare each of the service items with overall satisfaction, by scores and by derived importance.
- 2.3.3 The selected market research firm will distribute the above mentioned reports in an efficient, secure, reliable manner described in the RFP.

2.3.4 The selected market research firm will distribute a copy of each one of the reports produced to ACI.

2.4. Quality Assurance and Auditing

2.4.1. The selected market research firm will be responsible for assuring the quality of the processes it implements and will integrate its quality assurance processes into the ACI-administered ASQ Survey Programme quality management system.

2.4.2. The selected market research firm will be expected to implement continuous improvement activities.

2.4.3. The selected market research firm will facilitate an independent audit of the ASQ Survey related activities, making available to an independent auditor retained by ACI all documents and information reasonably necessary or required in connection with said audit.

2.5. Service period

2.5.1. The service period will be for three years: from January 1, 2015 to December 31, 2017. There is also the possibility of a renewal of the service agreement.

3. Request for Expressions of Interest: Process and Deadlines

3.1. Assumptions

- 3.1.1. All dates and times are Eastern Daylight Time (UTC – 4).
- 3.1.2. Market research firms shall assume all costs related to preparing a proposal and responding to this request for expressions of interest, including all costs related to preparing and delivering presentations. ACI World will not be responsible for any costs incurred by interested market research firms during the selection process.
- 3.1.3. Market research firms are responsible for the delivery of the Expressions of Interest (EOI), Intend to Bid (ITB) and proposal prior to the date and time due. Documents received after the deadlines will not be considered, regardless of when mailed or dispatched.

3.2. Expressions of Interest (Sep 30th)

- 3.2.1. Market research firms interested in being part of the ACI ASQ Survey Services selection process must submit an official EOI email to asqproposals@aci.aero before 23:59, September 30th, 2013 containing the following information:
 - 3.2.1.1. Firm Name, Address, City, State/Province, Zip/Postal Code
 - 3.2.1.2. Contact Name, Title, Telephone number, Email address
 - 3.2.1.3. Document in pdf format, including:
 - A. Cover letter signed by an Executive Officer or member of the Senior Management team, declaring the interest of the firm in participating in this process.
 - B. Firm background.
 - C. Firm size and organization.
 - D. Firm history.
 - E. How long the firm has been in business and how long the firm has been providing market research services and solutions.
 - F. Number of employees assigned to: Research & development; operations; and support.

3.3. Firms pre-selection and Request for Proposals issuance (Oct 15th)

- 3.3.1. After reviewing the information submitted during the EOI process, ACI will communicate to all the interested firms if they will be invited to continue their participation the selection process or not.
- 3.3.2. An official Request for Proposals (RFP) will be issued by ACI before 23:59, October 15th, 2013, only to those firms that have been pre-selected.
- 3.3.3. The RFP document will contain additional information covering all technical, financial and legal issues.

3.4. Intend to Bid (Oct 30th)

3.4.1. After receiving the complete set of RFP documentation, those pre-selected market research firms interested in submitting proposals for ACI ASQ Survey Services provider must submit an official ITB email issued by an Executive Officer or member of the Senior Management team to asgproposals@aci.aero before 23:59, October 30th, 2013 containing the following information:

3.4.1.1. Firm Name, Address, City, State/Province, Zip/Postal Code

3.4.1.2. Contact Name, Title, Telephone number, Email address

3.5. Proposal Submission Deadline (Nov 29th)

3.5.1. Market research firms must submit their proposals before 23:59, November 29th, 2013, in accordance with the submission instructions specified in the RFP document.

3.6. Proposals Review Period

3.6.1. A proposal that conforms to the requirements in the RFP will be considered and the firm will be invited to make a two hour presentation (at its own expense), either in person at the ACI Office or via webinar on a date and time agreed by ACI.

3.6.2. ACI expects to make a final decision before the end of February 2014 at which point the selected company will be contacted in connection with the execution of a final agreement. ACI shall have the right to accept, negotiate or reject any proposed amendments to the terms and conditions of a retained proposal. If ACI elects to reject any amendments requested by the selected market research firm, it shall be deemed to have withdrawn from the request of proposals process. ACI may then, at its option, proceed to negotiate with another market research firm.

3.7. Amendment

3.7.1. ACI reserves, at its sole discretion, the right to modify, change or amend (a) the scope of this request for expression of interests (including any provisions of Section 2), (b) the expected deadlines, (c) the selection process or (d) any other portion of this request for expression of interest.

4. Selection criteria

4.1. Pre-selection criteria based on the Expressions of Interest

- 4.1.1. ACI will pre-select market research firms based on the documents submitted with the Expressions of Interest email.
- 4.1.2. The main criteria for the pre-selection will be the presence of objective evidences of previous performance related to the experience, case studies and references from the service providers, as well as the capacity of the service provider to undertake the responsibilities of providing the services described in this document.

4.2. Selection criteria based on the Proposals

- 4.2.1. These aspects will be specified in the Request for Proposals document, and will include technical and financial aspects.

4.3. Additional clarification

- 4.3.1. ACI shall further review each Market research firm's EOI, ITB and proposal as to the requirements listed in this document or in any other document issued by ACI. ACI shall have the right to request a meeting and/or seek written clarification or amendments to any portion of a market research firm's EOI, ITB or proposal. ACI reserves the right in its sole discretion to clarify any EOI, ITB or proposal by seeking further information from a market research firm without becoming obligated to clarify or seek further information from any or all other market research firms.

4.4. Discretion of ACI

- 4.4.1. ACI may make any judgment, assessment, determination under or in connection with this request for expression of interest, and exercise any of its discretions, powers or rights referred to in this request for expression of interest, in its sole and absolute discretion.
- 4.4.2. Without limiting the generality of the foregoing, ACI may:
 - 4.4.2.1. Amend the scope of services, modify, cancel or suspend the selection process or any or all stages of the selection process at any time for any reason;
 - 4.4.2.2. Accept or reject any EOI or proposals based on the requirements described in this request for expression of interest or in the request for proposals as determined by ACI;
 - 4.4.2.3. Not accept any EOI or proposals;
 - 4.4.2.4. Reject all or any EOI or proposals without any obligation, compensation or reimbursement to any market research firms;
 - 4.4.2.5. Verify any and all information regarding a market research firms whether or not they are contained in a EOI or a proposal and to conduct any background investigations; and
 - 4.4.2.6. Cancel the request for expression of interest or the request for proposal process.

4.5. Limitation of Damages

- 4.5.1. Each market research firm, by submitting a EOI and, as the case may be, a proposal, agree that in the event any or all EOI or proposals are rejected or the selection process is modified, suspended or cancelled for any reason, neither ACI nor any of its directors, employees, advisors or representatives will be liable, under any circumstances, for any claim or to reimburse or compensate any market research firm in any manner whatsoever including but not limited to costs or preparation of the EOI or proposals, loss of anticipated profits, loss of opportunity or for any other matter.

5. Intellectual Property

5.1. Data ownership

- 5.1.1. This document describes ACI World's requirements and expectations for the provision of services that will be developed and supported by a market research firm acting as a contractor.
- 5.1.2. All data, forms, procedures, contacts, software, manuals, system rules, source code, workflows, documents, presentations, reports and deliverables that the Contractor originates, prepares, and delivers to ACI World shall be owned by ACI World under the terms of an agreement to be signed with the selected Contractor at the end of the selection process.
- 5.1.3. All intellectual property and legal entitlements resulting from the Contractor's creations in the delivery of the ASQ services, including but not limited to, copyrights, trademarks and patents, shall be owned by ACI World.
- 5.1.4. ACI World's ownership does not extend to any third-party proprietary product, software package or commercial off-the-shelf systems used by the Contractor to deliver the services described in this document.

5.2. Data privacy and no disclosure clauses

- 5.2.1. The Contractor may not release any materials described in this document, including extracts from any document distributed by ACI during the selection process to any third party without the written approval or license agreement with ACI World.
- 5.2.2. Likewise, ACI will not disclose any materials received by the participant firms as part of this selection process to any third party without their written approval.

6. Glossary

"**ACI**" means Airports Council International.

"**ASQ**" means Airport Service Quality.

"**ASQ Forums**" means a user group type forum organized annually on a regional basis which participating and prospective ASQ airports are invited.

"**ASQ Main Survey**" means the passenger satisfaction survey offered by ACI to airports serving more than 2,000,000 passengers per year.

"**ASQ Regional Survey**" means the passenger satisfaction survey offered by ACI to airports serving less than 2,000,000 passengers per year.

"**ASQ Surveys**" means the ASQ Main Survey, ASQ Regional Survey, ASQ Unique Survey, ASQ Survey Ancillary Services and any other survey developed for and delivered under the ASQ brand.

"**ASQ Survey Ancillary Services**" means the additional, optional services offered in connection with an ASQ Survey, which includes additional samples, key driver analysis, comment viewer, low score insight and special or tailored reports.

"**ASQ Unique Survey**" means the passenger satisfaction survey offered by ACI to airports for a one-time period.

"**Contracted ASQ Survey Fieldwork**" means the optional service provided by ACI through the market research firm in which contractual arrangements are made with a third party to conduct the ASQ Surveys fieldwork on behalf of an airport.

"**EOI**" means Expressions of Interest.

"**ITB**" means Intend to Bid.

"**PDF**" means Portable Document Format.

"**RFP**" means Requests for Proposals.

"**SPSS**" means Statistical Package for the Social Sciences.

"**Technical Information**" means all information of a scientific, technical or artistic nature relating to the Services, whether oral or recorded in any form or medium and whether or not subject to copyright, including but not limited to any inventions, designs, methods, processes, techniques, know-how, models, prototypes, patterns, samples, schematics, experimental or test data, reports, drawings, plan, specifications, photographs, collections of information, manuals and other operating and maintenance documents, and any other documents and software.

7. About ACI

7.1. Overview

- 7.1.1. Airports Council International is the association of the world's airports. It is a non-profit organisation, whose prime purpose is to advance the interests of airports and to promote professional excellence in airport management and operations. By fostering cooperation amongst airports, world aviation organisations and business partners, ACI makes a significant contribution to providing the travelling public with an air transport system that is safe, secure, efficient and environmentally responsible.
- 7.1.2. As the international association of the worlds' airports, ACI represents the collective positions of its membership, which are established through committees and endorsed by the ACI Governing Board. These views reflect the common interests of the global airports community.
- 7.1.3. In carrying out this work, ACI organisational goals can be summarised as follows:
- Maximise the contributions of airports to maintaining and developing a safe, secure, environmentally compatible and efficient air transport system.
 - Achieve cooperation among all segments of the aviation industry and their stakeholders as well as with governments and international organisations.
 - Influence international and national legislation, rules, policies, standards and practices based on established policies representing airports' interests and priorities.
 - Advance the development of the aviation system by enhancing public awareness of the economic and social importance of airport development.
 - Maximise cooperation and mutual assistance among airports.
 - Provide members with industry knowledge, advice and assistance, and foster professional excellence in airport management and operations.
 - Build ACI's worldwide organisational capacity and resources to serve all members effectively and efficiently.

7.2. Structure

- 7.2.1. ACI counts 573 members operating over 1751 airports in 174 countries and territories. It is estimated that ACI regular members represent over 95 per cent of the world's passenger traffic.
- 7.2.2. ACI has a federated organizational structure composed of ACI World, located in Montreal, Canada, and five ACI regional entities covering five geographical regions:
- Africa (Casablanca)
 - Asia-Pacific (Hong Kong)
 - Europe (Brussels)
 - Latin America and Caribbean (Panama)
 - North America (Washington DC)

- 7.2.3. Each ACI region works with regional governmental and non-governmental organisations; they are supported by specialised committees and task forces.
- 7.2.4. ACI members belong to one of the five regional ACI entities, usually corresponding to the geographical location of the member.

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