

CITY OF _____
REQUEST FOR QUALIFICATIONS
MARKET RESEARCH/ANALYSIS

The City of _____ invites qualification statements from marketing research firms or individuals to perform and conduct market research studies and surveys, and prepare written analysis and recommendations to be used in the development and implementation of the Airport's marketing plan and programs.

INTRODUCTION

The provisions contained in this Request for Qualifications (RFQ) constitute the minimum requirements for any marketing research firm/individual awarded the agreement for providing market research/analysis.

The attached Professional Services Agreement is the City's proposed agreement and is subject to some modifications as to the detailed wording and format as a result of the contract award. The final program and contract terms will be negotiated with the best qualified proposer. In the event the parties cannot reach terms, the City may negotiate with the next best qualified proposer or choose another selection/contracting process.

SCOPE OF WORK

The City seeks a firm or individual to supply market research/analysis/development related services to the _____ Municipal Airport, including ticket lift studies. The primary intent of this RFQ is to select a firm with experience in market research and analysis to conduct studies of the _____ Municipal Airport's potential commercial air customers. The selected firm will be responsible for providing the data necessary to determine market share, loss of passengers, points of enplanement, destination, average ticket fare, revenue per passenger mile, and top twenty-five destinations. This data will be used as the basis to prepare and implement the Airport's written marketing plan. In addition, these ticket lift studies are to include: data entry, tabulating the results, and analysis supported with graphics.

The City is looking for a firm knowledgeable in the area of marketing and familiar with all types of research methodologies, including telephone, mail, personal interview, focus groups, intercept surveys, and secondary research.

REQUIREMENTS

A statement of qualifications will be accepted from marketing research firms or individuals with expertise in providing market research/analysis/plan development and related services.

The proposed contract to be awarded as a result of this RFQ is attached. Marketing research firms/individuals chosen by the City through this process will be required to enter into the City's

standard Professional Services Agreement which is attached.

CONTENT OF THE QUALIFICATION STATEMENT/PROPOSAL

In response to this Request for Qualifications, the marketing research firm or individual will include the following items:

- 1) Describe the method you will use to conduct the market evaluation and analysis of the _____ Municipal Airport's air travelers.
- 2) A statement describing why the firm is qualified to provide the services, detailing the firm's or individual's approach to such work.
- 3) Information addressing each of the items listed in the Evaluation and Selection section.
- 4) A list and brief description of other relevant market research/analysis/plan development services. Include the names and telephone numbers of references for those services.
- 5) Resumes and technical experience of key personnel expected to perform the service. Identify contract manager.
- 6) Supplemental Material: Material and data not specifically requested for consideration, but which the firm or individual wishes to submit, may be included as supplemental information.
- 7) Although this will be a negotiated agreement, please include hourly billing rates for all staff to be assigned to provide the services. Provide a list of other reimbursable expenses, including travel that may be billed to the City.

The City desires to have the market research/analysis and marketing plan completed by July 1, ____.

EVALUATION AND SELECTION

The City reserves the right to accept or reject any or all statements of qualifications/proposals in the best interest of the City. In connection with the evaluation the City may, at its option, invite one or more marketing research firms or individuals to make an oral presentation to the City and may require the submission of supplemental materials intended to substantiate or clarify information submitted in the original qualification statement/proposal.

Selection criteria will include the following:

- 1) Method proposed for developing the market research studies.

- 2) Experience with similar market research/analysis services.
- 3) The results of the reference checks, including the firm's experience and reputation for satisfactory work, judgment, integrity and reliability.
- 4) The marketing research firm's facilities, equipment, and skill for performing the services, including the ability to have a market research/analysis completed by July 1, _____.
- 5) Specific personnel proposed to be assigned to the contract.
- 6) Workload and size of firm in relation to the work required by the City.
- 7) Hourly rates and additional charges (negotiated contract).
- 8) Results of interviews, if required.
- 9) Supplemental information submitted by the marketing research firm or individual.

Note: Selection criteria are not in a ranked order.