

December 23, 2020

CLARIFICATIONS NO. 1

Re: Solicitation No. 8005398 – Mystery Shopper Services

Please be advised of the following clarifications to the above-referenced Solicitation.

Q1. Can you provide a number (or estimated) number of concessions, including rental car companies and lounges, by category?

A1. See Addendum No. 2

Q2. Tab 3 – Statement of Work – in calculating “percentage of time to be spent on this project” does this refer to percentage of total employee time in comparison to other projects or each employee’s percentage time participation towards total completion of this individual project

A2. This should be based on the total employee time in comparison to other projects the employee has as part of their workload.

Q3. In the previous program, how often were you meeting with the local Supervisor?

A3. Initially, we met monthly and moved to an as-needed basis.

Q4. What were the specific tasks required of the program Supervisor?

A4. The Contractor determines the tasks for the supervisor, not the Board. The Board requires the supervisor to be knowledgeable about the process and provide insight into the program.

Q5. Section 7.2.4.9.1 Management - Please explain what you mean by “acceptance requirements” and “acceptance test plan.”

A5. These are suggestions of material a Contractor may want to include in their response.

Q6. What is it that you liked specifically about your previous mystery shop program (please give examples)?

A6. The aspects of the previous program are too cumulative to specify.

Q7. What would you like to change about your previous mystery shop program (please give examples)?

A7. The Board can only respond to questions relating to this solicitation.

Q8. Were you happy with the mystery shopping software platform used by your previous mystery shop company?

A8. The previous Contractor remains in good standing with the Board.

Q9. Were there any limitations to the mystery shop software platform that prevented you from obtaining the data in the format or way in which you want to view it?

A9. No.

Q10. If yes to the question above, can you please list?

A10. Not applicable.

Q11. Given the new COVID-19 environment, does DFW plan to amend current standards for measurement of service?

A11. Yes, standards are always subject to change based on the environment.

Q12. Are the bi-lingual shops required to be recorded on a form with questions in that specific foreign language? For example, if the evaluation is to be conducted in Spanish, do the form questions also need to be in Spanish?

A12. No, the questions on the form should be written in English.

Q13. Are the bi-lingual evaluation answers to be written in a foreign language or English?

A13. English.

Q14. Under Scope of Work 2.8 - it states no one evaluator should shop the same location or a proximity location more than once a quarter. In section 7.2, it states no shopper must shop at each location more than three times per fiscal year. Can you please clarify which is correct and if both are correct, please explain with an example?

A14. See Addendum No. 2.

Q15. Under Scope of Work 2.8 - it states no one evaluator should shop the same location or a proximity location more than once a quarter. Can you provide the parameters of a proximity location?

A15. The parameters of proximity locations are locations approximately 3 gates in either direction.

Q16. Since there are no current medical locations, are we required to give a per shop price for this type of evaluation?

A16. No. See Addendum No. 2.

Q17. If yes to question 16, what types of services will be offered at these locations?

A17. Not applicable.

Q18. If the answer to question 16 is yes, how much time will an evaluator be expected to spend at the location? (Please give a timeframe in hours and/or minutes)

A18. Not applicable.

Q19. Will purchases be required for any medical evaluations?

A19. Not applicable.

Q20. If the answer to question 19 is yes, will the contractor be able to re-negotiate the fee to conduct these evaluations since there are currently no medical locations?

A20. Not applicable.

Q21. Can you please differentiate between the following concessions: 3.1.3 bar vs. 3.1.5 casual dining/bar; 3.1.7 convenience vs. 3.1.17 news; 3.1.12 fast food vs. 3.1.18 quick serve.

A21. Bar - the primary component is the bar, casual dining/bar, the primary component is the restaurant, but it also has a bar. Convenience has a larger fresh food component, news is primarily books, magazines and packaged, shelf-stable food.

Q22. Under Section 8 Mystery Shopping Activities, 8.5 Shopper shall be prepared to make a purchase similar to a customer at every location. Are purchases required for duty-free, currency exchange, and meet and greet?

A22. Yes.

Q23. If we are already providing data as noted in 9.13 The Board shall request access from the Contractor to raw data reports on a monthly, quarterly, and/or annual basis and must be based on a fiscal year beginning October 1st through September 30th. The reports must include each month's data, by category and location. The Contractor may be requested to provide access to quarterly and fiscal year to date averages on an as-needed basis and the Data can be pushed to an SFTP server hosted by DFW - 9.14 The Contractor must provide access to data reports in Excel and/or other software, systems, or web-based formats as deemed necessary by the Board staff. Why are we being asked to comply with 9.9 The Contractor must work through the Board's ITS representative to establish required bidirectional integration with the Boards automated system using preferred rest API format, or JSON, also available formats are XML or XLS file transfer. Final data/file format must be provided to DFW within thirty (30) days of contract award? What data needs to be sent to the Board's automated system?

A23. The contractor should provide data based on Specifications/ Scope of Work 9.9. See Addendum No. 2.

Q24. 12.1.1 Two Factor Authentication capable – our platform itself does not include Two Factor Authentication, but this could be handled via SSO, may we ask why this is necessary?

A24. Contractor should describe the security model they have in place for user access.

Q25. 12.1.2 Single Sign-on capable: How many levels of users are required? Would users be created and maintained by role (location manager, terminal manager, airport manager, etc.) or by individual name/role (i.e., Bob Smith/MGR of Brookstone)? Will users need to be created/updated/deactivated via an automated file from the DFW portal? Will DFW send us a created/updated/deactivated file on regular basis? How quickly does our platform have to mirror DFW portal access?

A25. Contractor should be prepared to provide access at the company level, location level, and for board employees. The Board will work with Contractor to determine user access. Yes, we will explore opportunities to automate or manually send users. The Board will work with the Contractor to determine a schedule.

Q26. Does DFW have an existing architecture/process for integrating 3rd party SSO? If so, can we see it?

A26. The Board currently utilizes Microsoft Authenticator and Microsoft M365 with SAML Integration for SSO. This information can be provided to the awarded proposer.

Q27. According to 9.17: All reports shall be filed using the technology and procedures designated by the Board staff. If the Board staff instructs the Contractor to file the reports using future technology, the Board shall not be obligated to furnish Contractor with the technology, equipment, software, or systems necessary to do so. Has the Board made this request under past mystery shopping contracts? If yes, what was the request and was there a cost associated with changing from contractor's software platform to another/future technology? How long did the Board give the contractor to make the changes?

A27. See Specification/ Scope of Work Section 9.9 for currently accepted file format types. While major changes are not anticipated, the Board will work with the Contractor if changes are needed.

Q28. Can you please tell us the number of high-end retail locations that will require a minimum spend of \$20?

A28. There are currently approximately 15 locations. The number of locations is subject to change.

Q29. Are evaluators required to make a purchase at health/beauty, electronics, shoeshine, spa/salon and service locations? If yes, is there a minimum purchase amount?

A29. Yes, see Specifications/ Scope of Work Section 8.

Q30. For rental car evaluations, can evaluator rent any class of vehicle?

A30. See Specifications/ Scope of Work Section 8.8.

Q31. The RFP requests annual customer service training - can you provide further clarification regarding the scope of work for a desired training program?

A31. The Board is looking to provide front-line employee training on customer service expectations. Contractor should demonstrate their ability to execute this training.

Q32. Is there a current training program in place?

A32. No.

Q33. What are the requirements for experience, work history and references needed for the training scope of work?

A33. The requirements in Specifications/ Scope of Work Section 2 apply to the entire scope of work.

Q34. Are there existing universal customer experience standards for DFW concessions employees?

A34. Yes, our experience standards are reflected in our mystery shop questions.

Q35. Are these standards to be the basis for the customer service training?

A35. Yes and any additional insights the contractor may have.

Q36. Given the new COVID-19 environment, does DFW plan to amend current standards for training and for measurement of service?

A36. Yes.

Q37. Should facial covering, social distancing and other COVID-related items be included in the customer service training curriculum?

A37. Yes.

Q38. What is the ideal length of time for customer experience training classes? (30 minutes, 60 minutes, etc.)

A38. Contractor should propose a training program based on their knowledge and experience.

Q39. What is the estimated number of front-line concessions employees to be trained per year?

A39. See Addendum No. 2.

Q40. What is the estimated number of management/supervisory concessions employees to be trained per year?

A40. See Addendum No. 2.

Q41. How many training classes per day and how many days per year would be requested?

A41. See Addendum No. 2.

Q42. Is training scope to be either in-person, virtual (instructor-led) or web-based training or a combination of modalities?

A42. Contractor should propose a training program based on their knowledge and experience.

Q43. If web-based training is utilized, does DFW have an LMS system to host web based training, or would bidder be hosting the training on their LMS?

A43. Contractor should be prepared to use their own platform if web-based training is determined to be appropriate.

Q44. Will training in Spanish or any other languages be required as well as English?

A44. No.

Q45. Regarding the pricing of a customer service training component – should the cost of training be factored into each shop price or priced separately?

A45. See Addendum No. 2

Q46. On page 26 of the RFP, section 2.3, it states “The Contractor must have at least one (1) supervisor in the Dallas/Fort Worth metroplex with at least three (3) years of experience in supervising the services outlined as well as training, scheduling, and observing field evaluators.” Is the expectation that this supervisor would be regularly observing field evaluators onsite at the airport as they conduct their mystery shops? How often would the supervisor need to be onsite?

A46. The supervisor should be available to train any new evaluators on-site and conduct observations as the Contractor deems necessary. Typically the supervisor is one of the more senior shoppers and is regularly onsite.

Q47. On page 37 of the RFP, section 22.1.6, it asks for an “Example of evaluation analysis for one food and beverage, one retail, and one service location.” What information do you want included in the examples?

- A47. Contractor should present their analysis based on their knowledge and experience.
- Q48. Can you indicate when and how access to the deck and attendee lists will be granted to participants of the pre-submittal meeting?
- A48. All information from the Pre-Proposal meeting has been posted to <https://www.dfwairport.com/business/solicitations/index.php>.
- Q49. 1.5.4 States: M/WBE firms must be certified by NCTRCA, DFW Minority Supplier Development Council or the Women's Business Council Southwest, and it does not include any requirement that he firm must have a place of business in the Airport's market area. We have noted from the pre-submittal conference, and the Commitment to M/WBE Enterprise Participation Form states that M/WBEs must also have a place of business in the Airport's market area at the time of bid/proposal submission for credit towards meeting contract goal. Can you please confirm, definitively: if our firm, with no place of business in the Airport's Market area, is M/WBE certified by the NCTRCA at time of submittal this alone will or will not fulfill the M/WBE participation requirement?
- A49. In accordance with section E. CERTIFICATION, paragraph 1 of the M/WBE Contract Provisions: In order to count the participation of M/WBEs towards the Contract Specific Goal or Annual Goal, the M/WBE must be certified by the North Central Texas Regional Certification Agency (NCTRCA), DFW Minority Supplier Development Council or the Women's Business Council Southwest. Other certifications are not acceptable. In addition to having a valid certification from one of the entities listed above, the M/WBE must have a place of business in the Airport Board's relevant market area at the time the bid or proposal is submitted for credit towards meeting the M/WBE goal. The Airport Board's relevant market area is Dallas, Tarrant, Collin and Denton counties.
- Q50. If an out of state M/WBE certification by the NCTRCA will not fulfill the M/WBE requirement, can you confirm whether there is any value in our firm becoming M/WBE certified by the NCTRCA if our certification will not apply for credit towards the M/WBE participation goal?
- A50. A Prime proposer, who is not certified M/WBE by an approved certification entity or does not meet the Airport Board's relevant market area at the time of bid/proposal submission, has the option to partner with a certified M/WBE with a physical place of business in the Airport Board's relevant market area to meet the M/WBE goal.
- Q51. If the answer to question 50. is "yes," can you confirm whether there is any value in our firm becoming M/WBE certified by the NCTRCA if our certification will not apply for credit towards the M/WBE participation goal?
- A51. Certification is encouraged if you plan to pursue future business opportunities and you want your participation, whether self-performance as a Prime or performing as a subcontractor, to be credited towards a diversity goal.
- Q52. Will a pending M/W/DBE certification be accepted towards M/WBE percentage goals, or must certifications be active at time of bid?
- A52. In order to credit the participation of an M/WBE firm towards a diversity goal, the firm must be certified at the time of bid/proposal submission in addition to having a physical place of business in the Airport's relevant market area.
- Q53. Are you able to provide access to the Airport's Business Diversity Programs and Policy Books?
- A53. <https://www.dfwairport.com/bdd/index.php>

Q54. In filling out required paperwork, if our firm is WBE certified by the NCTRCA but does not have a place of business in the Airport market area, should we still fill out paperwork to indicate our certification (and note our percentage participants as such), or is our certification considered not applicable, and forms should be completed as though we do not carry the certification?

A54. Forms should be completed based on whether or not you meet the 'for credit' requirements.

NOTE: A copy of these questions and clarifications shall be acknowledged by the appropriate signature and attached to the submitted proposal.

Company Name

Signed

Date

If you have any questions regarding this matter, contact me during normal working hours (8:00 AM to 4:30 PM, Monday through Friday) at cbrewer@dfwairport.com.

Sincerely,



Christian Brewer, Senior Contract Administrator
Procurement and Materials Management Department