

**Notice of Intent to Select/Award**

**Hillsborough County Aviation Authority**

**Market Research and Insight Development**

The technical evaluation committee has completed its review of the responses to the above referenced solicitation. A copy of the scoring matrix is provided below.

The Chief Executive Officer will present the ranking of qualified responses and a recommendation for award to the top ranked firm to the Hillsborough County Aviation Authority's Board at its meeting scheduled for the date and time below:

Date: November 4, 2021  
Time: 9:00 a.m.  
Location: Authority's Board Room  
Tampa International Airport  
Main Terminal, 3<sup>rd</sup> Floor, Blue Side

The Board may request a three minute verbal presentation from the top ranked firms at this meeting. PowerPoint® presentations are not permitted.

Contact the Procurement Agent for additional information:

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# Procurement

Matt Bauer, MBA, CPPO, CPPB, CPSM, NIGP-CPP Vice President of Procurement

## EVALUATION TABULATION

### Market Research and Insight Development

RESPONSE DEADLINE: August 25, 2021 at 2:00 pm

Report Generated: Monday, October 4, 2021

### CONSENSUS SCORECARD SUMMARY

| Vendor   | <u>Respondent's Overall Experience and Background</u><br>Points Based 20 Points (20%) | <u>Assigned Project Team</u><br>Points Based 20 Points (20%) | <u>Methodology and Approach</u><br>Points Based 20 Points (20%) | <u>Interviews</u><br>Points Based 20 Points (20%) | <u>Fees</u><br>Points Based 20 Points (20%) | Total Score (Max Score 100) |
|--|---|--|---|---|---|-----------------------------|
| Brand Intuition, LLC d/b/a Study Hall Research | 20  | 20   | 20  | 19  | 16.3  | 95.28                       |
| Downs & St. Germain Research                   | 19  | 17   | 18  | 20  | 15.9  | 89.87                       |
| Integrated Insight, Inc.                       | 18  | 17   | 17  | 17  | 20  | 89                          |
| Resource Systems Group, Inc.                   | 18  | 19   | 19  | 16  | 14.4  | 86.4                        |
| Unison Consulting Inc.<br>Excluded             | 14  | 14   | 15  | 0   | 0   | 43                          |
| The Research Associates<br>Excluded            | 12  | 12   | 10  | 0   | 0   | 34                          |
| HCP Associates<br>Excluded                     | 10  | 11   | 12  | 0   | 0   | 33                          |

Note: Attached are the Technical Evaluation Criteria as stated in the RFP. The strengths and weaknesses established by the Technical Evaluation Committee are available upon request.

**Respondent's Overall Experience and Background | Points Based | 20 Points (20%)**

Description:

The evaluation of the Respondent includes, at a minimum:

- a) Overall experience and background in market research and insight development;
- b) Organizational structure;
- c) Relevant experience of the Respondent in the fields necessary to complete the Services; and
- d) Quality of recently completed projects, including adherence to schedules, deadlines, and budgets.

Additional consideration will be given for:

- a) Feedback from client references; and
- b) If applicable, experience with conducting surveys, research, and fieldwork services for medium or large hub airports.

**Assigned Project Team | Points Based | 20 Points (20%)**

Description:

The evaluation of the Respondent includes, at a minimum:

- a) Recent experience of each proposed team member assigned to the Contract and relevance of that experience to the Services to be performed by that staff person;
- b) Professional qualifications and education for each proposed team member; and
- c) Each proposed team member's prior work experience that demonstrates engagement and results.

Additional consideration will be given for:

- a) Feedback from client references; and
- b) If applicable, each proposed team member's experience with conducting surveys, research, and fieldwork services for medium or large hub airports.

**Methodology and Approach | Points Based | 20 Points (20%)**

Description:

The evaluation of the Respondent includes, at a minimum:

- a) Respondent's methodology and approach to providing Services and ensuring deliverables are achieved;
- b) Ability to complete projects with inflexible timelines and under strict methodologies;
- c) Creativity in development and delivery of superior and effective survey instruments;
- d) Effectiveness of the approach to conducting focus groups and providing the Airport with reports that include meaningful and actionable feedback;
- e) Quality of relevant sample survey and final report of survey results, including visual appeal, ease of reading, and appropriateness for submission to Authority leadership; and
- f) Strategy for assuring team availability and accessibility.

**Interviews | Points Based | 20 Points (20%)**

Description:

The evaluation includes, at a minimum:

- a) Knowledge demonstrated by the Respondent's representatives who attend the interview; and
- b) Creativity of the conceptual ideas and vision for the Services.

Additional consideration will be given for:

- a) Presentation style which includes interactions among Respondent's representatives; and
- b) Communications with the technical evaluation committee.

NOTE: Clarification of information submitted in the Response that is provided in the Interview can have an effect on the scores and rankings for other evaluation criteria previously scored.

Fees | Points Based | 20 Points (20%)

Description:

The fees proposed by the Respondent in the Response Form will be based on a mathematical calculation to obtain scoring for each Response relative to the other Responses received. The focus will be on the Respondent's proposed Quantitative Research Fee and Qualitative Research Fee, as evaluated relative to the other proposed fees.