

Department of Port Control

Ordinance No.: 1276-2023

Executive Summary

The Department of Port Control (“Department”) is requesting authority to enter into a professional services contract with J.D. Power (JDP), to provide participation in, and access to, the JDP North America Airport Satisfaction Study for the Department of Port Control, for a period of one year, with two (2) one-year options to renew, exercisable by the Director of Port Control.

Background/Purpose:

The Department of Port Control (“Department”) is requesting authority to enter into a professional services contract with J.D. Power (JDP), to provide participation in, and access to, the JDP North America Airport Satisfaction Study for the Department of Port Control.

JDP’s North America Airport Satisfaction Study measures overall traveler satisfaction with mega, large and medium North American airports by examining six (6) factors (in order of importance): terminal facilities; airport arrival/departure; baggage claim; security check; check-in/baggage check; and food, beverage and retail. The collected data provides insight as to why passengers prefer traveling through some airports and dread going to others – developing an understanding of what pleases the flying public and where their priorities lie in order to create an outstanding airport experience.

This knowledge informs airport administrators and managers of ways to shape the customer experience to be as easy, pleasant and rewarding as possible – from getting to the airport, to checking in, going through security, shopping and eating in the terminal, and getting to the gate. By participating in this survey, CLE will be better prepared to promote our successes, as well as identify gaps related to airport services – and in turn, this will assist the Department in improving our customer experience now, along with providing insight that will assist in preparing for the Terminal Modernization Development Program.

Scope:

The JDP North America Airport Satisfaction Study will measure passenger satisfaction with the airport experience. This information will provide actionable insight that supports the Department’s ability to improve performance and passengers’ overall experience.

Objectives of the study include:

- Quantifying the factors that drive overall satisfaction among North American air travelers
- Establishing the relative importance of each factor to overall satisfaction
- Determining the performance of Mega-, Large- and Medium-size airports in North America
- Identifying areas of strength and weakness for each North American airport examined
- Developing a prioritized action plan for improvement

Deliverables include:

- JDP survey methodology and questionnaire
- On-line portal for users
- JDP gap analysis calculator
- A presentation that provides insights into key industry trends and study findings, allowing CLE to better understand how to maximize performance and create a highly satisfying customer experience
- Access to personalized, competitive data allowing CLE to see how it compares to competitors, the industry and the highest performers across the study factors at the national level
- Access to online data portals for in-depth data analysis
- An on-site executive presentation with management insights, which include customized strategic recommendations, study results, ongoing best practices, and analysis of high-performing airports

Justification/Urgency:

J.D. Power (JDP) is the sole provider of JDP's Index Model Based Methodology which will be used for the 2024 J.D. Power Airport Study. The data must be purchased directly from JDP. There are no agents or dealers authorized to resell this product.

JDP is a global leader in consumer insights, advisory services and data and analytics. A pioneer in the use of big data and algorithmic modeling capabilities to understand consumer behavior, JDP has been delivering incisive industry intelligence on customer interactions with brands and products for more than 50 years.

The world's leading businesses across major industries rely on JDP to guide their customer-facing strategies. JDP's industry benchmarks and reputation for independence and integrity have established them as one of the world's most well-known and trusted brands. JDP owns the questions, collects responses through multiple channels and then analyzes the data.

By participating in this survey, CLE will be better prepared to promote our successes, as well as identify gaps related to airport services – and in turn, this will assist the

Department in improving our customer experience now, along with preparing for the Terminal Modernization Development Program.

Anticipated Cost:

Year 1 Cost: 35,369

Year 2 Cost: 34,492

Year 3 Cost: 34,430

Schedule or Term of Contract:

One year, with two (2) one-year options to renew, exercisable by the Director of Port Control.