

## Department of Port Control

Ordinance: 802-2025

### Council Summary

The Department of Port Control is requesting authority to enter into an amendment to contract PS2024-09, with J.D. Power, to provide additional survey services; and extending the contract through July 31, 2027.

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#### Background/Purpose:

This request builds upon an existing direct award with J.D. Power, a recognized leader in customer experience benchmarking and survey programs within the aviation industry. The goal is to expand our partnership by adding more nimble, virtual survey methods that allow us to deploy feedback mechanisms quickly and efficiently. These enhancements will supplement our current J.D. Power data and help us stay responsive to evolving passenger expectations.

#### Scope of Work:

The proposed expansion includes the development and implementation of virtual survey tools designed to integrate with existing J.D. Power methodologies and reporting. These tools will enable us to collect real-time passenger feedback, tailor surveys to specific customer journeys, and adjust strategies more rapidly. J.D. Power will continue to manage survey execution, data analysis, and reporting support in alignment with aviation industry standards.

#### Justification:

J.D. Power's established expertise in the aviation space provides a strong foundation for credible, actionable insights. By leveraging their industry-leading methodology and our existing survey framework, we can expand our reach and adapt to changing conditions more quickly. Introducing nimble, virtual survey capabilities will enhance our ability to understand and act on customer sentiment in near real time and provide actionable insights for long-term guest experience goals and strategy. This approach ensures continuity in data quality and processes while enabling quicker pivots in strategy.

#### Anticipated Cost:

Year 1: \$91,500

Year 2: \$96,000