



RESOLUTION NO. 26652

WHEREAS, on recommendation of Management, there was presented for approval, Second Amendment to Contract 4700001225 with Airports Council International World to extend the term by one (1) year and increase the contract authority to not exceed \$870,000, covering participation by Los Angeles World Airports in the annual Airport Service Quality survey; and

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Chief Executive Officer

WHEREAS, Guest satisfaction surveys are an essential tool and critical to Los Angeles World Airports' (LAWA) guest experience planning and performance management strategy, as well as measuring the implementation of many components of LAWA's Strategic Plan, including Goal No. 3 to "Deliver Facilities and Guest Experiences that are Exceptional." To achieve this, data collection through multiple channels is essential: and

WHEREAS, Airports Council International (ACI) World Airport Service Quality (ASQ) has provided LAWA with the following services since 2016:

- ASQ Software Reporting Portal allows access to ASQ data and reports. LAWA staff are also allowed to create data tables and benchmarking graphs and run various analyses.
- Quarterly Benchmarking Reports provide the average score for each service attribute covered in the ASQ questionnaire. The Report shows results by demographic category and by each passenger category.
- Raw Data collected from all participating airports in a quarter to allow LAWA staff to conduct more detailed analysis of the data.
- Annual ASQ Survey Report prepared following completion of the calendar year ASQ. This Report will inform the LAWA executive team of the opportunities for improvement and indicate which service improvements in the coming year would have the most beneficial impact on passengers' overall satisfaction.
- ASQ Forums are annual meetings of the ACI ASQ participating members that help to exchange ASQ best practices and implementation examples with colleagues from different countries.
- ACI has arranged to provide the ASQ Survey fieldwork services at Los Angeles International Airport (LAX).
- Additional Survey Sample - The basic subscription to the ASQ Survey Main Program includes the processing and analysis of 350 completed ASQ Survey questionnaires per quarter. LAX has requested an additional 3,100 questionnaires per quarter to facilitate a more detailed analysis and to receive additional insights. The total annual number of surveys at LAX is 13,800.
- ASQ Survey Comprehensive Insight Report complements the Annual Airport ASQ Survey Report. It will provide comprehensive analysis of LAX's strengths and weaknesses during the annual survey. It will provide a deeper insight into factors that drive both passenger satisfaction and dissatisfaction. The analysis will be presented as actionable management information, enabling LAWA's executive team to develop a cost-effective improvement action plan that prioritizes investments in those areas which would most improve passengers' overall satisfaction.



- Airport Executive Presentation is designed to provide LAWA management with an executive summary of the results, analysis, benchmarking and insights. The presentation will be provided in person by ACI market research professionals, who will also be able to facilitate discussion on the opportunities for improvement and the importance of customer service; and

WHEREAS, the Passenger Comments Analysis report was added in the 2017 and 2018 ACI ASQ calendar years. This report collates the free text comments from the completed LAX ASQ survey questionnaires on a quarterly basis. Each comment is coded and categorized, allowing more in-depth analysis and comparison over time. The Report also allows for the comments and results to be exported into other documents; and

WHEREAS, in 2019, LAWA will begin participating in the ACI ASQ Arrivals survey. This survey measures every key touch points of the arrival process – from the moment guests leave the plane until they leave the secured area. It is important to explore the key dimensions that could contribute to creating a positive experience as it affects the full scope of the guest journey. This survey offers the opportunity to understand guest satisfaction at arrivals and benchmark the results; and

WHEREAS, LAWA's amended cost for the agreement will be \$870,000 over the four (4)-year period, or:

2016	\$150,000
2017	\$202,500
2018	\$202,500
2019	\$315,000 (amendment amount); and

WHEREAS, funding is currently available in Fiscal Year 2018-2019 LAWA Operating Budget in LAX Cost Center 1120009 – Guest Experience, Commitment Item 520 – Contractual Services. Funding for subsequent years will be requested as part of the annual budget process; and

WHEREAS, this item, as a continuing administrative, maintenance and personnel-related activity, is administratively exempt from California Environmental Quality Act (CEQA) requirements pursuant to Article II Section 2.f of the Los Angeles City CEQA Guidelines; and

WHEREAS, ACI is required by contract to comply with the provisions of the Living Wage Ordinance; and

WHEREAS, ACI is required by contract to comply with the provisions of the Affirmative Action Program; and

WHEREAS, ACI has been assigned Business Tax Registration Certificate 0002871989-0001-7; and

WHEREAS, ACI is required by contract to comply with the provisions of the Child Support Obligations Ordinance; and

WHEREAS, ACI has approved insurance documents, in the terms and amounts required, on file with LAWA; and

WHEREAS, pursuant to Charter Section 1022, staff determined that the work specified on the contract can be performed more feasibly or economically by an independent contractor than by City employees; and

WHEREAS, ACI has submitted the Contractor Responsibility Program Questionnaire and Pledge of Compliance, and will comply with the provisions of said program; and

WHEREAS, ACI, a non-profit international organization, is exempt from the provisions of the Equal Benefits Ordinance pursuant to Section 10.8.2.1(i)(1)(b) – Sole Source; and

WHEREAS, ACI will be required to comply with the provisions of the First Source Hiring Program for all non-trade airport jobs; and

WHEREAS, ACI has submitted the Bidder Contributions CEC Form 55, and will comply with its provisions; and

WHEREAS, actions taken on this item by the Board of Airport Commissioners will become final pursuant to the provisions of Los Angeles City Charter Section 373;

NOW, THEREFORE, BE IT RESOLVED that the Board of Airport Commissioners adopted the Staff Report; determined that this action is exempt from CEQA pursuant to Article II Section 2.f of the Los Angeles City CEQA Guidelines; found that the work can be performed more economically or feasibly by an independent contractor than by City employees; further found that the services to be provided by Airports Council International World involve performance of professional, expert, technical, scientific and special services of a temporary and character within the meaning of Administrative Code Section 10.15(a)(2) such that competitive bidding is not practicable or advantageous; further found that the services to be provided by Airports Council International World, involve performance of professional, expert, technical, scientific and/or special services such that use of competitive bidding would be impractical and undesirable within the meaning of Administrative Code Section 10.15(a)(10); approved the Second Amendment to Contract 4700001225 with Airports Council International, a sole provider in the industry, for the Los Angeles International Airport Guest Experience, to extend the term for one (1) additional year and increase the contract authority to amount not to exceed \$870,000; and authorized the Chief Executive Officer to execute said Second Amendment to Contract 4700001225 with Airports Council International World after approval as to form by the City Attorney and approval by the City Council.

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I hereby certify that this Resolution No. 26652 is true and correct, as adopted by the Board of Airport Commissioners at its Regular Meeting held on Thursday, December 6, 2018.



Grace Miguel – Secretary
BOARD OF AIRPORT COMMISSIONERS