

PROJECT: AIRPORT BRANDING AND NAMING SERVICES RFQ

DATE: MARCH 16, 2018

SUBJECT: ADDENDUM NO. 1

This addendum contains questions received in writing by the Piedmont Triad Airport Authority as of Thursday, March 15, 2018 at 5:00 P.M. EST, the deadline for questions. This addendum is hereby made a part of the Request for Qualifications (RFQ) for the above referenced project.

A. RFQ INFORMATION

Due to the Easter holiday weekend, the submission deadline for the RFQ has been changed from on or before 11:00 A.M. EST Friday, March 30, 2018 to on or before 11:00 A.M. EST Wednesday, April 4, 2018. Proposals received after the above date and time will not be considered and will be returned unopened.

B. QUESTIONS

1. **Q:** Can companies from outside the USA submit on this RFQ? Will that impact scoring of the responses?
A: All firms, including international firms, are welcome to submit on this RFQ. Evaluations will be based on the qualifications of the firm/team to perform the project tasks.
2. **Q:** Will the selected firm need to come to the Airport for meetings?
A: Yes.
3. **Q:** Can we perform the tasks (related to RFQ) outside USA?
A: When possible.
4. **Q:** Can we submit the proposals via email?
A: No. As stated in the RFQ, eight (8) copies of your Statement of Qualifications and one (1) electronic copy on a USB flash drive need to be received by the Authority no later than 11:00 A.M. EST on Wednesday, April 4, 2018 (see Item A. above regarding new submission date).
5. **Q:** The RFQ appears to be more directed to marketing firms and agencies. We are very interested in bidding on the signs and want to understand your request on the marketing research you are requiring before we respond. Can you give me any insight into your requirements?
A: This RFQ is the first step in the rebranding process. Any firm is welcome to submit, but the purpose of this RFQ is to select a marketing firm who will oversee and guide the branding and naming for the airport. Packages for any required signing changes will be bid later.

6. **Q:** Could you let us know if this is the first step in the process requiring pricing/costs at a later date as it is not listed as being required in the 10 page submission requested?
A: This RFQ is qualification based only. No pricing/costs/fees should be included in your Statement of Qualifications submission. Fees will be negotiated with the selected firm.
7. **Q:** Is there an approved budget for this project?
A: A scope and budget will be coordinated with the selected firm.
8. **Q:** As a marketing and creative firm, we are confident about all the items around the analysis of research and execution of the branding, but there are a lot of airport-specific items, public involvement, and spokesperson needs that would require a firm to partner with an outside firm. Is it possible for a firm to submit on the RFQ and request the Airport Authority pair us with the firm best suited to handle those topics, or do we need to identify a firm and submit a combined RFQ?
A: The Authority will maintain the flexibility to select one or more firms/teams if in its best interest.
9. **Q:** Scope of Work (pg. 3) - It is our understanding that this is not required for response to the RFQ. Can you please confirm this is the case and that we are not expected to submit a full scope of work complete with estimated costs?
A: The Scope of Work is meant to give Respondent's a better understanding of tasks that the Authority is anticipating the selected firm to provide. How a Respondent chooses to reference the Scope of Work in their Statement of Qualifications is up to each individual firm. No pricing/costs/fees should be included in your Statement of Qualifications submission.
10. **Q:** Summary of Qualifications (pg. 2) - Ability to evaluate airline service decisions in response to a name change. Could you please provide more detail on this?
A: This refers to any positive or negative reaction airlines may make to a name change.
11. **Q:** Disadvantaged Business Enterprises Participation (pg. 2) - What type of documentation do you need from us to confirm our DBE eligibility?
A: No specific documentation is required to be included in your Statement of Qualifications. Respondents can reference any DBE eligibility along with the firm's evidence of willingness and history of working with airports to meet DBE goals.
12. **Q:** The Project Description mentions naming, as does the RFQ title, but the Scope of Work section does not. Should we assume that name development is part of the program?
A: Name development is part of this project. The Scope of Work listed in the RFQ should not be considered a complete scope. As stated in the RFQ, the Scope of Work will be developed in conjunction with the selected firm.

13. **Q:** Do you have a date in mind (or general target) for when you would like to be in market (launch) with the revitalized brand? If so, what is driving that date?
A: The Authority will discuss specific target dates with the selected firm/team.
14. **Q:** The RFQ mentions standards, logo, signage, look, and airport terminal features. We feel the website could be improved – should we include this as well?
A: Yes.
15. **Q:** In lieu of teaming with only marketing companies, would the Airport accept teaming with an airport consultancy firm with considerable experience in branding and a track record of improving facilities and the customer experience at airports?
A: Respondents should include the firm(s) that they consider to be the most qualified for the team they are presenting.
16. **Q:** How would you describe the decision-making process within your organization?
A: Collaborative.
17. **Q:** How many constituents/stakeholders do you see being a part of this process?
A: Numerous.
18. **Q:** Does the Authority have any preference for geographic location of the agency partner?
A: No. The Authority’s goal is to select the most qualified firm/team to oversee and guide the branding and naming process for the airport regardless of location.
19. **Q:** Is primary research part of the scope and evaluation criteria or would this project leverage existing data and/or studies?
A: Some research exists, but additional effort may be necessary.
20. **Q:** Is there an incumbent?
A: No.
21. **Q:** What will the contract length be?
A: A project timeframe will be coordinated with the selected firm/team.
22. **Q:** When will you make a decision on the winning firm?
A: The estimated time frame is 30-60 days.
23. **Q:** What is the target date to commence work?
A: Work on the project will begin as soon as a contract is negotiated with the selected firm and approved by the Authority Board.

24. **Q:** Please confirm that a Project Approach and Schedule is required as part of the RFQ.
A: Yes, the Project Approach including a schedule counts as 20% of the overall evaluation score. A final schedule will be coordinated after a final Scope of Work has been negotiated with the selected firm.
25. **Q:** Have marketing dollars been allocated for this initiative as well as subsequent campaigns? If so, would you share that information?
A: A budget will be coordinated with the selected firm.
26. **Q:** What research is available that supported the initial name change in 1987 and the current need/desire to rename and rebrand? Is that available to the firms participating in the RFQ?
A: The Authority will discuss specific information with the selected firm/team.
27. **Q:** In your opinion, how successful has the effort been to create a regional identity for the 12 counties?
A: The Authority will discuss specific information with the selected firm/team.
28. **Q:** The RFQ indicates that the brand must meet specific criteria established by the Authority. Would you share those criteria?
A: The Authority will discuss specific criteria and detailed goals with the selected firm/team.
29. **Q:** What is the desired completion date of the project?
A: A project timeframe will be coordinated with the selected firm/team.
30. **Q:** Who is involved in the approval process – both internally and externally? What is the process for final approval?
A: All Statements of Qualifications received by the Authority will be evaluated by a Selection Committee.
31. **Q:** It's mentioned in the document provided that "passenger service ... is growing at a modest pace." But regarding Air service, We'd love to hear what your air service goals are.
A: The Authority will discuss detailed goals with the selected firm/team.
32. **Q:** From our understanding, GSO, wants to leverage the location along Interstate 40 and available land to be presented as the premier location for aerospace development. We'd be interested to hear the importance of this push vs. the air service push. Is there a priority amongst the two development initiatives? Is there a priority amongst the two different growth goals?
A: The Authority will discuss detailed goals with the selected firm/team.

- 33. Q:** You mention research - do you complete an annual passenger audit? Do you engage an aviation strategist?
A: The Authority will discuss specific information with the selected firm/team.
- 34. Q:** Can you please confirm what you mean by wanting to "act as an employment center in the aerospace industry" entails?
A: The Airport is one of the most significant job creators in the region because of aerospace design, manufacturing, maintenance and logistics employers located on campus.
- 35. Q:** Who is the board we're presenting to?
A: All Statements of Qualifications received by the Authority will be evaluated by a Selection Committee. Any shortlisted firm interviews would be presented to this same Selection Committee.
- 36. Q:** News reports indicate that the board has already chosen "Central North Carolina International Airport" as the new name. Does this remain the preferred name, or should this project include a new and complete name exploration?
A: As part of the scope of this project, the selected firm/team will be required to conduct research and suggest airport names for consideration.
- 37. Q:** The RFQ lists two primary missions for the airport: "1) to provide the best possible service and customer experience to passengers; and 2) to act as an employment center in the aerospace industry." Is one of these missions favored as the long-term strategic direction, i.e. is it more important to become a hub for a passenger carrier, a center for companies that serve the aerospace industry, or should both missions be given equal weight?
A: Both missions are equally important to the success of the Airport.
- 38. Q:** Who are the brand's key audiences?
A: Employers in the aerospace industry and passengers.
- 39. Q:** What is your anticipated timeline for the rollout of the new brand?
A: A project timeframe will be coordinated with the selected firm/team.
- 40. Q:** Can PTAA please clarify how many agencies may be selected for consideration?
A: The Authority will maintain the flexibility to select one or more firms/teams if in its best interest.
- 41. Q:** Can PTAA please clarify the approximate budget range allocated for this project?
A: A budget will be coordinated with the selected firm.

42. **Q:** Can PTAA please clarify if this is the only Project Brief available, or will additional Project Information be provided?
A: The RFQ is the only project information available at this time. The Authority will discuss additional project specific information with the selected firm/team.
43. **Q:** Can PTAA please clarify if Social Media and/or Website Design are considered as part of the Rebranding Process?
A: Yes.
44. **Q:** Can PTAA please clarify if there is a RFQ/Tender Performance Bond or similar?
A: There is no RFQ/Tender Performance Bond or similar.
45. **Q:** Can PTAA please clarify all of the relevant Timeframes associated with this project?
A: A project timeframe will be coordinated with the selected firm/team.
46. **Q:** What type of passenger records are available? Is there any type of database that can be analyzed that measures inbound and outbound destinations and travel frequency? Is there any type of passenger database that is available for sending an email survey from the airport?
A: Detailed passenger records exist.
47. **Q:** Will the selected firm be able to access any of your commercial tenants for the purposes of interviews?
A: The Authority will coordinate access to tenants with the selected firm/team.
48. **Q:** Would you allow access inside the airport for conducting traveler intercept interviews? Would you be able to provide access past security?
A: Yes.
49. **Q:** What is the governing structure of the airport? Is there a board of directors?
A: Yes, the Airport Authority is governed by a Board of Directors.
50. **Q:** How many passengers/travelers have utilized the airport each year for the past 5 years?
A: Statistics are available on our website at <https://flyfrompti.com/about-pti/passenger-statistics/>.
51. **Q:** How many passengers would you like to see utilizing the airport in the next 5 years?
A: Clearly, we would like to have growth in passengers.
52. **Q:** How will you measure the success of the airport rebranding?
A: By the efficiency of process and the outcome.

- 53. Q:** Will the development of the airport brand standards, logo, signage and identity involve the creation of a comprehensive wayfinding program?
A: No.
- 54. Q:** When will firms be chosen based on their Qualifications to continue the selection process?
A: The estimated time frame is 30-60 days.
- 55. Q:** Will those firms be asked to develop any creative directions or spec work for the project?
A: Shortlisted firms will be notified of requirements.
- 56. Q:** What is the timing for selecting the agency partner?
A: The estimated time frame is 30-60 days.
- 57. Q:** Is there a timeline for completion/launch of the new work?
A: A project timeframe will be coordinated with the selected firm/team.
- 58. Q:** Is this a project with an end-date or, does the selected agency retain its partnership after the work is executed?
A: This project will have an end date.

END OF ADDENDUM NO. 1