



CITY OF HOUSTON
HOUSTON AIRPORT SYSTEM
REQUEST FOR INFORMATION (RFI)

Solicitation No.: H06-ACLRPS-2024-027

AIRPORT CONCESSIONS LOYALTY REWARDS PROGRAM at
HOUSTON AIRPORT SYSTEM (HAS)

Date Issued: April 19, 2024

Pre-Submittal: May 2, 2024, 1:00 P.M.
Conference: HAS Infrastructure Division Office (IDO) Building
Auditorium No. 1
111 Standifer Drive, Humble, Texas, 77338

Questions Deadline: May 8, 2024, at 12:00 P.M., (Noon)

Submittal Due Date: May 23, 2024, at 2:00 P.M.

Submittal Contact Person: David Martinez, MBA
Sr. Procurement Specialist, Houston Airport System
david.martinez@houstontx.gov
281-230-8013 (o) 346-833-2299 (m)

Project Summary: The Houston Airport System (HAS) is seeking industry information and input for innovative strategies and approaches from vendors that support the implementation of an airport concessions loyalty rewards program. HAS is looking for information on robust programs that can successfully integrate with our airport system. HAS is open to vendors with pertinent information on operating a program that focuses on the airport environment and increasing airport guest loyalty in shopping and dining in our terminals. HAS is also seeking vendors that have experience working with multiple airports that have distinct passenger markets.

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PART 1 – GENERAL INFORMATION

1.0 GENERAL INFORMATION

Houston Airports has strategic priorities that support our vision of making Houston a 5-star global air service gateway where the magic of flight is celebrated. We desire to make our passengers happy and build platforms for future success. An airport concessions loyalty rewards program will show our gratitude to passengers, airport employees and guests for choosing to shop and dine in our terminals. The rewards and positive experiences will drive greater business for our concessions programs and provide a financial benefit to the airport system. This RFI is the first step in understanding which vendors are available, what they offer and how they differentiate from each other. As such, we request information on the following inquiries:

Program Details:

1. How many US airports/airlines utilize your program? Please list them.
2. Does your program specialize in airport concessions? If so, please provide concessionaires that you have partnered with or are current participants.
3. Is your company based in the United States?
4. How long have you been operating?
5. How do customers participate in your program?
6. Please discuss your marketing program to increase membership and engagement.
7. Do you have ACDBE experience?
8. How many members do you currently have and what is your current active participation rate?

Program Benefits for the Customer:

1. Please provide information on your rewards structure for customers.
2. What ways do you interact with program customers?
3. Does your program offer feedback from customers on their experiences with airport concessions? If so, please provide details.
4. Are there any differentiations in outreach to leisure travelers vs business travelers?

Program Benefits for the Airport:

1. Please provide an overview of how your program shares passenger insights.
2. Does your program have the capability to integrate into any CRM platforms? If so, which platforms do you have experience with?

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3. How is data protected and shared for both customers and members and airport participants?
4. Please provide any details of your program's value proposition and/or cost-benefit analysis.

Program Implementation Summary:

1. Please provide an overview of how your program can be implemented at Houston Airports, including technology requirements, time for implementation and ancillary expenses.
2. Is your program experienced with handling airport systems with multiple airports like HAS?

Concessionaire Engagement:

1. Does your program provide direct engagement with concessionaires, or would that be the responsibility of the participating airport partner?
2. Does your program incentivize concessionaires to promote it during their interactions with airport guests?

2.0 RFI SCHEDULE

Event*	Date & Time
RFI Release Date	April 19, 2024
Pre-Submittal Conference	May 2, 2024
Deadline to Submit Questions	May 8, 2024
RFI Response Due Date	May 23, 2024

*The City of Houston, HAS may release an RFQ/RFP after reviewing responses to this RFI.

3.0 RFI RESPONSE SUBMITTAL

3.1 SUBMISSION FORMAT

The City of Houston's review committee will review the submissions based on the following criteria. Please be advised that the information received may be utilized in a forthcoming RFQ/RFP.

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A. Business Viability and Capacity (Maximum 3 Pages)

1. Corporate Name.
2. DBA name if different from 1.
3. State of incorporation in the United States.
4. Location of corporate headquarters.
5. Is the company legally qualified to do business with the City of Houston, and within the State of Texas, and conduct all aspects of the subject project as required by Texas State and Federal law (e.g., the company or sub-consultant that may perform engineering services must be registered with the Texas Board of Registration for Professional Engineers)?
6. Geographic coverage of business activities.
7. List at least three (3) recent clients/customers for whom your company has provided airport concessions loyalty rewards program comparable to the Project.
8. Is your firm an MWBE firm? If so, has your firm done business with the City of Houston before? If not, has your firm used MWBE firms to perform services on other projects with the City of Houston or State of Texas, or elsewhere? Please provide details.
9. Does your company have the technical capacity to undertake such a project of the size/capacity of the identified Project?
10. Does your company have the financial capacity to undertake such a project of the size/capacity of the identified Project?

B. Services (Maximum 5 pages)

1. Describe company's scope of regular business services.
2. Describe whether and how the Project fits into your regular scope of business services.
3. Describe why the Project is of interest to your company.
4. Would your company propose to deliver the Project as a prime, as a form of joint venture, or as a member of a consortium?
 - i. If not the prime, in what role would you foresee your company participating?
 - ii. Why and how are you qualified to perform in the anticipated Project capacity?

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C. Development Project Approach (Maximum 15 pages)

1. What are the major issues and challenges that your company perceives with the Project? (Please address any and all risks that your company foresees)
2. What is your company's experience in the airport concessions loyalty rewards program industry? (Please explain any projects that your company has delivered to other clients/customers in relation to airport concessions loyalty rewards program, and describe your role on the listed projects)
3. Identify how your company's approach(es) and delivery method(s) would meet the stated objective.

D. Additional Information (Maximum 20 pages)

1. Please provide any other information or details you believe pertinent to the successful delivery of the Project.
2. Individual project profiles should be limited to one page in length for each project.

4.0 RFI RESPONSE – SUBMITTAL INSTRUCTIONS

- 4.1 Please indicate your interest to this RFI requirement by adhering to the following submittal procedure. Provide six (6) printed copies of the Response to this Request For Information, including one (1) printed original (marked original) signed in BLUE ink, as well as seven (7) completed copies on memory stick (USB drive), labeled with the appropriate name and number that includes a complete copy of all information in the printed original, submitted in a sealed envelope to:

Houston Airport System Administration Building
16930 John F Kennedy Blvd.
Houston, Texas 77032
Attn: Cathy Vander Plaats, Aviation Procurement Officer

- 4.2 The City of Houston desires to minimize the submission of unnecessary RFI material. Please include the RFI identification number H06-ACLRPS-2024-027 on any submissions.
- 4.3 The envelope or package should clearly identify the name and address of the Respondent and indicate the contents to be: "Response to RFI # H06-ACLRPS-2024-027: RFI – Airport Concessions Loyalty Rewards Program at Houston Airport System (HAS)".
- 4.4 The deadline for submissions in response to this RFI is May 23, 2024, at 2:00 PM Central Standard Time.

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5.0 QUESTIONS ON THE RFI

- 5.1 Questions and comments regarding this RFI must be emailed to:
david.martinez@houstontx.gov.
- 5.2 The deadline for requests for additional information and questions is May 9, 2024 @ 12:00 PM (Noon) CST. Please include the phrase "[RFI # H06-ACLRPS-2024-027: QUESTIONS](#)" in the subject line and provide all applicable contact information. HAS/HSP will provide written responses to all questions received in writing before the additional information and questions deadline. Questions received from all Respondents will be answered and posted on HAS website www.fly2houston.com in the form of a Letter of Clarification (LOC). It is the Respondent(s)'s responsibility to ensure that they secure all correspondence.

6.0 GENERAL TERMS

- 6.1 Interested vendors are encouraged to submit information requested in this RFI. The City of Houston may use this information as source material for a subsequent RFI/RFP.
- 6.2 All information provided and expenses incurred must be at "NO COST" to the City of Houston or HAS. All responses will be subject to the Texas Public Information Act (TPIA). Any proprietary materials and/or trade secrets that must be submitted should be clearly and individually marked.
- 6.3 The City of Houston and HAS will not be liable for any costs of work performed in the preparation and production of any RFI response. By submitting a response to the RFI, respondent agrees not to make any claims for, or have any right to, damages because of any misunderstandings or misrepresentation of the information, or because of any misinformation or lack of information in the RFI. The responses to the RFI shall become the property of the City of Houston and HAS. The City of Houston has the right to adopt, modify, or reject any or all ideas presented in any material submitted in response to the RFI. Information provided may be used in a future RFQ/RFP.

Since this RFI is designed as a tool to collect information and will not result in a procurement contract for the Project, it does not fall under the requirements of Chapter 252 of the Texas Local Government Code.

- 6.4 TPIA and Responses
1. The purpose of the TPIA requirements is to promote the public's right to know the process of governmental decision-making and to grant maximum public access to governmental records.
 2. Thus, a member of the public may submit a TPIA request for disclosure of the contents of the responses submitted to the City of Houston in response to this RFI. The responses of respondents are subject to disclosure under the TPIA. However, pursuant to Section

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552.110, a governmental agency may except from disclosure information that qualifies as a trade secret or commercial and “financial information privileged or confidential by statute or judicial decision.” Mark clearly in your RFI response, any information you claim as proprietary, copyrighted, or rights reserved which may be protected from disclosure under the TPIA.

3. If there is information in your response, which you claim meets the requirements set forth by Section 552.110 of the TPIA, you must inform the City of Houston in a letter or by email, accompanying your response.

6.5 The City of Houston and HAS reserve the right to:

1. Postpone or cancel this RFI upon notification to all RFI respondents.
2. Amend the specifications after release with appropriate notice to all RFI respondents.
3. Request RFI respondents to present supplemental information clarifying their responses, either in writing or in a formal presentation.

7.0 ADMINISTRATIVE INFORMATION

- 7.1 All recommendations and comments are welcomed and will be reviewed and considered. All recommendations of good merit and clear business logic and methodology may be used and incorporated into the final RFQ/RFP solicitation document.