CITY OF HOUSTON

John Whitmire

Mayor

HOUSTON AIRPORT SYSTEM

George Bush Intercontinental ~ William P. Hobby ~ Ellington Airport

Jim Szczesniak
Director of Aviation

May 13, 2024

SUBJECT: **Letter of Clarification No. 1**

RE: Request for Information (RFI) for Airport Concessions Loyalty Rewards Program for Houston Airport System (HAS); Solicitation No.: H06-ACLRPS-2024-027

To: All Prospective Bidders:

This letter of clarification is being issued for the following reason:

I.   To Respond to the following questions.

1. **Question:** Does HAS currently have an Airport Concessions Loyalty Rewards Program?

   Response: No.

2. **Question:** Can you provide some examples of what loyalty rewards/experiences/services you want to offer? And how would you like to treat business travelers differently from leisure travelers? Families differently from solo travelers?

   Response: We are seeking information from existing providers to understand what services are available and what HAS should seek.

3. **Question:** Can you outline your tech stack? For example, what CRM does HAS use?

   Response: To be determined.

4. **Question:** Are all HAS concessions, restaurants, etc. using the same POS systems?

   Response: No.

5. **Question:** Does HAS include both the IAH and HOU airport concessions?

   Response: Yes.

6. **Question:** Is ACDBE compliance required?

   Response: Yes.

7. **Question:** Can you please provide more detail on your team? I.e., Do you have a team that will manage the HAS loyalty program, or do you need managed services? Do you have developers who will work on integrating to your systems?

   Response: At this time HAS does not have a team that manages a loyalty program or developers that integrate HAS' systems. Please provide any information you have on managed services.

8. **Question:** Can you share any loyalty and rewards programs that inspire you?

   Response: Please refer to the response provided to Question #2.

9. **Question:** Would HAS be interested in a loyalty rewards program that can be leveraged for more than just concessions?

   Response: Please refer to the response provided to Question #2.

10. **Question:** Would HAS be interested in additional information on technology platforms that provide the ability to manage and maintain loyalty rewards programs across HAS airports? Is HAS currently ONLY requesting information from organizations who provide Services for rewards programs?

    Response: Please refer to the response provided to Question #2.

11. **Question:** What options would be available for travelers to participate in the loyalty program? Would HAS have the ability to make Loyalty part of the mobile app? How does HAS plan to provide personalized communication and which existing platform would be used for email, SMS, push notifications?

    Response: Please refer to the response provided to Question #2.

12. **Question:** Would HAS be interested in a technology platform that gives the ability to structure your rewards/loyalty program in any way you want?

    Response: Please refer to the response provided to Question #2.

13. **Question:** Has HAS considered a traveler platform that incorporates data from concessions, parking, service, Wi-Fi, and other airport activities?

    Response: Please refer to the response provided to Question #2.

14. **Question:** Does HAS currently have a CRM platform that you plan to integrate with?

    Response: Yes.

15. **Question:** Would HAS have a plan to get Concession data for the purpose of providing the Loyalty Rewards Program?

    Response: Please refer to the response provided to Question #2.

16. **Question:** Is there a page maximum for Part 1.0 General Information? There are 20 total questions covering program details, program benefit for the customer, program benefits for the airport, program implementation summary and concessionaire engagement.

    Response: There is no maximum.

17. **Question:** Is it possible to confirm the request In Part 3.0, Section D Additional Information, Question 2 (Individual Project profiles should be limited to one page in length for each project)?

    Response: If your company would like to provide individual projects that your company has attributed to their success, please keep each submission to one page.

18. **Question:** Apart from the CRM platform, what will be other integration touchpoints to capture passenger data?

    Response: Please refer to the response provided to Question #2.

19. **Question:** Please elaborate on the following point: please provide concessionaires that you have partnered with or are current participants.

    Response: What airport concessionaires have you worked with currently or previously in your program?

20. **Question:** Please provide further clarification on the following point: Do you have ACDBE experience?

    Response: Do you have any contracts that require ACDBE compliance? Are you ACDBE certified?

21. **Question:** Please elaborate on the following point: Does your program incentivize concessionaires to promote it during their interactions with airport guests?

    Response: Does your program offer incentives to airport concessionaires to promote its use with airport guests who interact with their employees?

22. **Question:** Is there a procurement/e-tendering portal where we can submit the RFI response? Is it necessary to provide hard copy of the RFI response as we are not located in Texas.

    Response: Yes, it is necessary to provide hard copies for the RFI response. There is no procurement/e-tendering portal.

23. **Question:** What front ends do you intend to launch and connect? Are you interested in Vendor's front-end offer, or do you have your own/3rd-party mobile app to connect with the loyalty engine? If you expect Vendor to integrate with either the app or web portal, please provide details and list of processes (e.g. enrollment, points balance enquiry, rewards redemption, push notification delivery etc.) to be integrated.

    Response: Please refer to the response provided to Question #2.

24. **Question:** Do you have any existing customer database that you'd like to use as a base for the new program (e.g., pre-enroll?) If so, what is your data model, member database structure, count, size? If not, can you please estimate expected number of customers who will enroll to the loyalty program?

    Response: There is no existing structure. We are seeking info from existing providers to allow us to develop reasonable targets based on current and past performance.

25. **Question:** What are the expected user and/or transaction volumes? And what are your scalability requirements over the next 3-5 years?

    Response: Please refer to the response provided to Question #2.

26. **Question:** For each part of your current tech stack (e.g., Marketing Automation, eCommerce, ERP, CRM, POS, BI/DWH), please provide details on current system version/implementation in use, key processes to be integrated if expected.

    Response: Airport concessions are managed independently, and we do not have access to vendor systems.

27. **Question:** What are your expectations regarding go-live date and initial project (customer offering) scope? Are all integrations must-have from go-live? Are all processes must-have from go live?

    Response: Please refer to the response provided to Question #2.

28. **Question:** Do you need a dedicated test environment?

    Response: Please refer to the response provided to Question #2.

29. **Question:** How many POS standards are there? Please provide information on types, protocols, and data formats for airport POS systems. Will vendors inside the airport also be included in the program? If so can you please elaborate on the different POS systems that are in use there?

    Response: Please refer to the response provided to Question #26.

30. **Question:** What APIs or data formats does your existing infrastructure support? Please share details about currently used API gates and versions, protocols, data formats.

    Response: Please refer to the response provided to Question #26.

31. **Question:** Does HAS have its own or 3rd-party integrations team assigned to the job, or do you expect Vendor and/or Partners to provide integration services? If mixed, please indicate scope of integration works and support needed. In other words: do you have the ability to perform the required end-to-end system integration work on your own/with your 3rd party integrators, or do you expect Vendor to be responsible for these works (per each integration required)?

    Response: Vendor will be responsible for end-to-end system integration.

32. **Question:** What user and/or authentication methods are in place, and how would you like them integrated with the loyalty program? Any 2FAs, SSOs?

    Response: There is no existing structure. We are seeking info from existing providers to allow us to develop reasonable targets based on current and past performance.

33. **Question:** Are there specific payment gateways you use?

    Response: Please refer to the response provided to Question #26.

34. **Question:** Assuming any kind of customer database exists, what is your Data Warehouse technology?

    Response: We do not have a customer database for airport concessions.

35. **Question:** What is the expected SLA for API calls response?

    Response: This has not been determined.

36. **Question:** Is any middleware or integration platforms (iPaas?) currently in use? If so, please share details/versions/documentation if possible.

    Response: Please refer to the response provided to Question #26.

37. **Question:** Can you share any necessary hosting requirements? Is there any portion of the platform that must be hosted either on-prem or in the cloud?

    Response: Please refer to the response provided to Question #2.

38. **Question:** Please provide estimated amount of outgoing communication from your system monthly (email, SMS, push, etc.)

    Response: This has not been determined.

When issued, Letters of Clarification (LOC) shall automatically become part of the solicitation documents and shall supersede any previous specification(s) and/or provision(s) in conflict with the LOC. The LOC will be incorporated into the Agreement as applicable. It is the responsibility of the respondent(s) to ensure that it has obtained all such letter(s). By submitting a response on this project, respondent(s) shall be deemed to have received all LOC(s) and to have incorporated them into their submittal.

If further clarification is needed regarding this solicitation, please contact Senior Procurement Specialist, David Martinez via email at david.martinez@houstontx.gov.

Sincerely,

Cathy Vander Plaats

Cathy Vander Plaats
Aviation Procurement Officer
Houston Airport System

cc: File, RFI Solicitation No. H06-ACLRPS-2024-027