

**SOW – Service Details
for Orlando International Airport - 2023 Passenger View between J.D. Power (JDP)
and The Greater Orlando Aviation Authority (client)**

1. Introduction & Overview

This Statement of Work (“SOW”) shall be attached to and governed by the J.D. Power Proprietary Services Agreement dated December 02, 2021 by and between JDP and Client.

Any additional work to be performed by JDP or changes to this SOW shall be documented in an addendum to the SOW or in an additional SOW and must be agreed upon in a writing signed by authorized representatives of both parties.

In the event the project will consist of multiple, iterative SOWs, the parties acknowledge that this SOW may constitute a “Master” in a series of subsequent SOWs, each governed by the initial Master SOW, the terms of which are hereby incorporated by reference. In the event of any conflict between a Master SOW and an iterative SOW, the terms of the Master SOW shall control, unless stated explicitly to the contrary. The Master SOW shall be governed by the Agreement.

JDP is not responsible under this SOW for providing those services defined in the Out-of-Scope Services section. In addition to items identified in section 5 as being out-of-scope, any other items, tasks, deliverables, etc. not specifically identified in this SOW are and will be considered out-of-scope under this SOW.

2. Project Goals & Objectives

During the twelve (12) month period (January 31, 2023 – January 30, 2024), J.D. Power will deploy its Passenger View® airport Tracking tool to conduct market research for Client for customers of Client International Airport to better understand customer attitudes and behaviors.

The Tracking Program has two main objectives:

- Analyze the relative performance of Client in terms of how well they satisfy their customers
- Provide actionable information to Client by developing insights about customer needs

3. Scope of Services

3.1 Questionnaire Design and Setup

Utilizing J.D. Power’s knowledge of the airport customer experience identified by the J.D. Power syndicated Airport Study, along with input and direction from Client, J.D. Power will work with Client to develop a library of up to 24 survey questionnaires to be deployed during the Tracking Program (Survey Library). In addition, Client may elect to deploy 1 distinct “hot topic” survey per month to address special or unforeseen needs that arrive over the course of the Tracking program (12 total).

The questionnaire will not exceed 10 questions and approx. 2-3 minutes to be completed by the customer. Questionnaire development will start at the beginning of the engagement and continue over the twelve (12) month program term. A maximum of 2 Questionnaire revisions can be made per week and shall not exceed 20% of each questionnaire to be revised. Each questionnaire revision is counted within the 24 annual survey questionnaire limit. Should additional questionnaires be required, a change order with additional charges will be issued to accommodate the questionnaires, along with any necessary programming.

Once J.D. Power receives final approval on the questionnaire to be fielded, we will program the survey instrument into the Platform environment. This step is two-fold; 1) airport WiFi popup mobile web invitation to access the eSurvey instrument and 2) the online reporting tool (Management Portal). This environment allows for a seamless transition between the respondent completing a survey instrument and reporting the data back to Client, of a respondent completing a survey, updated weekly. The eSurvey instrument will be branded as “Client International Airport” displaying Client’s commitment to measure and improve customer satisfaction, as well as adding legitimacy to the survey. The eSurvey template will comply with Client’s corporate branding and colors and will be programmed in English. This milestone will occur each time a new or revised survey is completed.

3.2 Sampling Approach and eSurvey Deployment

The survey will be made available to any customer who connects to the Client WiFi via a mobile web pop-up. Customers may opt out on the initial screen and on all subsequent mobile web survey screens. The pop-up will be deployed immediately after authentication. Through the deployment of “cookies”, Client customers will not be offered a survey more than once during a 30-day period.

Multiple surveys may be deployed concurrently across the Client customer base on any given time. In order to ensure statistically significant survey data, the total number of concurrent surveys is limited by anticipated respondent volume. JDP will advise Client as to the amount of concurrent surveys to be deployed to ensure statistically significant data. This will allow the Client to continuously evaluate the customer experience with data being delivered throughout the program term.

3.3 Reporting

Tracking Program survey data will be reported to Client via a secure Online Management Portal. The reporting site will provide end-users with airport customer experience data quickly, productively, and continuously.

The initial portal feature set will include aggregate respondent data by survey question updated weekly, on-demand data export, and user account management. Data export may include either aggregate or individual respondent-level data by survey question; both current and archived survey data.

Client employees will be able to access the reporting platform using individualized logins and passwords. Client will provide J.D. Power with the users that need access to the reporting platform.

JDP will collect Client feedback to inform potential future enhancements to the Online Management Portal.

3.4 Annual Executive Presentation

At or near the end of the contract term, JDP will provide an executive presentation to Client's leadership - either onsite or via web-conference. A draft version of this presentation will be reviewed by a small, internal Client team and one round of edits will be executed by JDP. The presentation will summarize the findings and insights delivered throughout the project term and provide recommendations for ongoing improvement in the customer experience at Client.

4. Change Management

It is understood that changing business requirements and/or client expectations require flexibility and accommodation by JDP. As such, a change order will need to apply if changes to the technical specifications, project assumptions, timing of project milestones, or scopes of services are required.

5. Out-of-Scope Services

This Section Left Blank Intentionally

6. Assumptions & Responsibilities

It is acknowledged by all parties that the preliminary discussions held prior to the preparation of this SOW were not adequate to fully define all the requirements and therefore all of the specifications needed to complete the delivery of the services specified under this SOW. As a result, key assumptions have been made by JDP and have informed the composition of this SOW. Should any of these assumptions be rendered untrue a potentially material impact to the project cost and/or timing may occur.

Further, Client agrees to provide timely feedback and/or approvals on all deliverables and development work. Client participation is defined as responsiveness to requests for conference calls, updated technical specifications/documentation, testing, feedback, validation, etc. If Client causes delays on any client-side critical path deliverables, including requirements, specifications, due dates, data feeds, validation, sign-off, etc., then JDP is granted additional days by the exact number of business days equal to the Client delay. Alternatively, if further delay is injurious to the overall project timeline, Client may instead elect to have applicable services billed at a rate of 150%, covering the cost of the additional JDP resources and over-time man-hours required to recover the project timeline.

7. Acceptance Criteria

Acceptance Testing of the Work Product and/or Deliverables under this SOW shall be based on the following acceptance criteria.

In the event a Deliverable is initially rejected by the Client, the Client will immediately advise JDP of such, in writing, with an explanation of the error or work requiring correction and JDP will immediately make all commercially reasonable efforts to promptly correct the defect and resubmit the Deliverable to the Client for re-evaluation.

JDP agrees that, for a period of sixty (60) days after a Deliverable has been provided to Client, JDP will, within the scope of the services of this SOW, correct free of charge any defects identified. Upon expiration of this sixty (60) day period correction of defects may be billed to Client at rates that have been mutually agreed upon in writing.

8. Security & Privacy Guidelines

The Tracking Program will not require receipt and storage of personally identifiable information ("PII"), Notwithstanding, JDP agrees to handle all information with no less than the same standard of security and care it applies to its own confidential information.

8.1 Passwords and Access. Client is responsible for safeguarding the password(s) used to access the Online Management Portal and is responsible for any activities or actions undertaken while logged in under its password(s). Client agrees to its password(s) secure. JDP and its subcontractors cannot, and will not, be held liable for any loss or damage arising from a failure to comply with these requirements.

8.2 Retained Rights. The Services and software deployed to deliver the Tracking Program are protected by applicable intellectual property laws, including Canadian and US copyright law and international treaties. Except as expressly permitted by applicable law or to use the Services in accordance with the terms hereof, Client may not, and will not permit or authorize any third party to: (i) reproduce, modify, translate, enhance, decompile, disassemble, reverse engineer or create derivative works of any of our Services; or (ii) rent, lease or sublicense access to the Online Management Portal.

9. Deliverables and Fees

The following deliverables will be executed over the course of the Tracking Program:

Tracking Program Deliverables
Up to 24 eSurvey Instruments deployed over 12 month period, plus an additional 1 "Hot Topic" survey per month (max 12)
Management Portal Implementation
Data Loads to Management Portal
1 Annual Executive Presentation

The table below reflects all fees associated with the Tracking Program:

Program Fees	Initial Program Period (January 31, 2023 – January 30, 2024)
Total Investment	\$108,000

IN WITNESS WHEREOF, the parties have caused this SOW to be executed by their respective duly authorized representatives as set forth below:

J. D. Power

The Greater Orlando Aviation Authority

Signature

DocuSigned by:
Mike Taylor
99AEB084FFBD492

Signature

Printed Name

Mike Taylor

Printed Name

Title

Managing Director

Title

Date

2/18/2023

Date

Approved as to Form and Legality
this 27 day of February, 2023
Nelson Mullins Riley & Scarborough, LLP
By *Joe L. Macher*
Greater Orlando Aviation Authority

Proprietary Services Agreement – Statement of Work

This Statement of Work ("SOW") dated December 21, 2022 is governed by and made part of the Proprietary Service Agreement ("PSA") dated December 2, 2021 by and between The Greater Orlando Aviation Authority ("Client") and J.D. Power ("JDP"). Any changes to this SOW must be agreed upon in writing by both parties.

SOW - Statement of Proprietary Service Fees

Estimated Start Date:	Estimated End Date:	Total Contract Value:
1/31/2023	1/30/2024	USD 108,000.00

Subscriber Information	Invoice Address: Please complete if different from Client Information
Company: Orlando International Airport	Company:
Name: Annmarie Wise	Name:
Address: 8652 Casa Verde Rd, Bldg 811	Address:
City, St, ZIP, Country: Orlando, Florida, 32827, United States	City, St, ZIP, Country: , , ,
VAT No:	VAT No:
Email: annmarie.wise@goaa.org	Email:
Phone:	Phone:

Milestones / Deliverables and Fees

Milestone/Deliverable	Est Start Date	Est End Date	Fee
2023 Passenger View – 12 Months	1/31/2023	1/30/2024	108,000.00
Total Contract Value: 108,000.00			

Billing Terms

100% of fees and associated travel expenses will be invoiced upon execution (or date of purchase order issuance if applicable)

Client will be providing a PO.

If a specific or blanket purchase order is issued, the terms and conditions contained in this SOW represent the entire Agreement and supersede any terms and conditions that may be included in the Purchase Order. If a Purchase Order will not be issued, the undersigned represents that they have the authority to bind Subscriber for the full value as well as the terms and conditions in this Agreement. A copy of the Purchase Order is required.

Invoice Date	Amount
1/31/2023	108,000.0
Invoice Total: 108,000.00	

[Remainder of page intentionally left blank]