

INTERNATIONAL COMPETITION N° 001/SVMA/2018

CONCESSION FOR THE PROVISION OF THE MANAGEMENT, OPERATION AND MAINTENANCE SERVICES OF PARKS *IBIRAPUERA, JACINTHO ALBERTO, EUCALIPTOS, TENENTE BRIGADEIRO FARIA LIMA, LAJEADO* AND *JARDIM FELICIDADE*, AS WELL AS THE EXECUTION OF WORKS AND ENGINEERING SERVICES.

DRAFT CONTRACT

ANNEX III- SET OF SPECIFICATIONS OF THE CONCESSIONAIRE

APENDIX III – GUIDELINES FOR USER SURVEY

1. GUIDELINES FOR USER SURVEY

1.1. This appendix aims to establish the guidelines that should be followed for conducting survey with USERS, namely: (i) User Satisfaction Survey and (ii) Public Use Survey.

1.2. For the purpose of evaluating the PERFORMANCE FACTOR of the PERFORMANCE MEASUREMENT SYSTEM (PMS), the Public Use Survey shall not be considered.

1.3. The CONCESSIONAIRE must hire a specialized and recognized entity for the elaboration of the survey methodology and its execution.

1.4. The CONCESSIONAIRE shall make available to the GRANTING AUTHORITY the results of the surveys with the USERS, as provided below, in addition to all the collected primary data for statistical analysis, including the data collected in addition to the surveys conducted by the CONCESSIONAIRE within the scope of APPENDIX I – PROVISION OF CONCESSION INFORMATION.

1.4.1. The GRANTING AUTHORITY will be able to make public the content received.

1.5. The results available should contain a description of the methodology used to obtain them and the statistical significance of the presented data.

1.6. The analysis of the primary data collected should be performed for the elaboration of satisfaction indexes, reports and other products that may be necessary.

1.7. The CONCESSIONAIRE shall make available all the content sent to the GRANTING AUTHORITY, including primary data, results and analyzes in an individualized way for each of the PARKS.

1.8. Changes in the methodology adopted in the surveys, during the CONCESSION period, should not impact the comparison between the data collected at different moments, in order to make feasible a statistically reliable historical series.

1.9. In order to collect data directly with USERS, the following guidelines must be observed:

i. Structured interviews should be conducted, with an elaborated form applied directly to the USERS in face-to-face format;

ii. For sample surveys, a sample should be defined that represents characteristics of the entire population from which the sample was withdrawn;

1.10. The entity responsible for the survey should ensure the integrity of data collection by its direct or subcontracted employees;

1.11. Interviews should preferably take place with USERS when they are leaving the PARKS perimeter, regardless of how long they have remained in their area.

1.11.1. Without prejudice to clause 1.11, in order to attest to the satisfaction of the USERS in relation to specific equipment and services, such as the Outpatient Service for

Emergency Care and First Aid, or leisure and cultural equipment, the interviews should preferably be performed on-site, after the use of such equipment and / or services.

1.12. The survey should have an annual and balanced coverage, considering the climatic variations that occur throughout the year and contemplating morning, afternoon and evening periods, weekdays and weekends.

2. USER SATISFACTION SURVEY

2.1. The User Satisfaction Survey aims to assess the level of user satisfaction from his/her experience in the PARKS and must be carried out in compliance with the provisions of ANNEX V – PERFORMANCE MEASUREMENT SYSTEM, of the CONTRACT, including the hiring of the responsible for carrying out the survey activities.

3. PUBLIC USE SURVEY

3.1. The Public Use Survey aims to assess the main characteristics related to the main uses, socio-economic and demographic profile and number of USERS in each of the PARK.

3.2. The CONCESSIONAIRE will be responsible for contracting a survey institute to carry out the Public Use Survey activities. Said contracting shall observe the following procedures:

3.2.1. submission of a list by the CONCESSIONAIRE to the GRANTING AUTHORITY, indicating three (3) survey institutes, all of which have been proved to be qualified and of proven reputation, within thirty (30) days after the DATE OF THE STARTING ORDER OF THE CONTRACT;

3.2.2. the GRANTING AUTHORITY will, within fifteen (15) days from the date of presentation of the indication mentioned in the previous item, select the Survey Institute.

3.2.2.1. If the GRANTING AUTHORITY finds that any survey institute on the forwarded list has integrity, impartiality or doubtful technical qualification, it may request, in a motivated way, the elaboration of a new list by the CONCESSIONAIRE, the same being able to occur when it is verified the improper performance of the contracted survey institute, throughout the CONCESSION.

3.2.2.2. In the case provided for in the previous sub-item, the CONCESSIONAIRE will have a period of ten (10) days to restate new indications to the GRANTING AUTHORITY.

3.2.3. negotiation and contracting, by the CONCESSIONAIRE, of the Survey Institute chosen by the GRANTING AUTHORITY, within twenty (20) days before the deadline foreseen for the beginning of the verification.

3.3. The Public Use Survey shall be performed for the first time, up to one (01) year, counted from the DATE OF THE STARTING ORDER, and, after this first time, it shall be held every two (02) years, counted from the date of completion of the first Public Use Survey.

3.4. In the scope of the Public Use Survey, the number of USERS in the PARKS should be checked based on the use of a specific and reliable methodology, considering at least the climatic variations and days of the week that may influence the amount of USERS present in the PARKS.

3.5. The analysis should include, at least, comparisons between variables related to the demographic profile of the users and their perception in relation to the services provided.

3.6. The Public Use Survey should also contain a demographic survey of the users of the PARKS, containing at least the following USER data:

- i. Age;
- ii. Schooling;
- iii. Ethnic-racial identity;
- iv. Gender;
- v. Physical Deficiency;
- vi. Origin; and
- vii. Household income per capita.

3.7. For the survey of the item 'Origin', the survey should collect data with the highest possible geographical accuracy, such as address, ZIP code of the residence and country of origin, making it possible to use it in analyzes in geographic information systems.

3.8. The Public Use Survey should assess the main uses and activities performed in the PARKS, through survey with observational methodology, structured interviews in person, or other relevant methodology.

3.9. Public Use Survey should be structured into 'aggregate uses' and 'specific uses', where each 'aggregate use' should be composed in its entirety of 'specific uses' so as to comprehensively contemplate all possible uses within of its category.

3.10. The 'aggregate uses' shall assess in an aggregate manner, at least, the portion of USERS who performed during the period of stay in the PARKS area the following activities:

- i. Cultural activities;
- ii. Contemplation;
- iii. Specific events;
- iv. Sports practices;
- v. Food services; and
- vi. Others.

3.11. In addition, the survey should also include varied information, such as:

- i. Accompaniment by pets;
- ii. Accompaniment by children;
- iii. Consumption in a convenience store and souvenirs;
- iv. Financial expenditures in the park;

- v. Means of transport used;
- vi. Number of people accompanying the user on the visit;
- vii. Perception of need for improvement; and
- viii. Time users stayed in the park.

3.12. The data should be presented so that it is possible to establish relationships between the demographic data and the data collected in the survey.

3.13. The work of the survey institute will be divided in two stages, according to the other rules of this APPENDIX:

Stage I: carried out before the beginning of its operation, which will consist of the design of the processes and procedures for the measurement of the pertinent data and information and the methodology of conducting the survey, in the standardization of the reports to be delivered, observing the APPENDIX I – PROVISION OF INFORMATION OF THE CONCESSION, and in the definition of the official communication forms with the GRANTING AUTHORITY and the CONCESSIONAIRE. Based on this initial diagnosis, it will be possible to develop suggestions for improvement in the procedures by the CONCESSIONAIRE itself and by the GRANTING AUTHORITY; and

Stage II: consists of the execution of the necessary activities to carry out the survey for public use, including data collection, and also the improvement of the diagnosis elaborated in Stage I, based on the procedures verified empirically, as approved by the GRANTING AUTHORITY.