AGENDA REPORT

PROPOSED ACTION: Resolution: Approve and Authorize the Executive Director to Execute a Professional Services Agreement with Ariadne Maps GmbH to Procure and Install a Passenger Data Analytics System for San Francisco Bay Oakland International Airport for a Three-Year Term with Two, One-Year Options to Extend, for a Maximum Compensation Not-to-Exceed $1,067,000, Enter into an Agreement with a Competitively Selected Vendor to Provide Network Switches for an Amount Not-To-Exceed $260,000, for a Project Total of $1,327,000 and Find that the Proposed Action is Exempt Under the California Environmental Quality Act (**Aviation & Technology and Innovation**)
Submitted By: Craig Simon, Director of Aviation; Kyle Mobley, Director of Technology and Innovation; Danny Wan, Executive Director

Parties Involved:	Amount: $1,327,000

Ariadne Maps GmbH
Munich, Germany
 	
To Be Determined
(Vendor to Provide Network Switches)
	$970,000; Operating Expense (Five-year total)
	
	    $760,000 (Three-year term)
	    $105,000 (First-year option)
	    $105,000 (Second-year option)
	
	$97,000; (10% for Contingency)
	
	$260,000; Capital Expense (Network Switches)

EXECUTIVE SUMMARY: Use of passenger analytics at the San Francisco Bay Oakland International Airport (OAK or Airport) will allow Port of Oakland (Port) Staff to understand passenger journeys and flows through the Airport for business planning and real-time operational purposes. Access to real-time data will enhance customer service by allowing Port Staff to proactively take action to mitigate heavy activity or congestion at the curb, check-in counters, security checkpoints, and gate holdrooms. This passenger analytics system will inform on passenger flows, trends, use of amenities and can be used to increase passenger experience and satisfaction at the Airport. Port Staff will competitively solicit bids or use existing competitively solicited contracts to procure the network switches equipment required for this project.

BACKGROUND & ANALYSIS

Passenger data analytics systems specialize in data collection and analysis that can deliver insights on passenger counts, movements, and dwell times throughout the terminal. These systems report accurate, real-time data to provide security checkpoint queuing wait times, areas of activity and congestion, and all key touchpoints of a

passenger's journey throughout the Airport. Additionally, reports can be customizable by the user to review history, trends and receive recommendations based off the data. These systems have the capability to provide end-user, customizable alert notifications of changes in operations to provide better utilization of resources.

The Port issued a Request for Proposals (RFP) on January 26, 2024, to solicit proposals for an experienced vendor with extensive data collection and analytics experience, preferably in an airport environment. The proposers were required to have technology with the ability to sense a passenger's journey throughout the Airport and accumulate data that can be used to provide a better travel experience. Airport stakeholders will use this data to make informed decisions, plan efficiently, overcome operational challenges, and properly allocate resources.

Key areas of interest for data collection:

1. Terminal Curbside – primary touchpoint for most passengers arriving and departing OAK
2. Check-in Counters – secondary touchpoint, system will track the amount of time passengers spend at check-in counters by airline
3. Passenger Screening Security Checkpoints – the system will track passenger movement and deliver the average and maximum wait times, including forecasts based on historic data
4. Gate Hold Rooms – the system will provide data on how much time is spent in a gate waiting area before a passenger's flight
5. Food and Retail – the system will provide passenger flow data to understand its correlation with airline flight schedules, peak times, customer dwell times, and periods with minimal activity
6. Passenger Journey – tracking passenger activity throughout the Airport will assist Airport Operations and Facilities to efficiently use time for the maintenance and cleaning of common areas
7. Dashboard & Heat Map – the system will provide a live visual map and historical data to determine areas that may require additional attention by adapting resources to passenger demands and improving coordination between Airport staff and stakeholders

An evaluation committee comprised of Port Staff reviewed five proposals submitted by July 2, 2024. The committee reviewed and scored the proposals based on the evaluation criteria set forth in the RFP and shown in Table 1.

Table 1
Scoring Criteria

Criteria	Weighting
Adherence to Port Policy and Other Requirements and Debarment Statement	Pass/Fail
Company Information, Client References, Litigation and Other Information, and Required Forms	20%
Knowledge and Experience	15%
Plan and Approach	30%
Proposed Costs	20%
Non-Discrimination and Small Local Business Utilization	15%

After evaluating the proposals and panel interviews with top three firms, the ranking of companies is shown in Table 2.

Table 2
Final Ranking

Rank	Company Name	City
1	Ariadne Maps GmbH	Munich, Germany
2	SITA Information Networking	Atlanta, GA
3	Veovo	Orlando, FL
4	Dilax Systems US Inc	Chicago, IL
5	Cosco Fire Protection Inc	Livermore, CA
6	Quanergy Solutions Inc	San Jose, CA

Ariadne Maps GmbH provides similar systems at various airports worldwide. Their response to the RFP and subsequent interview confirms they meet the requirements to provide OAK with the system capable of meeting the key areas of interest that will provide the data needed to enhance the Airport's ability to make more informed business and operational decisions to increase passengers overall travel experience.

The Port will provide necessary switches and network access which will be paid using capital budget funds estimated at $260,000. Port Staff will competitively solicit bids pursuant to the Port of Oakland Administrative Code (POAC) Section 5.12.040 or use existing competitively solicited contracts, where possible, to procure Network Switches

equipment to support this project. Also, Ariadne will utilize a local sub-contractor to perform the cabling, connection, and installation of the sensors.

The passenger analytics system will include 270 sensors which will be located by conducting a survey of the Airport terminals and installed in ideal locations (walls, ceilings, columns, etc.) with access to power and data. The Port will not take ownership of any equipment as the system is subscription based. Additionally, there is no need for a local data warehouse as all information will upload to an included cloud storage service. All necessary software, programming, configuration, installation, activation, and training for unlimited users is included. An evaluation period will be determined by the Port with the right to cancel the agreement without cause.

OTHER FINDINGS AND PROVISIONS

ENVIRONMENTAL REVIEW
The proposed action was analyzed under the California Environmental Quality Act (CEQA) and was found to be:
☒ Categorically exempt under the following CEQA Guidelines Section:
15306 (Information Collection)
☐Exempt from CEQA because it is not a "Project" under CEQA Guidelines Section 15061(b)(3).
☐Other/Notes:

BUDGET
☐ Administrative (No Impact to Operating, Non-Operating, or Capital Budgets); OR
☒ Operating   ☐ Non-Operating   ☒ Capital
Analysis: The professional services agreement will be funded using the Aviation FY2025 Operating Budget. Capital funds have been budgeted for this project in the 5-year Aviation CIP for FY2025-2029 and are more than sufficient to cover the cost of the switches. The capital costs will be funded using Port cash.

STAFFING
☒ No Anticipated Staffing Impact.
☐ Anticipated Change to Budgeted Headcount.
Reason:
☐ Other Anticipated Staffing Impact (e.g., Temp Help).
Reason:

MARITIME AND AVIATION PROJECT LABOR AGREEMENT (MAPLA):	**LIVING WAGE** (City Charter § 728): Applies?

Applies? No (Not Aviation or Maritime CIP Project) – proposed action is not covered work on Port's Capital Improvement Program in Aviation or Maritime areas above the threshold cost. ☐ Additional Notes:	Yes (Service Provider) – proposed action entails at least $50,000 in payments to service provider (and/or its subcontractor) employing at least 21 employees who spend at least 25% of their time on Port-related work on premises owned or managed by the Port ☐ Additional Notes:
SUSTAINABLE OPPORTUNITIES: Applies? **No.** Reason: There are no sustainability opportunities related to this proposed system because it does not involve a development project, purchasing of equipment, or operations that present sustainability opportunities.	**GENERAL PLAN** (City Charter § 727): Conformity Determination: Maritime/Aviation – proposed action conforms to policies for transportation designation of the General Plan.

STRATEGIC PLAN. The proposed action would help the Port achieve the following goal(s) and objective(s) in the Port's Strategic Business Plan:

☐ Grow Net Revenues   ☐ Modernize and Maintain Infrastructure

☒ Improve Customer Service   ☐ Pursue Employee Excellence

☒ Strengthen Safety and Security ☐ Serve Our Community

☐ Care for Our Environment