

AGENDA REPORT

Resolution: Authorize \$210,000 in Capital Budget to Implement a Digital Display Content Management System (CMS) at the Oakland International Airport and Approve and Authorize the Executive Director to Execute Agreements with Infax, Inc. to License and Implement the CMS at a Cost Not to Exceed \$210,000 and Provide 5 Years of 3rd Level Support for the CMS at a Cost Not to Exceed \$190,000 **(Aviation)**

MEETING DATE: 9/12/2019

AMOUNT: \$210,000 (One-Time)
Capital Expenditure
\$190,000 (Support over 5 years)
Operating Expense

PARTIES INVOLVED: Infax, Inc., Duluth GA
Daniel L. McWilliams, CTO

SUBMITTED BY: Bryant L. Francis C.M., Director of Aviation

APPROVED BY: Danny Wan, Acting Executive Director

ACTION TYPE: Resolution

EXECUTIVE SUMMARY

This action would authorize:

1. A capital expense of \$210,000 to implement a Digital Display Content Management System as identified in the FY2020 Capital Improvement Plan (CIP);
2. The Executive Director to execute an agreement with Infax, Inc. to license and implement a Digital Display Content Management System (CMS) at a cost not to exceed \$210,000; and
3. The Executive Director to execute an agreement with Infax, Inc. to provide 3rd level support and software updates at a cost not to exceed \$190,000 over five years.

BACKGROUND

The Aviation Division is recommending the implementation of a Digital Display Content Management System (CMS) to increase the efficient use of electronic information displays at the Airport.

Currently digital information displays at the Airport providing information to the traveling public are on different software platforms which prevents the sharing of physical screens. These information displays include:

- Ticket Counter, Flight, Gate and Baggage Information
- Visual Paging for the hard of hearing
- Wayfinding
- In-Terminal messaging for concessions and other agencies

Port staff recommends the implementation of a CMS so that all informational displays can be used to display any content, anywhere within the Airport. This will allow greater efficiencies in managing content and enhance the passenger experience. Examples of specific improvements include:

Flight Information - ability to expand and retract the number of screens being used based on flight traffic. For current single use screens such as gate information, the ability to also display visual paging and emergency messaging.

Visual Paging - ability to expand visual paging past the current 20 screens, to any of the CMS connected displays in the Airport. e.g. Gate, baggage and airport advertisements.

Visual Paging (VP)

Please pick up a
white courtesy phone
and dial 0 for a
message.

Wayfinding - integration into the Airport Operations Database, triggering directional wayfinding based on flight activity, such as a wayfinding screen changing to direct passengers to the Terminal Two baggage claim as their flight arrives in Terminal One and then returning to other content after a set amount of time.



Emergency Notification – integration with the Airport emergency notification system will allow emergency messaging across a part or all the Airport displays.

With the implementation of the CMS staff expects to be able to reduce the number of overall screens needed to deliver the same content. Thus, CMS will allow removal of the current display cabinets to free up floor space and give a cleaner more modern look.



To achieve these benefits, Port staff developed a Request for Proposals (RFP No. 18-19/08) to provide and maintain a CMS system in early 2019

The RFP schedule was as follows:

- RFP issued: January 18, 2019
- Proposals due: February 28, 2019
- Interview with the expert Evaluation Committee (top-scoring proposers only): June 11, 2019

The Port's outreach efforts advising potential proposers that the RFP was available included:

- Posted on the Port of Oakland website
- Emailed to local chambers of commerce
- Direct email to known qualified firms
- Advertisement in the Oakland Tribune newspaper
- Notices in industry trade association publications: American Association of Airport Executives (AAAE) and Airports Council International - North America (ACI-NA))

ANALYSIS

The Port received 11 proposals by the submission deadline. All 11 proposals met the minimum qualifications specified in the RFP. The Evaluation Committee (Committee) included one member from each of the following: Aviation IT, ServiceTec International (industry expert), Airport Terminal Services, Aviation Security, Airside Operations, and the Social Responsibility Division. The Committee reviewed and scored the 11 proposals based on the criteria set forth in the RFP, and as listed below:

Criteria	Weighting
Adherence to Port Policy and Other Requirements and Debarment Statement Proposals from respondents who have not or would not adhere to the Port Policy and Other Requirements or who have been debarred and have not provided sufficient reasons/justification for the Port to review the circumstances surrounding the debarment would not be forwarded to the evaluation committee for review.	Pass/Fail
Company Information, Client References, Litigation and Other Information, and Required Forms Respondent's capacity to provide professional service as evidenced by past performance, company information, reference checks, litigation and other information, and required forms.	15%
Knowledge and Experience Respondent's knowledge and experience in providing Digital Display Content Management System as evidenced from their response to the Submission Requirements.	20%
Plan and Approach Respondent's plan and approach to CMS.	30%
Proposed Costs Respondent's implementation cost, hosting cost for five years, and their proposed 3 rd level support for five years.	20%
Non-Discrimination and Small Local Business Utilization – Respondents were required to submit information pertaining to the Port's Non-Discrimination and Small Local Business Utilization Policy (NDSLBP). Those meeting criteria designated by the Port's NDSLBP are eligible to receive preference points.	15%

After scoring the 11 proposals, the Committee determined that the four top scoring firms would be invited to participate in an interview on June 11, 2019, to clarify and support information provided in their written proposals. The ranking for all 11 firms is as follows (with the top four firms additionally being interviewed):

Rank	Proposer	Location	NDSLBP Certification Status	Non-Discrimination and Small Local Business Utilization	Total Points (100 Max)
1	Infax	Alpharetta, GA	None	0.00	79.6
2	Four Winds Interactive	Denver, CO	None	0.00	73
3	Art of Context	Boston, MA	None	0.00	65.8
4	SITA	Atlanta, GA	None	0.00	65.6
5	Stratacache	Dayton, OH	None	1.00	62.8
6	Amadeus	Orlando, FL	None	0.00	62.6

7	J.A. Watts, Inc	Chicago, IL	None	3.82	60.02
8	Enplug	Culver City, CA	None	0.00	55.2
9	L Squared	Austin, TX	None	0.88	54.08
10	Spinitar	La Miranda, CA	None	0.00	49.4
11	AT&T	Bedminster, NJ	None	0.00	46

None of the proposers are in the local impact/business area (LIA/LBA), but three firms were awarded points:

- J.A. Watts – Using a Port-certified local subcontractor to assist with project management consulting and training.
- LSquared - Using a Port-certified local subcontractor to assist hardware configuration and installation.
- Stratacache – for community outreach

Although the four top firms are qualified to deliver the specified CMS solution outlined in the RFP, Infax's proposal was ranked highest making it the recommended firm based on:

- Experience in the Industry;
- Overall Solution functionality; and
- Plan and Approach

The Port currently has resources in place for maintenance of all common use systems at the Airport. Staff will take on responsibility of 1st and 2nd level support for the new CMS solution. Thus, Staff proposes that Infax, Inc. will only be needed for 3rd level support.

1st & 2nd level support includes:

- Daily preventive maintenance
- Systems Monitoring
- Responding to trouble reports;
- Replacing module type hardware components such as display computers and monitors
- On-going programming (after Implementation) of the CMS solution
- All basic software releases, upgrades, and improvements
- Display Controller and Server software updates

3rd level support (Infax, Inc.) includes:

- Receiving and responding to trouble reports from Aviation IT
- Software licensing and updates
- 24/7/365 Advanced Software Support

In accordance with Section 902(e) of the Charter of the City of Oakland, the Port's proposed use of a contractor as described in this Agenda Report is exempt from Civil Service because it constitutes service of a professional and technical nature, is temporary in nature, and will not result in the loss of employment or salary by any person having permanent status in the competitive service.

BUDGET & STAFFING

The current capital cost for this project is estimated at \$210,000. \$250,000 was included in the FY 2020 Capital Pipeline and therefore included in the Port's financial planning and cash flow. The project will be funded with Port cash and recovered through Airline Rates and Charges over the useful life of the system.

The ongoing system annual maintenance total of \$190,000 for five years will be included in the Aviation IT Department's annual operating expense budget and are recoverable through Airline Rates & Charges.

There is no projected impact to Port staffing.

MARITIME AVIATION PROJECT LABOR AGREEMENT (MAPLA)

The matters included in this Agenda Report do not fall within the scope of the Port of Oakland Maritime and Aviation Project Labor Agreement (MAPLA) and the provisions of the MAPLA do not apply.

STRATEGIC PLAN

The action described herein would help the Port achieve the following goals and objectives in the Port's Strategic Business Plan (2018-2022).

<https://www.portofoakland.com/wp-content/uploads/Port-of-Oakland-Strategic-Plan.pdf>

1. Improve Customer Service
2. Modernize and Maintain Infrastructure
3. Serve our Community

LIVING WAGE

Living wage requirements, in accordance with the Port's Rules and Regulations for the Implementation and Enforcement of the Port of Oakland Living Wage Requirements (the "Living Wage Regulations"), apply to this agreement as the service provider employs 21 or more employees working on Port-related work, the service provider is principally providing services

related to aviation business, the service provider is not per se exempt under the Living Wage Regulations, and the contract value is greater than \$50,000.

SUSTAINABILITY

This project involves replacing existing informational displays with efficient screens to display any content (rather than separate displays for separate messaging such as flight information, wayfinding, and visual paging). The replacement will reduce the amount of informational displays needed.

ENVIRONMENTAL

California Environmental Quality Act ("CEQA") Guidelines Section 15378(a) states that "Project" means the whole of an action that has a potential for resulting in either direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment. The general rule in Section 15061(b)(3) of the Guidelines additionally states that CEQA applies only to activities that have a potential for causing a significant effect on the environment. As it can be seen with certainty that there is no possibility that seeking Board approval of Infax, Inc. to provide a Digital Display Content Management Solution may have a significant effect on the environment, the action is not a "Project" under CEQA and is not subject to CEQA under the General Rule Exclusion. No further review of this action under CEQA is required.

GENERAL PLAN

This agreement is for a Digital Display Content Management Solution and will not directly include any alteration of property. This action does not change the use of any existing facility, make alterations to an existing facility, or create a new facility; therefore, a General Plan conformity determination pursuant to Section 727 of the City of Oakland Charter is not required.

OWNER-CONTROLLED INSURANCE PROGRAM (OCIP)

The Owner Controlled Insurance Program (OCIP) does not apply to the matters addressed by this Agenda Report as they are not capital improvement construction projects.

OPTIONS

1. Pass a resolution authorizing a capital expense of up to \$210,000 to implement a Digital Display Content Management System in FY19-20, and authorizing the Executive Director to enter into an agreement with Infax, Inc. to (i) license and implement a Digital Display Content Management System (Capital Expense of \$210,000), and (ii) provide 5 years of 3rd level support and software updates (Operating Expense of \$190,000) at Oakland International Airport, as further described in this Agenda Report. This is the recommended action.
2. Direct the Aviation IT Department to negotiate a contract with one of the other respondents to the RFP.
3. Take no action. With this option, however, the Airport will continue to have multiple signage solutions making future expansion difficult and less efficient.

RECOMMENDATION

It is recommended that the Board pass a resolution authorizing:

- A capital expense of \$210,000 to implement a Digital Display Content Management System as identified in the FY2020 Capital Improvement Plan (CIP); and
- The Executive Director to enter into an agreement with Infax, Inc. to (i) license and implement a Digital Display Content Management System (Capital Expense of \$210,000), and (ii) provide 5 years of 3rd level support and software updates (Operating Expense of \$190,000) at Oakland International Airport, subject to review and approval as to form by the Port Attorney, and as further described in this Agenda Report.