



**COMMISSION  
AGENDA MEMORANDUM**

**Item No.** 6e

**ACTION ITEM**

**Date of Meeting** February 13, 2018

**DATE:** February 6, 2018  
**TO:** Stephen P. Metruck, Executive Director  
**FROM:** Peter Garlock, Chief Information Officer  
**SUBJECT:** Digital Display Software Standard Selection

**Amount of this request:** \$0  
**Total estimated contract cost:** \$3,000,000

**ACTION REQUESTED**

Request Commission authorization for the Executive Director to execute a contract for software to be purchased over the next 10 years as digital display needs are identified as part of projects or operations. The total amount of the contract is estimated to not exceed \$3,000,000. There is no funding request associated with this authorization.

**EXECUTIVE SUMMARY**

This request would enable selection of a software system to support digital signage requirements in future projects. It is not a request to procure a digital sign product as such. Digital signage is reshaping customer and employee experiences in nearly every industry. In addition to facilitating eye-catching presentations, it offers the flexibility to deliver fast-changing information supporting employees, operations and customer service initiatives. Across the Port, several digital signage applications have been deployed, and we expect the demand for additional signage will increase significantly over the next few years with the adoption of the Airport Signage Master Plan and the need to better communicate with our growing customer base at the airport, cruise terminals, and marinas.

A contract with a vendor for a single digital display software system selected through a competitive procurement will reduce maintenance and operational costs as well as streamline the procurement processes for individual projects with digital signage components over the next ten years. This solution will support our “One Port” approach by deploying a common solution shared Port-wide.

**DETAILS**

With this authorization, a digital display software system will be selected via a competitive procurement and a contract will be executed to support future projects with digital display components. The digital display software selected will include the following:

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- A visual content management system that allows for scheduling, multiple content types, multiple languages, dynamic messaging, and emergency information display.
- Ability to centrally manage a visual communication network of several hundred diverse display devices.
- Robust way-finding support.
- Integration with other information systems.

**Schedule**

Commission Authorization	2018 Quarter 1
Contract Execution	2018 Quarter 3

**ALTERNATIVES AND IMPLICATIONS CONSIDERED**

**Alternative 1** – Complete a separate procurement each time digital signage is required for future projects.

Pros:

- (1) Separate procurements would allow vendors multiple opportunities to compete for each individual project.

Cons:

- (1) Separate procurements would result in multiple software systems driving digital displays throughout the Port. This increases maintenance costs and reduces maintenance efficiency in addition to adding complexity to operations.
- (2) Reduces our ability to quickly react to emerging business requirements.

This is not the recommended alternative.

**Alternative 2** – Procure a single digital display software system for future projects.

Pros:

- (1) This alternative would reduce the maintenance requirements and operational complexity by limiting the digital display software in use throughout the Port.
- (2) Improves ability to react quickly to emerging business requirements and streamlines procurement processes for future projects with digital display components.

Cons:

- (1) The number of opportunities available to vendors for individual digital display requirements is limited.

***This is the recommended alternative.***

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**FINANCIAL IMPLICATIONS**

Software or subscription services procured through this contract are estimated to not exceed \$3,000,000. No procurement is guaranteed to the vendor and the Port is not obligated to pay the vendor until a software or subscription order has been executed. Funding will be authorized through other projects or operational budgets

**ATTACHMENTS TO THIS REQUEST**

None

**PREVIOUS COMMISSION ACTIONS OR BRIEFINGS**

None