

**ADDENDUM NO. 26
TO THE AGREEMENT DATED AUGUST 3, 2018
BETWEEN GREATER ORLANDO AVIATION AUTHORITY
AND FAITH GROUP, LLC dba FAITH GROUP CONSULTING, LLC**

Project: FY22 Digital Content and Innovation Consulting Services, Orlando International Airport

THIS ADDENDUM is effective this 15th day of October, 2021, by and between the **GREATER ORLANDO AVIATION AUTHORITY** ("Authority"), and **FAITH GROUP, LLC dba FAITH GROUP CONSULTING, LLC** ("Consultant").

WITNESSETH:

WHEREAS, by Agreement dated August 3, 2018, Authority and Consultant entered into an agreement for Consultant to provide information technology consulting services; and

WHEREAS, under the Agreement, Consultant agreed to perform such additional services for the Authority as are contained in any additional scope of work established by the Authority in any addendum to the Agreement and accepted in writing by the Consultant; and

WHEREAS, the Authority and the Consultant desire to enter into this Addendum to the Agreement to provide for additional services to be rendered by the Consultant under the terms of said Agreement.

NOW, THEREFORE, in consideration of the premises and the mutual covenants herein contained, the Authority and the Consultant do hereby agree as follows:

1. Consultant shall perform additional services in accordance with the terms of the Agreement and the attached Exhibit "A." Consultant shall be paid for such additional services according to the payment terms set forth in the Agreement.

2. Consultant shall be compensated for such additional services in the **LUMP SUM** amount of **ONE MILLION EIGHT HUNDRED NINETY-NINE THOUSAND NINE HUNDRED NINETY-SIX AND NO/100 DOLLARS (\$1,899,996.00)**, broken down as follows:

Professional Fees:	NTE:	\$0.00
Professional Fees:	LS:	\$1,899,996.00
Reimbursable Expenses:	NTE:	<u>\$0.00</u>
Total:		\$1,899,996.00

3. A. Consultant hereby certifies that it is not on the Scrutinized Companies that Boycott Israel List and is not engaged in a boycott of Israel, as defined in Florida Statutes § 287.135, as amended;

AND

B. (applicable to agreements that may be \$1,000,000 or more) - Consultant hereby certifies that it is: (1) not on the Scrutinized Companies with Activities in Sudan List or the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List as defined in Florida Statutes § 287.135; and (2) not engaged in business operations in Cuba or Syria, as defined in Florida Statutes § 287.135, as amended.

4. Authority may terminate the Agreement for cause and without the opportunity to cure if the Consultant is found to have submitted a false certification or has been placed on the Scrutinized Companies that Boycott Israel List or is engaged in a boycott of Israel.

In the event the Agreement is for One Million Dollars (\$1,000,000.00) or more, Authority may terminate this Agreement for cause and without the opportunity to cure if the Consultant is found to have submitted a false certification or has been placed on the Scrutinized Companies with Activities in Sudan List or the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List or is engaged in business operations in Cuba or Syria.

5. Except as expressly modified in this Addendum, the Agreement dated August 3, 2018 and all prior addenda will remain in full force and effect.

IN WITNESS WHEREOF, the parties hereto by their duly authorized representatives, have executed this Addendum this 23rd day of August, 2021.

Approved as to Form and Legality
(for the benefit of GOAA only)
this 19th day of Aug, 2021
By: Ko Ryan
NELSON MULLINS BROAD AND
CASSEL, Legal Counsel
Greater Orlando Aviation Authority

GREATER ORLANDO AVIATION AUTHORITY

By: Phillip N. Brown
Phillip N. Brown, AAE
Chief Executive Officer

FAITH GROUP, LLC
dba FAITH GROUP CONSULTING, LLC

By: Wendy Wilke
Signature (Duly Authorized Rep.)
WENDY WILKE
Printed Name
MANAGING PRINCIPAL
Title



Orlando International Airport
5850-B Cargo Road
Orlando, Florida 32827

Memorandum

To: Members of the Professional Services Committee

From: Peter Pelletier - Director, Information Technology *(Prepared by: Ian Brooks)*

Date: August 3, 2021

Re: Request for Recommendation of Approval to the Aviation Authority Board of an Addendum to the Information Technology Consulting Services Agreement with Faith Group Consulting, LLC for FY22 Digital Content and Innovation Consulting Services at the Orlando International Airport

Consultant's proposal, dated July 15, 2021, is to provide FY22 Digital Content and Innovation Services for the visual communication ecosystem at the Orlando International Airport. The ecosystem and the custom content create a unified, cohesive experience to decrease passenger anxiety, promote a safe and healthy environment, and help GOAA deliver a world-class experience to the passengers by driving new visual communications throughout the airport.

If approved, these services would be effective October 1, 2021.

The MWBE/LDB participation has been reviewed by the Office of Small Business Development.

Funding is from Operations and Maintenance funds, 301.521.210.5310009.000.100883 subject to Aviation Authority Board adoption of the FY22 Aviation Authority budget. Funding source verified by Andrea Harper of Construction Finance on 7/12/21 as correct and available.

Consultant shall, with each monthly invoice, certify that the assigned work and services are on schedule to be completed within the contracted lump sum price, or provide at time of certification a written notice to the Authority of any deviations.

It is respectfully requested that the Professional Services Committee recommend to the Aviation Authority Board, approval of an Addendum to the Information Technology Consulting Services Agreement with Faith Group Consulting, LLC for the services contained therein and the amount shown below:

Not to Exceed Fees	\$0.00
Lump Sum Fees	\$1,899,996.00

Req 89308

Not to Exceed Expenses	\$0.00
TOTAL	\$1,899,996.00
Reviewed by AAC	<i>JSS</i>



Faith Group

Orlando International Airport
Content and Innovation Statement of Work
Scope of Work | Visual Communication Ecosystem Addendum

July 15, 2021

Contract Term: October 1, 2021, through September 30, 2022

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Executive Summary

The many digital canvases at Orlando International Airport (MCO) are part of a visual communications ecosystem that enables the airport to broadcast original content and deliver meaningful, up-to-date information to passengers. During today's unique and challenging health crisis, the visual communication ecosystem provides relevant, dynamic communication tools to inform and empower travelers. This system includes the following visual communication ecosystem signage:

- North Terminal
 - Curbside
 - ReadySeeGo® Units
 - West Checkpoint
 - Check-in Counters
 - Bump-out Counters
 - Wayfinding Locations
- South Automated People Mover (APM)
 - Grand Hall
 - South APM Wayfinding Locations
- South Terminal Complex – Day Two Content Updates and Changes
 - Curbside Displays
 - Baggage Information Displays
 - Check-In Counters
 - Gate Information Displays
 - Wayfinding Displays
 - Info Desk
 - Palm Court
 - Ground Transportation Displays
 - Bag Recheck/Remote Check Displays
 - Security Screening Checkpoint
 - Bag Service Displays

For a complete list of signs included, please see Appendix A.

Under this Addendum, Synect shall provide Content and Innovation Services for the visual communication ecosystem at MCO. This system, comprised of over 2,000 digital displays, elevates passenger experience, and drives new visual communication capabilities throughout the airport.

During the term of this contract, the much-anticipated South Terminal Complex (STC) will enter operation. The initial day one content for the visual communication ecosystem for the STC is being developed under a separate scope of work. Once the terminal enters operation, new content campaigns and changes will be performed as part of this scope.

The content for the system includes the latest Covid-19 protocols and safe travel tips. It also provides useful information as passengers progress through the airport, including messaging, branding, promotions, flight information, wait times, and other live data.

Together, the ecosystem and the custom content create a unified, cohesive experience to decrease passenger anxiety, promote a safe and healthy environment, and help MCO deliver a world-class experience across the entire passenger journey.

Scope of Services

The following section provides an overview of the scope and work to be performed under Content and Innovation. It will include workstreams to generate content concepts, keep existing content accurate and playing as intended, and supply all project and program management activities outlined in this addendum.

The objective is to ensure a steady introduction of ideas and concepts for the visual communication ecosystem, while also making certain that existing content is accurate, updated, and playing as intended. This includes concepting, content design, content production, and the review cycles required to move content through each phase of the effort.

Another element of Content and Innovation is lab upkeep. This ensures there is a pre-production environment where content updates and system changes can be properly tested prior to changes being made in the production environment.

A description of this work is below.

1. Ongoing Content Refreshes and Maintenance

Ongoing content refreshes and maintenance represent the primary work performed under this addendum. This includes ongoing ideation, design, and production for content that will play on GOAA's visual communication ecosystem. Some of the different content types and an example of each are listed below.

Instructional

Synect will partner with MCO to develop instructional messaging that educates passengers while on their journey. This will help move passengers through the airport in a safe, expedited, and relaxed way.



Figure 1. Display of digital wayfinding screens

Wayfinding and Security Checkpoint

Synect will maintain, update, and refresh the digital ecosystem wayfinding screens and security checkpoint screens in the ecosystem. Updates may include different airline locations, new airlines, new wait times for security, or different line patterns at security.



Figure 2. Example of digital security checkpoint

Welcome Back

Welcome back content will reflect changing messages as the health crisis evolves and improves. Such messaging and content will reassure viewers and provide a friendly welcome to returning passengers.



Figure 3. Example welcome back banner

COVID-19 Awareness Content

This content addresses the evolving COVID-19 pandemic to reassure passengers that GOAA is prioritizing their health and safety. From health reminders that align to CDC and local guidance to instructions for appropriate social distancing, this content puts health at the forefront of the content strategy at MCO.



Figure 3. Example of COVID-19 awareness content

Promotions

Announcements from the airport, new apps or resources for passengers, employee recognition, or similar airport-specific programs can be promoted inside this category.



Figure 4. Example of promotion of programs

Events and Community

Local events and airport happenings can drive event-specific content programs. These can include new stores, new facilities or resources, live music, or other events. Live action and similar content related to the surrounding area can highlight local destinations and the beauty of the region. Iconic holiday and seasonal imagery can transform the airport and inspire a sense of celebration for passengers.



Figure 6. Example of seasonal content.

Games, Art, and Anxiety Reducers

Occupied time feels shorter and more pleasant than unoccupied time. Games are an ideal way to help reduce perceived wait time and keep passengers engaged. Art can be comforting, thought-provoking, exciting, or simply beautiful. With art, the airport can build a memorable, emotional connection with passengers. Elements such as these result in a calmer, better airport experience and help reduce passenger anxiety.



Figure 7. Example of entertaining content.

2. Production Tasks

After content is designed, each piece of content for the visual communication ecosystem goes through the production pipeline. During production, the creative files and assets established and generated during the content design are developed into ecosystem-ready files. This work entails the rendering, splitting, encoding, sequencing, testing, and packaging of the assets for the various canvas groups within the ecosystem. A description of production tasks is listed below.

Render

Rendering is the first step of the production pipeline, wherein the final product of the creative studio is ingested into a render farm system that processes the project. Media types provided by the studio can include After Effects files, 3D, live action video, and more. The outcome of that process is a series of frames that are ready to be split and encoded into final video files.

Under this addendum, Synect will render all content pieces that are created for the airport's visual communication ecosystem.

Content Iteration

Content Iteration is needed to address the complexity of the visual communication ecosystem, which is comprised of display canvas groups of various shapes and size. This is when a single design is updated to work across selected display types.

Split and Encode

Splitting is the process of taking frames produced by the render farm then slicing and encoding them into video files. The size, type, and other characteristics of the video files are optimized for performance, playback, scalability, efficiency, and other considerations.

Synect will split and encode the render farm frames that are created for use in the ecosystem.

Sequence

Sequencing is the process of taking the split video files and assembling them into sequences. Sequences enable synchronized content playback across the various displays at the airport. Within sequencing, the various media files are assembled in a multitude of configurations, including the different visual executions for airport experiences and airline packages. This process ensures the scalable and efficient operation of the visual communication ecosystem.

Synect will sequence all content pieces created by the studio to match the required media configurations of the visual communications ecosystem.

Test

During testing, content will be reviewed in a video wall environment for potential design and technical issues. Synect will maintain a pre-production video wall environment in a Synect office. Considerations for testing including spelling, grammar, punctuation, imagery, image quality, alignment, playback, synchronization, and more. Issues, if found, are documented and reported for resolution. This process is iterative, and the results can send a content piece back to various stages in the production pipeline or back to the creative studio.

Synect will provide pre-production testing and quality assurance for all content pieces for the ecosystem.

Package

Packaging is the preparation of all final tested and verified media and sequences. Upon its completion,

the content package can be consumed by the visual communication ecosystem at the airport and played back on the various display configurations. The content package is provided to operations for implementation, which is completed outside of the production work stream. Synect will package the necessary files for hand-off to operations as the final step in the production process.

The output of production is a package with the content formatted to the right resolution for the canvases on which it will play. It will be ready for use in the visual communication ecosystem, and it will be handed off once production is complete.

3. Lab Upkeep and Optimization

Content and Innovation includes upkeep and support of the lab, which is a testing environment that emulates GOAA's production environment. All work performed under this addendum will be tested in the lab prior to being introduced to the production environment. The lab is also used to reproduce issues found in the production environment.

4. Playlist Management/Scheduling

Content and Innovation includes playlist management. This work consists of developing the content playback strategy and playlist. The goal is to put the relevant information in front passengers on specific signage for the optimal amount of time. Playlist management maximizes the visual communication ecosystem's effectiveness with the traveling public. The playlist schedule is handed off to the operations team to program and set within the management software.

5. Program Management and Administration

This work includes overseeing all aspects of managing the program, including plan of record, work schedules, risks, dependencies, status, reporting, and project completion. This work enables readiness for all Video Working Group and Steering Group meetings, and it ensures the timely delivery of work performed under this addendum. The administration of the contract includes invoicing and contract reporting.

Qualifying Display Canvases

Services will be performed for qualifying display canvases. Qualifying display canvases are defined as those canvases that fall within the current visual communication ecosystem. A description of current qualifying displays canvases supported under this addendum is attached in Appendix A.

New display canvases outside of the list in Appendix A may be added to the visual communication ecosystem from time to time. These requests will undergo a feasibility assessment, and adjustments to scope, capacity, and priority will be evaluated by both the Owner and Contractor.

Submittals

The Parties agree that the Submittals below will address the requirements of the Services described in this Addendum. Submittals will be provided by the contractor.

Submittals will be provided following the Video Working Group and Steering Group Meetings in the form of the documents listed below. The submittals will be comprised of the items below.

- Steering Group meeting notes
- Steering Group presentation deck
- Video Working Group meeting notes
- Video Working Group presentation deck

Sample documents are included in Appendix B.

Compensation and Payment Plan

The following section provides an overview of the compensation and payment plan structure for the efforts included in this addendum. The total not-to-exceed amount for October 1, 2021 to September 30, 2022 for this contract is One Million Eight Hundred Ninety-Nine Thousand Nine Hundred and Ninety-Six Dollars. (\$1,899,996.00 USD).

In consideration of the Services related to Content Maintenance and Contract Administration described in this statement of work to be performed pursuant to this Addendum, the compensation payable to the Contractor (Faith Group and Synect, LLC) shall be One Million Eight Hundred Ninety-Nine Thousand Nine Hundred and Ninety-Six Dollars. (\$1,899,996.00 USD).

The contract shall be payable in 12 lump sum payments on the following schedule:

- \$116,666.66 per month for four months payable from October 2021 through January 2022. Totaling \$466,666.64 (Four Hundred Sixty-Six Thousand Six Hundred and Sixty-Six Dollars and Sixty-Four Cents)
- \$179,166.17 per month for eight months payable from February 2022 through September 2022. Totaling \$1,433,329.36 (One Million Four Hundred and Thirty-Three Thousand Three Hundred and Twenty-Nine Dollars and Thirty-Six Cents)

Faith Group shall issue invoices directly to MCO under the existing Information Technology Consulting services agreement.

Contract Management

The following section includes contract management parameters that have been provided by the Greater Orlando Aviation Authority.

The Owner shall have complete authority to transmit instructions, receive information and interpret and define the Greater Orlando Aviation Authority's policies and decisions with respect to the Scope of Work for the Work. The Greater Orlando Aviation Authority's direction that impacts the scope, budget or schedule of the Work must be documented and must be signed and presented to the Greater Orlando Aviation Authority's Professional Services Committee ("PSC") for approval.

The Owner will receive and process the Contractor's submittals, including transmitting the submittals to and receiving either acceptance or comments on the submittals from the Video Working Group and the Owner, with such reasonable promptness as to avoid or minimize delay in the Work or in the activities of the Owner, Contractor, or other stakeholders, while allowing sufficient time for the Video Working Group's adequate review of the submittals. The Owner's processing and review of the submittals shall not relieve the Contractor of its obligation under the Contract Documents. Contractor shall not be liable for delays in delivery Work to the extent caused by delays in Owner's processing and review of any required Submittals.

The Owner, through its Greater Orlando Aviation Authority's Video Steering Group, with the Chief Executive Officer or his/her designee, has the final authority to reject Work which does not conform to the Contract Documents. It is understood by the Owner that because the Services may be content, innovation, or related services, and innovative services and software implementation, inspection, examination and testing of the Services is only feasible at certain points in Work and that Contractor may be unable to make in development or mid-installation software available for inspection, examination, or testing and that Owner's rights under this section are therefore limited to such examination and inspection rights as are reasonable and feasible given the nature of the Work. However, the Owner shall be granted the right of reasonable inspection, examination, and testing at appropriate times throughout the Services, as mutually agreed by the Owner and Contractor.

The Owner shall review the amounts due the Contractor on each invoice and determine if there are any apparent issues with any amounts requested for payment. The Owner, in conjunction with the Greater Orlando Aviation Authority's Video Steering Team and the Contractor, will receive for the Owner's review and records, written warranties, and other documents required by the Contract Documents and assembled by the Contractor and will issue a final Certificate for Payment upon the Contractor's compliance with the requirements of the Contract Documents. Receipt by the Owner of warranties and other documents at variance with the requirements of the Contract Documents shall not be deemed acceptance of a modification to the Contract Documents or a waiver of any requirement of the Contract Documents.

1. Information Technology Department

The Information Technology ("IT") Department shall be available to assist the Greater Orlando Aviation Authority's Video Steering Team, Video Working Group and Contractor with any IT matters related to the Services, including infrastructure and equipment related matters. The IT Department may assist the Contractor in the installation of any necessary software on Greater Orlando Aviation Authority servers to effect successful installation of the Services.

2. Greater Orlando Aviation Authority's Video Working Group

The Greater Orlando Aviation Authority's Video Working Group consists of the Owner, the IT Department, the Operations Department, the Marketing Department, the Planning Department, and any other staff, contractors, or consultants that the Aviation Authority deems necessary in order to effect successful management and direction of the Services.

3. Greater Orlando Aviation Authority's Video Steering Team

The Greater Orlando Aviation Authority's Video Steering Team is comprised of the Greater Orlando Aviation Authority's Chief Executive Officer, or designee, Chief of Operations, or designee, Director of Information Technology, or designee, the Senior Director of Public Affairs, a representative from the Customer Experience Department, Airport Operations and Planning Departments. The Video Steering Team will provide general oversight and guidance, as necessary, throughout the Term of this Agreement with the final decision maker for the Owner being the Chief Executive Officer, or designee. The Video Steering Team has the authority to review and approve or deny Services proposed by the Contractor. In

no event shall Contractor proceed with any Work until receipt of approval to proceed from the Video Steering Team.

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Faith Group

Appendix A: List of Supported Canvases

The following section provides an overview of each canvas. This list is a representation of the Existing Greater Orlando Aviation Authority Ecosystem. Contractor may only exclude currently existing displays with written agreement with the Greater Orlando Aviation Authority.

1. North Terminal Curbside

The curbside area is home to the first canvases that passengers encounter as they approach the airport. The curbside displays show airport branding to welcome arriving passengers, and they facilitate wayfinding to the airlines that offer curbside check-in.

2. North Terminal Bump-Out

The bump-outs provide an additional check-in area at the airport. They display airport and airline branding to aid passengers in wayfinding.

3. North Terminal Check-in

The North Terminal check-in is the massive video wall ribbon of screens behind the check-in counters.

4. North Terminal Wayfinding

This wayfinding refers to the digital wayfinding signs that are in the North Terminal landside areas.

5. West Checkpoint

These video walls are located on either side of the Chili's restaurant. They display wait time for TSA and assign lane identifiers to the sides.

6. ReadySeeGo™ Digital Totems

ReadySeeGo™ totems are a portable digital signage solution placed in various locations around the airport.

7. North Terminal SAPM/Landside Wayfinding

This wayfinding refers to the digital wayfinding signs that are in the North Terminal SAPM Landside areas.

8. North Terminal SAPM/Landside Pylon

This wayfinding refers to the digital pylon sign located in the North Terminal SAPM Landside areas.

9. South APM Wayfinding

This wayfinding refers to the digital wayfinding signs that are in the South APM areas.

10. South APM 3x10 sign

The South APM 3x10 sign is a large video wall on the fifth floor above the trams that head to the North Terminal.

11. South APM Pylon

The South APM Pylon refers to the digital pylon sign located in the South APM area.

12. STC Baggage Information Displays

STC sign types: C04, C19, C05, C05.1, C18, C18.1

13. STC Check-In Displays

STC sign types: C14, C30, C27, C28

14. STC Flight Information Displays

STC sign types: C02, C03

15. STC Gate Information Displays

STC sign types: C10, C25.2, C26.2

16. STC Wayfinding Displays

STC sign types: C22, B12, B31, B33, C23, B34, C38, C40, C24, B25, B39, C11, C11.1, B24, C12, C12.1, C07, B46

17. STC TSA Displays

STC sign type: 15

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Faith Group

Appendix B: Submittal Examples

The following items are examples of different submittal types. The samples are truncated for length, and the actual documents may not match the exact formatting shown below.

1. Sample Steering Group Notes



DATE	08/22/2019
ATTENDEES	Synect: Amanda Thibodeau, Ryan Boyle, Nir Bushari, John Ozamund, Yulrae Park, Gaby Machado GOAA: Jackie Chin, Alice Wages, Bradley Friel, Carolyn Tennell, John Newsome, Phil Brown, Stan Thornton, Tam Draper, Torie Barker, Karla Cannon, Pete Pelletier, Scott Goodwin, Myron Park, Karen Block.
MEETING	Graphic & Video Steering Group
AGENDA ITEMS	<ul style="list-style-type: none"> o Fish Tank at Night o Fall 2019 o New Year's Eve o South Terminal Experiences o Any other business

ACTION ITEMS:

- Synect to move forward with Fish Tank at Night
- Synect to bring back Fall 2019 background iterations to 9/5 DEESC for 9/25 Steering Group
- Synect to move forward with New Year's Eve design

NOTES:

South Terminal Experiences:

- o GOAA has concern about scale level and conflict with other screens / signage
- o GOAA wants designs more "on brand" using their brand
- o GOAA does not want yellow for Orlando text treatment
- o GOAA expressed seeing all signs in motion form will be more effective
- o Carolyn mentioned using the MCO principles in our experience
 - o Synect will need a list for the MCO principles
 - o Some principles that were mentioned: leisure, business, wellness
- o Orlando Tropical
 - o GOAA would like to see exploration with foliage specific to central Florida
 - o Examples: Magnolia, orange blossoms
 - o Remove the End of paradise
 - o GOAA would like to feature Lake Eola skyline if possible

Fish Tank:

- o Approved motion progress


Fall 2019:

- o GOAA would like the experience to feel more "Florida Fall"
- o Use a darker wood for the background
 - o Varnished Oak was specifically requested for this
- o GOAA would like to add the GOAA app to the tips
- o Synect to bring back more iterations for Fall 2019

New Year's Eve:

- o Design Approved to go to Motion
- o Use theme park come WITH Disney and Universal included

2. Sample Video Working Group Meeting Notes



DATE	09/12/2019
ATTENDEES	Synect: Amanda Thibodeau, Ryan Givley, Mr. XXXXXXXXXX , DeWalt GOAs: Jackie Chin, Tom Draper, Brian Debe, Peter Pelletier, Bradley Friel, Jay Roman, Scott Goodwin, Win Beltran
MEETING	August 2 Digital Ecosystems Sub Council
AGENDA ITEMS	<ul style="list-style-type: none"> o Fall Action Progress o Valet Parking Concept o Y906 Concept o Other Business

ACTION ITEMS:

- [] Synect to move forward with Fall Motion
- [] Synect to move forward with Valet Parking Designs
- [] Synect to move forward with Y906 Designs
- [] Synect to follow up with Emergency Messaging testing dates

NOTES:

Fall Motion Progress:

- o No comments

Consensus: Approved to keep going with motion progress.

Valet Parking Concept:

- o Question: How has valet parking been depicted throughout the terminal? Answer: It isn't shown throughout the terminal
- o Comment: Use "P" for parking is usually on a blue background
- o Comment: Use the international symbol for valet parking

Consensus: Approved to flush out concept more

V906:

- o Comment: This area is more of an attract area
- o Comment: Is the wayfinding consistent with the blue on half of the screens and then the other half of the screens that aren't wayfinding can be the experience
- o Comment: the little section of screen is leading passengers to A or B side and is crucial to getting passengers over to the other side (depending what side ~~xxxx~~ are on)
- o Comment: Having clock or local time would be nice
- o Comment: If we're using characters other than Arabic, it needs to go through Carolyn for displaying eg. The flag, TSA, Arabic
- o Comment: Adding TSA 311 messaging as dynamic messaging, the more flexibility here is the better
- o On the east side, be mindful of the earth elements that are reflected (water, trees, ~~xxx~~)

Consensus: Approved to flush out concept more

Other Business:

- o There was a request for content for the ~~XXXXXXXXXX~~ and ~~XXXXXXXXXX~~ will follow up on this request
- o MCO App: Once an experience is approved by the Steering Group, Synect will revise it for the MCO app and bring it to the Q25C for approval
- o Emergency Messaging: Galby to follow up with Peter on testing dates for Emergency Messaging

3. Sample VIDEO Working Group/Steering Group Presentation Deck

Digital Ecosystem Sub Council
April 2019



GOAA_DESC_May 3rd 2019_v6 (2)_Page_01.jpg

Today's Agenda

Discussion/Status	Updates	New Request
<ul style="list-style-type: none"> LDAP Status M2 Mobi Process Midday airline Shut down and Coming Soon Emergency Messaging Status WF Manual Override Status Airline Request: Air Canada, GOL, Azul, WestJet, InterJet 	<ul style="list-style-type: none"> Jet Blue Go Live 	<ul style="list-style-type: none"> Valet Display Content Windows 10 Request V-906 Content Concepting WF Background updates

GOAA_DESC_May 3rd 2019_v6 (2)_Page_02.jpg

Discussions/Status

GOAA_DESC_May 3rd 2019_v6 (2)_Page_03.jpg

LDAP Status

Status
<p>Requestor: GOAA IT</p> <p>Planned Delivery: May</p> <p>Status: Ready for integration</p> <p>Impact: SDMC</p>

GOAA_DESC_May 3rd 2019_v6 (2)_Page_04.jpg

LDAP

Status

- LDAP with Active Directory 2012 & 2016 is ready for integration
- Synect will begin the integration according to GOAA IT's schedule. Currently planned for the week of 5/13

GOAA_DESC_May 3rd 2019_v6 (2)_Page_05.jpg

M2 Mobi (MCO App) Content request Process

Discussion
<p>Requestor: GOAA IT</p> <p>Planned Delivery: TBD</p> <p>Status: Seeking approval</p> <p>Impact: MCO app</p>

GOAA_DESC_May 3rd 2019_v6 (2)_Page_06.jpg

M2 Mobi Content request Process

Request description:

Midday airline shut down and coming soon content for being displayed on the airport displays.

Requested approach:

Reviewing content, approval of GOA.

GOAA_DESC_May 3rd 2019_v6 (2)_Page_07.jpg

Midday Airline Shutdown and Coming Soon

Discussion
<p>Requestor: GOAA</p> <p>Planned Delivery: Phase 1- Completed, ready for activation Phase 2- End of May/Early June</p> <p>Status: Design sign-off</p> <p>Impact: Check-in displays</p>

GOAA_DESC_May 3rd 2019_v6 (2)_Page_08.jpg



Status

Midday Airline Shutdown and Coming Soon

Phase 1 - Scope (2019-05)

Description: To address customer concerns about the impact of the airline shutdown on the ability to book flights, we will be providing a 'Coming Soon' message to the affected routes. This message will be displayed on the flight booking page and will include information about the airline shutdown and the impact on the routes.

Status: The project is in progress.

Next step: Review the 'Coming Soon' message content.

Phase 2 - Design (2019-05)

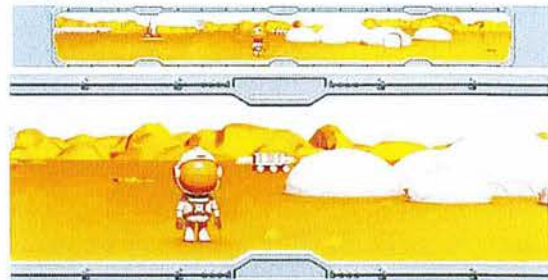
Description: Review the design for the 'Coming Soon' message and ensure it meets the requirements of the design system and the user experience.

Status: The design is in progress.

Next step: Review the design and provide feedback.

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Design progress



GOAA_DESC_May 3rd 2019_v6 (2)_Page_10.jpg

Discussion

Midday Airline Shutdown and Coming Soon

1. Clarification regarding list of airlines
Airlines list per quad VS per side
2. Additional scope request
Creating 'coming soon' message over airline branding.

GOAA_DESC_May 3rd 2019_v6 (2)_Page_11.jpg

Status

Emergency Messaging Status

Requestor: GOAA IT	Planned Delivery: TBD
Status: Phase 1- completed Phase 2- in progress Phase 3- Seeking approval	Impact: Ecosystem

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Status

Emergency Messaging

Phase 1 - Scope (2019-05)

Description: To address customer concerns about the impact of the airline shutdown on the ability to book flights, we will be providing a 'Coming Soon' message to the affected routes. This message will be displayed on the flight booking page and will include information about the airline shutdown and the impact on the routes.

Status: The project is in progress.

Next step: Review the 'Coming Soon' message content.

Phase 2 - Design (2019-05)

Description: Review the design for the 'Coming Soon' message and ensure it meets the requirements of the design system and the user experience.

Status: The design is in progress.

Next step: Review the design and provide feedback.

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Status

Emergency Messaging



GOAA_DESC_May 3rd 2019_v6 (2)_Page_14.jpg

Discussion

Emergency Messaging

Phase 1 - Scope (2019-05)

Description: To address customer concerns about the impact of the airline shutdown on the ability to book flights, we will be providing a 'Coming Soon' message to the affected routes. This message will be displayed on the flight booking page and will include information about the airline shutdown and the impact on the routes.

Status: The project is in progress.

Next step: Review the 'Coming Soon' message content.

GOAA_DESC_May 3rd 2019_v6 (2)_Page_15.jpg

Emergency Messaging

- Coordination:**
- **Walkthrough** - Synect suggest to do a short walkthrough the relevant WF areas to align on the grouping mechanism proposed
 - **List of emergency messages** - Full list of messages that will need to be supported is still pending.

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Discussion

Wayfinding Manual Override

Requester:
GOAA Operations

Status:
Estimate completed
Seeking approval

Planned Schedule:
Kickoff - June
Complete -September

Impact:
Wayfinding displays

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Discussion

Wayfinding Manual Override

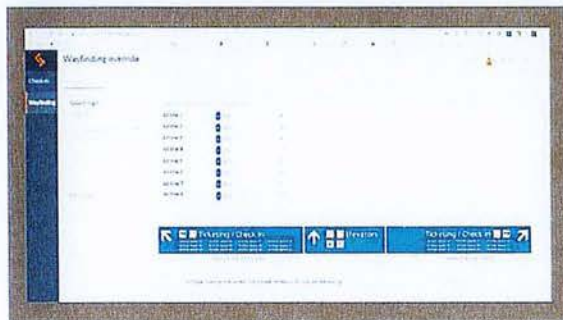
Phase 1 - User Manual Update (BETA)

Background:
The current manual is for the legacy system. The new manual is for the new system.

Goals:
- Update the manual to reflect the new system.
- Ensure the manual is easy to read and understand.

Next Step:
- Review the manual with the user group.

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GOAA_DESC_May 3rd 2019_v6 (2)_Page_19.jpg

Discussion

Airline Requests

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Active Airline Requests

Air Canada

- Rebranding Backwall
- Paperwork complete (Airline is paying for the effort)
- Kick off - End of May

GOL

- Basic package creation
- Synect provided proposal to GOL, pending signature to begin efforts

Pending Airline Requests

• **Azul**

- Azul is currently rebranding and have asked for an update to their content to have the 'u' updated to be blue
- Effort 20-40 hours

• **WestJet**

• **InterJet**

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Updates

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Update

JetBlue Enhanced Content

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JetBlue Enhanced Content

Status

- Client review - May 7th
- Planned delivery date - May 9th

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Windows 10 Update

Requirements

- Phase 1:** Research - OS Initial Image & Windows 10 License Fees (GOAA & Synect)
1. GOAA to work with Seneca on licensing and providing available servers to Synect for imaging
 2. Synect to provide test servers for UP Messenger/BCI for North Terminal to Seneca for imaging
- Phase 2:** QA & Image Certification (Synect)
- Phase 3:** Roll-out to Production Environment (GOAA & Synect)

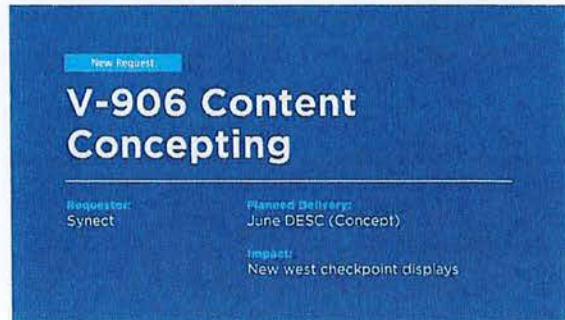
GOAA_DESC_May 3rd 2019_v6 (2)_Page_28.jpg

Windows 10 Update

Effort

- Phase 1:** \$50,000 in licensing fees and labor for imaging, which will be handled between GOAA & Seneca
- Phase 2:** 865 hours
- Phase 3:** 500 hours (covered under onsite operations team and will not be an additional cost)

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V-906 Content Concepting

Context

A couple years ago Synect did some initial concepting for the west checkpoint area near Club's. We would like to revisit our initial concepts and bring new ideas to the DESC for the four LED walls (185mm) that will be going into this area.

Effort

- 80-100 hours for content concepting, 80-90 hours for TSA wait time if required.
 - 40-50 hours for testing
- Total effort:** 160-240 hours
- Planned to present concepts in July OLEC

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Security Checkpoint Concept

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Valet Display Content

New content request to prompt valet services
 Designated display above the valet stand on each curb. Total of 4 displays (2 on each terminal)
 Content to specify hours of operation, rates and prompt messages to passenger for awareness.

Effort: 50 hours
 Next step: Seeking approval for kick off

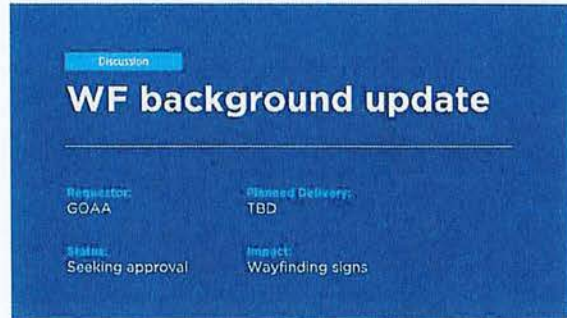
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Valet Display Content

Content Brief



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GOAA_DESC_May 3rd 2019_v6 (2)_Page_36.jpg

Wayfinding background update

There was a request from GOAA to explore the possibility of updating the wayfinding signs blue background to match the print signs.

Effort: 70 hours for exploration and recommendations.



SYNECT

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TRUTH IN NEGOTIATION CERTIFICATION

The Consultant hereby certifies, covenants, and warrants that wage rates and other factual unit costs supporting the compensation for this project's agreement are accurate, complete, and current at the time of contracting.

The Consultant further agrees that the original agreement price and any additions thereto shall be adjusted to exclude any significant sums by which the Greater Orlando Aviation Authority determines the agreement price was increased due to inaccurate, incomplete, or noncurrent wage rates and other factual unit costs. All such agreement adjustments shall be made within one (1) year following the end of the contract. For purposes of this certificate, the end of the agreement shall be deemed to be the date of final billing or acceptance of the work by the Greater Orlando Aviation Authority, whichever is later.

Consultant: Faith Group Consulting, LLC

By:  _____

Print Name: Zach Varwig, Director of Technology and Innovation

Date: 07/14/2021



GREATER ORLANDO AVIATION AUTHORITY

Orlando International Airport
5850-B Cargo Road
Orlando, Florida 32827-4399

MEMORANDUM

To: Members of the Professional Services Committee

From: George I. Morning, Director of Small Business Development Department

Date: August 03, 2021

Re: Request for Recommendation of Approval to the Aviation Authority Board of an Addendum to the Information Technology Consulting Services Agreement with Faith Group Consulting, LLC for FY22 Digital Content and Innovation Consulting Services at the Orlando International Airport

We have reviewed the proposal and determined that, due to the specialized scope of the services to be provided, Faith Group Consulting, LLC does not propose small business participation on this Addendum.

Our analysis indicates that Faith Group Consulting, LLC is eligible for award of the subject Addendum.

mask mandates. Federal law requires wearing a mask at all times in and on the airport property. Failure to comply may result in removal and denial of re-entry. Refusing to wear a mask in or on the airport property is a violation of federal law; individuals may be subject to penalties under federal law.

MINUTES

1. The following minutes were presented for consideration:

CONSIDERATION OF MEETING MINUTES OF SEPTEMBER 30, 2020 (W-S00144 INTERVIEWS/RANKING)

A. Upon motion of Mr. Hunt, second by Ms. Dennis, vote carried to approve the PSC Minutes from the meeting held on September 30, 2020, as presented.

CONSIDERATION OF MEETING MINUTES OF JULY 20, 2021 (VARIOUS)

B. Upon motion of Mr. Hunt, second by Ms. Dennis, vote carried to approve the PSC Minutes from the meeting held on July 20, 2021, as presented.

REQUEST FOR RECOMMENDATION OF APPROVAL TO THE AVIATION AUTHORITY BOARD OF AN ADDENDUM TO THE INFORMATION TECHNOLOGY CONSULTING SERVICES AGREEMENT WITH FAITH GROUP CONSULTING, LLC FOR FY 2022 DIGITAL CONTENT AND INNOVATION CONSULTING SERVICES, AT THE ORLANDO INTERNATIONAL AIRPORT.

2. Mr. Brooks presented the attached memorandum, dated August 3, 2021.

The Office of Small Business Development has reviewed the proposal and determined that, due to the specialized scope of the services to be provided, Faith Group Consulting, LLC does not propose small business participation on this Addendum.

Mr. Griffin asked if this is not-to-exceed or lump sum request. Mr. Brooks responded that it is not-to-exceed, with monthly lump sum payments. Chairman Ruohomaki asked if any unused funding would be returned under this agreement. Mr. Brooks replied that it is payed at a fixed amount per month, and that after substantial completion there will be an increase in the monthly lump sum amount. Mr. Pelletier added that after substantial completion the ecosystem will expand with new content campaigns. Chairman Ruohomaki asked if "Annie" is part of this content. Mr. Pelletier answered yes. Chairman Ruohomaki stated that, as a lump sum agreement, the services should be provided, regardless of the timeline. Mr. Brooks concurred. Mr. Pelletier stated that the substantial completion date could be adjusted, if necessary. Ms. Dennis asked what would occur with any unmet scope or unused funds if the substantial completion is delayed. Mr. Brooks stated that the Aviation Authority would receive the portion of the work completed, regardless of any changes to the substantial completion date.

Chairman Ruohomaki asked if the work product, hours, and expended funds are being verified as appropriate. Mr. Pelletier confirmed, yes.

Chairman Ruohomaki asked if there was any rate increase. Mr. Brooks answered no.

Chairman Ruohomaki asked if this is for the same staff that previously provided services. Mr. Brooks answered yes.

Upon motion of Mr. Hunt, second by Ms. Dennis, vote carried to recommend to the Aviation Authority Board approval of an Addendum to the Information Technology Consulting Services Agreement with Faith Group Consulting, LLC for FY 2022 Digital Content and Innovation Consulting Services, for the total lump sum fee amount of \$1,899,996.00 with funding from Operation and Maintenance Funds; subject to Aviation Authority Board adoption of the FY 2022 Aviation Authority Budget.



GREATER ORLANDO AVIATION AUTHORITY

Orlando International Airport
One Jeff Fuqua Boulevard
Orlando, Florida 32227-4399

MEMORANDUM

TO: Members of the Aviation Authority
FROM: Davin D. Ruohomaki, Chairman, Professional Services Committee
DATE: August 18, 2021

ITEM DESCRIPTION

Recommendation of the Professional Services Committee to Approve Multiple Amendments to the Information Technology Consulting Services Agreement with Faith Group Consulting, LLC

BACKGROUND

In 2018, the firms providing Information Technology (IT) Consulting Services were selected through a competitive award process. These services are paid for on an as-needed or annual basis. The provisions of the IT Consulting Services Agreements shall be for a period of five years.

On June 20, 2018, the Aviation Authority Board approved no-cost base agreements for IT Consulting Services with the following firms:

- Advanced IT Concepts, Inc.
- Barich, Inc.
- Faith Group Consulting, LLC
- Technology Management Corporation dba Technology Management Corporation - 1 Incorporated

These no-cost base agreements established the negotiated hourly rates per firm. The consulting services include a broad range of services associated with the planning and implementation of IT projects and initiatives that are identified in the Aviation Authority's Capital Improvement Plan (CIP), IT Master Plan (ITMP), annual project planning process, and other IT projects and initiatives requested by the Aviation Authority. The services may include project management; staff augmentation; research of specific technologies; research and concept development; IT business analysis; business case development; infrastructure and applications design, installation, configuration, development and testing; database management and administration; cyber and physical security; development of solicitation documents; functional, performance and interface requirements definition and documentation project planning; applications development, implementation and integration across multiple systems; operations and management of IT; assistance with IT roadmap or strategic plans; vendor and product evaluations and recommendations, and other IT consulting services. Similar to the Aviation Authority General Consultant some aspects of the work may be accomplished using sub consultants.

Addenda Nos. 1 through 25, and applicable amendments, to the IT Consulting Services Agreement with Faith Group Consulting, LLC have been approved, through the Aviation Authority Board meeting held on May 19, 2021.

ISSUES

Per the Aviation Authority's Policy 450.04, the Aviation Authority Board must approve all contract addenda and amendments that result in the value of any contract being increased, in the aggregate, by \$250,000 or more over the contract value.

The PSC recommended the following addenda/amendments to the IT Consulting Services Agreement with Faith Group Consulting, LLC:

- Addendum No. 26 to the IT Consulting Services Agreement with Faith Group Consulting, LLC for Fiscal Year (FY) 2022 Digital Content and Innovation Consulting Services at the Orlando International Airport (MCO), for the total lump sum fee amount of \$1,899,996, with funding from Operation and Maintenance Funds (subject to adoption of the FY 2022 Aviation Authority Budget by the Aviation Authority Board under separate item). Services will be provided by Synect, subconsultant to the Faith Group Consulting, LLC and include the development of digital content and innovation services for the visual communication ecosystem at the MCO, and will include, but are not limited to, the content maintenance and contract administration, new content strategies and execution, and visual communication innovations for the optimization of the ecosystem. The many digital canvases at MCO are part of a visual communications ecosystem that enables MCO to broadcast original content and deliver a memorable, delightful passenger experience throughout the facility. Services will be provided from October 1, 2021, through September 30, 2022. Due to the specialized scope of the services, Faith Group Consulting, LLC did not propose any small business participation on this addendum. [Reference PSC Meeting held August 3, 2021, Agenda Item No. 2].
- Addendum No. 27 to the IT Consulting Services Agreement with Faith Group Consulting, LLC for FY 2022 On-Call MCO Mobile Application Support and Maintenance, for the total amount of \$104,180, which includes the not-to-exceed fee amount of \$76,580 and the not-to-exceed expenses amount of \$27,600, with funding from Operation and Maintenance Funds (subject to adoption of the FY 2022 Aviation Authority Budget by the Aviation Authority Board under separate item). Services will include, but are not limited to, daily operational monitoring and maintenance support services of the available MCO mobile applications, as well as iOS and Android support, licensing and hosting application management and will be provided by a subconsultant, M2mobi. Services will be provided from October 1, 2021, through September 30, 2022. Due to the specialized scope of the services, Faith Group Consulting, LLC did not propose any small business participation on this addendum. [Reference PSC Meeting held August 3, 2021, Agenda Item No. 3].

As these addenda/amendments will result in an aggregate increase to the Aviation Authority's Agreement with Faith Group Consulting, LLC exceeding \$250,000, Aviation Authority Board approval is required, as outlined in the memorandum.

ALTERNATIVES

None.

FISCAL IMPACT

The fiscal impact is \$2,004,176. Funding is from Operation and Maintenance Funds (subject to adoption of the FY 2022 Aviation Authority Budget by the Aviation Authority Board under separate item).

RECOMMENDED ACTION

It is respectfully requested that the Aviation Authority Board resolve to accept the recommendation of the Professional Services Committee to (1) approve Addendum No. 26 to the IT Consulting Services Agreement with Faith Group Consulting, LLC, for FY 2022 Digital Content and Innovation Consulting Services at the Orlando International Airport, for the total lump sum amount of \$1,899,996, with funding from Operation and Maintenance Funds; (2) approve Addendum No. 27 to the IT Consulting Services Agreement with Faith Group Consulting, LLC, for FY 2022 On-Call MCO Mobile Application Support and Maintenance, for the total amount of \$104,180, which includes the not-to-exceed fee amount of \$76,580 and the not-to-exceed expenses amount of \$27,600, with funding from Operation and Maintenance Funds; and, (3) authorize an Aviation Authority Officer or the Chief Executive Officer to execute the necessary documents following satisfactory review by legal counsel.