# CITY OF SANTA BARBARA

## COUNCIL AGENDA REPORT

**AGENDA DATE:** May 10, 2011

**TO:** Mayor and Councilmembers

**FROM:** Airport Administration, Airport Department

**SUBJECT:** Access And Use Permit With ProDIGIQ, Inc.

**RECOMMENDATION:**

That Council find it is in the City's best interest to waive the formal bid process as authorized in Municipal Code Section 4.52.070 (k) and authorize the Airport Director to execute an Access and Use Permit with ProDIGIQ, Inc., as the single source and most favorable source for providing the City with Flight Information Display and Baggage Information Display systems for the new Airline Terminal in an amount not to exceed $59,900.

**DISCUSSION:**

Background

A Flight Information Display System (FIDS) is a computer system used in airports to display flight information to passengers, in which a computer system controls mechanical or electronic display boards or TV screens in order to display arrivals and departures flight information in real-time. The displays are located inside or around an airport terminal. A virtual version of a FIDS can also be found on most airport websites and teletext systems. FID systems are used to assist passengers during air travel and people who want to pick-up passengers after the flight.

Each line on a FIDS indicates a different flight number accompanied by:

- The airline name/logo and/or its airline designator;
- The city of origin or destination, and any intermediate points;
- The expected arrival or departure time and/or the updated time (reflecting any delays);
- The gate number;
- The check-in counter numbers or the name of the airline landing the check-in; and
- The status of the flight, such as "landed", "delayed", "boarding", etc.

A similar system, a Baggage Information Display System (BIDS), is used in the bag claim area identifying the arrival flight number so passengers on that flight can locate the bag claim unit to collect checked bags.

Traditional FID and BID systems are manually updated by airline staff using local servers or workstations to maintain monthly schedules and to enter every time/gate change. To reduce staff time devoted to manually updating the system, Airport staff pursued a web-based technology to increase the accuracy and timeliness of flight information. Researching FIDS companies, staff found four companies that provide manual systems, and two web-based companies, one web-based company is located in Europe, and the other company is ProDIGIQ, Inc. a local company.

ProDIGIQ Proposal

ProDIGIQ is one of the many innovative technology companies that have been started by UCSB alumni serving the airport and airline industry. ProDIGIQ has developed web-based FIDS technology that gets direct feeds from various data sources including airlines at Santa Barbara, the Federal Aviation Administration, and major hub airports. This ensures data accuracy and redundancy while removing the dependence on airline staff to maintain the system. A customized web portal for Santa Barbara with secure access will allow real-time messaging and any required manual override.

As part of the Airline Terminal project, FIDS and BIDS screens were purchased and will be installed by the Airport. Airport staff recommends that the City waive the formal bid process and authorize an Access and Use Permit with ProDIGIQ's for a web-based Flight Information Display and Baggage Information Display system to be installed in the new Airline Terminal as it is in the best interests of the City.

ProDIGIQ proposes to provide seven (7) Flight Information Display Systems, two (2) Baggage Information Display Systems, one (1) on-site backup server and one(1) Baggage Information Display System input station for a total cost of $59,900. In researching other FIDS systems, staff determined that the software license cost was consistent with other programs.

**BUDGET/FINANCIAL INFORMATION:**

Funding for the FIDS/BIDS systems are included in the Airline Terminal project budget.


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**SUBMITTED BY:**    Karen Ramsdell, Airport Director

**APPROVED BY:**    City Administrator's Office