



City of San Antonio

Agenda Memorandum

File Number:19-8492

Agenda Item Number: 15.

Agenda Date: 1/16/2020

In Control: City Council A Session

DEPARTMENT: Aviation

DEPARTMENT HEAD: Thomas Bartlett

COUNCIL DISTRICTS IMPACTED: Citywide

SUBJECT:

Agreement with LocusLabs, Inc. for Digital Wayfinding Application for the San Antonio International Airport

SUMMARY:

Ordinance authorizing a professional services agreement with LocusLabs, Inc. (LocusLabs) at the San Antonio International Airport in the amount of \$461,000.00 funded by the Airport Operating and Maintenance Fund to develop and maintain an application that will allow visitors and passengers use their cell phones to easily search, explore and navigate the airport. This tool will enhance the customer experience as passengers will be able to receive real-time information about key points of interest in the airport. It also provides an opportunity to promote the food, retail and service offerings at the airport for revenue enhancement. The initial term of the agreement is for three years with the option to extend for two additional one-year terms.

BACKGROUND INFORMATION:

The Aviation Department continuously explores new programs to heighten the passenger experience, including implementing a rotating art program with an emphasis on local artists and events; awarding a contract for a curbside valet parking service which began operation in January 2020; and, the installation of the ParkAssist system in the parking garages. In September 2019, J.D. Power 2019 America Airport Satisfaction study ranked the San Antonio International Airport 6th in the medium airport category, improved from 13th in 2018.

In an effort to empower passengers with more information on the airport, the City requested a vendor to develop an application that provides indoor mapping content and location services within the San Antonio International Airport and seamlessly integrates with a variety of other technology channels such as airlines and

vendor websites. When it is completed, a passenger will be able to use their phone to map to their departing gate from the ticketing counter; look at a restaurant's menu; find the closest restroom to the security checkpoint; and, view the transportation options to get to the airport).

LocusLabs' indoor mapping and location platform is currently utilized at airports such as Toronto Pearson, Sea-Tac, Miami, Reagan National, Houston Hobby/Intercontinental, DFW and Atlanta Hartsfield-Jackson and uses LocusLabs' proprietary agreements with legacy airline carriers including Southwest Airlines, American Airlines, United Airlines and Delta Airlines. LocusLabs integrates an airport's information within the respective airline mobile application. The Aviation Department, in consultation with the City Attorney's Office and the Procurement Division of the Finance Department, selected LocusLabs for this service due to these proprietary agreements, which means that a passenger will be able to access the San Antonio International Airport application within their airline application seamlessly.

ISSUE:

As part of this program, LocusLab will develop or provide a mapping solution; a software development kit (SDK) license; content manager; and, GeoData Exchange service. The wayfinding technology will allow users to view the menus of concessionaires, services and other information. The SDK license will provide the interactive maps of the airport and searchable user interface components. The content management system enables user-friendly updates or changes to the points-of-interests or navigation routes. The GeoData Exchange is the service that LocusLabs uses to provide updates to such third-parties such as Apple Maps and Google Maps.

Additionally, at the direction of the Aviation Director, LocusLabs can deploy the following features:

- Additional indoor position features for user positioning so passengers can see their exact location on the map and position as they transition through the airport to their desired destination.
- Implementation of on-premise interactive touchscreens (such as a walk-up kiosk)

ALTERNATIVES:

City Council could elect to not approve this agreement and request the department develop and release a solicitation for this service. This decision would delay the implementation of this service while this work is performed and likely result in the same solution, based on the integration capabilities unique to LocusLabs.

FISCAL IMPACT:

This ordinance authorizes a professional services agreement with LocusLabs, Inc. for the development of an application that will serve as a wayfinding service for visitors to the San Antonio International Airport in an amount not to exceed \$461,000.00 with an initial term of three years with the option to extend for an additional two, one-year periods and is funded by the Airport Operating and Maintenance Fund.

RECOMMENDATION:

Staff recommends the authorization of a professional services agreement with LocusLabs for the development

and implementation of an application for the San Antonio International Airport.