

**ADDENDUM NO. 36
TO THE AGREEMENT DATED AUGUST 3, 2018
BETWEEN GREATER ORLANDO AVIATION AUTHORITY
AND FAITH GROUP, LLC dba FAITH GROUP CONSULTING, LLC**

Project: FY24 Aviation Authority Digital Content Ecosystem Visual Communication Strategy, Innovation, and Content Production, Orlando International Airport

THIS ADDENDUM is effective this 1st day of October, 2023, 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 **TWO MILLION SIX HUNDRED THOUSAND AND NO/100 DOLLARS (\$2,600,000.00)**, broken down as follows:

Professional Fees:	NTE:	\$0.00
Professional Fees:	LS:	\$2,600,000.00
Reimbursable Expenses:	NTE:	<u>\$0.00</u>
Total:		\$2,600,000.00

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 day of Aug 25, 2023.

GREATER ORLANDO AVIATION AUTHORITY



By: boxSIGN 1V3Q39J4-42KWJZVZ
Kevin J. Thibault, P.E.
Chief Executive Officer

Approved as to Form and Legality
(for the benefit of GOAA only)
this day of Aug 22, 2023



By: boxSIGN 1V3Q39J4-42KWJZVZ
**NELSON MULLINS BROAD AND
CASSEL, Legal Counsel
Greater Orlando Aviation Authority**

**FAITH GROUP, LLC
dba FAITH GROUP CONSULTING, LLC**



By: boxSIGN 1XV7VZJZ-42KWJZVZ
Signature (Duly Authorized Rep.)

Zachary Varwig
Printed Name

Principal
Title



GREATER ORLANDO AVIATION AUTHORITY

Orlando International Airport
One Jeff Fuqua Boulevard
Orlando, Florida, 32827-4399

MEMORANDUM

TO: Members of the Procurement Committee
FROM: Pete Pelletier, Vice President of Information Technology
DATE: August 1, 2023

ITEM DESCRIPTION

Request for Recommendation to the Aviation Authority Board of an Addendum to the Information Technology Consulting Services Agreement with Faith Group Consulting, LLC for FY24 Aviation Authority Digital Content Ecosystem Visual Communication Strategy, Innovation and Content Production at the Orlando International Airport.

BACKGROUND

In 2018, the firms providing Information Technology Consulting Services were selected through a competitive award process. These services are procured on an as-needed or annual basis.

On June 20, 2018, the Aviation Authority Board approved an Information Technology Consulting Services Agreement 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. These services consist of Information Technology Consulting Services.

ISSUES

Consultant's proposal, dated July 10, 2023, is to provide Fiscal Year (FY) 2024 Digital Content and Innovation Consulting Services at the Orlando International Airport. It is recommended that a performance bond not be required for services one is not required under their current contract agreement. These services consist of Information Technology Consulting Services that provide the Authority with Digital Content Ecosystem Visual Communication Strategy and Content Production.

This Addendum will provide Content and Production 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.

If approved, these services would be effective October 1, 2023.

SMALL BUSINESS

The MWBE/LDB/VBE participation has been reviewed by the Office of Small Business Development (OSBD). The findings and recommendation are attached.

ALTERNATIVES

None.

FISCAL IMPACT

The fiscal impact is \$2,600,000.00. Funding is from Operations and Maintenance funds account code 301.521.210.5310009.000.100883 (subject to the Aviation Authority Board approval of the FY 2024 Aviation Authority budget).

RECOMMENDED ACTION

It is respectfully requested that the Procurement 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 herein and the amount as shown below:

Not-to-Exceed Fees	\$0.00
Lump Sum Fees	\$2,600,000.00
Not-to-Exceed Expenses	\$0.00
TOTAL	\$2,600,000.00
AAC – Compliance Review Date	<i>JSS</i> 7/25/23
AAC – Funding Eligibility Review Date	7/25/23

ATTACHMENTS

- Attachment A – Finance Form
- Attachment B: OSBD Memo

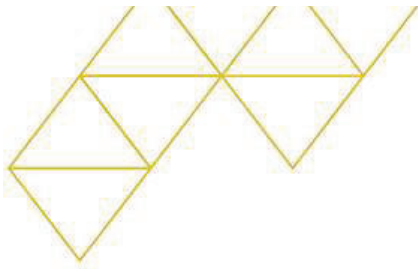
ATTACHMENT A

FINANCE FORM

Date:	07/14/23	Requestor's Extension:	3902
Requestor's Name:	Pete Pelletier	Preparer's Extension:	3124
Preparer's Name:	Ian Brooks	Solicitation #:	N/A
Requestor's Department:	Information Technology	Contract # / Name:	Information Technology Consulting Services
Description:	Visual Communication Strategy, Innovation and Content Production	Procurement Committee Date:	8/1/2023
Vendor:	Faith Group Consulting LLC	Agenda Item #:	

NON-PROJECT FUNDS: O&M, CAPEX, OEA REVENUE FUNDS

Account Code Format: xxx.xxx.xxx.xxxxxxx.xxx.xxxxxx	FY 23 Amount	FY24 Amount	FY25 Amount	FY26 Amount	FY27 Amount	TOTAL CONTRACT
301.521.210.5310009.000.100883		2,600,000.00				2,600,000.00
Total Requisition:		2,600,000.00				
Requisition Number:		94581				
Funding Approver:						
OMB Notes:						



MEMORANDUM

TO: Ian Brooks; IT Contracts Manager
CC: Joe Furnari, Richard D'Anjou
FROM: Jason Wallace
PROJECT: Visual Communication Strategy and Content Production
PROJECT #: GOAA # TBD
SUBJECT: Scope of Work & Cost Breakdown
DATE: 7/10/2023

Overview

Faith Group and Synect (the FG Team) have been tasked with providing a visual communications ecosystem that enables the airport to broadcast original content and deliver meaningful, up-to-date information to passengers. The visual communication ecosystem provides relevant, dynamic communication tools to inform and empower travelers.

Intent

The FG Team's goal is to provide Content and Production 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. This includes signage in the following locations:

- North & South Terminal Buildings
- South Automated People Mover (APM)
- Terminal C Complex

Cost Breakdown

Below is the lump sum fee for services from October 1, 2023 – September 30, 2024, to support this effort. This will be invoiced monthly in 12 lump sum payments and will not exceed the total amount.

Billing Information	TOTAL
Monthly Invoice Amount	\$216,666.67
Total Months: (Rounded to the nearest whole dollar)	X 12
Sub Total:	\$2,600,000.00
TOTAL:	\$2,600,000.00

The total for the aforementioned scope will be **2,600,000.00**.

Thank You, Jason Wallace
Sr. IT Project Manager
Jason.Wallace@faithgroupllc.com
(614) 937-4801

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.

Firm: Faith Group LLC

By:  _____

Print Name: Zach Varwig

Date: 7/10/2023

Orlando International Airport | Visual Communication Strategy, Innovation and Content Production Statement of Work

Visual Communication Ecosystem Addendum

July 10, 2023

Contract Term: October 1, 2023, through September 30, 2024



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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. 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
- Terminal C Complex
 - Curbside Displays
 - Baggage Information Displays
 - Check-In Counters
 - Gate Information Displays
 - Wayfinding Displays
 - Info Desk
 - Palm Court

Under this Addendum, Synect shall provide Content 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.

Synect will partner with GOAA to provide a holistic communication strategy that encompasses all passenger touchpoints throughout the passenger experience, providing a unified experience for terminals A, B and C.

The content for the system includes the latest instructional, wayfinding, events, promotions, 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 Production. 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 Production 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 examples of different content types are listed below.

Instructional Content

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. Example of instructional content

Wayfinding and Security Checkpoint Content

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 wayfinding and security content

North Terminal Instructions and Wayfinding to/from Terminal C

Synect will update and create content to inform and guide to/from Terminal C. This content will raise awareness, help passengers know when to go to Terminal C, and assist with wayfinding to and from the new terminal. The instructions and wayfinding content will display in both terminals.

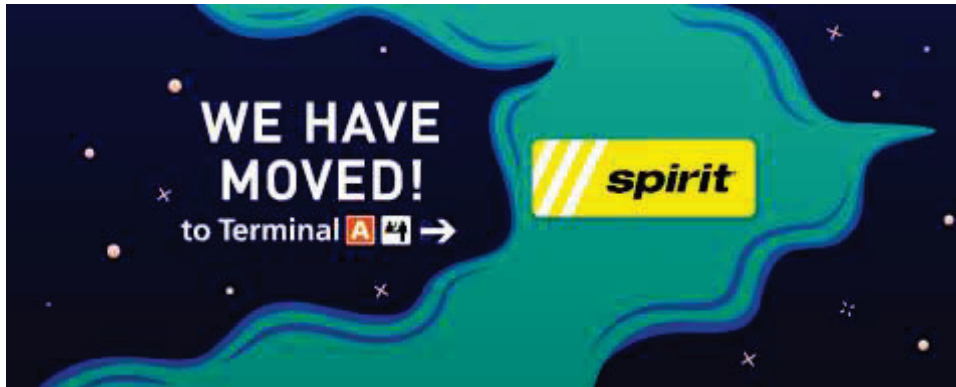


Figure 3. We have Moved announcement content

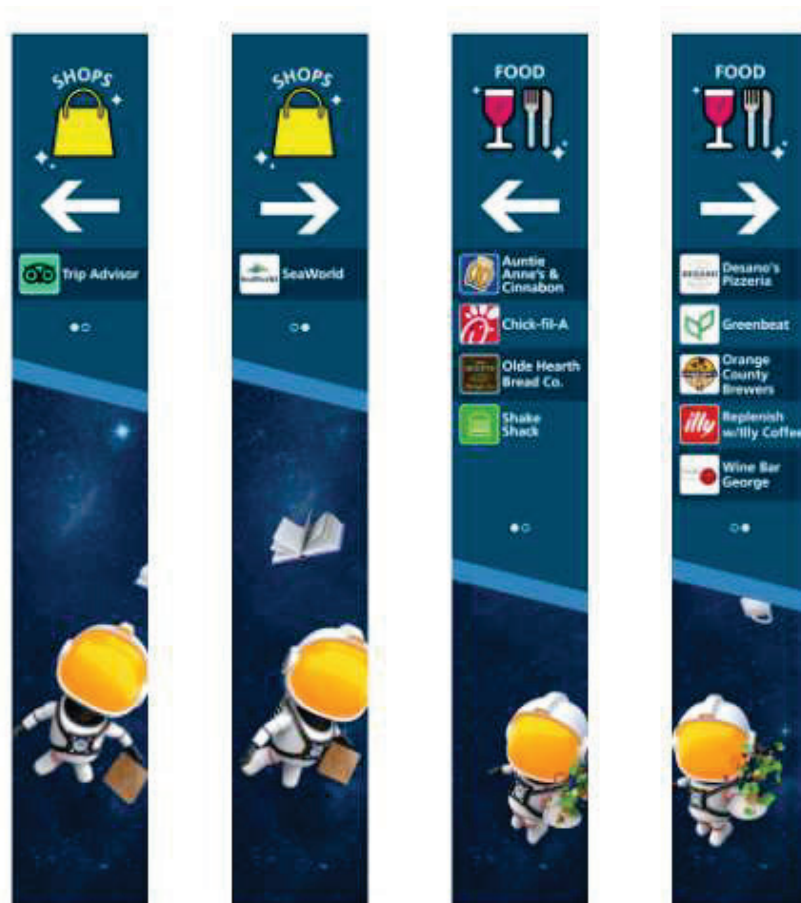


Figure 4 Example of solving operational challenges with totems

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 5. 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. These elements result in a calmer, better airport experience and help reduce passenger anxiety.

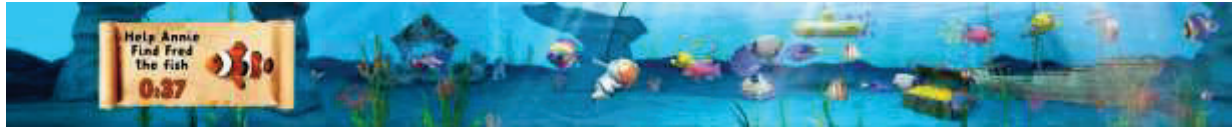


Figure 6. Example of entertaining content

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 7. Example of promotional 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 Production 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 Production 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. A sample plan of record can be seen in Appendix C. 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.

6. Visual Communication Innovation

The purpose of Visual Communication Innovation is to address new requests for system functionality or enhancements. Examples of potential Visual Communication Innovation include, but are not limited to, new development work, new features, and similar advancements of the existing visual communication ecosystem.

Visual Communication Innovation is designed to help GOAA address new challenges and opportunities as they arise. Visual Communication Innovation is in place to address ecosystem requests that are innovative in nature.

Synect will be able to quickly address the Owner's needs under this scope of work to solve new pain points or address changing circumstances as they occur. Visual Communication Innovation objectives will be discussed in Steering Group meetings. Those challenges and their potential solutions will be clearly identified and defined prior to the start of any Visual Communication Innovation effort.

This is a flexible effort, which is intended to help the airport as new challenges and opportunities arise. The effort, scope, time, and deliverables will be evaluated and agreed upon by both owner and contractor in Steering Group. This evaluation will take place in the context of the amount of funding available for these efforts at the time the request is made. Work will commence once both parties agree and sign off on scope, milestones and budget. Once agreed-upon, the authorization to proceed will trigger milestone one.

Payment terms for Visual Communication Innovation are outlined in Payment and Compensation Plan section.

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, 2023 to September 30, 2024 for this contract is Two Million Eight Hundred Thousand Dollars. (\$2,600,000.00 USD).

Content Refreshes & Maintenance, Production Tasks, Lab Upkeep, Playlist Management, Program Management Payment Plan

In consideration of the Services related to Content Maintenance, Ongoing Content Refreshes and Maintenance, Production, Lab Upkeep and Optimization, Playlist Management/Scheduling, Program Management and 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 a lump sum of Two Million Six Hundred Thousand Dollars. (\$2,600,000.00 USD).

The contract shall be payable in 12 lump sum payments from October 1, 2023 to September 30, 2024 of Two Hundred and Sixteen Thousand Six Hundred and Sixty-Six Dollars and Sixty-Seven Cents (\$216,666.67 USD).

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

Any innovation task will be brought back to committee for approval with well-defined scope.

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 Procurement Committee ("PC") 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.

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.

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.

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 Operating Officer, or designee, Director of Information Technology, or designee, the Senior Director of Public Affairs, a representative from the Customer Service Department, Airport Operations and Planning Departments and their support staff. 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. The Video Steering Team has the authority to review and approve or deny Services proposed by 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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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.

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.

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.

North Terminal Check-in

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

North Terminal Wayfinding

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

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.

ReadySeeGo™ Digital Totems

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

North Terminal SAPM/Landside Wayfinding

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

North Terminal SAPM/Landside Pylon

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

South APM Wayfinding

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

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.

South APM Pylon

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

STC Baggage Information Displays

STC sign types: CO4, C19, C05, CO5.1, C18, C18.1

STC Check-In Displays

STC sign types: C14, C27, C28, C42

STC Flight Information Displays

STC sign types: C30, C02, C03

STC Gate Information Displays

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

STC Wayfinding Displays

STC sign types: C22, B26, B12, B31, B33, C23, C15, B34, C38, C40, C24, B25, B39, C11, C11.1, B24, C12, C12.1, C07

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.

Sample Steering Group Notes



DATE	05/25/2023
ATTENDEES	Synect: Amanda Thibodeau, Gaby Machloof, Nir Bashan, Yahav Ran, Ryan Boyle, Andrea Andrews, Bonnie Lavigne GOAA: Jackie Chin, Joe Furnari, Karla Carman, Scott Goodwin, Kevin Thibault, Tom Draper, Pete Pelletier, Scott Shedek, Bradley Friel, Carolyn Fennell, Victoria Jaramillo, Lennon Batchelor, Marquez Griffin
MEETING	Video Steering Group
AGENDA ITEMS	<ul style="list-style-type: none"> • Governance Process Recap • POR 2023 Overview • Strategical Updates <ul style="list-style-type: none"> ○ All Aboard! ○ United in Remembrance ○ Proud to be an American ○ Sustainability Highlights

Action Items:

- Synect to make fireworks larger in Proud to be an American

Notes:

Governance Process Recap

- Comment: N/A

POR 2023 Overview

- Comment: N/A

Strategical Updates

- All Aboard!
 - Comment: What will play on 10x3 when Brightline officially launches?
 - Our experience will play
 - Comment: Can we display train schedule on 10x3?
 - Joe responded: GOAA is looking into using FIDS to display train schedule
 - GOAA team discussed the idea of pylon signs for arriving signs for train schedule
 - GOAA agreed that 10x3 will be better suited for experiences rather than train schedule display
 - Comment: Do we want to put the Brightline name back on the logo?
 - GOAA agreed to leave train generic
- United in Remembrance
 - Comment: N/A
- Proud to be an American
 - Comment: Synect to make fireworks bigger
- Sustainability Highlights
 - Comment: Synect confirmed that the RSG Concessions will replace the current design that is live which lists names only.
 - GOAA discussed that baggage claim # will not display on C22 Info Desk Bids



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Sample Video Working Group Meeting Notes



DATE	06/15/2023
ATTENDEES	Synect: Amanda Thibodeau, Gaby Machloof, Nir Bashan, Yahav Ran, Ryan Boyle, Bonnie Lavigne, Andrea Andrews, Brandon Rymanowicz GOAA: Jerry Harris, Karla Carman, Matt Conrad, Pete Pelletier
MEETING	June 15th th Video Working Group
AGENDA ITEMS	<ul style="list-style-type: none"> • Plan of Record <ul style="list-style-type: none"> ○ Proud to be an American ○ MCO App Promotion ○ Sense of Culture • Maintenance <ul style="list-style-type: none"> ○ Airline Relocation ○ C15 Update

Action Items:

- Synect to remove shadowing effect around plane and bring update to Steering Group for final approval.
- Synect to bring back updates for MCO App Promotion to next VWG for further discussion.
- Synect to reach out to Carolyn and Lindy to get feedback on art pieces they would like to be included.

Notes:**Plan of Record:**

- Proud to be an American:
 - Comment: GOAA likes animation around the text
 - Comment: GOAA is unsure about shadowing effect around the airplane
 - Comment: GOAA has concerns about airplane timing and it shows up at the same time as a firework going off
 - Comment: Synect explained that the airplane is on a solid background, therefore it will not be associated with the fireworks background
 - Comment: GOAA agreed to have shadowing effect around the plane removed
 - Comment: GOAA approved the remainder of the ecosystem

Consensus: Synect to remove shadowing effect around plane

- MCO App Promotion
 - Comment: GOAA asked where this would play
 - Comment: Synect confirmed it would play on ticketing, check in, bump out, maybe security and gates. We would also make a version available to display on social media and the app store.
 - Comment: Synect confirmed we would demo people using the app and showcase app features
 - Comment: Synect discussed the idea of simplifying/adapting the promo for wayfinding signs but to be careful not to distract from the wayfinding messaging
 - Comment: GOAA asked what the duration would be
 - Comment: Synect confirmed 30-60 seconds or breaking down the story to smaller bite-sized messages/videos

- Comment: GOAA likes the family focus and would like to expose the concept to the rest of the team
- Comment: GOAA suggested adding the bathrooms or family bathrooms as an additional story focus
- Comment: Synect confirmed we will investigate that idea

Consensus: Synect to implement feedback and bring back to next VWG to receive the remainder of the group's feedback.

- Sense of Culture:
 - Comment: GOAA likes time lapse effect
 - Comment: GOAA suggested Synect work with Carolyn Fennell and Lindy Shepherd to highlight art pieces that are not as common in the airport and identify their history
 - Comment: GOAA suggested it be done in a limited way to not distract from wayfinding
 - Comment: Synect agreed

Consensus: Synect to reach out to Carolyn and Lindy to get feedback on art pieces they would like to be included

Maintenance:

- Airline Relocation
 - Comment: N/A
- C15 Update
 - Comment: N/A

Sample VIDEO Working Group/Steering Group Presentation Deck

Slide 1: ORLANDO INTERNATIONAL AIRPORT *The Orlando Experience*
Video Working Group

Slide 2: Agenda

- Final Video Production - Final Approval
- MCO App Promotion - Board/Steering Approval
- Sense of Culture - Concept Review

Slide 3: 2023 POR

Project	Start	End	Status	Owner
Final Video Production	08/01/23	08/31/23	On Track	Orlando International Airport
MCO App Promotion	08/01/23	08/31/23	On Track	Orlando International Airport
Sense of Culture	08/01/23	08/31/23	On Track	Orlando International Airport
...

Slide 4: Final Approval! Proud to be an American

Slide 5: Proud to be an American

Slide 6: Proud to be an American Ecosystem

Slide 7: Storyboard Approval MCO App Promotion

Slide 8: MCO App Screenshots

Slide 9: Storyboard (Storyboard 1)

Slide 10: Storyboard (Storyboard 2)

Slide 11: Storyboard (Storyboard 3)

Slide 12: Concept Review Sense of Culture

2 Sense of Culture

Overview

Present a sense of culture within a modern building.

Why do we do it?

Discusses the ways in which architecture and culture have and continue to be intertwined. It also discusses the ways in which architecture and culture have and continue to be intertwined. It also discusses the ways in which architecture and culture have and continue to be intertwined.

How do we do it?

How do we do it?

What are we getting out of it?

13

2 Sense of Culture Layout

Overview

Discuss the ways in which architecture and culture have and continue to be intertwined. It also discusses the ways in which architecture and culture have and continue to be intertwined.

How do we do it?

How do we do it?

What are we getting out of it?

14

2 Approach: Long Exposure Time-Lapse

Overview

Discuss the ways in which architecture and culture have and continue to be intertwined. It also discusses the ways in which architecture and culture have and continue to be intertwined.

How do we do it?

How do we do it?

What are we getting out of it?

15

2 Art Theme: Welcome Mats

Overview

Discuss the ways in which architecture and culture have and continue to be intertwined. It also discusses the ways in which architecture and culture have and continue to be intertwined.

How do we do it?

How do we do it?

What are we getting out of it?

16

2 Art Theme: Sculptures

Overview

Discuss the ways in which architecture and culture have and continue to be intertwined. It also discusses the ways in which architecture and culture have and continue to be intertwined.

How do we do it?

How do we do it?

What are we getting out of it?

17

2 Art Theme: Glass Mosaics

Overview

Discuss the ways in which architecture and culture have and continue to be intertwined. It also discusses the ways in which architecture and culture have and continue to be intertwined.

How do we do it?

How do we do it?

What are we getting out of it?

18

2 Art Theme Prioritization

Overview

Discuss the ways in which architecture and culture have and continue to be intertwined. It also discusses the ways in which architecture and culture have and continue to be intertwined.

How do we do it?

How do we do it?

What are we getting out of it?

19

Discussion

Maintenance

Overview

Discuss the ways in which architecture and culture have and continue to be intertwined. It also discusses the ways in which architecture and culture have and continue to be intertwined.

How do we do it?

How do we do it?

What are we getting out of it?

20

Airline Relocation 6/7

Overview

Discuss the ways in which architecture and culture have and continue to be intertwined. It also discusses the ways in which architecture and culture have and continue to be intertwined.

How do we do it?

How do we do it?

What are we getting out of it?

21

Airline Relocation 6/7

Overview

Discuss the ways in which architecture and culture have and continue to be intertwined. It also discusses the ways in which architecture and culture have and continue to be intertwined.

How do we do it?

How do we do it?

What are we getting out of it?

22

C15 Security Checkpoint Update

Overview

Discuss the ways in which architecture and culture have and continue to be intertwined. It also discusses the ways in which architecture and culture have and continue to be intertwined.

How do we do it?

How do we do it?

What are we getting out of it?

23

ORLANDO INTERNATIONAL AIRPORT

The Orlando Experience

THANK YOU!

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Appendix C: Sample Plan of Record

Quarter	Deliveries	Content Type	Location
Q1 (jan, feb, mar)	Lynx Charter handoff	O&M	North Terminal
	6 RSGs in Terminal C- static handoff	O&M	Terminal C
	6 RSGs in Terminal C- motion handoff	O&M	Terminal C
	B25 Design update	O&M	Terminal C
	RSG Motion 1 (4 RSGs concession level 2)	O&M	Terminal C
	IM 03 D1 Static - adding wheelchair, sunflow & MSO reserve icon	O&M	North Terminal
	IM 03 D1 Motion - adding wheelchair, sunflow & MSO reserve icon	O&M	North Terminal
	C30, C03, C25 additional background piece with updated gate from 239 to 238	O&M	Terminal C
	C10 updates (sizing + concession promo campaign to fix the blade issue on the left)	O&M	Terminal C
	BIDS domestic & FIS redline update	O&M	Terminal C
	RSG Motion 2 (4 RSGs concession level 2 update)	O&M	Terminal C
	FIS totem fix	O&M	Terminal C
	C22 Info Desk - Promotion Concession campaign	O&M	Terminal C
	Rental Car update	O&M	Terminal C
	C04 Oversized Baggage	O&M	Terminal C
	Viva Aerobus Charter	O&M	North Terminal
	FIS pylon update	O&M	North Terminal
Azul video handoff	Airline	North Terminal	
Q2 (apr, may,june)	All Aboard! 10x3/Train Station Wayfinding	POR Theme	Airport
	Brightline Video	POR Theme	SAPM
	RSG Concessions update	O&M	Terminal C
	Wayfinding updates (A,B,C Terminals + Train station)	O&M	Airport
	C22 JCD handoff	O&M	Terminal C
	Pylon update- updated airline	O&M	Terminal C
	Virgin Atlantic logo update	Airline	North Terminal
	Silver logo update	Airline	North Terminal
	United in Remembrance - Memorial day	POR Theme	Airport
	C22 JCD handoff V2 - Add frame to stream	O&M	Terminal C
	FIS Totems	O&M	Terminal C
	Wayfinding Evergreen, no memorial day (with updates)	O&M	Airport
	Breeze and Alaska - 'We have moved'	O&M	North Terminal
	GlobalX/Redway for Terminal C	Airline	Terminal C
	C15 Security Checkpoint - 'Only ticketed passengers..' tile	O&M	Terminal C
	United airlines - new bumpout content 'Bag drop Shortcut'	Airline	North Terminal
	4th of July - Proud to be an American	POR Theme	Airport
Avelo Redesign	Airline	North Terminal	
Q3 (july, aug, sep)	All Aboard!! (Train station navigation)	POR Theme	Airport
	All Aboard!! (Train station experience)	POR Theme	Airport
	QR Code update 38.1A, 16A, 127B	O&M	North Terminal
	RSG #8 update (Add Summer House)	O&M	Terminal C
	RSG#2 (Add Taxis, Ground Transportation wayfinding to both sides of the totem)	O&M	Terminal C
	RSG #1 & #5	O&M	Terminal C
	C15 Security Checkpoint - Enhanced tiles and lane IDs	O&M	Terminal C
	50 Yard line	O&M	North Terminal
	Southwest mini-notification	Airline	North Terminal
	Delta 'Agent Assist' & 'Self Tagged Bags' bumpout	Airline	North Terminal
	MCO App Promotion	POR Theme	Airport
	Family Friendly Journey	POR Theme	Airport
	A Sense of Culture	POR Theme	Airport
Travel Tips - Fall	POR Theme	Airport	
Q4 (oct,nov,dec)	The Holiday Spirit Takes Off	POR Theme	Airport
	Boo Your Way Through The Airport	POR Theme	Airport
	Discover the Universe	POR Theme	Airport



GREATER ORLANDO AVIATION AUTHORITY

Orlando International Airport
One Jeff Fuqua Boulevard
Orlando, Florida 32227-4392

MEMORANDUM

TO: Members of the Aviation Authority

FROM: Kathleen M. Sharman, Interim Chair, Procurement Committee/Chief Financial Officer

DATE: August 16, 2023

ITEM DESCRIPTION

Recommendation of the Procurement Committee to Approve an Addendum to the Information Technology (IT) Consulting Services Agreement with Faith Group Consulting, LLC for Fiscal Year (FY) 2024 Digital Content Ecosystem Visual Communication Strategy, Innovation and Content Production Services

BACKGROUND

On June 20, 2018, the Aviation Authority Board approved no-cost base agreements for IT Consulting Services with the following firms, following a competitive award process in compliance with state statutes and Aviation Authority policies:

- Advanced IT Concepts, Inc. (*MWBE/LDB*)
- Barich, Inc.
- Faith Group Consulting, LLC (*MWBE*)
- Technology Management Corporation dba Technology Management Corporation – 1 Incorporated (*MWBE*)

The agreement is structured as a no-cost base agreement with negotiated hourly rates. Services that are within the advertised scope are negotiated on an as-needed or annual basis, and awarded as addenda to the base agreement. The terms of these IT consulting agreements shall be for a period of five years. On May 17, 2023, the Aviation Authority Board approved an additional renewal option of these IT consulting agreements through January 31, 2024, while discussions regarding the evaluation of agreement alternatives continue. The current scope has been separated into three distinctive scopes to optimize participation. It is anticipated that one or more of these procurements may be available for advertising in August 2023.

Faith Group Consulting, LLC will provide consulting services that 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.

ISSUES

A fee has been negotiated with Faith Group Consulting, LLC for a total amount of \$2,600,000 to provide FY 2024 Digital Content Ecosystem Visual Communication Strategy, Innovation and Content Production Services. The services will provide digital content and innovation services for the visual communication ecosystem at the Orlando International Airport, 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 the Orlando International Airport are part of a visual communications ecosystem that enables the Orlando International Airport to broadcast original content and deliver a memorable, delightful passenger experience throughout the facility. Services will be provided from October 1, 2023, through September 30, 2024. At the discretion of the Aviation Authority, the level of provided services may be adjusted during the fiscal year, depending on fluctuations of Aviation Authority staffing levels.

On August 1, 2023, the Procurement Committee recommended approval of an Addendum to the IT Consulting Services Agreement with Faith Group Consulting, LLC for Digital Content Ecosystem Visual Communication Strategy, Innovation and Content Production Services, as outlined in the memorandum.

SMALL BUSINESS

Faith Group Consulting, LLC is a certified Minority and Women Business Enterprise (MWBE) firm. The Aviation Authority has reviewed the proposal, and determined that Faith Group Consulting, LLC does not propose any small business participation on this Addendum due to the specialized nature of the services to be provided, and certifies that Faith Group Consulting, LLC is in good standing as it relates to the small business participation.

ALTERNATIVES

None.

FISCAL IMPACT

The fiscal impact is \$2,600,000. Funding is from Operations and Maintenance Fund (subject to adoption of the FY 2024 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 Procurement Committee to approve an Addendum to the IT Consulting Services Agreement with Faith Group Consulting, LLC, for FY 2024 Digital Content Ecosystem Visual Communication Strategy, Innovation and Content Production Services, for the total lump sum fee amount of \$2,600,000, with funding from Operation and Maintenance Funds; and, authorize an Aviation Authority Officer or the Chief Executive Officer to execute the necessary documents following satisfactory review by legal counsel.