



**COMMISSION
AGENDA MEMORANDUM**

Item No. 8d

ACTION ITEM

Date of Meeting June 11, 2019

DATE: June 3, 2019
TO: Stephen P. Metruck, Executive Director
FROM: Wendy Reiter, Director, Aviation Security
SUBJECT: Crowd Sourced Incident Reporting Application

Amount of Contract \$1,500,000

ACTION REQUESTED

Request Commission authorization for the Executive Director to execute a contract for up to 10 years to provide a Crowd Sourced Incident Reporting Application at Seattle-Tacoma International Airport for an estimated cost of \$1,500,000.

EXECUTIVE SUMMARY

A key initiative for the Port of Seattle is continuing to enhance the safety and security of the traveling public, employees, and Port facilities. The purpose of this authorization request is to competitively procure a mobile software application that can be used by the airport employee community to report security, safety, and maintenance issues.

Empowering airport employees to quickly and anonymously report what they are seeing can make a big difference in public safety and operations. People are often reluctant to call 911 because they don't want to get involved, are in a hurry, or aren't certain that what they saw is important. A mobile application designed to receive private, actionable communication provides a bridge from a safety emergency and a scenario that could become a more serious issue if not addressed. Crowd sourced incident reporting applications are used today in other airports, transit locations, college campuses, and sports arenas to help people who see something, say something.

Unlike the Sea-Tac Mobile App which is focused on customer service features for the traveler and promotion of our concessions, the incident reporting mobile app will be marketed to airport employees, tenants, and service providers. The strategy for an organization to support multiple mobile apps that are smaller and focused provides a better experience tailored to the user and more flexibility for enhancements. Outreach strategies for promoting the app will include notifications in our printed airport employee newsletter Sea-Tac Insider, posters in employee screening locations, notifications to station managers and through tenant meetings.

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A small capital project in the amount of \$160,000 will be approved to complete the implementation.

JUSTIFICATION

A crowd sourced incident reporting application, free to anyone to download, will provide the following benefits.

- Real-time reporting of security, safety, and maintenance issues
- Ability to attach photos and precise locations allowing response teams to rapidly assess problems
- Ability for the airport to send important alerts about emerging incidents or engage users to be on the lookout for specific targets
- Supports Port efforts against human trafficking and awareness of the Department of Homeland Security “If You See Something, Say Something®” campaign
- While initially this mobile application will be deployed for the airport, it can easily expand to our maritime locations

DETAILS

Schedule

Activity

Commission Authorization	2019 Quarter 2
Product Selected	2019 Quarter 4
In-use Date	2020 Quarter 2

ALTERNATIVES AND IMPLICATIONS CONSIDERED

Alternative 1 – Implement a text-only reporting application.

Total 10-year contract costs: \$250,000 - \$500,000 over 10 years.

Pros:

- (1) Lower cost solution.
- (2) Easy and quick to use by anyone.

Cons:

- (1) No capability for the Port to send alerts to the airport community or traveling public as there would in a mobile application.
- (2) No capability to provide information such as answers to frequently asked questions on human trafficking or national security programs.
- (3) Limited reporting on report types, which will be important in determining where more attention is needed, or whether the program is successful.

This is not the recommended alternative.

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Alternative 2 – Procure, configure, and implement a crowd sourced incident reporting app.

Total 10-year contract costs: \$1,500,000 over 10 years

Pros:

- (1) Directly impacts security, safety and customer support in positive and immediate manner.
- (2) Provides an anonymous tool for simple and easy reporting of safety, security and maintenance issues.
- (3) Port staff receive incident information more quickly and with valuable details including location and pictures or videos.

Cons:

- (1) Operating funds will not be available for other projects.

This is the recommended alternative.

FINANCIAL IMPLICATIONS

Annual Budget Status and Source of Funds

The annual, recurring cost of \$150,000 will be budgeted in Aviation Division operating budget beginning in 2020.

ATTACHMENTS TO THIS REQUEST

None

PREVIOUS COMMISSION ACTIONS OR BRIEFINGS

None