**COMMISSION**
**AGENDA MEMORANDUM** | **Item No.** 8d
**ACTION ITEM** | **Date of Meeting** August 11, 2026

**DATE :** August 3, 2026

**TO:** Stephen P. Metruck, Executive Director

**FROM:** Keri Stephens, Director Aviation Facilities and Capital Programs
Krista Sadler, Director Technology Delivery

**SUBJECT: SEA Flight Information Display System (FIDS) Refresh and License and Support Contract (CIP #C802152)**

| | |
|---|---|
| **Amount of this project request:** | $1,200,000 |
| **Total estimated project cost:** | $1,200,000 |
| **Estimated 10-year contract amount:** | $3,800,000 |

## ACTION REQUESTED

Request Commission authorization for the Executive Director to 1) proceed with the FIDS Refresh project; 2) execute contract(s) for the software license, hardware, and vendor implementation and support services and 3) use Port staff for implementation. The amount requested for project implementation under this authorization is $1,200,000. Total estimate for an up-to-ten-year contract is $3,800,000.

## EXECUTIVE SUMMARY

The SEA FIDS system formats and displays flight, gate, ticket counter, and baggage claim information for the public in a variety of digital signage configurations; single screen to multi-screen displays. The information, sourced from the airport resource management system, is largely provided directly from airlines, through airline schedules, or flight data aggregators. In addition to digital signage, the system also includes first bag/last bag data collection and integration into the baggage claim signage.

The current system, procured and implemented in 2012, has not kept up with requirements that allow for different information channels, content scheduling, dynamic messaging, flexible templates, multiple content types, and vibrant transitions. Over the past several years, requirements for more flexibility have been met with an alternative signage content management system.

This project, estimated at $1,200,000, will replace the current FIDS with a modern digital signage content management system, upgrade digital signage computers that are over 14 years old and well past their end-of-life, replace aging first bag/last bag data collection computers with improved cyber security protections, and implement an alternative messaging channel that can be deployed to communicate during abnormal operations. This authorization also includes an up-to-ten-year contract, estimated at $3,800,000, for licensing and support that includes some contingency for growth.

## JUSTIFICATION

SEA digital signage is a critical passenger communication tool showing flight times, gate locations, bag claim information, and check-in areas. A modern digital signage content management system is essential for today's airports because it enables reliable, real-time communication across a complex, fast-moving environment. It will support richer, data-driven content, improving the passenger experience while reducing new signage development efforts for staff. Enhanced security, scalability, and remote management capabilities help maintain continuity of service and support future expansion.

### *Diversity in Contracting*

Project staff will work with the Diversity in Contracting Department to determine if a women-and-minority-owned business enterprise (WMBE) aspirational goal should be assigned.

## DETAILS

### *Scope of Work*

(1) Procurement and implementation of a new digital signage content management system.
(2) Integration with signage content such as the SEA resource management system for flight information or check point wait times.
(3) Development of multiple information display templates including flight, baggage, gate, and ticket counter information displays.
(4) Development of Port/Airline display sharing for common-use gates.
(5) Development of a visual paging content type capable of capturing messages that can be incorporated into display templates.
(6) Development of an alternate channel to accommodate specialized messages that need to supersede normal programming.
(7) Replacement of approximately 250 digital signage computers that are over 14 years old.
(8) Replacement of the First bag/Last bag data collection units to improve cyber security.

The project will not include replacement or movement of existing digital monitors.

***Schedule***

| *Activity* | |
|---|---|
| Commission authorization | 2026 Quarter 3 |
| Procurement | 2026 Quarter 4 |
| Deployment start | 2027 Quarter 3 |
| Estimated Completion | 2027 Quarter 4 |

| ***Cost Breakdown*** | This Request | Total Project |
|---|---|---|
| Equipment | $600,000 | $600,000 |
| Vendor Services | $200,000 | $200,000 |
| Port Labor | $400,000 | $400,000 |
| Total | $1,200,000 | $1,200,000 |

## ALTERNATIVES AND IMPLICATIONS CONSIDERED

**Alternative 1** – Replace FIDS software and end-of-life digital signage monitors.

Cost Implications: $5,500,000

Pros:

(1) Provides more flexibility for the SEA Signage department to update and create new signage quickly to meet changing business needs.
(2) Signage hardware, monitors, and software are on current versions, maintaining our security patching capabilities and improving our resilience.
(3) Signage at risk of failure will be updated, reducing the impact of a patchwork of equipment that looks less professional.

Cons:

(1) Additional capital is required to purchase and install new monitors and while major construction was not planned, casework will need modifications to fit new monitor sizes.
(2) Additional operational impacts exist as signage is updated.

This is not the recommended alternative.

**Alternative 2** – Upgrade the current SEA digital signage system.

Cost Implications: $1,248,000

Pros:

(1) Support and signage teams are familiar with the technology, reducing training needs and change impacts.

Cons:

(1) Vendor has confirmed no significant improvements to their content management system features. Current frustrations will remain for next several years.
(2) Current signage needs are met using an alternative solution eliminating benefits of a single signage solution with flexibility to update communication depending on the location and immediate operational needs.
(3) Higher ten-year estimated total cost of ownership than the recommended solution.

This is not the recommended alternative.

**Alternative 3** – Replace FIDS software with a modern digital signage content management system and current hardware.

Cost Implications: $1,200,000

Pros:

(1) Provides more flexibility for the SEA Signage department to update and create new signage quickly to meet changing business needs.
(2) Signage hardware, monitors, and software are on current versions, maintaining our security patching capabilities and improving our resilience.
(3) To meet the capital constraint challenge at SEA, this project will not replace end-of-life displays deferring approximately $4,000,000 in equipment and construction costs.

Cons:

(1) If individual monitors fail, we likely can’t replace them with like sizes. This could reduce the professional look of the customer-facing display.

***This is the recommended alternative.***

## FINANCIAL IMPLICATIONS

| ***Cost Estimate/Authorization Summary*** | Capital | Expense | Total |
|---|---|---|---|
| **COST ESTIMATE** | | | |
| Original estimate | $1,200,000 | $3,800,000 | $5,000,000 |
| **AUTHORIZATION** | | | |
| Previous authorizations | $0 | $0 | $0 |
| Current request for authorization | $1,200,000 | $3,800,000 | $5,000,000 |
| Total authorizations, including this request | $1,200,000 | $3,800,000 | $5,000,000 |
| Remaining amount to be authorized | $0 | $0 | $0 |

***Annual Budget Status and Source of Funds***

This project, CIP C802152 – Flight Information System Refresh, was not included in the 2026–2030 Capital Budget and Plan of Finance with an allocated budget of $1,200,000. The budget of $1,200,000 was transferred from the Aeronautical Allowance CIP C800753 resulting in no net change to the Airport capital budget. The project will be funded by the Airport Development Fund. The annual up-to-ten-year contract, estimated at $3,800,000, for licensing and support will be budgeted within the Aviation's annual operating budget.

***Financial Analysis and Summary***

| | |
|---|---|
| Project cost for analysis | $5,000,000 |
| Business Unit (BU) | Terminal Building |
| Effect on business performance (NOI after depreciation) | NOI after depreciation will increase due to inclusion of capital (and operating) costs in airline rate base. |
| IRR/NPV (if relevant) | N/A |
| CPE Impact | $0.01 in 2028 |

***Future Revenues and Expenses (Total cost of ownership)***

Estimated annual licensing and support costs of $240,000 will be budgeted within the Aviation Maintenance operating budget. This will be offset after full implementation by approximately $150,000 when the current system is decommissioned.

**ATTACHMENTS TO THIS REQUEST**

None

**PREVIOUS COMMISSION ACTIONS OR BRIEFINGS**

None