



CITY OF HOUSTON - CITY COUNCIL

Meeting Date:

District B

Item Creation Date: 11/29/2023

HAS – Oculus LED Display System Provider (LED) at IAH

Agenda Item#:

Background:

RECOMMENDATION:

Enact an ordinance approving and authorizing a Professional Services Agreement with Ford Audio-Video Systems, LLC dba Ford AV for Oculus LED Display System Provider (LED) services at George Bush Intercontinental Airport/Houston (IAH), appropriating \$5,761,693.00 from the Airports Improvement Fund (8011), and setting a maximum contract amount of \$6,367,693.00.

SPECIFIC EXPLANATION:

The Director of the Houston Airport System and the Chief Procurement Officer recommend that City Council enact an ordinance awarding a contract to Ford Audio-Video Systems, LLC dba Ford AV for Oculus LED Display System Provider (LED) services at George Bush Intercontinental Airport/Houston (IAH). The contract term is three (3) years.

The Oculus will be one of the most visually engaging components of the new architectural environment of the IAH International Central Processor (ICP), currently under construction. This large-scale, uniquely designed media feature includes a sophisticated LED display and control system allowing for high-quality digital dynamic content, blending images, graphics, and text. The previously awarded contract with Gentilhomme, Inc. for Content Production Company (CPC) services, will collaborate creatively with HAS to design, produce, and integrate the media content for the Oculus.

A Request for Proposals (RFP) for the Oculus LED Display System Provider (LED) posted on the HAS website and advertised in the *Houston Chronicle* on Friday, December 9, 2022. Five proposals were received on February 22, 2023, from the following firms: ANC Sports Enterprises, LLC; AVI-SPO; Electrosonic, Inc.; Ford AV; and i.e. Smart Systems, LLC. The proposals were evaluated by the Evaluation Committee in accordance with the pre-established criteria and evaluation procedures outlined in the published RFP. Following evaluation, Ford AV was recommended for award.

Under the agreement, Ford AV is responsible for the design, engineering, drawings, installation, programming, hardware, software, and commissioning of the Oculus display technology. This project will install curved, direct-view LED display panels with optimum specifications. The LED display inputs, and related content being developed by the CPC, shall support seamless and time-synchronized display of singular content covering the entirety of the 2,000-square-foot cylinder-shaped Oculus, viewable from the lower arrivals level and the upper departures level of the ICP. Costs for these services will be recovered from the airline users of the technology.

This subject of this contract was part of a presentation to the City Council Transportation, Technology, and Infrastructure (TTI) Committee on June 1, 2023.

Hire Houston First:

The proposed contract requires compliance with the City's "Hire Houston First" (HHF) ordinance that promotes economic opportunity for Houston businesses and supports job creation. In this case, Ford AV was the only proposer designated as a HHF company; however, it was the successful proposer without the application of a HHF preference.

Pay or Play:

The proposed contract requires compliance with the City's "Pay or Play" ordinance regarding health benefits for employees of City contractors. In this case, the contractor provides health benefits to eligible employees in compliance with City policy.

M/WBE Participation:

A 0% goal document was approved by the Office of Business Opportunity.

Fiscal Notes:

No significant Fiscal Operating impact is anticipated as a result of this project.

Funding for this item is included in the FY2024 Adopted Budget. Therefore, no Fiscal Note is required as stated in the Financial Policies.

Director's Signature:

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Mario Diaz

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Mario C. Diaz
Houston Airport System

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Andy Ticken

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Andy Ticken
Chief Development Officer

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Jed Greenfield
Chief Procurement Officer

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Estimated Spending Authority

DEPARTMENT	FY2024	OUT YEARS	TOTAL
Houston Airport System	\$6,367,693.00	\$0.00	\$6,367,693.00

Amount and Source of Funding:

\$5,761,693.00 Airports Improvement Fund (8011)

\$ 606,000.00 HAS Revenue Fund (8001)

\$6,367,693.00 TOTAL

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