

## Seibert, Trent (KTRK-TV)

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**From:** Benjamin DeCosta <bendecosta@gmail.com>  
**Sent:** Thursday, March 26, 2015 10:03 PM  
**To:** Diaz, Mario - HAS  
**Cc:** Lyttle, Lance - HAS; Kent, Lisa - HAS; Barker, Robert - HAS; Simmons, Jarrett - HAS; <Dwight.Pullen@ch2m.com>  
**Subject:** MLIT PDM Clarification

Mario,

As we discussed, I offer the following observations and suggestion for making critical clarifications to the program definition manual (PDM). The purpose of these clarifications would be to enhance the focus on technology, and ensure that your stated results and performance metrics are achieved for the new Mickey Leland international terminal.

The PDM may be a primary basis for the determination of the scope, RFQ specification, and contract elements for the design and construction of the Mickey Leland international terminal (MLIT). The PDM needs a greater focus on current and evolving technology in order to robustly meet your stated PDM objectives. Where the PDM covers the configuration, space requirements and location of electronic and technological elements of the terminal; It is less definitive on the results sought and performance/ metrics to be achieved and does not adequately focus on a strategy for how technology can be employed for customer satisfaction, operating efficiency and revenue enhancement. For example, no mention is made of location of trigger technologies such as beacons and it makes no mention of the many uses of them to enhance MLIT strategic objectives. During the period the PDM was developed, it was not timely to focus on technological innovations, but given the rapid advancements already made in industry and being achieved by your IT staff, it is time now for clarifications to be furnished and included in the PDM.

Recent surveys of airlines, airports and passengers, demonstrate how very important it is to get the technological aspects of terminal design right. Airlines, they say, intend to provide real-time Service experience targeted at passengers via Smart phone apps: 65% of airlines plan to do this by the end of 2017; 55% of airports are making similar service plans according to the latest airport IT trends survey. By 2020, you can bet that the use of Smart phone apps will be employed by virtually all airports and all airlines.

In the MLIT design, to better ensure an enhanced focus on technology, an amendment and clarification to the MLIT PDM is necessary. An updated PDM clarification of the strategy, and focus (with examples) would better inform the specifications and scope of MLIT and while ensuring that users and stakeholders don't overly emphasize the physical, geometric elements of MLIT at the expense of the needs and wants of passengers and stakeholders for technological applications. A balanced focus will also allow for trade-offs and savings in the space requirements for processing passengers and baggage in the future. (An obvious example is the replacement of ticketing counters by kiosks.)

In addition, the RFQ for the architect should emphasize the need for innovation and underscore the ubiquitous users of Internet technology and modern communications media in today's and tomorrow's modern international terminals. For example, the use of BIM (with its asset management capabilities) by both architect and CMAR, would enabled the management and operation of MLIT to be performed more efficiently and effectively on opening day. Building management systems are also likely to be changed significantly in the years ahead to meet evolving sustainability standards.

On opening day, way-finding might be significantly changed by such an element as augmented reality, mobile navigation, LED technology (with video), (perhaps tailored to the individual or group) or otherwise. For certain, static signage will not adequately meet MLIT objectives in 2020 and beyond.

**Suggestion:** I suggest that a small group, led by Lisa Kent, be tasked with writing the following provisions to focus on the strategy and policy and objectives and results desired. The detailed charting of the path forward can be completed at a later date.

a) PDM: Add short clarifying section

b) RFQ: Add relevant sections

c) Architect and CMAR contracts: Add draft scope paragraphs (working with legal counsel)

I hope this suggestion for further clarification to the already excellent work of HAS staff and consultants will lessen the challenge for the application of modern technology in the design and construction phases of your new international terminal. Early support will lesson the burden for adapting to fast changing technology in the Terminal design and construction.

Best,  
Ben

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