

San Diego County Regional Airport Authority Advisory Committee Meeting January 11, 2007

Executive Summary Report

The meeting was held at the Sheraton San Diego Hotel and Marina, West Tower in the Fairbanks Room. This meeting featured a comprehensive presentation about San Diego International Airport's Air Service Development Program.

2007 Airport Advisory Committee Focus Areas

Advisory Committee Members suggested the committee focus on the following in 2007:

- A second runway at Lindbergh field (John Chalker)
- Senator Kehoe's legislation and its impact on the Authority (Brian Gray)
- Debate on need for a second runway at Lindbergh field and examine the impact of LAX on SDIA (VADM Raymond Peet)
- Need to interconnect all modes of transportation to and from SDIA and explore ways to maximize mobility (Gary Gallegos and Julianne Nygaard)
- Considerations related to cargo movement (Julianne Nygaard)
- Consider how to maximize funding for San Diego projects from the recently passed bond measures for improving infrastructure, and goods movement and focus on all airports in San Diego Region (Gary Gallegos)
- Evaluate community impacts of SDIA and increased number of flights in future, and examine environmental impacts of SDIA on the community (Leon Williams)
- Using existing infrastructure and other airports in the region as a network to provide relief at Lindbergh field (Brian Gray)
- Track master plan and its construction impacts (Brad Barum)
- Need for a regional airport system approach including all modes of transportation and a renewed interest in SDIA master plan (Frank Adams)

Presentation Summary

1. Mr. Robert Wigington, Director of Marketing and Route Service Development at SDCRAA, presented background information about the San Diego region and the air service development program.
 - The goal of the program is to plan and provide air transportation service that meets the needs of the region and promotes the San Diego region's prosperity.
 - SDIA serves more than five million people in the San Diego region which includes a strong mix of business (46 percent) and leisure travelers (54 percent).
 - In 2005, SDIA handled 17.4 million passengers.
 - International air service and direct non-stop service are important elements to attracting and retaining high-value businesses, visitors, conventions and promoting trade.
 - SDIA contributes \$9.9 billion a year of economic benefit to the region.
 - SDCRAA partners with other regional organizations to attract and promote air service.
2. Mr. Hampton Brown, Manager of Route Service Development at SDCRAA, explained the recent service enhancements at SDIA, as well as the challenges and opportunities for air service development.
 - SDCRAA has added six new airlines and enhanced service to over ten routes.
 - The phases of air service development include researching potential air service, and recruiting, retaining, and expanding air service.
 - Key task of route service development is to identify unserved markets and determine underserved markets, where current demand is larger than nonstop supply.

- Current SDIA challenges include the following: runway length combined with nearby terrain, leakage of passengers to LAX, and geographic position of San Diego.
 - Current opportunities for air service development include the following: new aircraft, technology and the fact that San Diego is the largest US market without non-stop intercontinental service. San Diego is the largest community without non-stop service to Europe.
 - Current objectives include the following: re-establishing non-stop service to London, establishing direct single plane service to Asia markets, linking San Diego to one European and Asian hub, enhancing air service to Mexico, and linking San Diego to Latin American hub.
3. Mr. Dean Hill, with TranSystems/Campbell-Hill Aviation Group, the Authority's air service consultant, presented an overview of the competitive nature of international air service development and provided successful case study examples.
- Air service programs are important because service patterns are changing, airlines have limited growth aircraft, there are many untapped opportunities for new service, and an airport's air service is a critical part of a community's economic development.
 - Attracting a new international route is an equivalent investment of a new factory in a community.
 - To gain new international air service, it is important to present the airlines with a strong analytical case and target the airlines' needs.
 - Two international air service development success stories include Portland International Airport and Hartford Airport.
 - Important messages about expanding air service include the following: it takes hard work and time, and must include a strong well supported business case, incentives, marketing support and risk-sharing for airlines, and a supportive business community.

Election Results

James Panknin, previous chair of the Advisory Committee, was sworn in on December 15, 2006 as a new member of the Airport Authority Board. An election was held at this meeting, and our new Chair, First Chair, and Second Chair are as follows:

- Gail K. Naughton - Advisory Committee Chair
- Brian Gray - Advisory Committee First Chair
- Leon Williams - Advisory Committee Second Chair

Committee Member Comments

Brian Gray

- Recommended creating a subcommittee to receive information, discuss, and provide input on Senator Kehoe's legislation before it is submitted to the Airport Authority Board. The subcommittee would meet before the Advisory Committee meeting in April.

Frank Adams

- Explained even though SDIA is struggling to get passengers to Asia and Europe, goods and services from local businesses are being delivered to 212 countries every day.

Gary Gallegos

- Stated he is a frequent Southwest flyer in Terminal 1 at SDIA, and notices long lines and broken restrooms there on a regular basis. He asked if there is a short-term plan to improve Terminal 1.

The next Airport Advisory Committee meeting is on April 26, 2007.

Gail K. Naughton
Chairman, Airport Advisory Committee