

San Diego County Regional Airport Authority
Advisory Committee Meeting
July 17, 2008

Executive Summary Report

The meeting was held at the Sheraton San Diego Hotel and Marina, East Tower in the Harbor Island 3 Room. This agenda included the following topics:

- Airport Authority Fiscal Year 2009 Budget
- Updates on Advisory Subcommittees
- Destination Lindbergh: Project Overview
- 2007 Passenger Satisfaction Survey Results
- Cross Border Terminal Market Demand Study: Summary Results

Presentation Summary

1. Mr. Vernon Evans, Vice President of Finance/Treasury for the Airport Authority, provided a presentation on the Airport Authority's Fiscal Year 2009 Budget.
 - Key challenges in the airline industry include: uncertainty about the U.S. economy, higher oil prices, limited ability to increase fares to keep pace, and a trend toward airline consolidation.
 - SDIA will see less adverse impacts from the current consolidation of air carriers due to SDIA's large number of low-cost airline carriers.
 - The SDIA passenger traffic forecast for 2008 to date shows a 3.5 percent increase over the same timeframe in 2007.
 - The total revenue for FY 2009 is budgeted to increase by \$23 million or 11.7 percent.
 - A proposed parking rate increase at SDIA which would provide the airport with an additional \$28 million in revenue is pending approval from the Authority Board.
 - The 2009 budget has several priorities: safety and security, Regional Aviation Planning Program including the Regional Aviation Strategic Plan, and maintenance of aging facilities.
2. Chair Bella Heule provided an update to the Advisory Committee on the progress of the Destination Lindbergh Subcommittee.
 - The goals of Destination Lindbergh include: analyzing and considering economic and environmental sustainability, optimizing operational efficiency, integrating multiple modes of transportation, and evaluating SDIA and adjacent properties.
 - The Subcommittee was formed to provide input for the Ad Hoc Regional Airport Policy Committee chaired by Mayor Sanders, which has representation from every major transportation agency in the county. The subcommittee reports to the AAC.
 - The Subcommittee has defined each type of transit user, selected modes of transportation that should be included in the intermodal transit center, and identified the factors that will likely affect the ridership forecast.
 - One of the next steps in the analysis will be to forecast airport-related traffic and passenger mode splits.
 - The subcommittee will also be assisting with the refinement of the Lindbergh optimization concept development in the near future.

Chair Joe Seibel provided an update to the Advisory Committee on the progress of the Sustainability Subcommittee.

- The Sustainability Subcommittee was formed to help the Airport Authority staff develop and implement a sustainability plan to strengthen day-to-day operations, and to provide informed recommendations regarding sustainability issues to the Advisory Committee.
 - The Authority would like SDIA to become a sustainability leader among all airports.
 - EONS is an acronym representing the four categories it takes to achieve sustainability. They include: economic viability, operational excellence, natural resource conservation and social responsibility.
 - Some ways for the Authority to achieve sustainability include: improving the way bills are paid, enhancing employee recycling efforts, and speeding up the procurement process.
 - Sustainability challenges include: conducting stakeholder planning and research, developing effective messages for sustainability efforts, and implementing a cost-effective sustainability plan that benefits everyone.
3. Holland Young, Director of Jacobs Consultancy, presented a project overview on the Destination Lindbergh program.
- The guiding principle of the program is to ensure continued safe and efficient airport operations and the economic viability of the airport.
 - It is a multi-agency project including the City of San Diego, San Diego Association of Governments, Port of San Diego, Metropolitan Transit System, North County Transit System, North County Transit District, and U.S. Department of Defense.
 - The project is in the Vision Foundation Phase, which includes developing the collaborative structure and goals, forecasting aviation activities, developing economic and operational opportunities, and considering social concerns.
4. Scott Ludwigsen, Executive Vice President of Phoenix Marketing International's Travel Research Group, presented information on the passenger satisfaction survey results from 2007.
- In 2007, there was an 85 percent overall satisfaction rating among 600 random selected departing passengers at SDIA.
 - The results include a 95 percent confidence level with an error margin of plus or minus 3.5 percent.
 - Airports typically score about 65 percent in overall satisfaction from passengers.
 - The independent variables in the study included: getting to the terminal, service at the ticket counter, service at the security checkpoint, terminal facilities, gate area, food and beverage, retail, baggage delivery, and leaving the terminal.
5. Keith Wilschetz, Director of Airport System Planning at the Airport Authority, presented the results and possible future uses for the cross border terminal market demand study.
- The Cross Border Terminal (CBT) Study began in August 2007 to determine how many people would potentially use the CBT if it were built.
 - Some of the tasks in the study included: reviewing current conditions at SDIA and TIJ, researching existing patterns of people crossing the border to use the airport, conducting focus groups and telephone surveys, and researching economic benefits.
 - The study indicates by 2020, 3.2 million people would cross the border into Mexico to use the CBT, but two-thirds of those people would use it even if improvements were not made.
 - The Authority Board decided not to dedicate additional funds to further study the CBT but decided to include it in the Regional Airport Strategic Plan.

Committee Member Comments

Barbara Baker

- Barbara asked if the new parking structure project has been approved. She also asked how the valet parking system has impacted the parking at SDIA.
 - Thella Bowens stated the Authority Board has not made a decision about the parking structure. The Authority Board certified the environmental impact report and approved the Airport Master Plan. The Authority has decided not to move forward with any project until additional studies are completed for Destination Lindbergh. In the future, the Authority Board will make decisions on a project by project basis. The valet parking at SDIA will not replace short-term parking, but it provides travelers with another parking option.

John Hawkins

- John complimented members of the Advisory Committee, Subcommittees and Authority staff for their hard work on the issues related to SDIA.

Suhail Khalil

- Suhail explained he is a board member of the Peninsula Community Planning Board. He noted the Authority supports educating the community with airport tours, workshops, updates, and outreach activities related to Destination Lindbergh and applauded the Authority for these efforts.

Diane Coombs

- Diane asked if the Center City Development Corporation (CCDC) is involved with the collaboration efforts related to Destination Lindbergh. If they are not currently involved, she feels it would be good to include them.
 - Keith Wilschetz stated the Authority is scheduling a briefing for CCDC about Destination Lindbergh in the near future.

Public Comments

- There were no public comments.

The next Airport Advisory Committee meeting will be on October 9, 2008 from 1 to 3:30 p.m.



Gail K. Naughton
Chairman, Airport Advisory Committee