

# GROUND TRANSPORTATION AD-HOC COMMITTEE MEETING #3

Thursday, January 17, 2019  
Courtyard by Marriott – Liberty Station  
2592 Laning Road  
San Diego, CA 92106

## MEETING SUMMARY

### I. ATTENDANCE

#### **Voting Members (Board Members) present:**

Robert Lloyd  
Johanna Schiavoni  
Mark West

#### **Non-Voting Members present:**

Abebe Antalo	Kamran Hamidi	Juana Ramirez
Richard Abdala	Cyrous Mohavandion	Carelyn Reynolds
Peter Brownell	Mikail Hussein	Safaah Saleh
Mike Forbush	Adrian Kwiatkowski	Nasser Tehrani
Chris Garcia	Gulab Mohammadi	Peter Zschiesche
Arica Gately	Kenneth Nelson	
Yonas Ghiliu	Anthony Palmeri	

#### **Not Present:**

Anthony Carneiro  
Megan Coleman  
John Maguire

A total of 29 public members attended this meeting, and a total of 11 public comments made.

### II. COMMITTEE WELCOME

Mr. Mark West, Authority Board Member, welcomed everyone in the Ground Transportation Ad Hoc Committee (GTAC) and expressed his appreciation for the efforts of this committee. He is looking at bringing in a few subject matter experts to enrich the dialogue with cutting edge technology concepts. A separate meeting from the regularly scheduled meetings will be devoted to this purpose.

### III. GROUND TRANSPORTATION SYSTEM

Marc Nichols, Ground Transportation Director, overviewed the airport's ground transportation program which focuses on several key goals: 1) Safety, 2) High quality customer service, 3) Efficiency, 4) Cost recovery for operations and infrastructure, 5) Economic value to the

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providers, 6) Minimal unnecessary trips & congestion, 7) Reduced environmental impact, and 8) Alignment with airport strategies.

He highlighted the many technological advancements that provide new opportunities for operators and the airport to improve the quality and efficiency of service. These include: app-based transportation; shared mobility business models and apps; autonomous cars; data sharing, transportation analysis, and predictive analytics; and others.

The current system encounters certain operational challenges and constraints such as the increasing volume of transportation network companies, construction activities and roadway congestion, to name a few. In addition, operations are subject to regulatory requirements and must continually adapt to new developments in transit initiatives, shared mobility and the Clean Transportation Plan.

More recently, transportation demand management (TDM) has become the focus of regional transportation efforts that will significantly influence ground transportation operations at the airport. TDM is the application of strategies and policies to reduce travel demand, or to redistribute this demand in space or in time. Solutions are focused in the following areas: public transit, taxicabs, car sharing, paratransit, ridesharing, walking, biking, bike sharing, and telecommuting.

## PUBLIC COMMENT

A total of 11 public comments were received on a wide range of topics focused on the impact of changes in policy, regulations or agreements on ground transportation operators.

## IV. COMMITTEE DISCUSSION

The committee engaged in a facilitated discussion to ***identify key questions or issues that need to be addressed*** in order to develop recommendations for guiding principles relating to ground transportation operations. The following input was received and grouped into categories by the airport team:

### Level playing field

- Will the airport make the creation of a level playing field a policy goal? Should it be the same for all or different according to need?
- How to make vehicle type, size of vehicle and fuel type more equitable across modes
- How to standardize or avoid the double standard:
  - Sticker versus placard
  - Cap versus no cap for taxis

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- Fee for transfers versus no fee
- Alternative fuel versus greenhouse gas (GHG) emission controls

### Business Environment

- Consider changes in access fees to drive behavior with airport development plan.
- Demand pricing and pricing controls for taxis.
- In-terminal advertising policy and predatory pricing.
- How to make the focus on individual drivers: is sustainable livelihood a policy goal? What protects individual drivers' safety and livelihood?
- How to reduce or illuminate the black market.
- How to ensure operators are making investments.
- Need to consider economic reality.
- How to fight against fake news.
- Dollars are flowing out of San Diego to non-local permit holders. Balance of outside versus individual owners.
- How to make policies flexible to meet changing needs.
- Carrot and stick approach: how can a carrot be used to create economic advantage?
- What is or is not the job of the airport versus technology, etc.?

### Environmental goals

- What are the regulatory requirements versus policy goals? (e.g., GHG reductions)
- What are the long-term strategies around climate (net zero goal); what is our starting point assumption? How do we use state climate policy to effect change?
- Instead of highly (and differently regulated) modes, can we select basic policies and simple requirements so that the industry can be dynamic and flexible in how to reach environmental goals? For example greenhouse gas versus electrification.

### Timing of new policies

- When will we implement new policies (resulting from the committee's recommendations)?
  - April 2019 insurance renewals due for taxis
  - July 1 of 2019 starts fiscal year 2020
  - December 2020 Memoranda of Agreement (MOAs) expire
- What is the plan for enforcement of future policies? Short-term versus long-term solutions.

### Physical environment

- How will hold lot policies and parking issues and staging be resolved?
- How to control traffic flow, tickets, etc.

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### Transportation Network Companies (TNCs)

- Can TNC's change their business model? What should the business model be?
- What oversight should look like around TNC's?
- Will the airport limit TNC's?
- Insurance issues for TNC's - what should be required? How does it impact airport liability?

### Partnerships

- Will we have a way to define value of existing partners?
- How do we assess success in meeting goals? What incentives would be helpful?
- What solutions meet the considerations of the airport authority going forward?
- How do we best communicate with transportation partners? How do we plan for ongoing dialogue?

### Analyses and metrics of success

- Data on vehicle numbers for Uber and lift - how many are coming to the airport?
- Look at best practices of airlines for metrics.
- What metrics contribute to a successful partnership?
- Past complaints assessment and analysis.

### Resources and Other Initiatives

- Can we use SANDAG (San Diego Association of Governments) and other studies about future projections and the needs of transportation?
- How are we measuring success of the GTAC's plan?
  - Traffic management?
  - Customer experience?
  - Congestion management?
- How is the GTAC enabling best customer experience?

## V. FUTURE MEETINGS

A special meeting with subject matter experts is being planned. In the meantime, the next regularly scheduled meeting is:

February 21, 2019, 11:00 a.m. – 1:00 p.m.  
Courtyard by Marriott Liberty Station  
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All meeting materials are posted on the Committee web page at:

<https://www.san.org/Airport-Authority/Meetings-Agendas/Ground-Transportation>