



**The Green Build  
Community Communication Update**

**Terminal Development Program  
Board Committee Meeting  
January 11, 2011**

# Communications Tools



**1,084  
Fans**

**+189%**



**3,032  
Followers**

**+160%**



**1,524 Alert  
Sign-ups**

**+629%**



**92 Text Alert  
Sign-ups**



**1,024  
Views**

Reaching more than **6,700** residents and  
travelers – a 286% increase over 2009



# Construction Alerts

- Terminal 2 Roadway Change
- Pedestrian Bridge Demolition Begins
- 750 New Parking Spaces Open in SAN Park Pacific Highway
- Best Bets for Parking at the Airport



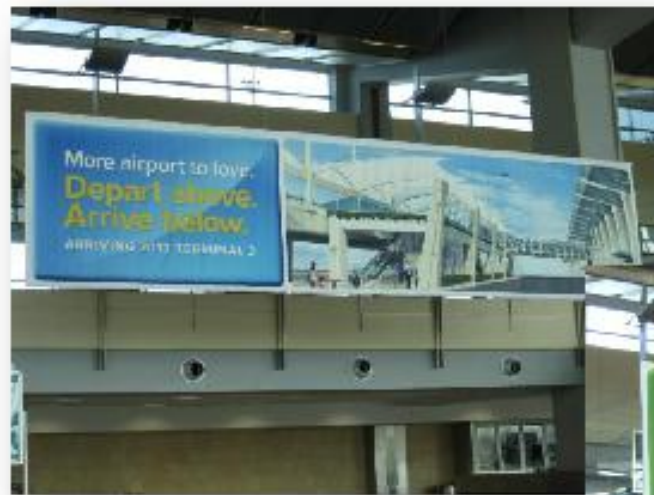
# Q1 Public Outreach

- Media briefing
- SANews
- Stakeholder briefing
- E-alerts/text alerts
- Launch mobile website



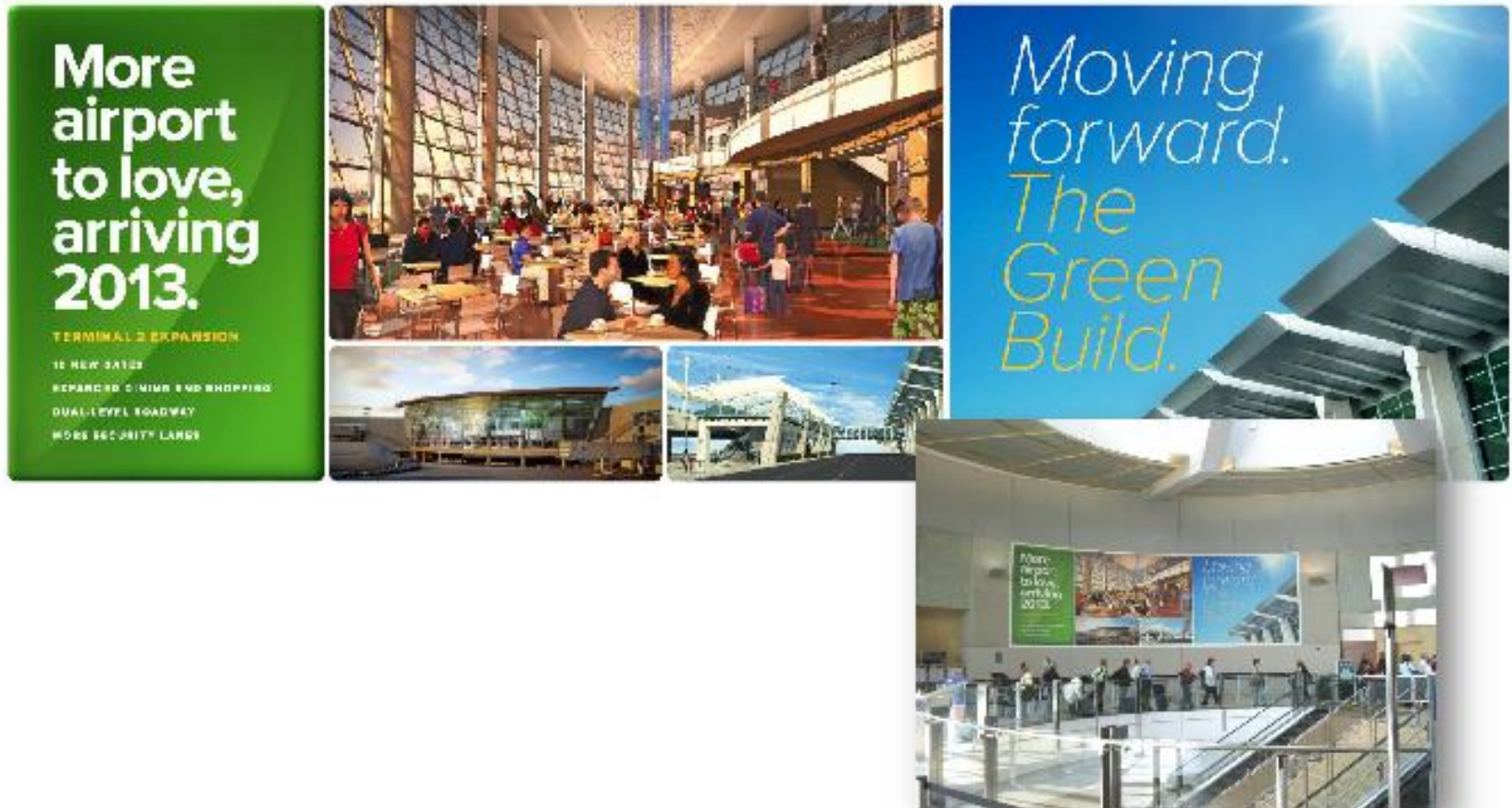
# Green Build Banners in T2

- Installation through completion – November 5, 2010





# Terminal 2 –Checkpoint 6 Wall



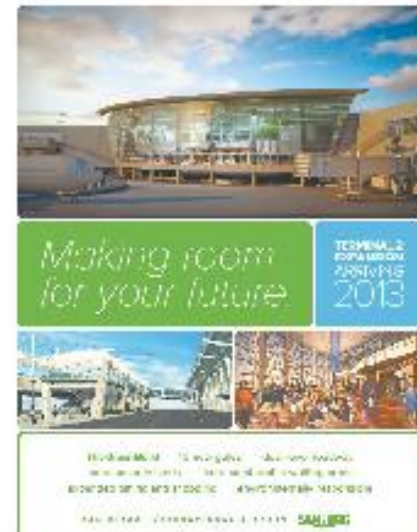
# Outdoor Boards

- Outdoor boards on Laurel, Grape & Kettner



# Current Advertising

- Business, trade and local media





## In-terminal & Outdoor Impressions Per Day/Month

- Impressions per day and month for the Green Build in-terminal marketing – banners and signage:
  - Daily = 18,000
  - Monthly = 767,000
- Impressions per day and month for Green Build outdoor advertising
  - Daily = 64,000
  - Monthly = 1.94 million