THE GREEN BUILD

Item 2

Community Communication Update

TDP Committee Meeting

June 29, 2011

Terminal 2 Parking Lot Closure

- Stakeholder briefing
- Media briefing
- SANews
- E-alerts/text alerts
- Social media
- News release

Media Briefing and Tour

- 8 media outlets attended, including:
  - *San Diego Union-Tribune*
  - NBC San Diego
  - Channel 8 (KFMB)
  - 10 News (KGTV)
  - KPBS
- 36 media stories in print, broadcast and online

Topping Out Ceremony

The San Diego County Regional Airport Authority requests the honor of your presence at

The Green Build Topping Out Ceremony

The Airport Authority has reached a major milestone in the construction of its $1 billion Green Build project. Please join us for an official ceremony as we place the final steel beam for the terminal expansion.

★ ★ ★

WEDNESDAY, JUNE 8, 10 a.m.

If you would like to sign the steel beam, please arrive between 9:15-9:45 a.m. The ceremony will begin promptly at 10 a.m.

★ LOCATION ★

Terminal 2 West Temporary Parking Lot, Spruance Road, San Diego, CA 92101

Complimentary Parking

Topping Out Ceremony

- 7 media outlets attended, including:
  - *San Diego Union-Tribune*
  - *San Diego Daily Transcript*
  - San Diego 6 (CW)
  - Channel 8 (KFMB)
  - KUSI-TV
  - 10 News (KGTV)
  - *Contractor News and Views*
- 33 media stories in print, broadcast and online

Construction Communications

- E-alerts/text alerts
  - Best Bets for Parking
  - Steel Installation Begins for Terminal 2 Expansion
  - Streamlined Pedestrian Walkway

Construction E-alert Survey

- Surveyed 1,571 subscribers
- 99 percent of respondents said the e-alerts were at least somewhat helpful, 45 percent found them very helpful
- 95 percent of respondents said that e-alert information was sent in a timely manner

SAN ORG

San Diego International Airport

SAN E-alert Survey

*Required Question(s)

*1. **Do you find the information provided by e-alerts helpful?**

- Very helpful
- Helpful
- Somewhat helpful
- Not helpful

*2. **Is the information sent in a timely manner?**

- Yes
- No

*3. **Do you ever forward the alerts or share the information with others (friends, colleagues or family members)?**

Concession Development Program Outreach

- Media briefing
- Follow-up media outreach
- Media release for networking event
- SANews article

SIGN ON SAN DIEGO | BUSINESS

NEWS | SPORTS | BUSINESS | OBITS | OPINION | LIFESTYLE | NIGHT & DAY | VISIT SD | TRAVEL | RADIO | 4SD

WEATHER 55° F | TRAFFIC | WEBCAMS | HOT TOPICS: PADRES | U-T IN AFGHANISTAN

Small Business

NEWS HOME WATCHDOG

How would you improve concessions at the airport?

New openings allow smaller restaurants, shops to access 8.5 million travelers

BY TANYA MANNES
MONDAY, FEBRUARY 21, 2011 AT 3:12 P.M.

The people dragging their luggage through San Diego International Airport are stressed out and short on time. They need a quick meal, reading material for a cross-country flight, or a last-minute gift to bring home.

So each departing traveler spends an average of just under $8 on

JOHN GASTALDO

Mobile Website Launch

- 182,000 page views to date
- Automatic redirect for mobile users
- 91 percent of Americans are mobile phone subscribers
- Sections include:
  - Flight tracker
  - Parking
  - Ground transportation
  - The Green Build
  - Car rental
  - Airline information

Communications Tools

1,495 Fans	3,902 Followers	1,645 Alert Sign-ups	164 Text Alert Sign-ups	2,848 Views
+32%	+26%	+5%	+56%	+155%

Reaching more than 10,000 residents and travelers – a 43% increase over 2010

Award-Winning Outreach for The Green Build

- Silver Anvil Winner (Public Relations Society of America)
- PRWeek Awards Honorable Mention

Questions?