

San Diego County Regional Airport Authority
Advisory Committee Meeting
April 16, 2009

Executive Summary Report

The meeting was held at the Courtyard Marriott at Liberty Station. The agenda included the following topics:

- Election of new Chair and officers
- Updates on Advisory Subcommittees
- 2008 Annual SAN Passenger Satisfaction Survey Results
- 2009 Marketing Department Update

Presentation Summary

1. After there was a quorum present, elections of officers proceeded with the following officers elected: Bella Huele, Chair; Richard Beach, First Vice-Chair; and John Hawkins, Second Vice-Chair.
2. Chair Joe Seibel provided an update to the Advisory Committee on the progress of the Sustainability Subcommittee.
 - The subcommittee received a presentation from San Diego Convention Center highlighting the agency's commitment to reduce waste, conserve electricity, encourage recycling and optimize efficiency. The San Diego Regional Sustainability Partnership represents a number of business and community organizations, also made a presentation highlighting their activities. They meet regularly to bring sustainability efforts into the mainstream to increase efficiency in energy, transportation, waste reduction, communication and incorporating green products into the greater San Diego workplace.

Chair Oris Dunham provided an update on the Regional Aviation Strategic Plan (RASP) Subcommittee.

- Mr. Dunham presented an overview about what RASP is and how the subcommittee will assist in the RASP planning efforts. At their first meeting, the subcommittee agreed upon its objectives, work plan, schedule and specific stakeholders. The group also discussed ideas for optimizing the aviation assets in San Diego. The Federal Aviation Administration is providing a grant for part of this two-year project which is scheduled for completion in June 2011. The subcommittee will look at growth forecasts, capacity issues and make decisions based on what is best for all of San Diego County.

Chair Bella Huele provided an update to the Destination Lindbergh Subcommittee.

- In one year, the Destination Lindbergh project consultants released a draft concept design in February 2009. Staff is currently working on how to best move forward on the identified Airport improvement projects. The subcommittee is on recess until another meeting is needed. A copy of the Destination Lindbergh plan and all supporting program documents were distributed to committee members on CD.

3. Customer Service Coordinator Colm Marmion presented the results from the 2008 SAN Passenger Satisfaction Survey.
 - In 2008, 800 randomly sampled passengers (200 per quarter) participated in a survey to rank their traveling experience including the check-in experience, terminal facilities, security checkpoint service, gate area impression, baggage delivery, leaving the terminal, retail services, and food and beverage service. The conclusion was an overall passenger satisfaction of 87%.

- Other items addressed in the survey included ranking and quantifying the dwell time, security waiting time, passenger demographic information, reason for travel, the number of bags checked-in, efficiency of baggage terminal facilities and frequency of travel. Overall, the surveys showed favorable ratings, demonstrated improvement and showed an increase in efficiency.
4. Marketing Director Richard Kwiatkowski provided an update on the Airport Authority's marketing department initiatives.
- Mr. Kwiatkowski provided an overview of what the marketing department does, including the very visible Economic Impact Campaign. The campaign objective is to educate the general public about the economic impacts the San Diego International Airport (SDIA) provides to the region. The campaign's radio and billboard ads were successful according to a Web-based survey.
 - The latest campaign is the Non-Stop Destination Campaign, which includes the launch of a new Web page. This page helps travelers easily identify carriers flying directly to the destination of choice.
 - This department also works closely with children and hosted on-site educational tours, as well as created a children's book and activity sets. They also work closely with the YMCA and partner with Junior Achievement.
 - The Marketing Department plans to revamp the appearance of the Web site in the coming year.
 - They also coordinate and plan public inaugural flight events, recently developed a security checkpoint video and have created an 80th Anniversary Documentary.


Public Comments

- Ms. Cynthia Conger, member of the government affairs committee with the Real Estate Board of San Diego, recommended that group be surveyed by the Airport Authority to help identify the County's transportation issues. She stressed the importance of all transit alternatives working cohesively and of planning for the long term (up to 50 years), and would like the Committee to consider non-constrained capacity growth data. She commented that one short runway will not effectively serve the region as the lone international airport.
- Mr. Jarvis Ross stated that he has a problem with public comment at the end of the meeting. He is also concerned with the flights over his unit. He commented on the inconvenient scheduling for the Destination Lindbergh and Ad Hoc committee meetings and difficulty of finding information about the meeting dates, times or location. He also said that Proposition A was designed to fail and that the best place to build a dual-runway is in East Elliott, which was not identified.


Committee Member Comments

- Richard Beach reminded members that the Airport Land Use Compatibility Plan Technical Advisory Group (ATAG) did not address land-use issues as this was not in their scope of work. ATAG members advise the Board on airport use and planning decisions. Noise and safety issues will be discussed at the next meeting.

**The next Airport Advisory Committee meeting will be on Thursday, July 16, 2009
from 1 to 3 p.m. at the Courtyard Marriot at Liberty Station.**



DAN BRAZEE
DIRECTOR, AIRPORT NOISE MITIGATION



JOHN HAWKINS
FIRST VICE-CHAIRMAN, AIRPORT ADVISORY COMMITTEE