

Airport Commission Meeting

February 12, 2024

- I. Call to Order & Orders of the Day
- II. Public Record
- III. Consent Calendar
- IV. Reports and Information Only
- V. Public Comment
- VI. Noise Report/Community Noise Concerns
- VII. Business
- VIII. Meeting Schedule and Agenda Items
- IX. Adjournment



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II. Public Record

- Letter from Alfred Twu
- Letter from Dan Connolly



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III. Consent Calendar

 Approval of the Minutes for the Regular Meeting on November 13, 2023



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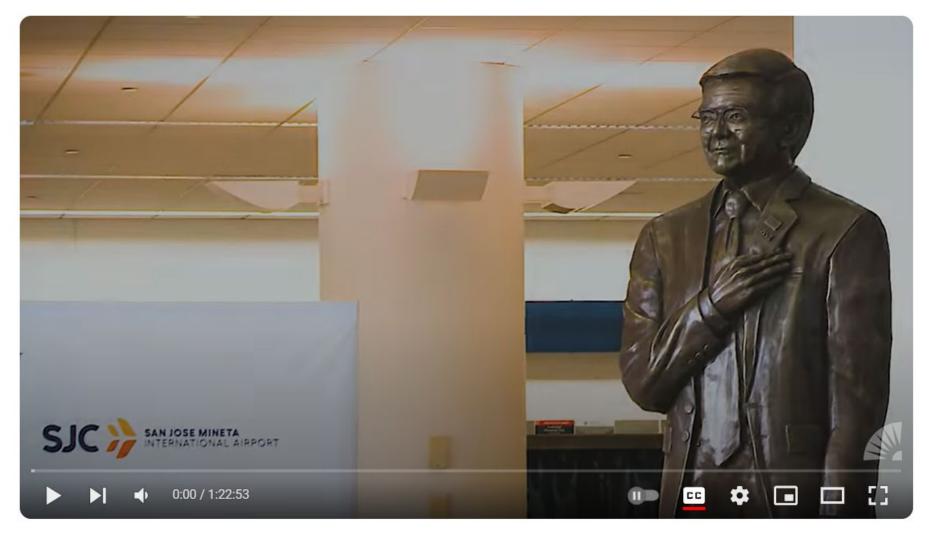
A. Chair Report

- B. Director
- C. Council Liaison
- D. Staff
- E. Commissioner Reports



- A. Chair Report
- **B.** Director
- C. Council Liaison
- D. Staff
- E. Commissioner Reports





Norm Mineta Statue Unveiling Public Reception

Fundraiser















- A. Chair Report
- B. Director
- C. Council Liaison
- D. Staff
- E. Commissioner Reports



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- B. Director
- C. Council Liaison
- D. Staff
- E. Commissioner Reports



- A. Chair Report
- B. Director
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- **E.** Commissioner Reports



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Public Comments (Not on Agenda)

Members of the Public are invited to speak on any item that does not appear on today's Agenda and that is within the subject matter jurisdiction of the Commission. Meeting attendees are usually given two (2) minutes to speak on any discussion item and/or during open forum; the time limit is in the discretion of the Chair of the meeting and may be limited when appropriate.



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VI. Noise Report

San Jose Mineta International Airport Quarterly Noise Summary Q4 2023

				Year Over Year			Quarter Over Quarter	
	Oct	Nov	Dec	Q4 2023	Q4 2022	Difference	Q3 2023	Difference
Total Operations	13,824	13,097	12,471	39,392	40,959	-4%	40,757	-3%
Total Operations between 2330-0630	236	228	233	697	860	-19%	995	-30%
Air Carrier Operations between 2330-0630	125	119	142	386	450	-14%	648	-40%
General Aviation Operations between 2330-0630	111	109	91	311	410	-24%	347	-10%
Total Intrusions	24	19	37	80	115	-30%	195	-59%
Total Non Compliant Intrusions	1	5	14	20	14	43%	17	18%
Air Carrier Complaints	253	751	1,312	2,316	3,003	-23%	2,085	11%
General Aviation Complaints	114	231	245	590	556	6%	398	48%
Total Complaints	367	982	1,557	2,906	3,559	-18%	2,512	16%
Total Engine Run-ups **	0	0	1	0	0	#DIV/0!	0	#DIV/0!
South Flow Operations	453	2209	3268	5,930	4,736	25%	3,178	87%
** High Power (>90%) Engine Run-ups during the Curfew Hours Only								

Definitions

Operation: a takeoff or landing of an aircraft at the airport.

Intrusion: is any operation by an unauthorized aircraft between the hours of 2330 and 0630.

Non Compliant Intrusion: is an Intrusion that did not meet the exemption criteria set forth in the municipal code

Air Carrier: a commercial carrier utilizing aircraft as a means of transport of passenger or freight.

General Aviation: all flights other than scheduled Air Carrier servic



VI. Noise Report

		Year over Year		vs. Prev	ious Quarter
City	Complaints Q4 2023	Complaints Q4 2022	Difference	Complaints Q3 2023	Difference
San Jose	84	111	-24%	103	-23%
Palo Alto	8	0	#DIV/0!	4	50%
Milpitas	1	0	#DIV/0!	4	-300%
Morgan Hill	0	0	#DIV/0!	0	#DIV/0!
Cupertino	0	18	-100%	1	#DIV/0!
Mountain View	992	1,190	-17%	600	40%
Sunnyvale	1,755	2,170	-19%	1,700	3%
Los Gatos	38	55	-31%	45	-18%
Los Altos	1	7	-86%	9	-800%
Santa Clara	5	16	-69%	17	-240%
Campbell	1	0	#DIV/0!	0	100%
Saratoga	0	0	#DIV/0!	0	#DIV/0!
Other	15	37		12	
Total Complaints	2,900	3,604	-20%	2,495	16%



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VII. Business

- A. Air Services Update
- B. Marketing Update
- C. Airport Title VI Plan
- D. Retail Concession Request for Proposal (RFP)
- E. Legislative Update







Air Service Update For Airport Commission February 12, 2024



Airline Industry Environment

Key Factors Impacting Today's Airlines (and Travel Industry)



- US Big 4 controls approximately 80% of market
- Rapid escalation of pilot wages (and others)
- Financial challenges of ULCC carriers

These factors
ALL impact air
service at SJC

- M&A, consolidation proposals
 - Current: B6-NK (appealed?), AS-HA (proposed)
 - Past: DL-NW, UA-CO, AA-US, WN-AirTran
 - Future: More to come? Next administration?
- Corporate business travel decline
- China-US bilaterals slowing recovery, impacting routes
- Aircraft maintenance issues/impact (MAX, PW GTF)

National Passenger Trends

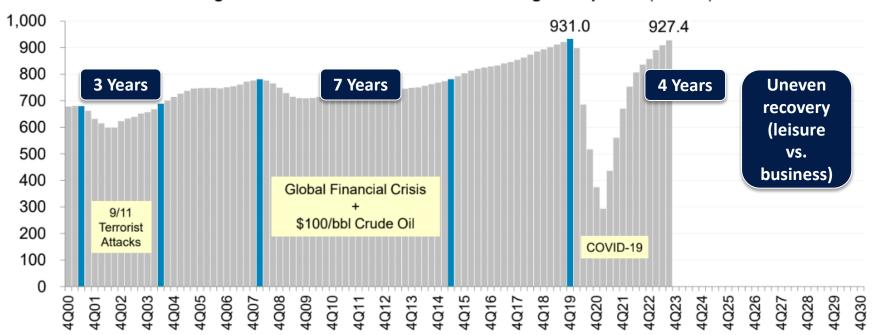




U.A. Airline Passenger Volumes Are Closing in on the All-Time High Reached in 2019

Passenger Volumes Took More Than Seven Years to Recover From the Financial Crisis/Oil Spike

Four-Quarter Rolling Scheduled-Service and Charter Passengers Enplaned (Millions) on U.S. Airlines



Source: Bureau of Transportation Statistics (Form 41 Schedule T1)

Lack of corporate business travel has also been a big factor post-Covid

Major Tech Companies in SJC Region Top 30 Tech Firms Anchor Our Travel and Leisure Demand

Top 30

\$1,576.98

\$9,459

206,678

1,671,449

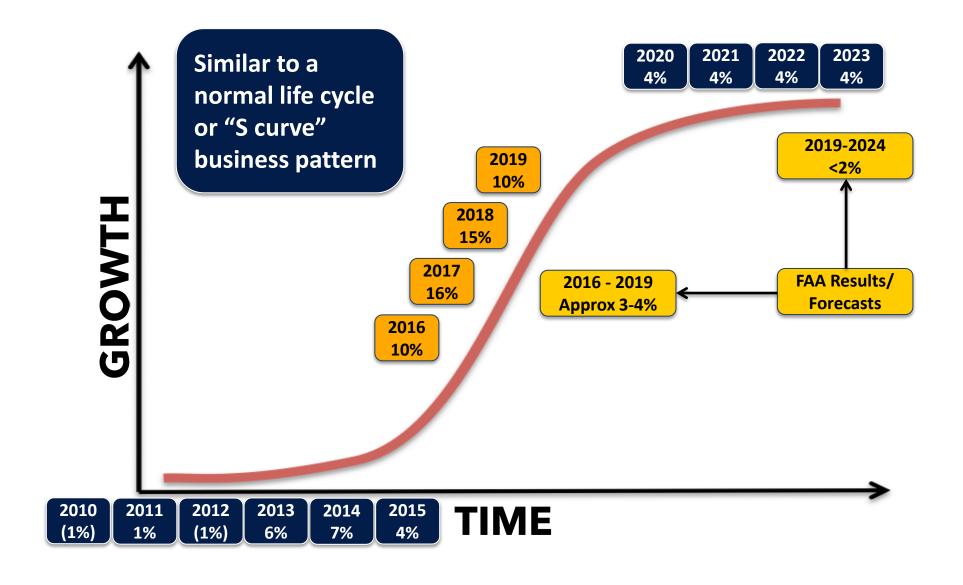


		Revenues	Market Cap	Local	Worldwide		
Rank	Company	(Billions)	(Sep '23 Billions)	Employees	Employees		
1	Apple	\$394.33	\$2,950	25,000	164,000		
2	Alphabet/Google	\$282.84	\$1,590	36,603	190,234	T	ech companies employ
3	Facebook/Meta	\$116.61	\$741	18,500	86,482		250,000+ locally and
4	Tesla	\$81.46	\$801	22,000	110,000		
5	Lockheed Martin	\$66.00	\$105	4,083	114,000		travel worldwide
6	Intel	\$63.05	\$145	6,100	131,000		
7	HP Inc.	\$62.98	\$29	5,000	58,000		Market values of these 5
8	TD Synnex	\$62.34	\$9	1,350	23,500		
9	Cisco	\$51.56	\$204	11,752	83,000	S	Silicon Valley tech firms
10	Broadcom	\$33.20	\$346	2,000	20,000	ne	early 100x US passenger
11	NetFlix	\$31.62	\$191	2,524	12,800		•
12	Flex Ltd	\$30.34	\$11	1,247	200,000		airlines
13	HP Enterprise	\$29.65	\$21	2,400	60,000		
14	PayPal	\$27.52	\$75	3,868	29,900		
15	Gilead Sciences	\$27.28	\$96	8,481	17,000	Market \	Value Comparisons (Bil)
16	Nvidia	\$26.97	\$1,060	6,000	26,196		
17	Applied Materials	\$25.79	\$115	7,900	33,306	US Psgr Airlines	\$74
18	Advanced Micro	\$23.60	\$188	3,000	25,000	03 1 3gi Airiille3	.
19	Western Digital	\$18.79	\$12	4,653	65,000	a.a. /ED	Ċ7.44
20	Adobe	\$17.61	\$220	3,000	29,239	Meta/FB	\$741
21	Lam Research	\$17.23	\$83	3,800	17,700		
22	Linkedin	\$13.80	\$29	5,508	20,500	Tesla	\$801
23	VMware	\$13.35	\$60	7,495	38,300		
24	Intuit	\$12.73	\$126	2,553	17,300	Nvidia	\$1,060
25	eBay	\$9.80	\$23	2,788	11,099	1001010	ΨΞ)σσσ
26	KLA Tencor	\$9.21	\$62	2,574	14,000	Alaba/Caasla	¢1 F00
27	Sanmina	\$7.89	\$3	1,770	34,000	Alpha/Google	\$1,590
28	Agilent Tech	\$6.85	\$35	1,500	18,100		
29	NetApp	\$6.36	\$15	1,060	12,000	Apple	\$2,950
30	Intuitive Surgical	\$6.22	\$114	2,169	9,793		
			4.0				

SJC Passenger Growth Trends





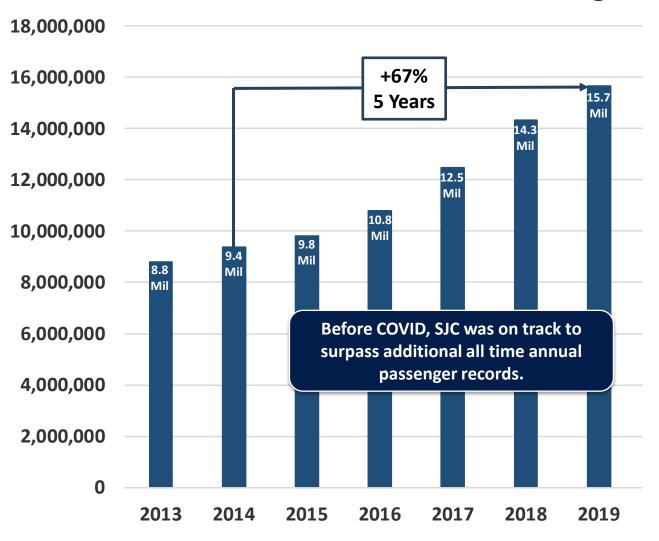


SJC Continued To See Strong Passenger Demand



The ONLY Major Airport in U.S. Top 5 Rankings in Pre-Covid Years

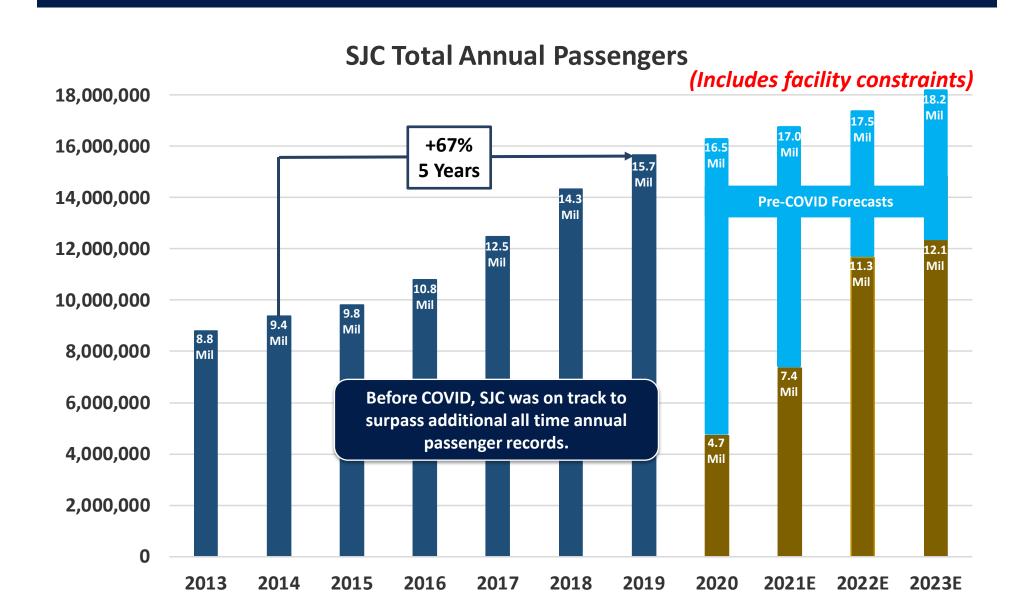
SJC Total Annual Passengers



Covid Impact and Recovery





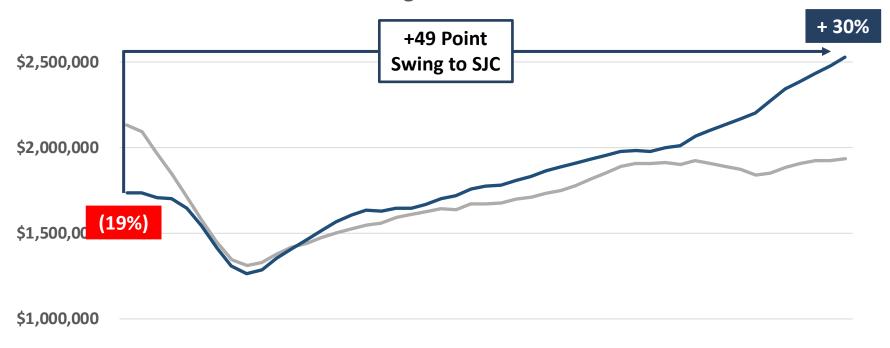


Discussion: SJC and OAK Trends









\$500,000

The Bay Area air travel market had shifted significantly from OAK to SJC through CY 2019.

\$0

Q4 Q2 Q4 Q2

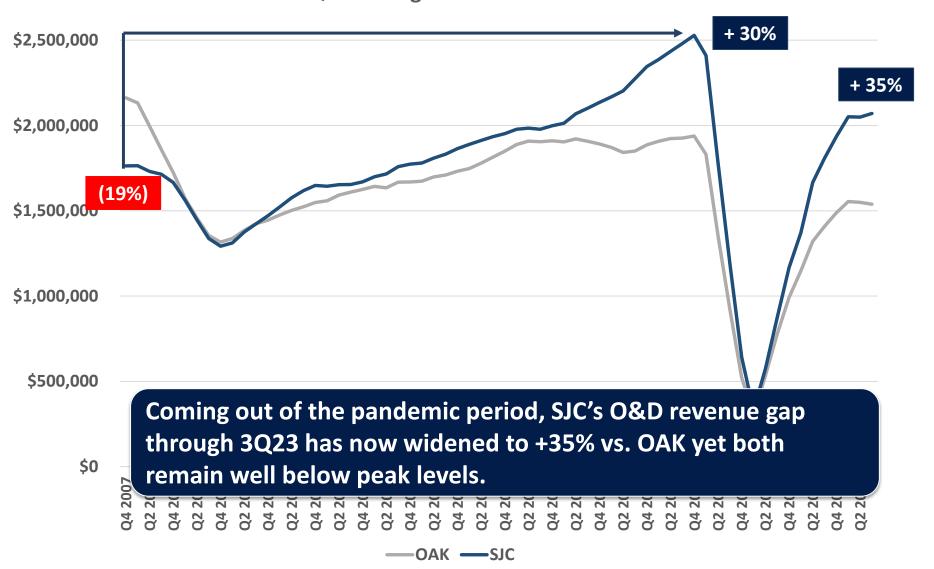
28

Discussion: SJC and OAK Trends



O&D Revenue Gap Continues to Widen in Post-Pandemic Period





Summary: SJC ProfileNumbers Help Tell the Story of a Commercial Airport



- 10 airlines serve SJC
- 12 million annual passengers
- 18 airline hubs (global access)
- 40+ nonstop routes
- 150+ international Origin-Destination markets
- 600+ total Origin-Destination markets
- \$2.0 billion in total round trip tickets

SJC Nonstop Routes – May 2024

10 Airlines Provide Flights to 40 Destinations, Many Hubs





SoCal 55 peak daily round trips, Pac Northwest 26, Hawaii 6-9 15 destination cities with multiple airlines and/or airport choices Significant day-of-week and seasonal adjustments

New Airlines to SJC

A Reflection of the Changing Customer Mix





SJC's Future?

Airports are Partners in the Continued Evolution of Air Travel!







Marketing Update

Brand identity review, ad campaign results, other marketing efforts

February 12, 2024

1.0	A New Brand for SJC
2.0	Paid Ad Campaign
3.0	Results
4.0	Video Samples
5.0	Additional Marketing
6.0	Meet the Team
7.0	What's Next



1.0

A New Brand for SJC



Brand Development

Background

- For 75 years, SJC has been making life easier for travelers
- In 2019, we were America's fastest growing major airport
- The pandemic changed the world, our industry and impacted our business
- In 2020, we started the process to deepen our understanding of our consumer and their motivations





Brand Development

The Process

- Research
- Development, multiple versions
- Stakeholder support and feedback
 - Senior leadership
 - Road show: city officials, partners
- Talked to 2,100+ travelers
- Testing in multiple languages
- Logo selection and Brand Guide creation





Brand Development – Our New Name

San José Mineta International Airport

- Leads with location
- Helps travelers identify SJC
- Mineta moved to the heart of our name
 - Secretary Mineta was a champion for transportation, this Airport and San José





Brand Development – Who We Are

Positioning Statement

For travelers flying in and out of California's Bay Area who want a reliably smooth airport experience, SJC provides hassle-free global connections. Fueled by a culture of innovation, SJC is the Bay Area's quickest, easiest and most dependable airport due to its medium size, simple layout and inland location.

In other words:

SJC is the Bay Area's quickest, easiest and most dependable airport.



Brand Development – Tone

Our communication personality

- Efficient
- Simple
- Established
- Accessible
- Dynamic





Brand Development – Logo







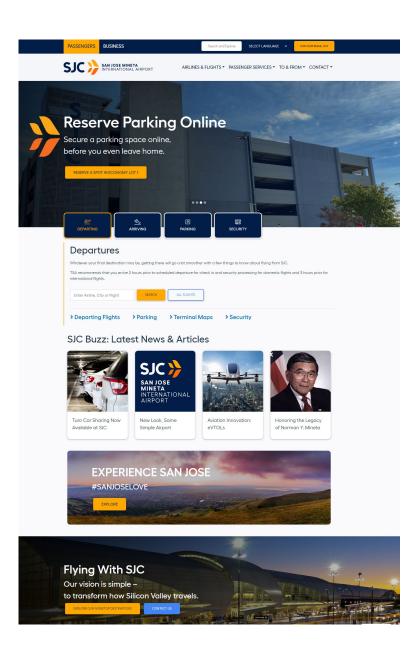


Brand Launch

Paced, strategic rollout

Includes:

- Internal assets
- Digital presence
- Offices, terminals, baggage claims
- Parking
- Building exterior, entrances





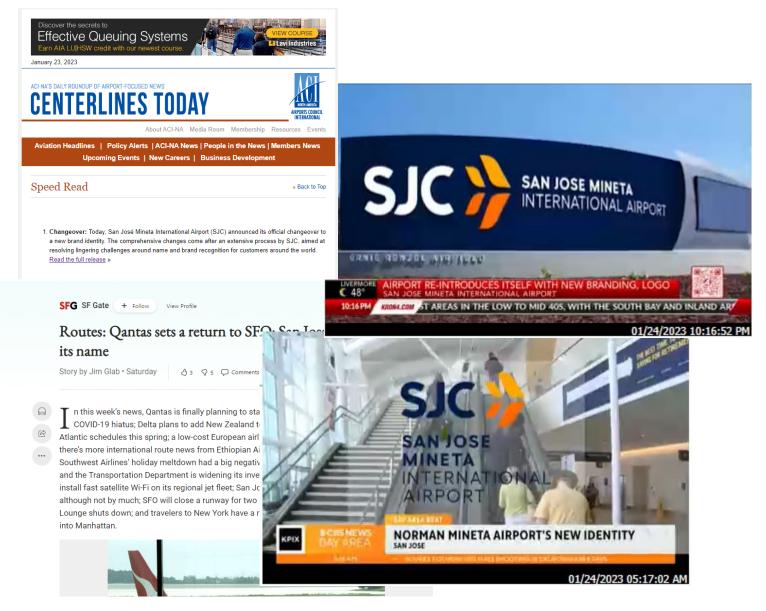
Brand Launch

Earned Media

Press release Jan. 23, 2023

Coverage:

- East Bay Times
- Aviation Pros
- Silicon Valley Business Journal
- CBS/KPIX
- KRON4
- SFGate
- And more!





Brand Launch

Paid Media

Late January – Dec. 31, 2023

Included:

- Digital
- Audio streaming
- Billboards
- TV
- Radio
- Influencer



Not too small.



Waste less of your life standing in security lines.





Nonstop flights for your nonstop life.









2.0 Paid Ad Campaign



Campaign Plan Parameters

Campaign Objectives

- Generate greater awareness of the SJC brand (main focus)
- Increase website traffic to FlySanJose.com

Geography

San Francisco DMA

 Key Counties: Santa Clara*, Alameda*, San Mateo*, San Joaquin, Stanislaus, Santa Cruz*, Monterey, San Benito, Merced

Target Audience

Primary Segment: Outbound Leisure Travelers

Paid Media Budget

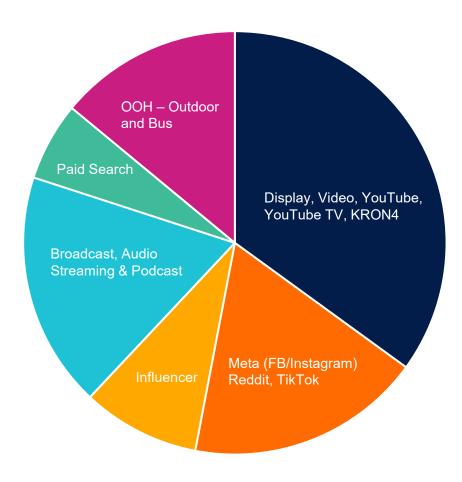
\$1,200,000





The Media Mix

- DV360 and Ground Truth (35%)
- Social Media (18%)
- Influencer (9%)
- Pandora and Broadcast (18%)
- Paid Search (6%)
- OOH (14%)





Measurement Plan

Data + Technology

Requirements

	Primary (Media) Objectives	Secondary (Media) Objectives
	Drive awareness and consideration	Drive foot traffic to SJC
Overall Plan Impact	Brand Tracker measuring brand health metrics (i.e., favorability)	Overall passenger traffic numbers, market share movement
Core Channels	Primary KPIs	Secondary Metrics
Out-of-Home	Viewable Impressions within key zip codes	 Foot traffic via partners available (DV360, GroundTruth) Post Campaign Analysis will be done by Prophet with additional fee of \$10-15K (in process)
Online Video & CTV / OTT	 Viewable Impressions, Video Views, Video Completions CTR, Site Visits / Engagement 	
Streaming Audio & Podcast	Impressions, Episode Downloads Site Visits / Engagement	
Paid Social & Influencer	 Impressions, Unique Reach, Ad Recall Lift, Video Views Ad Engagements (Likes, Shares, Comments, Clicks), CTR Site Visits / Engagement 	
Digital Display	Viewable Impressions, Unique Reach CTR, Site Visits / Engagement	
Paid Search	Impression share, Click Rate	Parking Transactions, Foot Traffic

Web Analytics tagging (Partner Pixels + UTMs), Third-Party Ad Server Setup

49

3.0 Results



Results

REACH

81M+

targeted impressions

WEBSITE VISITS

4M

sessions

VIDEO COMPLETIONS

20M

Users watched a video to the end

COST PER IMPRESSION

12%

more efficient vs. projected

AD ENGAGEMENT

523K

clicks on SJC ads

INFLUENCERS

7M+

impressions

We drove efficient results amongst a highly qualified audience and used our budget effectively.



4.0 Videos



Video – Fly Simple Campaign Sample





TikTok Creative – One Star Review Sample

NEWER CHANNEL SJC'S FIRST AD CAMPAIGN

9.7M

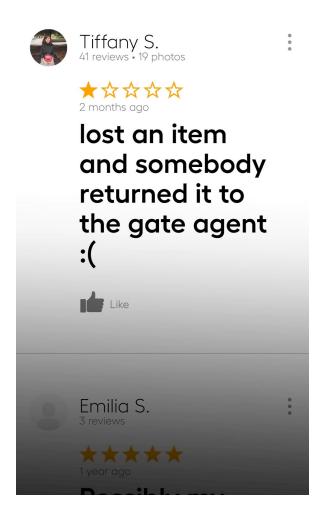
targeted impressions

260K

video completes

24K

clicks





5.0Additional Marketing



Sponsorships & Memberships















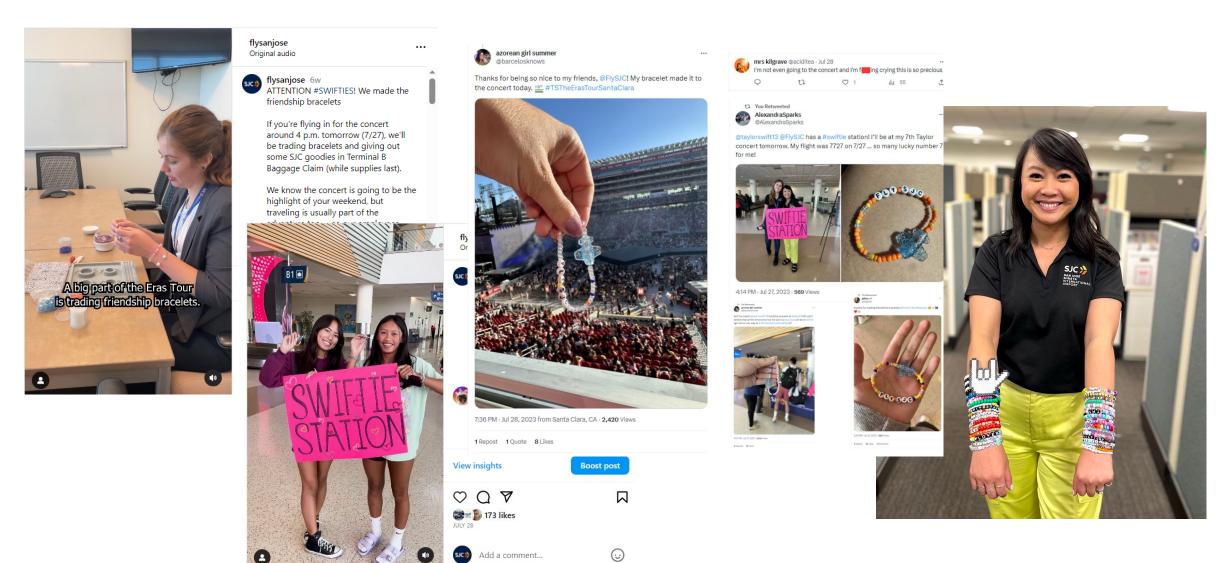




Spirit Airlines Launch

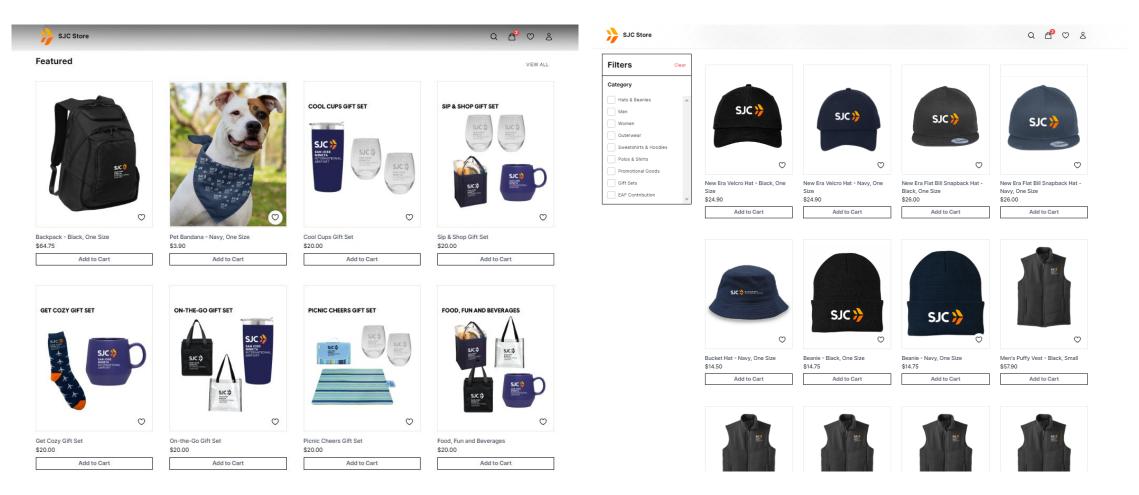


On-Site Activation – Swiftie Station





SJC Online Store – Pilot Launched to Employees





6.0 Meet the Team



The Marketing Team



Monique Yamamoto
Assistant Marketing Manager



Kayla Renelle Content Marketer



Alejandro Avila Martinez
Brand & Content Marketer



7.0 What's Next



What's Next

- Continue paid ad campaign
- Launch refreshed creative
- Brand research
- Ad campaign analysis
- Sponsorship opportunities
- Updated Entrance Signs
- New Bus Wraps









Questions?

SJC >>> Title VI Plan

Magdelina Nodal Civil Rights Liaison (ACDBE, DBE, ADA & Title VI, etc.) This plan is intended to ensure that no person is be excluded from participation, denied benefits of or otherwise be discriminated under any program or activity here at SJC on the grounds of race, color, national origin (including limited English proficiency (LEP)), sex (including sexual orientation and gender identity), creed, or age.

 As part of our efforts to be inclusive and nondiscriminatory we have put together a Title VI Plan. The plan can be found directly on the Civil Rights page of our website: https://www.flysanjose.com/civilrights



Roles and Responsibilities

All Airport employees and contractors

- Need to be aware of the Title VI nondiscrimination requirements
- Are responsible for assisting passengers and providing service in a non-discriminatory manner

The Airport Title VI Coordinator

- Ensure that minority and limited English proficient communities are included
- Collect appropriate data on passengers, community involvement, and community needs
- Monitors, reviews, and investigates Title VI complaints

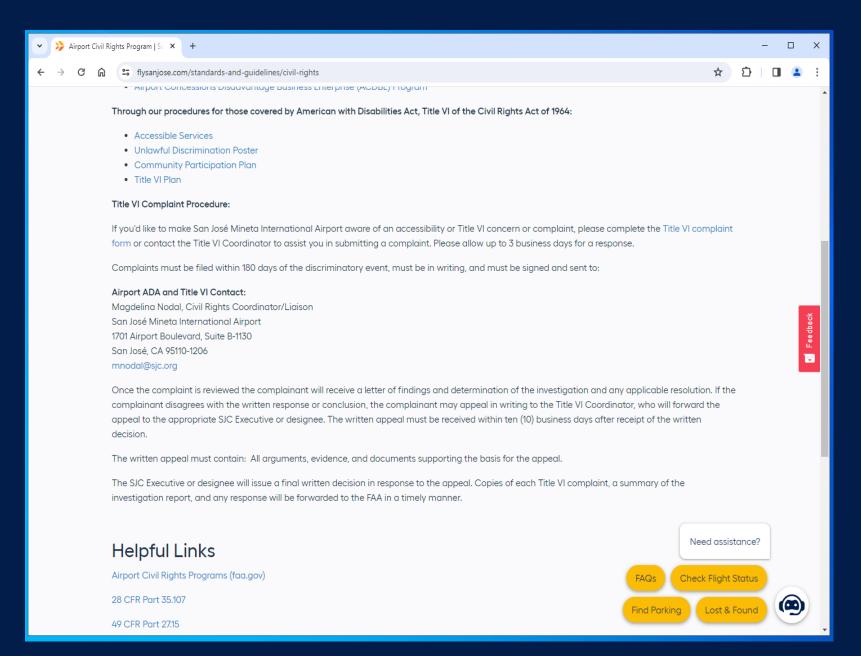


As Part of the Title VI Plan, we also have a new Title VI Complaint Procedure.

Please note that **ALL Title VI complaints** need to be shared with the Title VI Coordinator: Magdelina Nodal.

All complaints are taken seriously and will be invested. Notices of this right are posted throughout the Airport.

It is the duty of all Airport staffs including airport tenants staff such as but not limited to airlines, rental car and other onsite staff to forward any passenger Title VI complaints to me, Magdelina, within 48 hours.

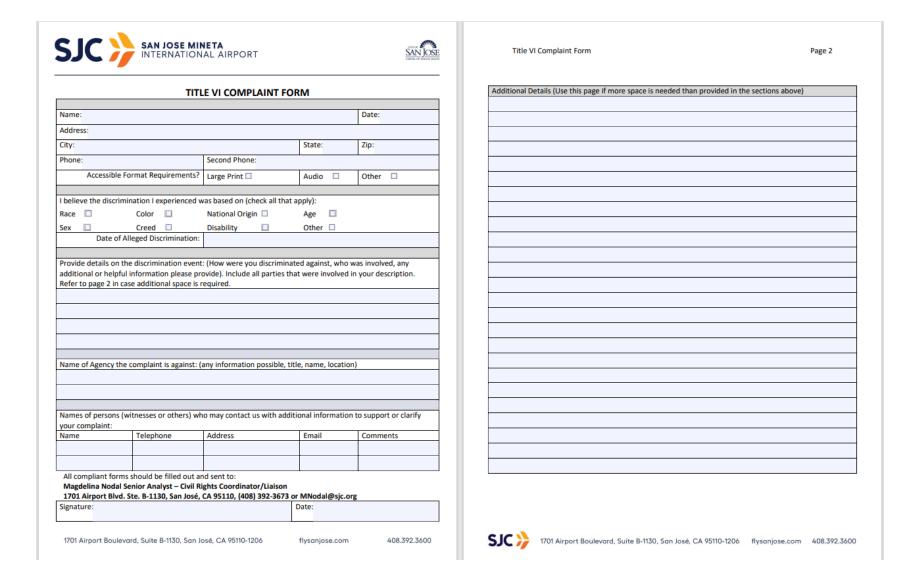




Title VI Complaint Form

This is the new Title VI
Complaint Form to be filled
out by any passenger or
customer that would like to
make San José Mineta
International Airport aware of
a Title VI concern or
complaint.

Complaints must be filed within 180 days of the discriminatory event, must be in writing, and must be signed and sent to the me, Magdelina or current Title VI Coordinator.





How can Airport staff, tenants, and contractors make a difference?

- Much of Title VI compliance is basic customer and passenger service
- Plan for inclusion
 - Ask how can the activities and responsibilities you are involved in be most inclusive of those who will benefit from or need them?
- Consider the needs of others in your design and business practices
- Have translation services readily available
- Email your Title VI Coordinator listed with observations or ideas for building a more inclusive airport

Title VI Contact:

Magdelina Nodal, Civil Rights Coordinator/Liaison
San José Mineta International Airport
1701 Airport Boulevard, Suite B-1130
San José, CA 95110-1206
mnodal@sjc.org

Thank You!





Airport Concession Program

February 12, 2024

Agenda

- Concession Program Overview
- Current Retail Program
- RFP
 - Retail Program Goals



Concession Construction

Host

- Trader Vic's New patio, now open
- Starbucks (Terminal A) Opening Spring 2024
- Starbucks (Terminal B) Opening Spring 2024

SSP

- Phase I (Construction underway):
 - Einstein's/Pizza My Heart (Terminal A)
 - Mi Casa (Terminal A)
 - Bad Egg/Pizza My Heart (Terminal B)
- Phase II:
 - Asian Box (Terminal B)
 - Mission District (Terminal B)

Hudson

Cash wrap project to be completed mid February 2024



Calendar Year 2019 vs 2023 Gross Revenue



Retail

\$22,167,107 GR (2019)

\$20,200,132 GR (2023)



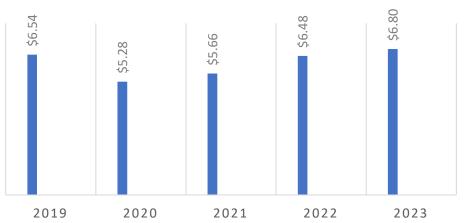
Food & Beverage

\$51,234,324 GR (2019)

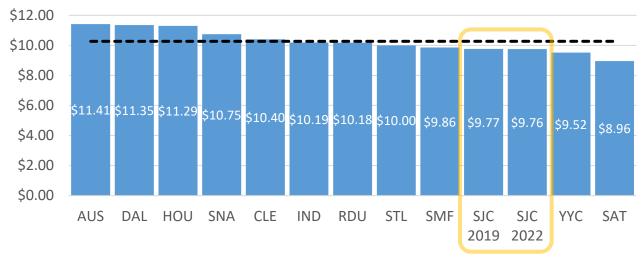
\$41,186,192 GR (2023)



FOOD & BEVERAGE SPE



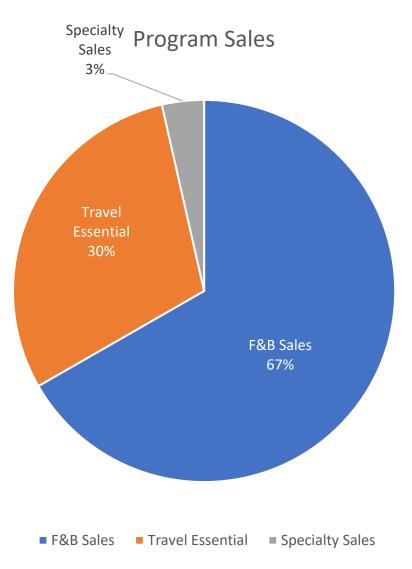
SPE Airport Comparison



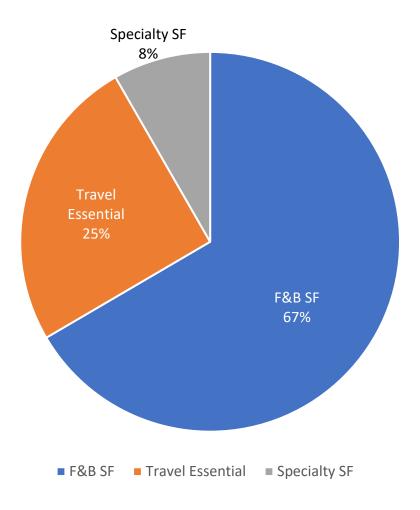


Average SPE: \$10.26

The 2023 Sales vs Square Footage



Program Square Footage





2023 Enplaned Passengers By Carrier

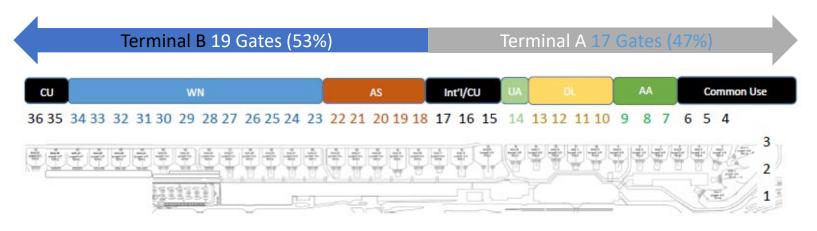
Terminal A	1,526,480	25.22%
Delta	518,675	8.57%
American	281,089	4.64%
United	205,393	3.39%
Volaris	167,696	2.77%
Hawaiian	107,511	1.78%
Spirit	105,238	1.74%
Other	140,878	2.33%
Terminal B	4,525,955	74.78%
Southwest	3,649,722	60.30%
Alaska	876,233	14.48%
Grand Total	6,052,435	100.00%

Concessions Programming By Terminal

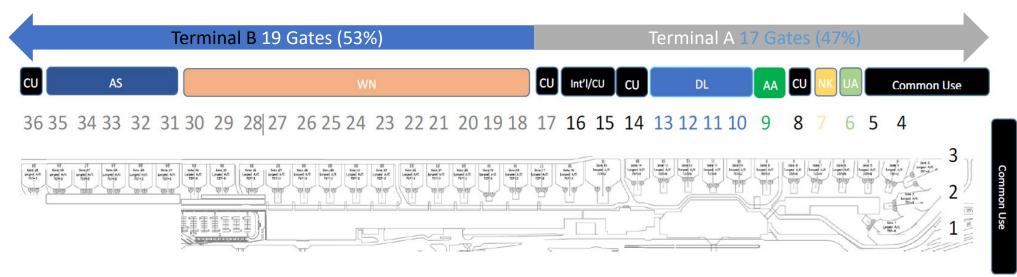
						% of
2023	Concepts	SF	Sales	% Concepts	% of SF	Sales
Terminal A	16	16,086	\$16,087,826	40%	39%	26%
F&B	6	9,067	\$8,973,298	15%	22%	15%
Retail	10	7,019	\$7,114,528	25%	17%	11%
Terminal B	25	25,351	\$45,574,742	60%	61%	74%
F&B	16	17,557	\$32,825,272	40%	42%	53%
Retail	8	7,794	\$12,749,470	20%	19%	21%
Grand Total	40	41,437	\$61,662,568	100%	100%	100%



Airline Gate Allocation







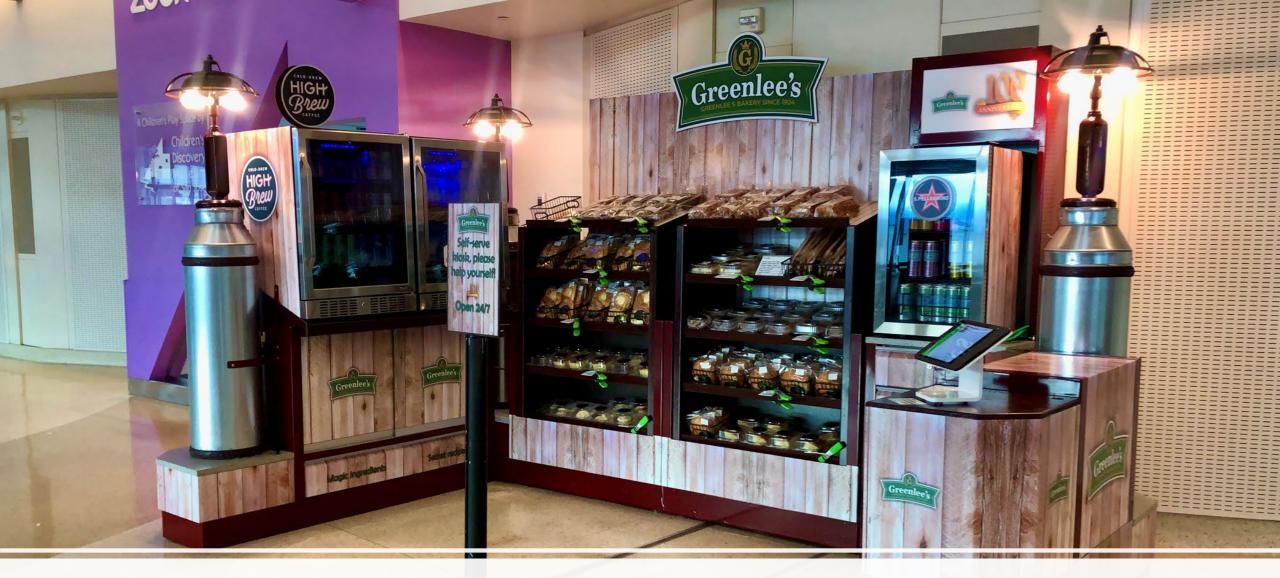




Current Retail Program

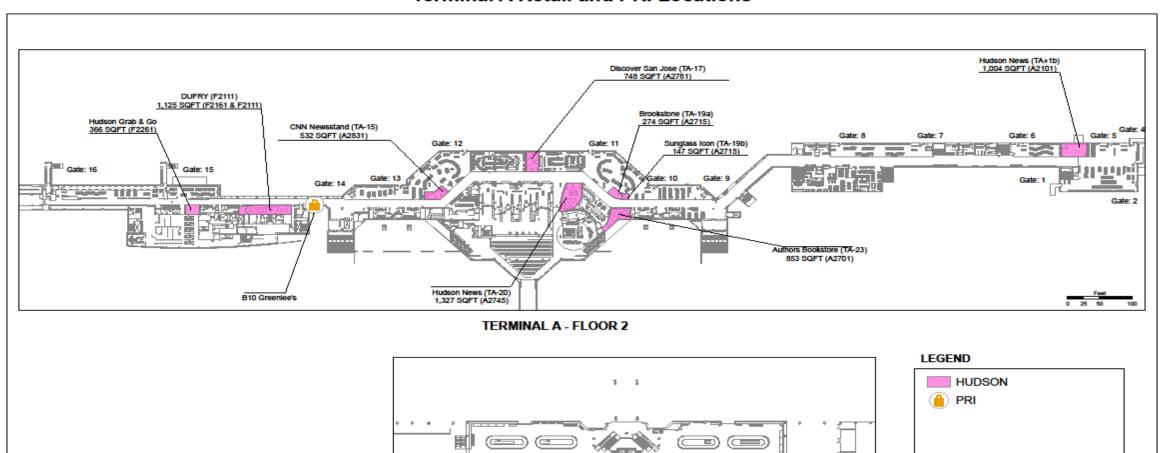


18 Retail Stores by Hudson



5 PRI Kiosks

San José Mineta International Airport Terminal A Retail and PRI Locations

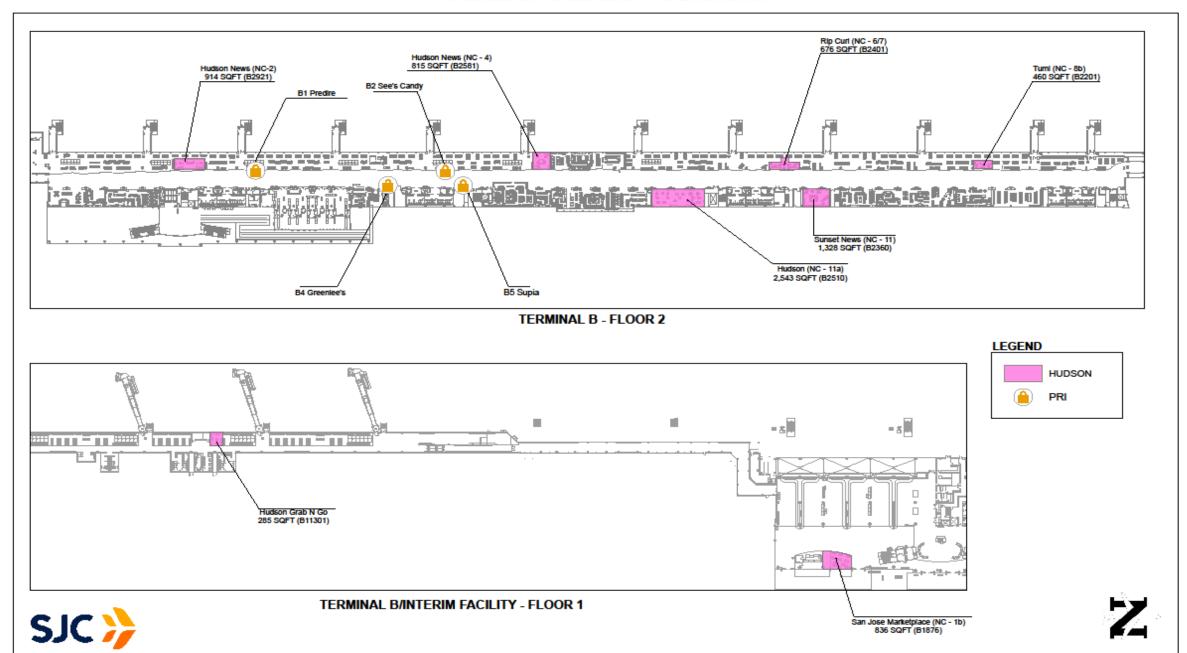


TERMINAL A BAGGAGE CLAIM - FLOOR 1

Euro Cafe (TA-26) 656 SQFT (AG1501)



San José Mineta International Airport Terminal B Retail and PRI Locations



Why go out for a Retail RFP?

- Current term: expiration 2024 and 2026
- Increase competition
- Right-size program
- Concept mix
- Provide new opportunities for local businesses
- New design standards

Retail Program Goals









Revenue to the Airport

- Re-balancing and right-sizing concession space to fit passenger activity
- Competition encourages improvements to program offerings
- Reducing dedicated Specialty stores in favor of a hybrid model

Customer Service

- Take advantage of seasonal travel peaks with seasonal campaigns/shopping experiences
- Remove concession units from holdrooms to provide better customer service to passengers and streamline concession experiences

Sense of Place

- Incorporate local looks/feels of Santa Clara County into retail program
- Locally made products

Technology

- Integrate technology without losing customer service
- Modernize storefronts and product offerings
- Create retail "hubs" and hybrid shopping experiences



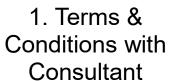
Key Terms:

- Number of Packages
- Term
- Revenue to the Airport
- Local influence in design and merchandising
- Passenger experience enhancement



Retail RFP Timeline







2. Industry
Outreach & Local
Community
Outreach



3. Airport Commission Update



4. Release RFP



5. Selection to Commission & Recommended Award to Council



6. Execute agreements by June 30, 2025 (Goal)



Thank You — Any questions?

VII.D. Legislative Update





TO: AIRPORT COMMISSION FROM: Matthew Kazmierczak

Division Manager

SUBJECT: Legislative Update DATE: February 1, 2024

FEDERAL

Fiscal Year 2024 Federal Budget

On September 30, 2023, Congress passed a 45-day continuing resolution (H.R. 5860) to prevent a federal government shutdown. The legislation extended Fiscal Year 2023 funding levels through November 17, 2023, and included \$16 billion in disaster relief funds.

In mid-November the Congress passed legislation extending funding for military construction, veterans benefits, transportation (including FAA), housing, urban development, agriculture, the Food and Drug Administration and energy and water programs through January 19, 2024. Funding for all other federal operations, including Homeland Security which includes the Transportation Security Administration (TSA), was extended to February 2, 2024.



Agenda

- I. Call to Order & Orders of the Day
- II. Public Record
- III. Consent Calendar
- IV. Reports and Information Only
- V. Public Comment
- VI. Noise Report/Community Noise Concerns
- VII. Business
- VIII. Meeting Schedule and Agenda Items
- IX. Adjournment



Meeting Schedule and Agenda Items

- Next meeting:
 - May 13, 2024
- Tentative Topics from the Workplan
 - Airline Rates and Charges
 - Commission Workplan and Annual Rerport
 - Election of Officers
 - Legislative Update
 - Quarterly Noise Report Noise
 - Community Noise Concerns



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