



SOUTHERN CALIFORNIA ASSOCIATION of GOVERNMENTS

AVIATION TECHNICAL ADVISORY COMMITTEE (ATAC)

Thursday, August 28, 2014 from 10:00am- 12:00 Noon

SCAG Main Office
818 W. 7th Street, 12th Floor
Los Angeles, CA 90017

To access the webmeeting:

<http://scag.adobeconnect.com/atac82814/>

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AGENDA

- A. Call Meeting to Order and Welcome (Mr. Gary Gosliga, ATAC Chair)**
- B. Introductions (All)**
- C. Discussion Items**

1. Aviation Data Kick-off for the SCAG 2016-2040 Regional Transportation Plan/Sustainable Community Strategy (Mr. Ryan N. Hall, SCAG Aviation Specialist and Mr. Steve Greene, AECOM Project Manager) Attachment	30 mins
2. John Wayne Airport Settlement Agreement Update and Environmental Impact Report (Ms. Kari Rigoni, John Wayne Airport)	15 mins
3. Imperial County Airport DOT Essential Air Service Grant Funding Update (Mr. Ryan N. Hall, SCAG Aviation Specialist and Mr. Ken Currie, InterVistas) Attachment	15 mins
4. Airport Cooperative Research Program (ACRP), "Practices for Developing Effective Stakeholder Relationships at Smaller Airports" (Mr. Ryan N. Hall, SCAG Aviation Specialist)	10 mins
5. National Business Aviation Association Update (Ms. Stacy Howard, NBAA)	15 mins
6. Discussion on Aviation Industry Professionals Presentations and Representation at ATAC (Mr. Gary Gosliga, ATAC Chair)	10 mins
7. Updates on ATAC Standing Agenda Topics (Mr. Gary Gosliga, ATAC Chair) <ul style="list-style-type: none">A. Southern California Airspace Users Working Group (SCAUWG)B. SoCal Metroplex (OAPM)C. National Business Aviation Association (NBAA)D. Southwest Chapter of the American Association of Airport Executives (SWAAAE)E. Transportation Research Board (TRB)F. Department of Homeland Security (DHS) UpdatesG. Discussion on Additional Topics	15 mins
8. Comments/Announcements/Around the Table Discussion (Mr. Gary Gosliga, ATAC Chair and All)	10 mins

- D. Adjourn (Mr. Gary Gosliga, ATAC Chair)**



**SOUTHERN CALIFORNIA
ASSOCIATION of GOVERNMENTS**

**Item 1: Aviation Data Kick-Off for the 2016- 2040 Regional
Transportation Plan/Sustainable Communities Strategy**



SOUTHERN CALIFORNIA ASSOCIATION of GOVERNMENTS

Aviation Data Needs Request for the 2016- 2040 RTP/SCS

Please submit all documents to Mr. Ryan N. Hall, SCAG Aviation Specialist, by **September 30, 2014** in electronic format. Contact hall@scag.ca.gov or 213-236-1935 if you have any questions.

Capacity Analysis and Demand Forecasting Data Needs

- Existing airport layout plan, terminal layout plan, apron/gate layout showing the allocation of gates
- Busy day flight schedule (preferably 2012)
- Latest Airport Master Plan reports or similar technical study on capacity analysis
- Ultimate airport layout plan showing the runway configurations
- Ultimate aircraft parking plan with the terminal layout (showing the gate allocations for different airplane design group)
- Number of based aircraft
- Percentage of time in VFR, IFR and in different runway operation modes
- Traffic enplane/deplane statistics
 - Annually, for 2012 and previous years as available to 1990
- Aircraft operations
 - Annually, for 2012 and previous years as available to 1990
 - Broken down by passenger, cargo, and general aviation operations
- Cargo volume
 - Annually, for 2012 and previous years as available to 1990
- Any air passenger surveys that have been conducted for the airport
- Any aviation demand forecasts that your airport has prepared that you are able to share

Ground Access Data Needs

- Review and update of attached project list
- Any ground access studies or traffic impact assessments for the airport overall or planned projects

Economic Impact Analysis Data Needs

- Any economic impact analysis that have been conducted for the airport

Federal Transportation Improvement Program (FTIP) Projects

FTIP ID	Airport	System	Project Description	Project Cost (1000s)	Status	Comments/Questions
LA000789	BUR	Transit	Burbank-Glendale-Pasadena Airport intermodal ground access link project study	\$ 3,696	In progress: completion 2014	Study only (MGAPS). Were some costs used for Antelope Valley Line station?
LA000789A	BUR	Transit	Burbank-Glendale-Pasadena Airport intermodal ground access link: intermodal connections, and includes construction of new Metrolink Station at Hollywood Way/San Fernando Rd on Antelope Valley Line. Free bus shuttle is planned between new station and BUR terminals. Construction of Empire Area Transit Center near Burbank Airport - Upgrade Exist - Reg. L Transit & layover facility adjacent to the Burbank Airport. Will facilitate transfer of passengers to and from many ground trans	\$ 1,788	New FTIP project in amendment. Expected completion date is 2018.	Does cost include construction?
LAE0396	BUR	Transit	I-105: Study report for interchange improvements at LAX Airport	\$ 1,723		Is this the RTIC? If so, RTIC opened June 2014.
LAE1609	LAX	Highway (State)	ITS & intersection improvements in and near LAX Airport, which may include restriping, signal phase changes, and addition of intelligent transportation system equipment	\$ 400		Need details/status
LAE3764	LAX	Highway (Local)	LAX Hospitality zone street and sidewalk rehabilitation - resurface streets and construct sidewalk improvements in the vicinity of LAX.	\$ 1,250		Need details/status
LAE5085	LAX	Highway (Local)	Projects within and near LAX to eliminate traffic bottlenecks	\$ 3,500		Minor. Need details/status
LA0F073	LAX	Highway (Local)		\$ 5,067		Need details/status
LA0G313	LGB	Highway (Local)	Long Beach Airport Access: Spring Street and Lakewood Blvd tunnel improvements. On Spring between Lakewood Blvd and Kilroy Airport Way. On Lakewood between Spring and I-405	\$ 1,723	Project opened in June 2012	
SBD41147	ONT	Highway (State)	Airport Ground Access: I-10 at Archibald Ave. install irrigation system and landscape planting	\$ 3,085		Is this really just landscaping?
200805	ONT	Highway (Local)	North Vineyard Ave grade separation - between Holt Blvd and Airport Drive. Building railroad (UP Alhambra Line) bridge flyover - no lanes added to arterials	\$ 56,088	Construction for this project began on Monday, February 24, 2014 and is expected to be completed in the middle of 2016.	

Financially Constrained RTP Projects

RTP ID	Airport	County	System	Route Name/Boundaries	Project Description	Project Cost (1,000s)	Status	Comments/Questions
1120004	BUR	Los Angeles	Transit	Expand Rail from Metro North Hollywood Station to Burbank Airport	Metro Red Line Extension from Metro Red Line North Hollywood Station to Burbank Bob Hope Airport	\$ 940,000	Expected completion by 2035 (according to RTP)	In unfunded strategic plan of Metro LRTIP.
LAE0396	BUR	Los Angeles	Transit		Construction of Empire Area Transit Center near Burbank Airport: Upgrade existing transit and layover facility adjacent to the Burbank Airport to facilitate transfer of passengers to and from many ground transportation modes (PE only)	\$ 1,723	RTC will be located along Empire Avenue, across from Airport Train Station. It will be a 3-level structure with rental car facilities, bus transit station, and elevated moving walkway to airport passenger terminal. Grand opening is in June 2014.	See notes in FTIP list.
TTR1020	LAX	Los Angeles	Transit		New Airport Bus Division (Capital Costs Only)	\$ 155,000	Expected completion by 2022 (according to RTP)	Need details/status
LAE1609	LAX	Los Angeles	State Highway		Route 105: Study report for interchange improvements at LAX Airport (E/P, PS/E Only)	\$ 400	Completed in 2011	See notes in FTIP list.
LAE3764	LAX	Los Angeles	Local Highway		ITS & Intersection Improvements in and near LAX Airport, which may include restriping, signal phase changes, and the addition of intelligent transportation system equipment	\$ 1,250	Completed in 2011	See notes in FTIP list.
LA0F073	LAX	Los Angeles	Local Highway		Projects within and near LAX to eliminate traffic bottlenecks	\$ 5,067	Completed in 2011	See notes in FTIP list.
SBD41147	ONT	San Bernardino	State Highway		Airport Ground Access: I-10 at Archibald Ave - install irrigation system and landscape planting	\$ 3,085	Completed in June, 2011	See notes in FTIP list.
4A04207	ONT	San Bernardino	Local Highway	Grove Ave from Airport Drive to Holt Blvd	Widen existing grade separation from 2 to 3 lanes in each direction	\$ 10,489	Expected completion by 2018 (according to RTP)	Part of Grove Avenue widening project. Need details/status.
4FR04	VCV	San Bernardino	Local Highway	Southern CA Logistics Airport Rail Project at	Track and intermodal yard improvements (phases 1 through 4)	\$ 673,305	Expected completion by 2030 (according to RTP)	Need details/status

Strategic Projects

RTP ID	Airport	County	System	Category	Route Name/Boundaries	Project Description	Lead Agency	Comments/Questions
S6120007	IPL	Imperial	State Highway	Capacity, Goods Movement	SR-7 at McCabe Road	Construct new interchange to accommodate future airport access	Caltrans	Need details/status
S1120001	BUR	Los Angeles	Transit	BRT	Metro Orange Line	Metro Orange Line extension to Burbank Airport	Metro	Not in Metro LRTP or Measure R.
S1120008	BUR	Los Angeles	Transit	Commuter Rail	Antelope Valley Metrolink Line	Station on northern boundary of Burbank Airport, adjacent to or co-terminus with High-Speed Rail Station	Metrolink	Why is this in Strategic Projects? Same as LA000789A?
S1120026	BUR	Los Angeles	Transit	Other Transit	Regional Intermodal Center	Regional Intermodal Center near Burbank Airport	Metro	Why is this in Strategic Projects? Same as LAE0396?
S1120102	PMD	Los Angeles	Local Highway	Arterial	Rancho Vista Blvd	Rancho Vista Blvd Grade separation: provides access to Palmdale Regional Airport and connection to E-220	Metro	Currently in final design? Need details/status
S2120023	SNA	Orange	Transit	Express Bus		New express bus service from ARTIC to John Wayne Airport	TBD	Need details/status
S4120002	ONT	San Bernardino	Transit	Express Bus		New express bus service from Ontario Airport heading east on I-10/I-215	TBD	Need details/status
S7120002	ONT	Various	Transit	Express Bus		New express bus service from ARTIC to Ontario Airport	TBD	Need details/status
S7120003	ONT	Various	Transit	Express Bus		New express bus service from Ontario Airport heading west on I-10/SR-57	TBD	Need details/status
S7120007	ONT	Various	Transit	Light Rail	Metro Gold Line: Montclair to Ontario Airport	Gold Line Foothill Extension	Metro	Montclair station now in question. Extension in SBdo County pending action by SANBAG.

Other Related Projects

Airport	Project Name	Project Description	Status
LAX	LAX Airport Metro Connector	Metro and LAWA are studying the best way to connect LAX to the existing Metro system by means of connecting with the Metro Green or Crenshaw Lines	Completed AA, in technical study phase - In June 2014, Metro Board approved Aviation/96th Street station. LAWA also studying a people mover that would connect with the Metro Lines at Aviation/96th Street Station.
ONT	Ontario Airport Rail Access Study	SANBAG studying ways to improve transit access to LA/Ontario International Airport	Study of rail and other transit options to Ontario Airport currently underway.
ONT	Gold Line Foothill Extension 2C	Extension of Gold Line from Montclair (or Claremont if 2B is terminated there) to Ontario Airport.	The Gold Line Authority is lead agency. Study on hold pending agreement with SANBAG for study and operations in SBdo County.
BUR	Burbank Terminal Relocation (and associated ground access improvements)	Plan to replace the existing BUR terminal by developing a 58-acre property on Hollywood Way that is owned by the airfield into a 14-gate terminal to replace the current building.	A development agreement between City of Burbank and BUR Airport Authority that prohibited expanding the existing terminal was effective until June 2012. In November 2013, Burbank City Council approved to move forward on an EIR for a proposed replacement (14-gate) terminal on the 58-acre property on Hollywood Way. EIR completion expected in summer 2015.
PMD	North County Multimodal Integrated Transportation Study (Palmdale Access Study)	Update the original 2001 study to reflect the changes in transportation landscape of North LA County. This study will be an updated, integrated multimodal transportation blueprint for the North County. This update will include a component for the Palmdale Airport Ground Access/Modal Connectivity Study that will look at a systems approach to address auto, truck and transit circulation into Palmdale Airport at a system integration level (considering High Desert Corridor, HSR, nearby land uses, etc.) - Close coordination with SCAG's Aviation Program manager is needed.	RFP was released March 2014. Proposals were due April 2014.
All	Regional Airport Connectivity Plan	Plan that surveys the integration of 5 regional airports (LAX/BUR/LGB/PMD/ONT) with rail system for possible transit options and identifies gaps in service and opportunities for improvement	Released in January 2013, this Plan documents range of transit options and potential projects for 5 regional airports.
LAX	Coastal Corridor Study	A preliminary study is underway by LADOT as part of the West LA Mobility Study. The goal of this study is to connect LAX with West LA.	Currently under study. No estimated completion date.
ONT, BUR, PMD	California High Speed Rail	ONT: Station study as part of LA-San Diego HSR corridor BUR: Station study at Hollywood Way under consideration of LA-Palmdale HSR corridor PMD: Station study for a station near the existing Metrolink Palmdale station as part of LA-Palmdale HSR corridor	Station studies included as part of individual HSR corridors.
LGB	West Santa Ana Transit Corridor	SCAG/Metro/OCTA are studying the range of potential transit services opportunities along West Santa Ana Transit Corridor. Potential station at Cypress College (Valley View) near LGB.	Completed AA. Metro currently doing further study.



**SOUTHERN CALIFORNIA
ASSOCIATION of GOVERNMENTS**

**Item 3: Imperial County Airport DOT Essential Air Service Grant Funding
Update**

COUNTY EXECUTIVE OFFICE

Ralph Cordova Jr.
County Executive Officer



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July 22, 2014

Secretary Anthony Foxx
United States Department of Transportation
1200 New Jersey Avenue SE
Washington, DC 20590

RE: Petition of El Centro, California (Imperial County Airport "IPL") for a waiver from the 10-enplanement statute, Docket DOT-OST-2008-0299

Dear Secretary Foxx:

As expressed in the attached letters of support and the following documentation, the residents and delegation of Imperial County, California are committed to ensuring the success and longevity of air travel between the Imperial Valley, San Diego and Burbank. Pursuant to DOT Order 2014-6-6 and 49 U.S.C. 41731(e), we urge you to grant a waiver and an exemption from 49 U.S.C. 41731(a)(1)(B) to Imperial County on the basis that it is clear the decline in passengers below the necessary ten per day was in fact temporary.

Imperial County Airport (IPL) is one of 13 Essential Air Service (EAS) airports that were notified by Final Order by the United States Department of Transportation (US DOT) on June 24th, 2014 that the community was no longer eligible for EAS funding because the airport failed to meet the criteria requirement to serve at least ten passengers per day during the year-ended September 30, 2013. Further, the Final Order indicates that the community needs to, "show cause as to why the Department of Transportation should not terminate the eligibility of the community under the Essential Air Service (EAS) program."

As this letter will demonstrate, the service area around IPL was hard-hit by the Global Credit and Mortgage Meltdown Crisis in 2008, but economic and demographic trends have improved since. In addition, the EAS airline and routes changed in May 2013, and in the short time since a new airline and new service has been in place, passenger acceptance has built steadily. However, the service transition was a large factor in IPL's daily passenger decline and we believe the traffic dip to be a short term, temporary issue that will improve considerably over the next year.

Introduction

IPL is located in Southeastern California bordered by Arizona to the East, San Diego County to the West, and Mexico approximately 20 miles to the South. Even though it is about 113 miles to San Diego, road access to the nearest large hub airport from Imperial County is made uniquely more challenging than distance alone due to congestion, weather and the daily traffic caused by stationary border patrol traffic stops on all major roadways leading out of the County. As demonstrated below, SAN is the closest major airport to Imperial County, but it is almost a two hour drive. It is common to have significant traffic delays along Interstate 8 and Interstate 5 in San Diego County on a regular basis. It is typical for residents to add 30 to 45 minutes to their commute to factor in the impacts of the stationary border patrol stops.

Figure 1: Distance to Major Airports from Imperial County

Airport	Miles	Drive Time
San Diego	113	1 hour, 49 minutes
Los Angeles	213	3 hours, 26 minutes
Phoenix	243	3 hours, 53 minutes
Tucson	296	4 hours, 16 minutes
Las Vegas	384	6 hours, 2 minutes
El Paso	613	8 hours, 40 minutes
San Francisco	591	9 hours, 21 minutes
Sacramento	596	9 hours, 36 minutes

Sources: California Dept of Finance; US Census Bureau; CA Employment Development Dept; Rand McNally.com

The border patrol stops increase the amount of time that passengers need to travel to other airports, as well as the community's reliance, thus importance, on IPL for access to the national and international air transportation network to support economic growth in the area. In addition, traveling to either San Diego International Airport (SAN) or Burbank's Bob Hope Airport (BUR) also means passengers are driving in two of the top 15 most congested regions in the US.¹ Traveling to Burbank involves driving along the congested Interstate 10 and Interstate 5 from the Imperial Valley.

IPL's passenger performance peaked in 2007 with 64 enplanements per day on United Express. In 2008, the economy of Imperial County was devastated by the housing crisis and economic recession, which greatly hurt the county, the state of California, and the country. That said, from 2008 to 2012, passenger performance at IPL was approximately double the US DOT's EAS threshold of ten passengers per day. So despite the hard economic times, IPL clearly valued its airport and utilized its service as much as possible.

¹ Greater Los Angeles is the 2nd most congested car travel market and San Diego is ranked 15th (*Texas A&M Transportation Institute, Annual Transportation Survey*)

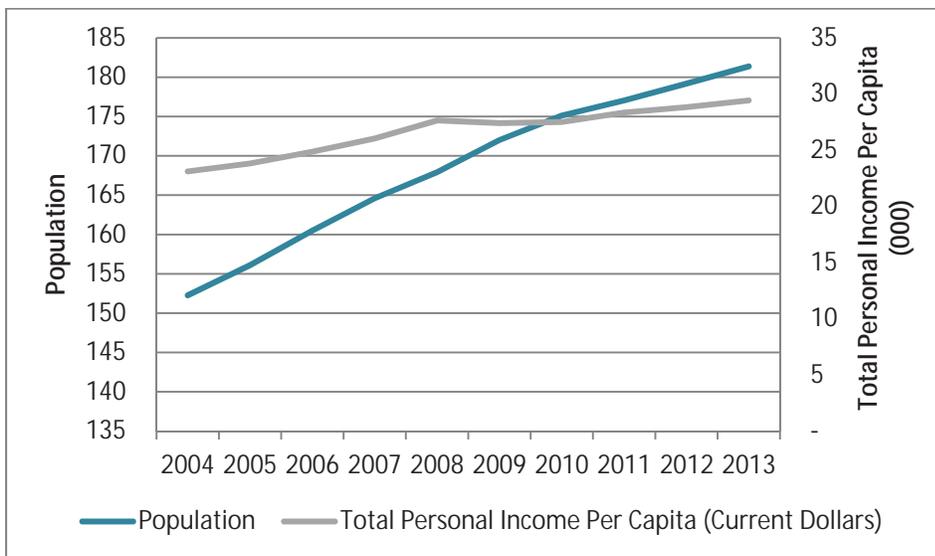
Economic and Demographic Trends in Imperial County

The economy of Imperial County was hard hit by the Global Credit Crisis and Mortgage Meltdown of 2008, but prudent investments in the future have been made there, and positive results are being achieved. Imperial County was disproportionately impacted by the poor global economy because it is a market that relied upon the agricultural sector for jobs. This coupled with the loss of construction jobs in the county due to the housing crisis left the county as one of the worst performing economic areas in California.

Offshoring of manufacturing jobs to Asia has also affected Imperial County's economy; however as wages increase in Asia, jobs are starting to return to Mexicali, Mexico, and Calexico, California which are located directly across from each other on the US-Mexico border.

Imperial County is now looking to diversify its economy with green-energy companies and a goal to become the renewable energy capital of the country. Tenaska Solar Ventures is one of the companies committing to the area with an investment of more than \$500 million in the Imperial Valley's economy. This project will lead to construction jobs, 70 percent of which will be local. It will also support more than \$20 million in construction contracts to local companies. Other companies also investing and partnering with the county include Ocotillo Wind, CalEnergy, and 8minute Energy all of which are renewable energy firms.

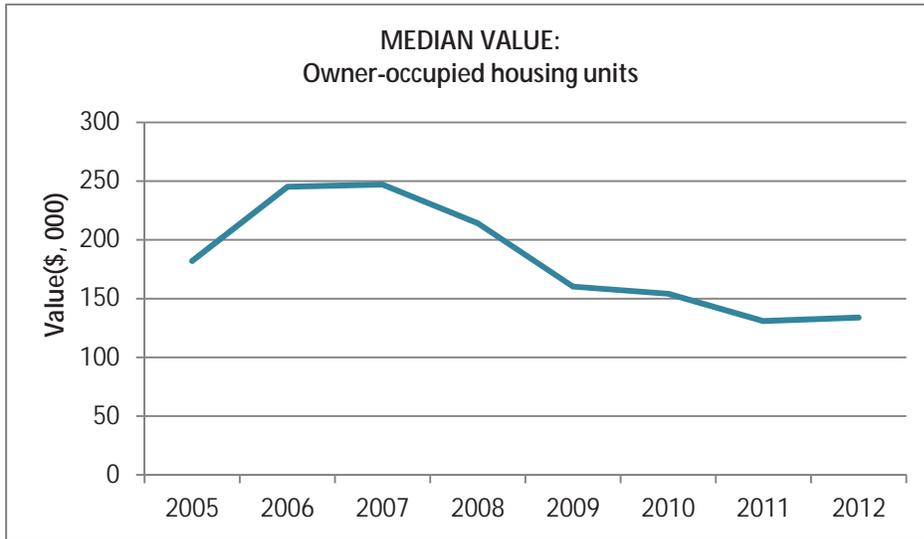
Figure 2: Imperial County's Historical Population and Total Personal Income Per Capita



Source: Woods & Poole

Housing values in Imperial County demonstrate the impact the economic recession had on the county. In 2007, median housing values peaked at almost \$250,000, but decreased to a low of \$130,000 in 2011. In 2012 the housing values began to show signs of rebounding with an increase of 2 percent per annum.

Figure 3: Median Household Value



Source: American Community Survey, US Census

Historical Passenger Performance at IPL

Of the thirteen EAS airports impacted by the US DOT’s Final Order, IPL has the highest number of passenger enplanements at 9.5 per day as shown on Figure 5. It bears noting that this is only half an enplanement per day lower than the US DOT’s minimum requirement for EAS funding, and that it rounds to the US DOT’s minimum level of ten.

Figure 4: List of Airports Listed in Tentative Order Regarding Termination of EAS Eligibility

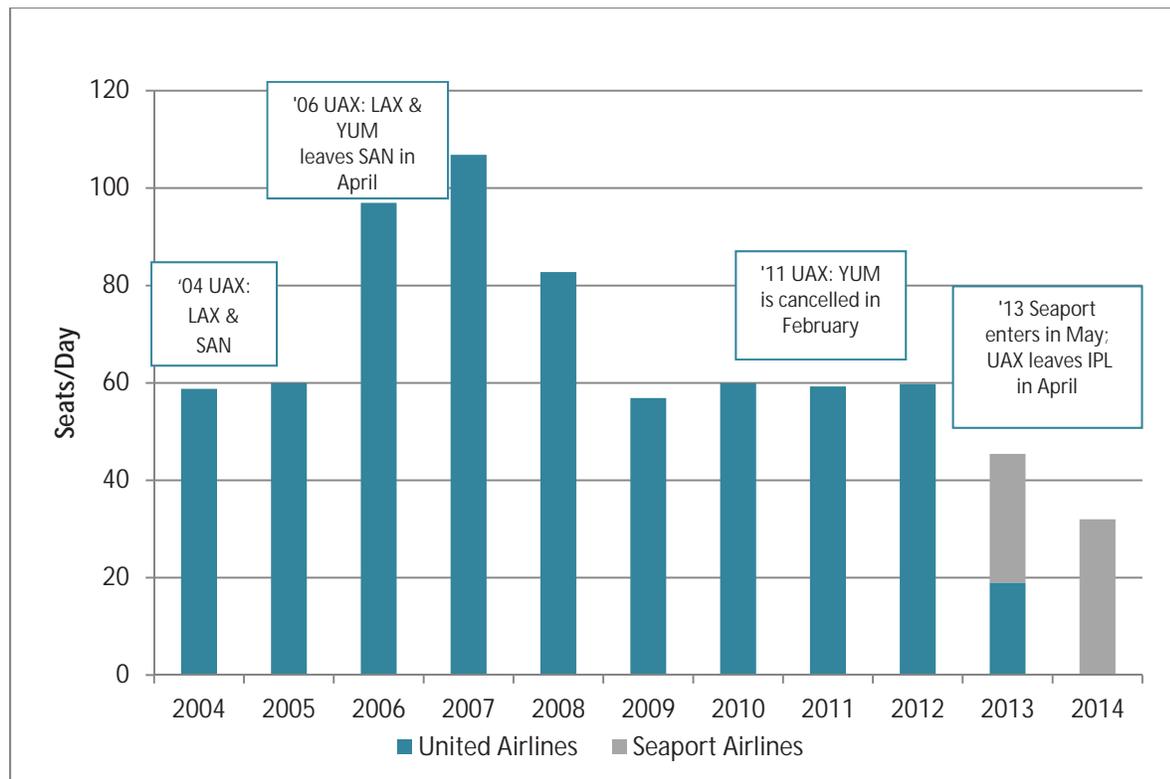
EAS Airports	State	Enplanements/Day
El Centro	California	9.5
Fort Dodge	Iowa	9.4
Greenville	Mississippi	9.3
Jackson	Tennessee	7.8
Merced	California	7.7
Bradford	Pennsylvania	6.9
Lancaster	Pennsylvania	6.3
Muscle Shoals	Alabama	6.3
Athens	Georgia	5.9
Franklin/ Oil City	Pennsylvania	5.0
Macon	Georgia	4.0
Hagerstown	Maryland	3.9
Kingman	Arizona	2.7

Source: US DOT Tentative Order Regarding Termination of EAS Eligibility

IPL has been served by two carriers, United Express, operated by SkyWest Airlines (“UAX”), which ceased service in April of 2013 and SeaPort Airlines (“SeaPort”), which took over the flying in May of 2013 when the US DOT selected SeaPort as the new EAS carrier. UAX served the market for a long time and had built a loyal following. When UAX was serving IPL, flights were operated to Los Angeles International Airport (“LAX”), the third busiest airport in the US. The UAX service benefitted passengers because LAX has considerable connecting options with a diverse group of airlines serving a large number of domestic and international cities. Connecting service is key because the majority (78%) of IPL’s passengers traveled beyond LAX in 2012 on UAX’s service.² The local origin and destination market passenger demand is low, which is typical for most non-hub airports.

SeaPort’s service replaced flights to LAX with operations to SAN, the 29th busiest large-hub passenger airport in the US, and BUR, a medium-hub facility north of Downtown Los Angeles in the San Fernando Valley. Despite the advantage of having access to two airports, this federally mandated new service initially attracted fewer passengers because it is flown on smaller aircraft (nine versus 30 seats) to new markets and its brand was unknown to most of the County. As a result of the smaller aircraft operated by SeaPort, the number of daily seats offered from IPL is approximately half the level provided by UAX as shown on Figure 6.

Figure 5: IPL’s Average Seat Departures per Day



Source: Innovata Schedules, via Diio, Annual seats divided by 365 days, Calendar Year, in 2013, United’s service transitioned to SeaPort Airlines

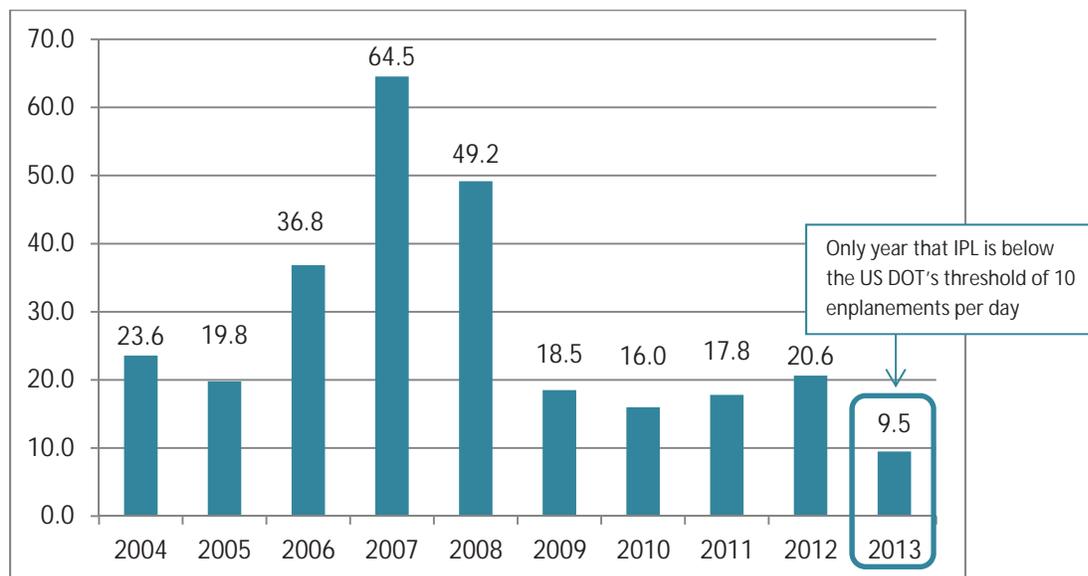
² US DOT O&D Survey, Calendar year 2012

A critical reason for IPL’s low passenger performance after SeaPort began flying was that SeaPort initially lacked the interline agreements in place to allow passengers and bags to transfer at SAN and BUR to other airlines smoothly. Furthermore, SAN and BUR service levels offer fewer connecting opportunities than LAX. For example, United, the second largest carrier at SAN behind Southwest Airlines, serves seven domestic markets, including LAX, with 35 daily flights, compared to 48 domestic and 12 international markets with 184 daily flights from LAX. Southwest has no interline relationship with any carrier across its network. Passengers can connect to/from a Southwest flight but have to retrieve their checked bags, then check in separately with Southwest. Interline agreements will typically check bags and provide tickets to passengers all the way through their journey.

Now, however, SeaPort has interline agreements with carriers operating at SAN and/or BUR, including Alaska Airlines (which has significant operations at both airports). And, although SAN and BUR may offer fewer connecting opportunities, both still offer significant connecting opportunities to domestic and transborder service- including nonstop flights from SAN to both London Heathrow (LHR), and Tokyo Narita (NRT).

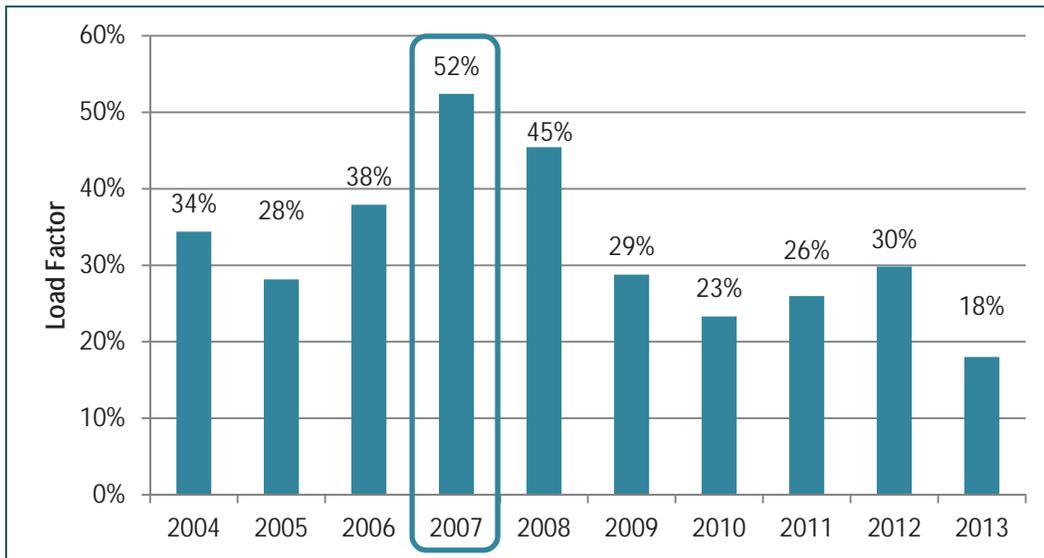
As shown on Figure 7, IPL consistently generated approximately twenty passengers per day 2009-2012. IPL passenger traffic peaked in 2007 when the airport had nearly twice daily service to LAX and Yuma, Arizona (“YUM”). United’s service with multiple online and interline connecting opportunities at LAX allowed both business and leisure passengers to travel globally and in addition, the larger 30 seat Embraer 120 aircraft can accommodate more demand.

Figure 6: Historical Enplanements per Day



Source: T-100 Data, via Diio, YE September, Based on 313 days

Figure 7: El Centro Imperial County Historical Load Factor



Source: T-100 Data, via Diio, YE September

During 2007, IPL also reached its highest load factor of 52% as shown on Figure 8. IPL was hard hit by the weak economy in 2008, 2009 and 2010 with an immediate decline in traffic and load factor. As IPL started to emerge from the recession, air travel increased to 20.6 in 2012. As the Department recognized, traffic at IPL “decreased significantly” starting in late 2012 when Skywest stopped basing an aircraft at IPL, thereby eliminating an early morning departure to the hub and late evening arrival from the hub. See DOT Order 2013-1-2, at 3. In 2013, the US DOT selected a new airline, SeaPort, serving new markets, and passenger traffic decreased. SeaPort is basing an aircraft at IPL thus permitting an early morning departure from, and late evening return to, Imperial. Such a schedule is more passenger-friendly and should help improve traffic levels.

This decrease is temporary because the community is adjusting to the new airline, destinations, flight schedules, and a smaller aircraft type. Additionally, SeaPort needed time to negotiate critical interline agreements with other airlines at BUR and SAN.

In the future, passenger traffic will benefit from the interline agreements that SeaPort Airlines has signed with Alaska Airlines (which operates at both SAN and BUR). Two more interline agreements with other airlines are due to be signed shortly. These agreements will greatly help generate passengers at IPL with convenient connections at BUR and SAN. Additionally, SeaPort is in the process of joining a major carrier’s frequent flyer program- expected to be completed by December, 2014.

SeaPort Airlines Marketing Plan

SeaPort Airlines, Inc. is implementing a mix of marketing and public relations efforts to build brand awareness, develop trust, and increase local enplanements. First and foremost, SeaPort has positioned itself as Imperial Valley's hometown service, providing Imperial Valley with convenient and reliable air service at low prices (currently as low as \$53.50 each way). Second, SeaPort bases aircraft at IPL, thereby enabling an early morning departure and late evening arrival at IPL, which even the Department has previously noted was an important aspect of having successful service. Third, SeaPort has signed interline agreements with major carriers serving both SAN and BUR, and is pursuing several other interline relationships. This will substantially broaden travel options for IPL passengers and will facilitate their travel. Fourth, SeaPort maximizes "reach" through "worldwide connections", established through extensive investment in distribution through the GDS and interline agreements, making flights easy to find and book where passengers are most likely to search online (e.g. Online Travel Agents (OTAs), meta-search, and aggregators).

Since it was selected by the USDOT to serve IPL, SeaPort's marketing strategy in Imperial Valley has leveraged both traditional and emerging media to achieve objectives, and has included the following tactics:

- Outdoor advertising (billboards)
- Radio advertising (both English-speaking and Spanish-speaking demographics)
- Local community outreach and presentations
- Event marketing
- Cause marketing
- Digital advertising/search engine marketing
- Digital marketing, content marketing, and use of social media
- E-mail marketing
- Strategic partnerships with local organizations (El Centro Chamber, Imperial Chamber & IVECD)
- Promotional fare sales

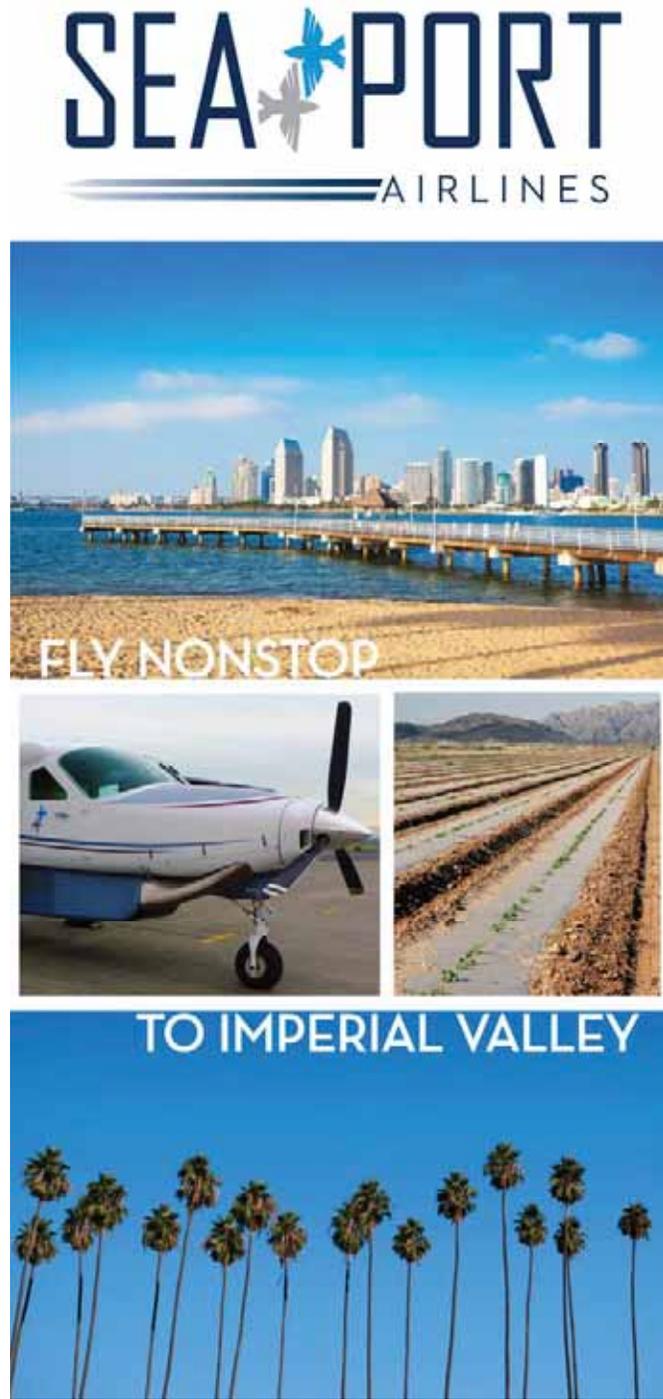
SeaPort will continue to employ this mix of tactics to reach both business and leisure travelers in Imperial Valley, and increase its efforts aggressively in the remainder of 2014, in light of the recent endangerment of EAS eligibility in Imperial Valley. Specific campaigns planned immediately include:

- Use of moveable trailers and signs throughout the valley to promote service ("migrating billboards")
- KXO radio "Hometown service. Worldwide connections." campaign promoting interline connectivity from Imperial Valley.
- Heavy distribution of printed materials (like rack cards), in both Spanish and English
- Summer fare sale
- Satellite community outreach

SeaPort will continue to pursue more interline agreements to increase Imperial Valley connectivity and visibility. Additionally, SeaPort's planned website redesign 2014-2015 will include implementation of a multi-language site, opening up reach even further globally.

It is also worth noting that jurisdictions within Imperial County have instituted Travel Justification Forms that require out of town travel to utilize SeaPort Airlines service. Directing important business travelers to use SeaPort's service will also help to build awareness and traffic at IPL.

Figure 8: SeaPort Airlines Card Rack Marketing



Source: SeaPort Airlines

Figure 9: SeaPort Airlines Billboard in Imperial Valley



Source: SeaPort Airlines

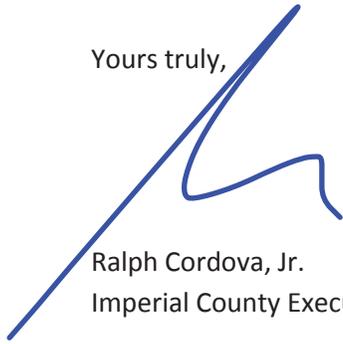
Conclusion

Despite the effects of the recession, IPL's traffic levels had remained above the mandatory ten enplanements per day by at least six passengers every year except for 2013. SeaPort Airlines entered the Imperial Valley market in 2013, and even during that transitional time enplanements were only *slightly* below the required 10 daily passengers and higher than any of the other at-risk EAS communities.

The economy of Imperial Valley continues to improve and the SeaPort Airlines service is vital in the recovery. Once SeaPort's interline agreements take effect, IPL should easily exceed the threshold of ten enplanements per day as the flights will have the benefit of connecting passengers. The entire Imperial County, including many of its most important constituents are dedicated to developing SeaPort's success.

As such, it is certain that the passenger performance below US DOT EAS minimums is a temporary circumstance related to the entrance of a new carrier serving new markets from IPL. The community of Imperial County is unified in its support of the SeaPort service and will take every opportunity to use the service when travelling by air. Under these circumstances, I feel a waiver is in order and I urge the USDOT to grant it forthwith to Imperial County so we can preserve our important air travel link.

Yours truly,

A handwritten signature in blue ink, appearing to read 'Ralph Cordova, Jr.', written over a diagonal line.

Ralph Cordova, Jr.
Imperial County Executive Officer

Attachments:
Letters of Support



**SOUTHERN CALIFORNIA
ASSOCIATION of GOVERNMENTS**

Item 4: Airport Cooperative Research Program (ACRP), “Practices for Developing Effective Stakeholder Relationships at Smaller Airports”

ACRP

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RESEARCH
PROGRAM



Research You Can Use

Ryan Hall, Airport Planner

Southern California Association of Governments

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Thursday, August 21, 2014

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TRB manages industry-based applied research programs for nearly all modes of transportation. Our research and publication processes have evolved and been refined over 50 years.

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How ACRP Began

Authorized by Congress 2004

Funded by FAA

Driven by and for the airport industry

ACRP Oversight Committee review, selects and funds projects

Each project has oversight by an expert panel
Volunteers from airports, airlines, industry, government agencies, consultants, interested experts.

ACRP

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ACRP Synthesis on Practices for Developing Effective Stakeholder Relationships at Smaller Airports

Expert panelists guiding the project:

Debbie K. Alke, Montana DOT

Mark Bautista, Monterey Airport District

Jeffrey L. Bilyeu, Texas Gulf Port Regional Airport

Heather Garten, Embry-Riddle Aeronautical University

Ryan Hall, Southern California Association of Governments

Stephen M. Quilty, SMQ Airport Services

Mihir Shah, South Carolina Aeronautics Commission

Melissa B. Smart, The Smart Associates, Inc.

Aaron Braswell, Federal Aviation Administration

Paul James Eubanks, Airports Council International - North America

Gail Staba ACRP Staff

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ACRP Synthesis on Practices for Developing Effective Stakeholder Relationships at Smaller Airports

Principal Investigators:

Bryan Elliott and Rusty Chapman, Delta Airport Consultants, Inc.

Project Status:

Project Start, April 2014
Literature Review and Data Collection Underway
Draft Report Expected November 2014
Expert Panel Review Meeting December 2014
Concise Report Published Spring 2015

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For More Information

- www.TRB.org/ACRP
- Regular news and updates on
 - Upcoming and ongoing research projects
 - New publications
 - Success stories
 - Announcements
 - And more!



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Thank you!
Questions?



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