Civic Engagement

- Current situation
- Context
- Agency and committee integration
- Coordination with technical analyses
- Air service patterns
The Situation

The community’s interpretation of the airport

1. **Dis-benefits and benefits**
   Local community and Regional market

2. **Perception and reality**
   What people think and what actually is

3. **Past and future**
   What we used to be and what we will become
Basic Concepts...

...that will help guide the

1. Maximizing
   Pushing any variable to its highest possible level of performance

2. Optimizing
   Balancing the performance of a multi-variable network so it can reach its ultimate state of development

3. Satisfizing
   Fulfilling the needs, expectations and wishes of the community
Technical issues that will define the future of the airport

1. **Capacity**
   How much can capacity be optimized?

2. **Time**
   How soon will maximum capacity be reached?

3. **Money**
   How much will it cost?

4. **Legacy**
   What will Lindbergh be at optimum build-out?
Airport – Community Relationship

AIRPORT
VISION, GOALS & OBJECTIVES

COMMUNITY VALUES
REGIONAL FUTURE

TECHNICAL ISSUES & ALTERNATIVES

Civic Engagement
Developing the Vision

VISION STATEMENT

GOALS

OBJECTIVES

ENVIRONMENT
MILITARY
AIRFIELD
TERMINALS
PARKING
TRANSIT
I-5 - ROAD ACCESS
AMTRAK
TROLLEY
ECONOMY • TECH
TOURISM
REDEVELOPMENT
INSTITUTIONS

Civic Engagement
Developing the Concept

Civic Engagement

CONCEPTUAL

ACTIVITY

VISION • GOALS • OBJECTIVES

FACILITIES

SUSTAINABILITY

A B C

DESTINATION LINDBERGH

JACOBS CONSULTANCY TEAM

JACOBS CONSULTANCY
Agency Integration

Civic Engagement

San Diego County Regional Airport Authority

Communications

Program Management

Airport Authority Staff

Jacobs Consultancy Team

Communications

City of San Diego

Communications

Sandag
Civic Engagement

DESTINATION LINDBERGH:
The Ultimate Build-out.
Air Service Patterns
Air Service Patterns
Comparable MSAs

Civic Engagement
## MSA Comparisons

<table>
<thead>
<tr>
<th>City, State</th>
<th>2006 Population&lt;sup&gt;1&lt;/sup&gt;</th>
<th>2005 GMP&lt;sup&gt;2&lt;/sup&gt; (US $Billions)</th>
<th>2007 Airport Passengers&lt;sup&gt;3&lt;/sup&gt;</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minneapolis, MN</td>
<td>3,175,041 (16)</td>
<td>$151.9 (15)</td>
<td>35,160,505 (14)</td>
</tr>
<tr>
<td>San Diego, CA</td>
<td>2,941,454 (17)</td>
<td>$143.4 (16)</td>
<td>18,326,761 (28)</td>
</tr>
<tr>
<td>St Louis, MO</td>
<td>2,796,368 (18)</td>
<td>$108.9 (21)</td>
<td>15,366,198 (30)</td>
</tr>
<tr>
<td>Tampa, FL</td>
<td>2,697,731 (19)</td>
<td>$110.5 (20)</td>
<td>19,154,957 (26)</td>
</tr>
<tr>
<td>Denver, CO</td>
<td>2,408,750 (21)</td>
<td>$116.4 (19)</td>
<td>49,863,389 (5)</td>
</tr>
<tr>
<td>Pittsburgh, PA</td>
<td>2,370,776 (22)</td>
<td>$96.2 (22)</td>
<td>9,821,980 (41)</td>
</tr>
</tbody>
</table>

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<sup>1</sup> US Census Bureau  
<sup>2</sup> Global Insight  
<sup>3</sup> Airports Council International
Regional Considerations

- 17TH LARGEST POPULATION
- 16TH LARGEST ECONOMY
- 28TH LARGEST AIRPORT

SAN DIEGO REGION
San Diego-Carlsbad-San Marcos MSA
Regional Market Orientation

- 17th largest population
- 16th largest economy
- 28th largest airport

San Diego Region
San Diego-Carlesbad-San Marcos MSA
Airport Service Area Considerations

- 17TH LARGEST POPULATION
- 16TH LARGEST ECONOMY
- 28TH LARGEST AIRPORT

SAN DIEGO REGION
San Diego-Carlsbad-San Marcos MSA

North: 15.7 M. SF
Central: 35.5 M. SF
South: 16.1 M. SF (CBD: 9.5 M. SF)
Airport Service Area Considerations

- 17TH LARGEST POPULATION
- 16TH LARGEST ECONOMY
- 28TH LARGEST AIRPORT

SAN DIEGO REGION
San Diego-Carlsbad-San Marcos MSA
Potential Market Leakage

SAN DIEGO LEAKAGE TO LAX

DISTANCE FROM SAN | NUMBER OF PASSENGERS | % OF TOTAL
--- | --- | ---
< 30 MIN. | 393,633 | 85%
31-60 MIN. | 29,329 | 6%
> 60 MIN. | 42,810 | 9%

Source: MDT - 2006, adjusted

= 10 bookings from SAN-region zip code using LAX

Civic Engagement