



# Airport Commission Meeting

November 18, 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

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# III. Consent Calendar

- Approval of the Minutes for the Regular Meeting on August 12, 2024

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# IV. Reports and Information Only

## A. Chair Report

B. Director

C. Council Liaison

D. Staff

E. Commissioner Reports

# IV. Reports and Information Only

A. Chair Report

**B. Director**

C. Council Liaison

D. Staff

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 Q3 2024

	Jul	Aug	Sep	Year Over Year			Quarter Over Quarter	
				Q3 2024	Q3 2023	Difference	Q2 2024	Difference
Total Operations	13,750	14,042	13,331	41,123	40,757	1%	40,077	3%
Total Operations between 2330-0630	459	262	325	1,046	995	5%	1,040	1%
Air Carrier Operations between 2330-0630	320	141	191	652	648	1%	574	14%
General Aviation Operations between 2330-0630	139	403	134	676	347	95%	466	45%
Total Intrusions	110	65	27	202	195	4%	182	11%
Total Non Compliant Intrusions	15	15	8	38	17	124%	37	3%
Air Carrier Complaints	537	90	281	908	2,085	-56%	4,319	-79%
General Aviation Complaints	118	20	94	232	398	-42%	935	-75%
Total Complaints	655	110	400	1,165	2,495	-53%	5,254	-78%
Total Engine Run-ups **	0	0	0	0	0	0%	0	0%
South Flow Operations	183	10	178	371	3,178	-88%	3,203	-88%

\*\* 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 service

# VI. Noise Report

City	Complaints Q3 2024	Year over Year		vs. Previous Quarter	
		Complaints Q3 2023	Difference	Complaints Q2 2024	Difference
San Jose	540	103	424%	778	-31%
Palo Alto	1	4	-75%	3	-67%
Milpitas	0	4	-100%	2	-100%
Morgan Hill	2	0	0%	6	-67%
Cupertino	0	1	-100%	2	-100%
Mountain View	98	600	-84%	494	-80%
Sunnyvale	455	1,700	-73%	3,845	-88%
Los Gatos	34	45	-24%	0	0%
Los Altos	0	9	-100%	3	-100%
Santa Clara	16	17	-6%	19	-16%
Campbell	0	0	0%	0	0%
Saratoga	0	0	0%	0	0%
Other	19	12	58%	102	-81%
<b>Total Complaints</b>	<b>1,165</b>	<b>2,495</b>	<b>-53%</b>	<b>5,254</b>	<b>-78%</b>





# Airport Noise Program

Airport Commission Meeting

18 NOVEMBER 2024

# Agenda

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**01.** Overview of Restrictions

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**02.** Curfew Program

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**03.** Noise Office

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**04.** Closing & Questions

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# Overview of Restrictions

## 1990 Airport Noise and Capacity Act (ANCA)

- This federal act resulted in severe limitations on the ability of airports to regulate noise. Under ANCA, any newly proposed airport operational restrictions or limitations require extensive analysis and Federal Aviation Administration (FAA) approval before they can be implemented. Additionally, federal grant assurances require that the airport be available for public use on reasonable terms and without unjust discrimination, which new restrictions could impede upon.
- Areas within the 65, 70, and 75 CNEL/DNL noise contours are what the FAA considers to be the most impacted by aircraft-generated noise. From 1995-2009, the airport managed an Acoustical Treatment Program to treat affected residences within the 65 CNEL/DNL area and certain “significantly impacted” homes inside the 60 CNEL/DNL. \$140 million was spent soundproofing the interiors of 2,675 homes and four schools. The program paid for new insulation, windows, doors, and air conditioning units. Currently, no residences within the 65 CNEL/DNL contour are considered incompatible with the noise generated by aircraft at SJC.
- To conclude, it is extremely difficult to enact any new restrictions on aircraft operations. Restrictions not specific to areas within the 65 CNEL/DNL contours fall outside of the airport’s FAA-approved Part 150 Noise Compatibility Program designed to mitigate noise impacts. Part 150 identifies residential land uses as being normally compatible with noise levels below 65 CNEL/DNL.

**2.0**

# Curfew Program

# Curfew Program

## San Jose Municipal Code (SJMC) Chapter 25.03 – Airport Curfew

- October 2003, San José Mineta International Airport (SJC), with Federal Aviation Administration (FAA) approval, revised the curfew portion of its noise control program from a weight-based curfew to a noise-based curfew, including enforcement provisions where operators can be fined \$2,500 for curfew intrusions.

## Noise Based Curfew

- FAR 36 Stage II aircraft may not operate between the hours of 11:00 p.m. and 7:00 a.m.
- FAR 36 Stage III aircraft at or below 89.0 EPNdB per FAR AC 36-1H average of takeoff/sideline/approach noise levels, or any other “grandfathered” Stage 3 Jet Aircraft can operate between the hours of 11:30 p.m. to 6:30 a.m.
- Schedule of Authorized Aircraft and Aircraft Noise Data is published to the Airport’s Website and updated as needed.

# Curfew Program

## Exemptions From Curfew Hour Restrictions

- Events Beyond Operator Control:
  - Weather
  - Mechanical Problems
  - Air Traffic Control
  - Security Delays
- Emergency Operations
- Government Operated Aircraft

## Enforcement Provisions

- Administrative Citation Fines
- \$2,500 per occurrence
- Fines Appealable to Airport Commission

# Curfew Program

## Jet Engine Testing

- Testing can only take place at designated airport areas to minimize engine sound levels directed towards the surrounding communities.
- Normally prohibited during curfew hours, high power jet engine testing can be authorized after 4:30 a.m. provided the aircraft has a scheduled departure time after 6:30 a.m.
- An operator is required to contact the Airport Manager-On-Duty for approval and to coordinate a location for testing.

## Noise Information for Airlines/Pilots

- We meet with tenant airlines on at least an annual basis to discuss curfew intrusions.
- We discuss adherence to FAA designated approach and departure paths
- Adjust schedule away from the curfew fringe

# 2023 Operations During Curfew

- In calendar year 2023, there were 1998 commercial or cargo jet operations during the curfew hours out of the 158,457 total operations for the Airport (approximately 1.26%).
- Of the 1998 curfew operations, 543 were found to be intrusions, which represent approximately .34% of all operations at SJC.
- Of those 543 intrusions, 57 were found to be violations and were cited; these violations represent approximately .04% of all operations at SJC which results in a curfew compliance rate of over 99.96%.

## SJC Air Carrier Intrusion Delay Types

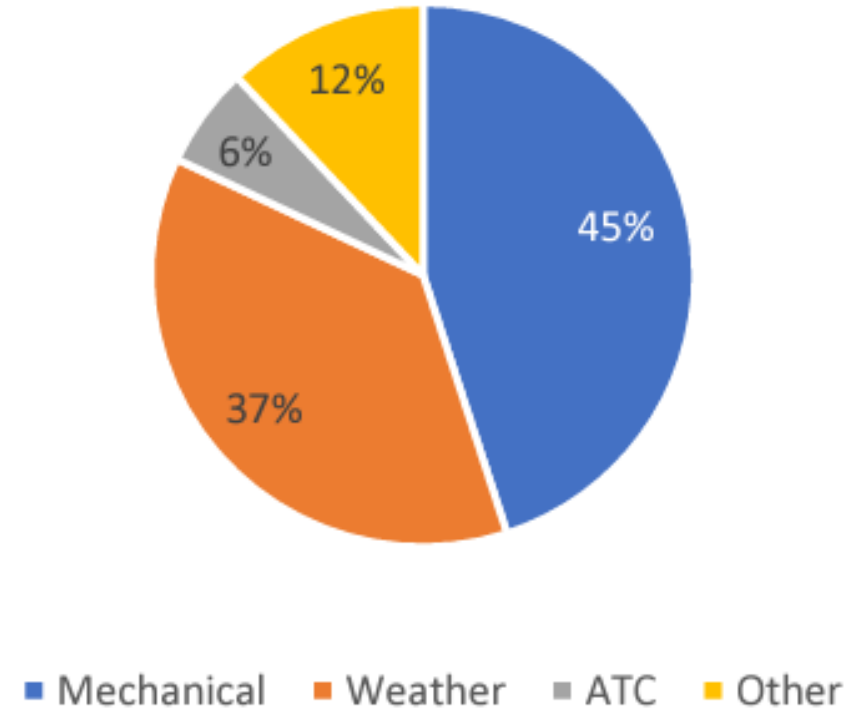


Chart of 2023 Air Carrier Intrusion Delay Types



**3.0**

# Noise Office

# Noise Office

## Noise Complaints

- Collect noise complaints from residents of the City as well as the surrounding municipalities through the “Webtrak” webpage, phone messages, e-mails, and a dedicated complaint form hosted on the airport’s website.
- Respond to curfew-related complaints whenever possible by including the reason the flight in question operated during curfew hours, an explanation of the approach or departure procedures to the Airport, and acknowledgment of whether a late-night operations was a curfew violation.

## Curfew Violations

- Airport staff review airline-provided justification for curfew violations, and work with aircraft operators to minimize the number of non-compliant operations during curfew hours, thereby reducing the disturbance to the public.
- Airport staff work with the airlines and our Finance Division to process fines for violations and coordinate the appeal process if initiated.

## Reporting

- Publish Monthly Noise Summary charts on the Airport’s website, which detail the total number of curfew-compliant and non-compliant operations as well as the number of noise complaints submitted.
- Use data from the FAA along with data from our airport noise monitoring system to compile a Quarterly Noise Report and Noise Exposure Map for the public.



# Closing & Questions

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# VII. Business

- A. Marketing Update
- B. Diridon-Airport Connector Project
- C. Legislative Update



# Marketing Update

75-Year Campaign, paid advertising results, brand research, other marketing efforts

November 18, 2024

# Agenda

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**1.0** Celebrating 75 Years – Award-Winning Campaign

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**2.0** Paid Advertising

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**3.0** Brand Tracker Research

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**4.0** Additional Marketing

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**5.0** Meet the Team

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**6.0** What's Next

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**1.0**

# Celebrating 75 Years





# Terminal Displays & Signage

# 10-Foot-Tall Inflatable Baby Chick in Terminal B Baggage Claim



# Terminal B Baggage Claim Wall Display (Left Side)



**SJC** SAN JOSE MINETA INTERNATIONAL AIRPORT

**75<sup>TH</sup> ANNIVERSARY SJC**

**CELEBRATING 75 YEARS OF SIMPLE.**

In February 1949, more than two decades after local voters rejected a bond for an airport, San José Municipal Airport opened for commercial air service.

This location (which was formerly home to onion crops) was chosen partly because of its close proximity to town and superior weather conditions. In fact, the U.S. Bureau of Air Commerce was particularly pleased that sunny San José could serve as a site for emergency landings when foggy weather impacted San Francisco.

In the 75 years since, this airport has proudly contributed to San José's transformation from a 95,000-person farm town to today's bustling city of nearly a million people.

But some things haven't changed.

*"We took the philosophy that ... we could have better service and get more passengers if [the building] looked small ... keeping the selling point we had for convenience."*

- Airport Manager Jim Nissen, 1965

Today, we're no longer a municipal airport. We're San José Mineta International Airport - or SJC as our friends call us. But our commitment to convenience remains unwavering. Travel should be easy. Stress-free. Simple. And we promise to keep it that way, for the next 75 years and beyond.

**Fly Simple. Fly SJC.**

Join the Celebration!



The fourth annual Fiesta de las Flores parade featured the float sponsored by the San José Chamber of Commerce. The float's 90-foot-long girasole made of green shrubs with a 19-foot wingspan, proudly displayed the name "San José" in white flowers on the base.



City leaders on the runway in the 1940s.

# Terminal B Baggage Claim Wall Display (Center)





**SAN JOSE MINETA  
INTERNATIONAL AIRPORT**



**FARM FIELDS TO RUNWAYS**

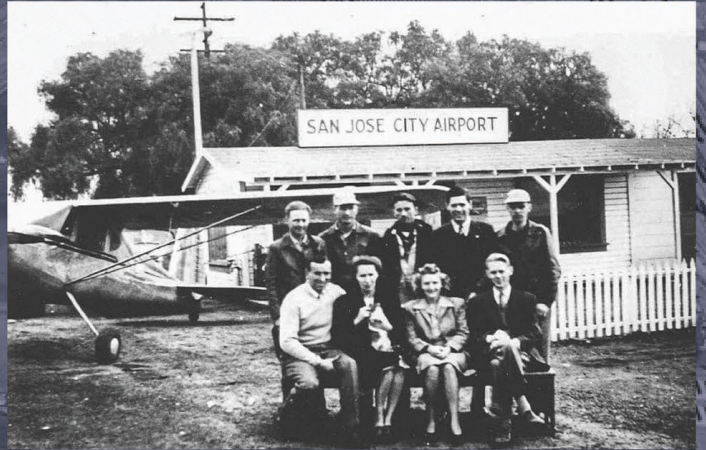
- 1928 – A \$400,000 bond is proposed for a municipal airport. San José voters reject it.
- 1929 – A Citizens Airport Committee (CAC) is formed to seek out potential airport locations and obtain financial support.
- 1939 – A new CAC is formed. Led by Ernie Renzel, Jr., they select the future site of SJC.
- 1940 – CAC finances a \$300,000 bond. The City of San José increases its tax rate in order to buy land for the airport.
- 1941 – World War II puts airport development on hold.
- 1945 – Jim Nissen leases 16 acres of SJC land for a small aviation business called California Aviation Activities. He builds SJC's first dirt runway, solely for general aviation.
- 1946 – The City approves development of the San José Municipal Airport and applies for federal aid for construction. Jim Nissen sells his share of California Aviation Activities and becomes the first SJC Airport Manager.
- 1947 – The City is tentatively allocated over \$100,000 in federal funding.
- 1948 – Construction begins on SJC's first permanent runway.
- 1949 – Dedication ceremonies are held, and San José Municipal Airport officially opens for commercial traffic.

Join the  
Celebration!





Jim Nissen (left) and Ernie Renzel (right) pictured with C-47 Cargo Plane (July 1947).



The original San José Municipal Airport staff posed in front of the first terminal building in 1948. Jim Nissen (bottom right) and Ray Stephens (bottom left) purchased 16 acres and operated a private aviation business until Ernie Renzel and the City decided to start the airport. Renzel sold his portion of the business and became the first SJC Airport Manager. Also pictured: Airport employees including Bob Jorak, Gordon St. John and Marie Stephens.

# Terminal B Baggage Claim Wall Display (Right Side)



**SJC** SAN JOSE MINETA INTERNATIONAL AIRPORT

**75<sup>TH</sup> ANNIVERSARY**  
SJC

**OUR FIRST PASSENGERS**

The first commercial flight at SJC (a Southwest Airways DC-3) landed with two pilots, seven passengers ... and 2,550 baby chickens. Only the chickens got off at San José; the human passengers continued to Los Angeles.

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The fourth annual Fiesta de las Rosas parade featured this float sponsored by the San Jose Chamber of Commerce. The float is 200 feet long and made of green shrubs with a 75-foot wingspan proudly displayed the name "San Jose" in white flowers on the fuselage.

Image of 1929 Parade Float: San Jose Must have an Airport. Frank A. Steinhilber photography; Fiesta de las Rosas Collection; Californian Room, San Jose Public Library.

**Terminal A Mall Wall (Left Side)**



# Terminal A Mall Wall (Right Side)

## FARM FIELDS TO RUNWAYS

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## OUR FIRST PASSENGERS

The first commercial flight at SJC (a Southwest Airways DC-3) landed with two pilots, seven passengers ... and **2,550 baby chickens**. Only the chickens got off at San José; the human passengers continued to Los Angeles. (Before you count ... Yes, we really put 2,550 chicks in pilot hats on this wall.)



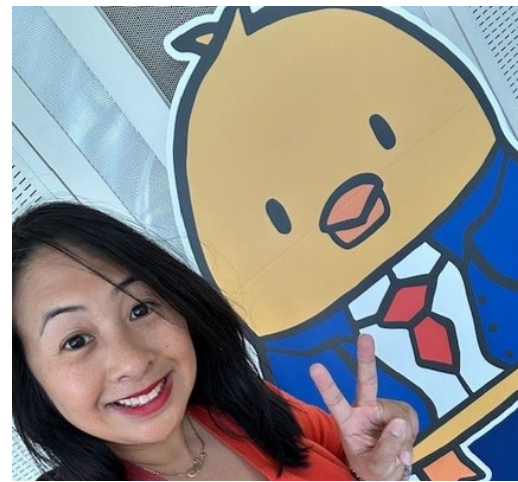
# Terminal A Sky Bridge







## Baby Chick Standees





Digital Monitors throughout Airport

# Baby Chick Window Clings





## CELEBRATING 75 YEARS OF SIMPLE.

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In the 75 years since, this airport has proudly contributed to San José's transformation from a 95,000-person farm town to today's bustling city of nearly a million people.

But some things haven't changed. Like being founded on a selling point centered around convenience.

Today, we're no longer a municipal airport. We're San José Mineta International Airport – or SJC as our friends like to call us. Our commitment to convenience remains unwavering. Travel should be easy. Stress-free. Simple. And we promise to keep it that way.

Please join us throughout 2024 for a celebration of 75 years. Stay tuned to this page for details and updates on activities, giveaways and so much more as we celebrate 75 years of simple.



Our First Passengers ... Baby Chickens!



# Digital Presence



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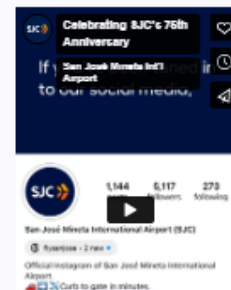
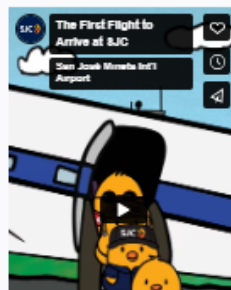
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### Our First Passengers ... Baby Chickens! 🐣

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- Our History
- Who We Are
- Meet the Baby Chicks
- Baby Chick Sweepstakes



Landing page –  
flysjc.com/75years

Campaign launch  
videos, animation intro

Animated videos  
featuring Airport benefits

All featured on social  
media channels





# SJC 75<sup>th</sup> Anniversary Promotional Items



## Baby Chick Socks

- Made in collaboration with Spirit Socks, a local woman-owned company.
- Various sizes available
- Soccer-themed socks



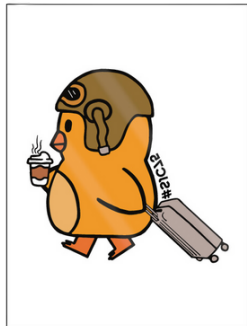
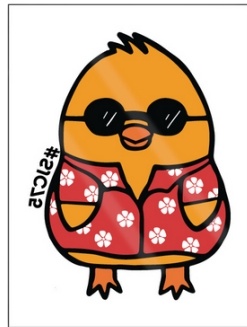
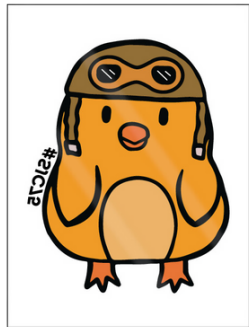
# Luggage Tags & Keychains



# Sticker Sheets and Lanyards



# Temporary Tattoos



# Buttons, Magnets





## Custom Ernie Plushies



# Commemorative T-Shirts



(•x•)

@TamuriIsilra

where can we buy the plush?? 🙄



maggie313 I don't think I'll be lucky enough to win these prizes, but would definitely love to get these cute items if they're available to purchase online...they're just too darn cute 🥰🥰

4w 2 likes Reply ...



abdoriginal I'm stuck out on the east coast 🇺🇸 but I was born and raised in San Jose and I have so many good memories at SJC, I'd love to buy at least some of these. I'll buy whatever I can afford I just love it all 😊

6w 1 like Reply



themailabee

Please make merchandise of Ernie as an SJC souvenir. 🇺🇸❤️ they are so cute, I literally pass by them all the time and I didn't know there was a contest please please please I beg!!!!  
a month ago



I absolutely love Ernie, where can I buy a plush of him and merch?? 🥰



Is there any way to buy my own baby chick plushie? 🙄



Frank

@akeener\_rogue

I'll give you a one star rating on Google Maps if you don't start selling chicken-themed souvenirs. 😂

1:10 PM · Jul 27, 2024 · 15 Views



ianoji

sell themmmmm  
a month ago



bblack124 I want a sticker of Jim with a Jamba and a pretzel!

6d 3 likes Reply



petiteadventurer Aaaahhhh!! @mptoyama and I will buy all of this !! Drop the merch 🍷 we are ready 🍷

5w 1 like Reply



cupcakereyna Love the luggage tags. You should sale them. I would buy one.

6w 1 like Reply



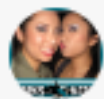
njohnson\_1025 Can I just um buy all of these? Because I 100% will please Kayla

6w 6 likes Reply



horizontalrain Please tell me you have some Earnie stuffies to share with us!!! I call dibs on the first one!!

21w 3 likes Reply ...



katvan\_d

How about if we want to purchase these merchandise instead? Is there a shop?  
a month ago





Sell these!!! I don't have any flights scheduled this week. 😞



Raven Wing  
Where can I get the plushie?

1w Like Reply Hide 3



bakeryonce I need an Ernie so bad



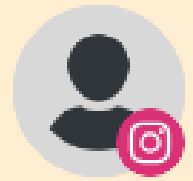
@ItsMsbee

Please sell the merch as well 😞

8:11 AM · Aug 10, 2024 · 11 Views



are Ernie plushies purchasable 🙏



It's amazing!! We need a full on shop

hi! i'm messaging becauseeee me n my bf recently flew out of there and we LOVED the mini chicks everywhere like it was one of the highlights of our trip but unfortunately we couldn't post about it or anything or join the giveaways because our families don't know we are together just yet but i want to surprise my bf with the mini chick stuffed animal. is there anyway that you guys would be able to send me one 😞😞😞 im begging



Hi! I love the Ernie plush! Im sad that i wont be flying out of SJC until right after the contest is over for a chance to win the Ernie plush for the kiddos. Will it be available for sale anywhere inside SJC so i can get one for the kids? Thanks!

# Ernie and Friends

## Ernie

Ernie is the leader of the squad, and was named after Ernest H. Renzel Jr., former San José mayor and the man who spearheaded the efforts to bring an airport to San José.



Ernie the Baby Chick is a sweetheart. Every day brings the opportunity for adventure, and he has big dreams of flying across and traveling the world. He also loves to show off San José to his visiting friends – there's so much history, culture and fun in our city!

## Robbie

Robbie's name was inspired by Robert Fowler, an aviation pioneer who was local to San José. Decades ago, the Airport itself was almost named after Fowler. In 1913, he was the first person to make a west-to-east transcontinental flight in North America.



But Robbie the Baby Chick isn't quite as savvy. He once accidentally flew to San José, Costa Rica instead of San José, California. This honestly happens more often than you'd think – but his friends will never let him live it down. He takes the jokes in good stride, though. He's a chill, go-with-the-flow kind of guy who makes the best out of any situation.

## Jim

The beloved Jim was named after the first SJC Airport Director, James M. Nissen.



As a budding Silicon Valley entrepreneur, Jim the Baby Chick is a talented business chicken and a conference king. He's always traveling to different places to network and close egg-citing new deals. Jim can be found relaxing in The Club SJC lounges before he boards his next flight. And yes, his tie is a clip-on – regular ties are hard when you have wings!



## Maria

Before it became the site of the San José Municipal Airport, this part of San José was Mary Ives Crocker's ranch, which primarily produced onions. Maria's name is a reference to Mary.

Maria is one cool Baby Chick. Her friends are always passing her the aux in the car because her music taste is just impeccable.



## Paul

Paul was named after Paul Birmingham, who started working for the City of San José as a Municipal Airport Engineer in 1947. Birmingham is credited with developing the entire concept of the Airport as it existed through the 1960s.

Our friend Paul the Baby Chick is an incredible SJC employee. He's on the Facilities team, and can fix anything! He's a friendly fellow, too. Whenever Paul works on the airfield, he waves to all the planes that pass by.



## Minnie

As the San José Mineta International Airport, we wanted to give a nod to our namesake, Secretary Mineta – and that's what Minnie's name is.

You always want to have Minnie the Baby Chick at your side when traveling. She's known for finding the best deals on flights, and she's a pro souvenir shopper – every treasure she brings home for her friends is unique and thoughtful.



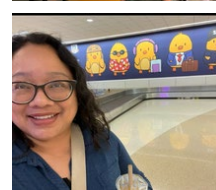
## Pat

Pat Loomis was a librarian for the City of San José, as well as a local historian and author. She researched and wrote a history of SJC, which we have in our Airport records and which has been a huge help in developing this 75th Anniversary campaign. We have named this little chick in her honor.



# Passenger Engagement

# #PicWithaBabyChick Sweepstakes





San José Mineta International Airport  
May 26 · San Jose, CA · 🌐

Congratulations to San José's Mineta International Airport celebrating its 75th Anniversary! Check out the cool photo exhibit and displays in the Terminal 2 Baggage Claim area featuring tiny and giant(!) baby chicks (it's first passengers in 1949!), the recently unveiled statue of the airport's distinguished namesake, Norman "Norm" Yoshio Mineta (1931-2022), and the cool white painted interactive public art sculpture that, to me, looks like a giant alien welcoming (or poised to attack?! Hahaha 😂) arriving passengers!! 🙇🏻👶🏻🛫📸🌸👉🏻👈🏻👉🏻👈🏻👉🏻👈🏻👉🏻👈🏻 #sjc75 #PicWithABabyChick



**SJC** SAN JOSE MINETA INTERNATIONAL AIRPORT

**FARM FIELDS TO RUNWAYS**

1918 - A \$400,000 bond to purchase the site of a municipal airport, San José Municipal Airport.

1920 - A Citizens Airport Committee (CAC) is formed to seek out potential airport locations.

1928 - A new CAC is formed, led by Gene Rosend, Jr., they select the future site of SJC.

1940 - CAC receives a \$500,000 bond. The City of San José eventually has no role in aviation.

1941 - World War II puts airport development on hold.

1946 - Joe Hoover leaves to start off SJC land for a small aviation business called California SJC's first air-nursery, solely for general aviation.

1948 - The City resumes development of the San José Municipal Airport and applies for Hawaiian funds to share of California Aviation Activities and becomes the first SJC.

1947 - The City is tentatively valued over \$200,000 in federal funding.

1947 - Construction begins on SJC's first permanent runway.

**SJC** SAN JOSE MINETA INTERNATIONAL AIRPORT

**75th ANNIVERSARY SJC**

**CELEBRATING 75 YEARS OF SIMPLE.**

In February 1949, more than two decades after local voters rejected a bond for an airport, San José Municipal Airport opened for commercial air service.

This location (which was formerly home to onion crops) was chosen partly because of its close proximity to town and superior weather conditions. In fact, the U.S. Bureau of Air Commerce was particularly pleased that sunny San José could serve as a site for emergency landings when foggy weather impacted San Francisco.

In the 75 years since, this airport has proudly contributed to San José's transformation from a 95,000-person farm town to today's bustling city of nearly a million people.

But some things haven't changed. We took the philosophy that ... we could have better service and get more passengers if [the building] looked smart ... keeping the selling point we had for convenience. Airport Manager Jim Haasen, 1949

Today, we're no longer a municipal airport. We're San José Mineta International Airport - or SJC as our friends call us. But our commitment to convenience remains unwavering. Travel should be easy. Stress-free. Simple. And we promise to keep it that way, for the next 75 years and beyond.

Fly Simple. Fly SJC.

Join the Celebration!



**Thigani Marines**  
4 days ago · 🌐

Today I learned that the first flight that arrived to Mineta international airport was transporting cute little chicks, so it makes sense that they brought them back to celebrate their 75 anniversary. Here you have a picture of Danny pinching Ernie's cheeks, enjoying the cuteness overload! #sjc75 #picwithababychick

**Vienne Lee**  
June 23 at 9:45 AM · 🌐

Traveling quite a bit in the past year with this little, with more trips planned before the end of the year. This was a few months ago where he said "I'm like these traveling chicks!" Did you know this SIC history? Happy 75th! #sjc75 #picwithababychick

You and 32 others · 6 comments

Love · Comment · Share

**Rachel Moore** is at San José Mineta International Airport.  
March 24 · San Jose, CA · 🌐

#sjc75 #PicWithABabyChick  
Home at last!  
The first passengers to SJC were baby chicks, 75 years ago!

# Passenger even created her own fanart version ...

I made fanart... for an airport



Chickens (UvU) have been our thing since we started dating long distance 3 years ago



Photo from 2021  
Us with our matching chickens







# Results Snapshot – 75-year Campaign



## **Landing Page:**

Visitors to the 75th Anniversary landing page, [flysjc.com/75years](https://flysjc.com/75years) - 17,244 views

## **Theft:**

700+ of the 900 baby chick window clings were taken from SJC terminals.

## **Video reach:**

- 260,694 impressions
- 167,121 reach (unique viewers)
- 8,022 engagements
- 216,817 views

## **Positive media coverage:**

*Mercury News, Flying Magazine, Travel and Tour World, Stuck at the Airport, San Jose Blog and NBC Bay Area*

# Results Snapshot – 75-year Campaign

## Photo contest

- 282 entries in the #PicWithABabyChick sweepstakes
- Site visits: 10,222 (/picwithababychick)
- Social: 92,743 impressions, 68,396 reach/unique viewers, 7,641 engagements

## Promotional item distribution and demand

- Over 5,800 items distributed (since May).
- 80+ unique requests from members of the public to purchase merch.
- Several passengers stopped by Admin office to make a purchase.
- During window cling installation, our team would get stopped by passengers for merch. One passenger even offered to purchase right there with their wallet!

Selected for **“Best Overall Marketing Program, Medium Airport”** at the Airports Council International – North America (ACI-NA) 2024 Excellence in Airport Marketing, Communication & Customer Experience Conference. (Oct. 2024)



# Next up for this campaign

- Products in Hudson Stores
- Fall Coloring Contest
- Transition to non-75<sup>th</sup> Anniversary materials/messaging
- Mascot development



**2.0**

# **Paid Advertising Results**

# Campaign Plan Parameters

## Campaign Objectives

- Continue to 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

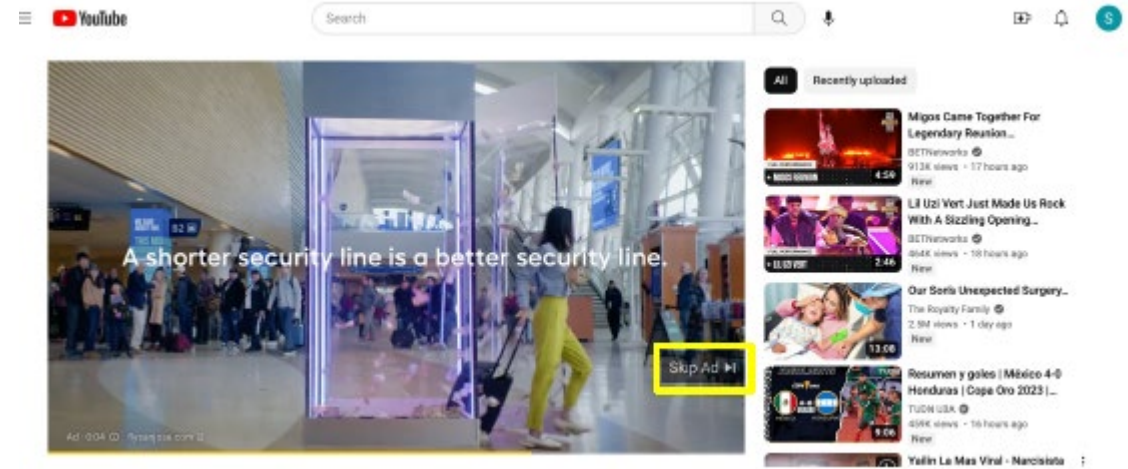
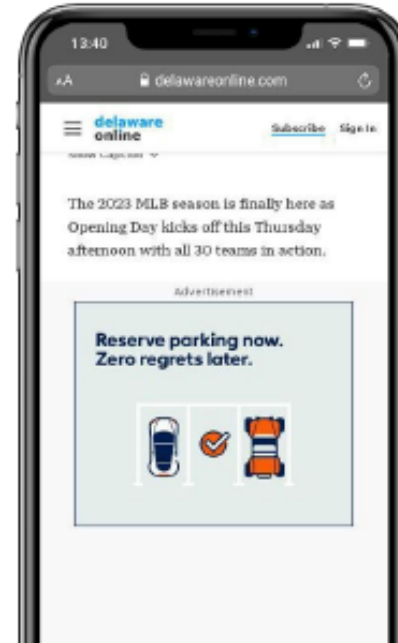
## Target Audience

Primary Segment: Outbound Leisure Travelers

Secondary Segment: Business Travelers

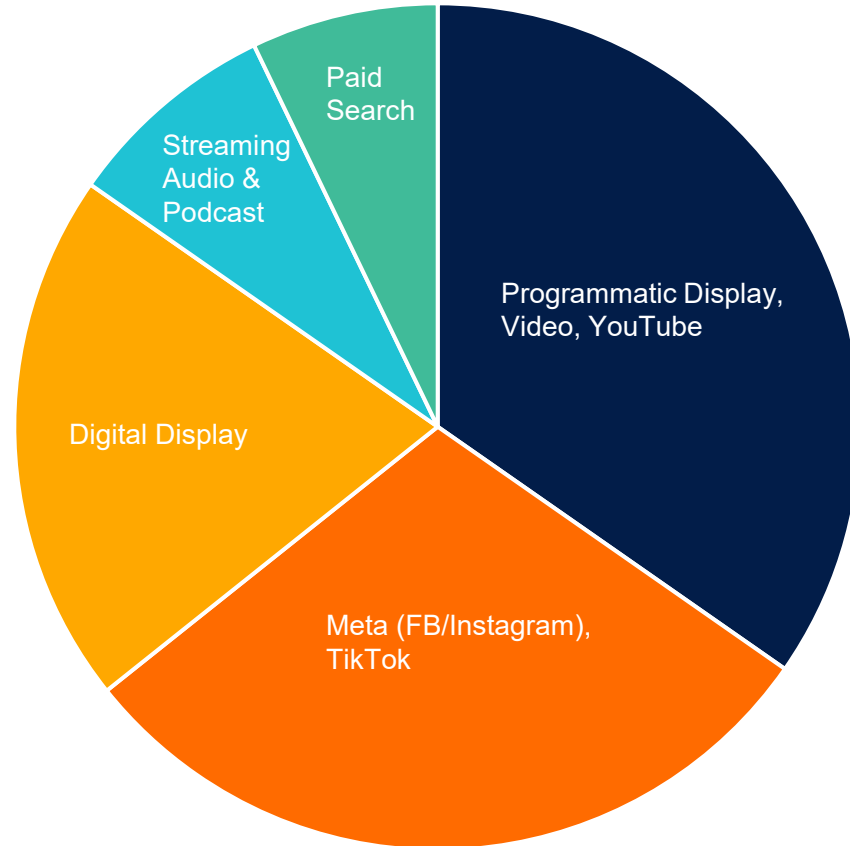
## Paid Media Budget

\$880,000 (January-December 2024)



# The Media Mix

- Paid Social Media (34%)
- Video OLV & CTV/OTT & YouTube (29%)
- Digital Display (20%)
- Streaming Audio & Podcast (8%)
- Paid Search (7%)



# Results (Jan.-Oct.)

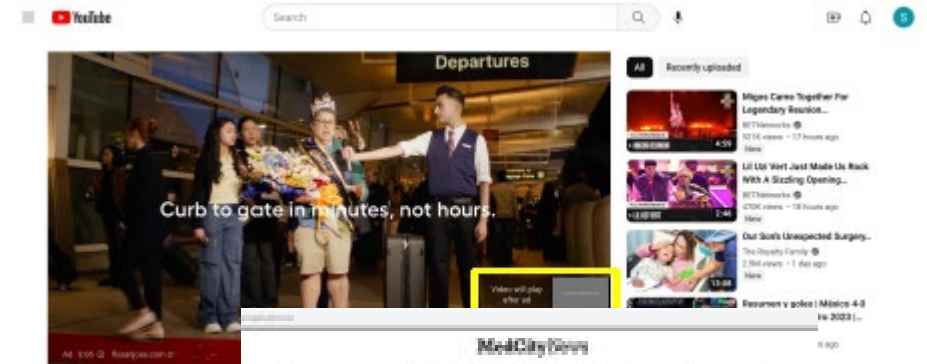
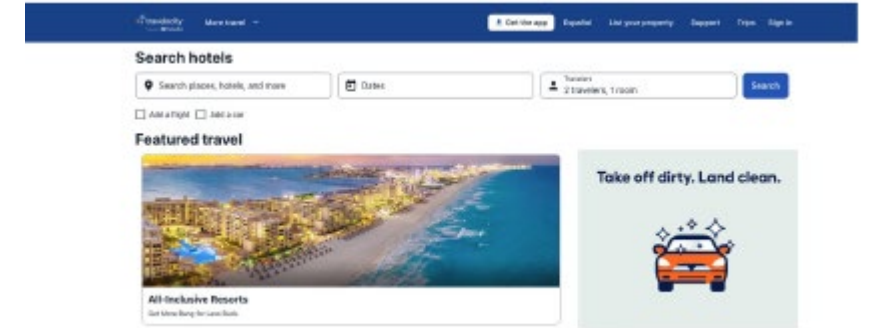
REACH  
**66.6M+**  
targeted impressions

VIDEO COMPLETIONS  
**7.9M**  
Users watched a video to the end

COST PER IMPRESSION  
**20%**  
more efficient vs. projected

AD ENGAGEMENT  
**469.7K**  
clicks on SJC ads

We continue to drive efficient results amongst a highly qualified audience and used our budget effectively.





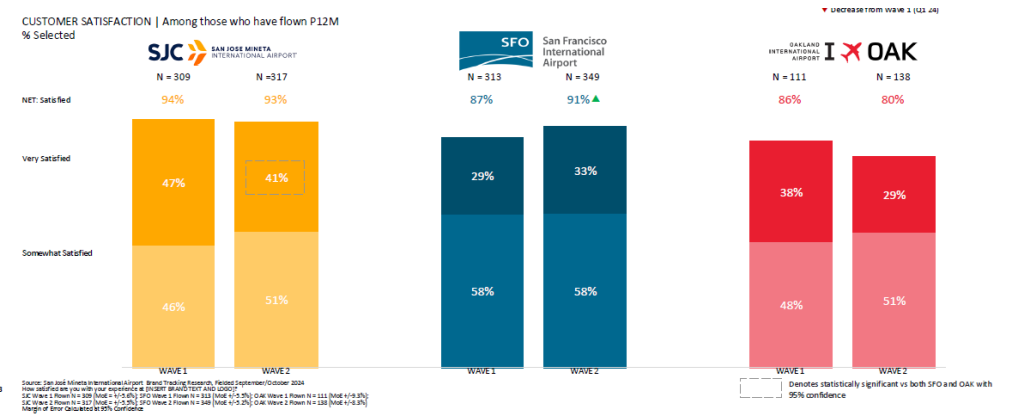
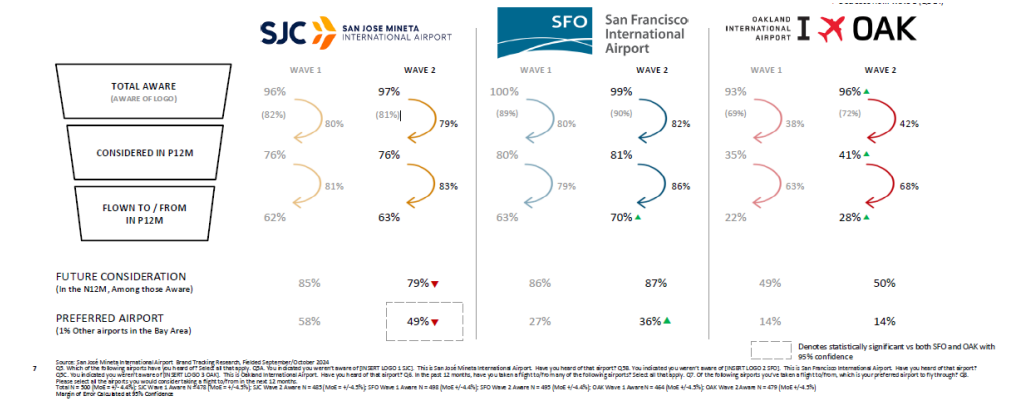
**3.0**

# Brand Tracker Research

# Brand Health Tracker Wave 1 & 2

## Key Findings

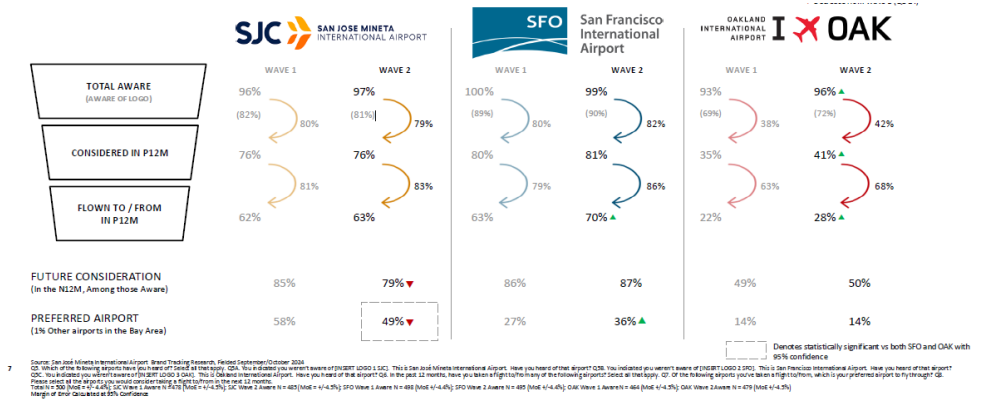
- SJC has maintained strong levels of awareness and usage on par with SFO, remains the most preferred airport.
- SJC continues to have the highest level of satisfied passengers, followed by SFO.
- People continue to be more likely to recommend SJC than other Bay Area airports.
- SJC remains the leader in accessibility, efficiency, dependability and simplicity among the Bay Area airports.



# Brand Health Tracker Wave 1 & 2

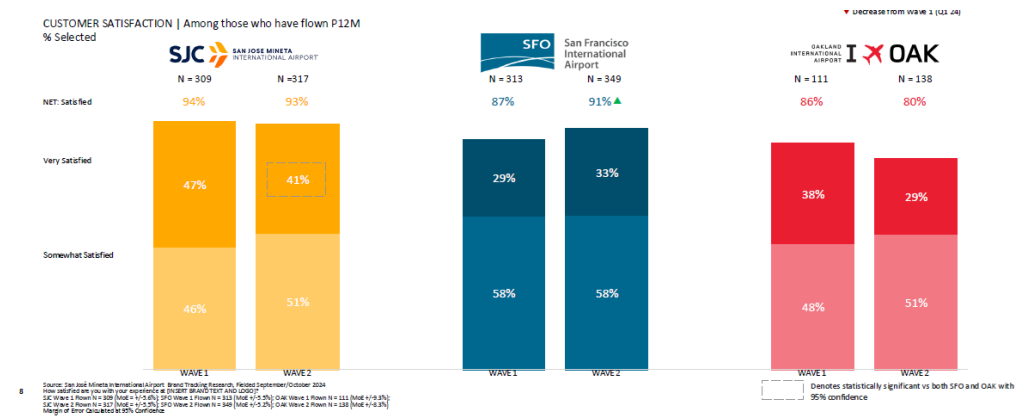
## What Do These Findings Mean?

- Our strategies to generate awareness of the new brand and logo worked.
- Passengers who use SJC have a high-level of satisfaction and are more likely to recommend us.
- We are delivering on our Fly Simple. brand.



## Next steps

- Learn more about what drives travelers to choose Bay Area airports.
- Transition away from a brand awareness marketing campaign.



**4.0**

# Additional Marketing

# New Signage – International Arrivals



# New Signage – Entrance Signs Installed Oct./Nov.



# Sponsorships & Partnerships

## Events (since July 1)

Total Events – 20

- Offsite – 12
- On-Site – 7
- Conf/Tech Symposium - 1

Total Engagements – 11,000+

volaris 

FRONTIER 

Southwest 

spirit 

Reactivated!



NEW!



San Jose Chamber of Commerce



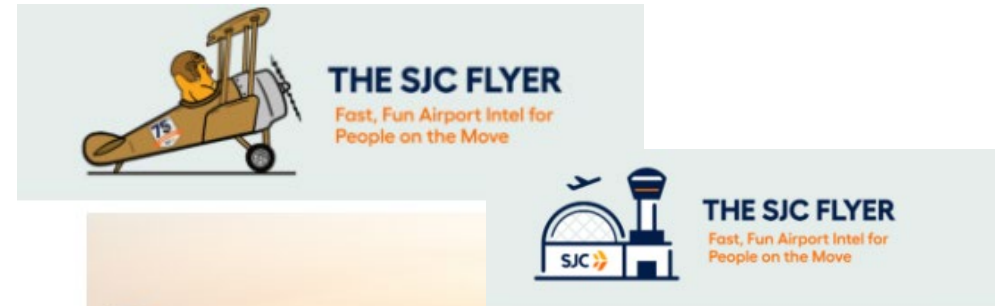
Palo Alto Chamber of Commerce



# E-Newsletter

## 2024 The SJC Flyer

- Distributed monthly
- Marketing & Communications develop content
- Active Subscribers: 120K+
- Average Open Rate: 44.58%



### Frontier Is Back!

To celebrate their return, Frontier is currently offering incredibly starting at just \$19 (must book by 5/27). They'll kick off service to [San Diego](#) on July 22. And routes to [Las Vegas](#), [Los Angeles](#) are available starting August 13.

[Learn more](#) and start planning your next adventure with Frontier.



### Memorial Day Travel

Traveling this Memorial Day? It'll be busy! Here's a list of useful make your journey one long vacation:

- [Reserve and pay](#) for parking in advance. Bonus! Upgrade experience with [Future Wash](#).
- Check in online with your airline up to 24 hours before you
- Arrive early – TSA recommends arriving two hours early for travel, and three hours early for international flights.
- Speed up security with [TSA Precheck](#) or [CLEAR](#).



### Honoring a Legend: Norman Y. Mineta Statue Unveiled

Last week a new statue honoring the beloved namesake of SJC, Secretary Norman Y. Mineta, was unveiled. Located in Terminal B Baggage Claim, the statue was created by local sculptor Steve Davis, and commissioned by Quest Valley Charities. [Learn more.](#)



### Top 5 Getaway Ideas

Take a break from the winter weather or catch the excitement of the big game (we're talking to you 49ers fans!) with these nonstop flights.

- ✈ Austin – [Schedule a flight](#) to check out the 2024 SXSW Music Festival.
- 🎰 Las Vegas – Catch the big game with [daily flight options](#).
- 🎸 Palm Springs – [Chase beats](#) at Coachella and Stagecoach music festivals.
- 🏀 Phoenix – [Fly out to see your favorite team](#) during Spring Training.
- 🌻 San Diego – Grab the farm and [make reservations](#) for a fun Spring Break.

P.S. Visit our [Parking Page](#) for hassle-free options and peace of mind. Reserve parking now. No regrets later.



### Trader Vic's Expands Patio

Next time you fly through SJC, sip your Mai Tai at [Trader Vic's](#) newly expanded patio in Terminal B. This enhanced dining experience offers more seating options, including additional ADA-compliant seating, and elevates the ambiance with an "outdoor" feel right within the terminal.



# Finance Division - ACFR



## INTRODUCTORY



SJC's passenger numbers continued to recover in FY 23 with a 23.6% increase over FY 22, a total of 12.1 million passengers. The Airport recorded passenger levels exceeding one million for eight months of FY 23. Contributing to the increase in traffic are new services including ZIPAIR's service to Tokyo beginning in December 2022, and Spirit's service to Dallas-Fort Worth, Las Vegas, and San Diego beginning in June 2023.



## FINANCIAL

Jim Stump's Taproom + Kitchen opened in Terminal B in April 2023. The gastropub-style menu features favorites that have made Jim Stump a premier South Bay chef, from a light and tasty quinoa and kale salad to his hearty and delicious trademark Bolognese. Adding to the local flavor, a tailored list of craft beers, cocktails, and wines includes San José-based J. Lohr Vineyards & Wines, as the house brand.



In May 2023, Jamba and Runway Deli opened. The new concessions in Terminal B combine to feature a full menu of refreshing and nutritious options for on-the-go meals, grab-and-go snacks, made-to-order sandwiches, and Jamba's fresh-squeezed juices and signature smoothies. Founded in San José in 1924, Greenlee's Bakery (a local favorite) now has a self-serving kiosk featuring their delicious signature cinnamon bread, pastries, and cookies. All available for pickup 24/7.



# Finance Division – Retail RFP and Outreach

**EXPAND YOUR RETAIL CONNECTIONS**

**Attention small and local businesses!** Join us for a FREE in-person and virtual event to connect with experienced airport concessionaires and learn about upcoming retail opportunities at San José Mineta International Airport.



**Wednesday, May 22, 2024, 6 p.m. – 8 p.m.**  
**Thursday, May 23, 2024, 9 a.m. – 11 a.m.**

McDonnell Douglas Room  
1701 Airport Blvd. Ste. B-1130, San José, CA 95110

Learn more and register: [flysanjose.com/retailatsjc](https://flysanjose.com/retailatsjc)

**SJC** SAN JOSE MINETA INTERNATIONAL AIRPORT

*Zoom option also available!*



**SJC** SAN JOSE MINETA INTERNATIONAL AIRPORT

**Request For Proposals**

For Retail Concession Opportunities  
At San José Mineta International Airport



August 2024 RFP SJC252536

# Finance Division – Wayfinding Signage

SJC EAT & SHOP

Restaurants    Shops    More Services

↑

Straight Ahead

THE CLUB

DUFRY

DUNKIN'

Hudson

Dallas-Love Field	Southwest	WN 52	12:40 PM	On Time	36
Dallas-Love Field	Southwest	WN 469	3:10 PM	On Time	26
Dallas-Ft. Worth	Southwest	AA 2834	11:55 AM	End Boarding	9
Dallas-Ft. Worth	Southwest	AA 2834	2:28 PM	On Time	9
Denver	Southwest	WN 2429	2:15 PM	On Time	31
Denver	Southwest	WN 458	3:00 PM	On Time	24
El Paso	Southwest	WN 2120	1:40 PM	On Time	29
Guadalajara	Volare	V4 831	12:40 PM	On Time	16
Honolulu	Southwest	WN 1809	1:40 PM	On Time	26
Houston-Hobby	Southwest	WN 52	12:40 PM	On Time	36
Houston-Hobby	Southwest	WN 3245	3:05 PM	On Time	22
Houston	United	UA 334	1:05 PM	On Time	6
Las Vegas	Southwest	WN 334	1:05 PM	On Time	6
Las Vegas	Southwest	WN 853	12:30 PM	Delayed 1:10PM	25
Las Vegas	Southwest	WN 421	2:00 PM	On Time	32
Las Vegas	Southwest	WN 3016	2:00 PM	On Time	29
Las Vegas	Southwest	WN 284	2:25 PM	On Time	34
Las Vegas	Southwest	WN 3361	3:25 PM	On Time	28
Las Vegas	Southwest	WN 1487	3:30 PM	On Time	27
Lithia	Southwest	WN 1800	1:40 PM	On Time	26
Lung Beach	Southwest	WN 2135	1:40 PM	On Time	28

Orange County	Southwest	WN 458	3:00 PM	On Time	24
Palm Springs	Southwest	WN 2043	12:40 PM	On Time	24
Phoenix	Southwest	AA 830	12:50 PM	On Time	9
Phoenix	Southwest	WN 264	2:25 PM	On Time	34
Phoenix	Southwest	WN 3245	3:05 PM	On Time	22
Pittsburgh	Southwest	WN 529	2:15 PM	On Time	31
Portland	Allegiant	AS 2920	12:25 PM	Boarding	18
Portland	Allegiant	AS 2405	2:50 PM	On Time	19
Portland	Southwest	WN 2252	3:05 PM	On Time	25
Sacramento	Southwest	WN 1487	3:30 PM	On Time	27
Salt Lake City	Delta	DL 2339	1:12 PM	On Time	12
Salt Lake City	Southwest	WN 1425	2:30 PM	On Time	35
San Antonio	Southwest	WN 2135	1:40 PM	On Time	28
San Antonio	Southwest	WN 3386	3:25 PM	On Time	28
San Diego	Southwest	WN 2506	12:00 PM	End Boarding	22
San Diego	Southwest	WN 1309	1:00 PM	Cancelled	12
San Diego	Southwest	WN 421	2:00 PM	On Time	35
San Diego	Southwest	WN 912	2:50 PM	On Time	26
Seattle	Allegiant	AS 1222	12:28 PM	Delayed 1:05PM	12
Seattle	Delta	DL 474	2:36 PM	On Time	11
Tulsa	Southwest	WN 3016	2:00 PM	On Time	29

Chicago-Midway	Southwest	WN 110	12:00 PM	At Gate	24
Dallas-Love Field	Southwest	WN 508	2:20 PM	On Time	24
Dallas-Ft. Worth	Southwest	AA 2834	1:36 PM	Expected 1:19PM	9
Denver	Southwest	WN 110	12:00 PM	At Gate	24
Denver	Southwest	WN 52	11:55 AM	Arrived	36
Denver	Southwest	WN 2135	12:40 PM	Expected 12:23PM	25
Denver	Southwest	WN 421	1:00 PM	Expected 12:38PM	6
Denver	Southwest	UA 515	1:30 PM	On Time	6
Denver	Southwest	WN 1487	2:45 PM	On Time	27
Eugene	Southwest	WN 1794	1:05 PM	Expected 12:43PM	27
Guadalajara	Volare	V4 868	2:00 PM	On Time	16
Honolulu	Southwest	WN 1123	2:25 PM	Expected 2:06PM	31
Houston-Hobby	Southwest	WN 348	12:25 PM	Expected 12:19PM	26
Kansas City	Southwest	WN 286	2:10 PM	Expected 2:04PM	22
Las Vegas	Southwest	WN 745	12:25 PM	Expected 12:19PM	26
Las Vegas	Southwest	WN 987	1:40 PM	On Time	34
Las Vegas	Southwest	WN 2579	4:55 PM	On Time	36
Long Beach	Southwest	WN 342	2:40 PM	On Time	26
Los Angeles	Allegiant	AS 3742	12:17 PM	Expected 12:43PM	10
Los Angeles	Southwest	WN 2429	1:35 PM	On Time	31

Orlando	Southwest	WN 860	2:15 PM	On Time	36
Phoenix	Southwest	WN 2046	12:19 PM	In Range 12:19PM	25
Phoenix	Southwest	AA 4400	12:19 PM	Expected 12:17PM	9
Phoenix	Southwest	WN 860	2:15 PM	On Time	36
Portland	Southwest	WN 2088	12:15 PM	In Range 12:15PM	25
Portland	Allegiant	AS 2405	2:10 PM	Expected 1:54PM	19
Portland	Southwest	WN 257	2:55 PM	On Time	32
Salt Lake City	Southwest	WN 508	2:20 PM	On Time	24
San Diego	Southwest	WN 12	11:55 AM	Arrived	36
San Diego	Southwest	WN 621	1:00 PM	On Time	23
San Diego	Southwest	WN 469	2:25 PM	On Time	26
San Diego	Southwest	WN 3711	3:40 PM	On Time	34
Seattle	Allegiant	AS 5080	11:53 AM	In Range	21
Seattle	Southwest	WN 3016	1:30 PM	Expected 1:23PM	29
Seattle	Allegiant	AS 4174	1:51 PM	Delayed 2:52PM	11
Seattle	Southwest	AS 1100	3:50 PM	On Time	18
Seattle	Southwest	WN 1787	4:50 PM	On Time	35
Spokane	Southwest	WN 2648	2:25 PM	On Time	24
St.Louis	Southwest	WN 508	2:20 PM	On Time	26

Eat dessert first.

Chick-fil-A - Gate 25  
Dunkin' - Gate 6  
Jamba - Gate 23  
Smashburger - Gate 22

VIEW MAP

Dallas/Fort Worth

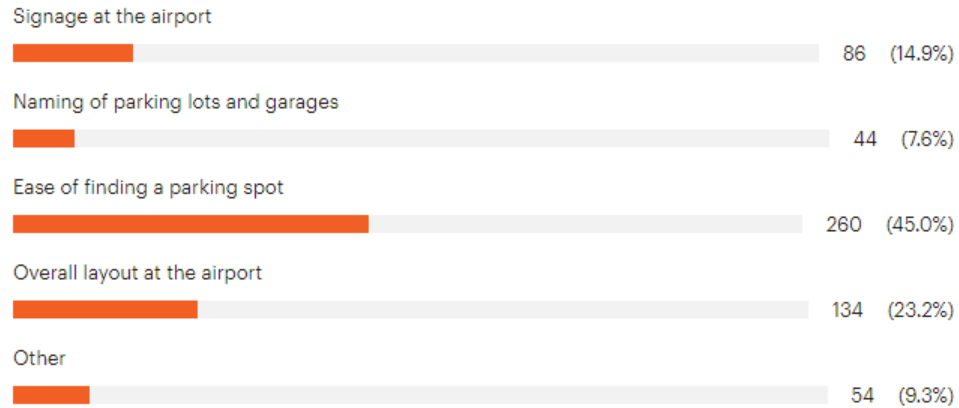
Nonstop flights on Spirit and American

Accessorize your airspace.

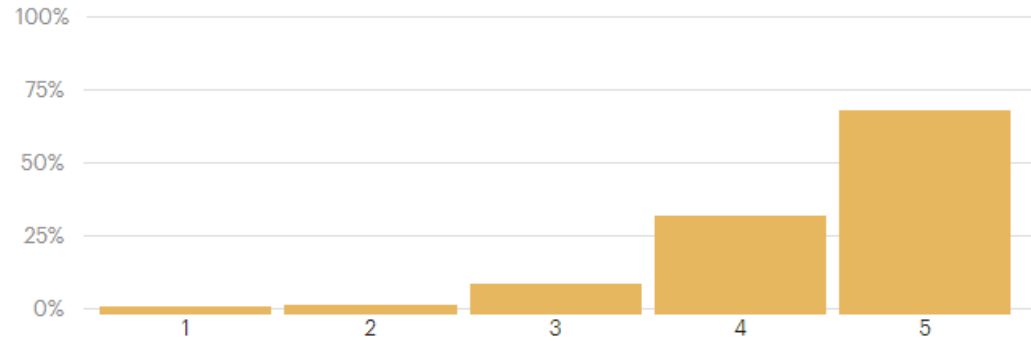
Brookstone - Gate 11  
CNN - Gate 13  
DUFRY (Duty Free) - Gate 15  
Hudson - Gates 5 & 11

# Operations Division – Parking Lot Survey

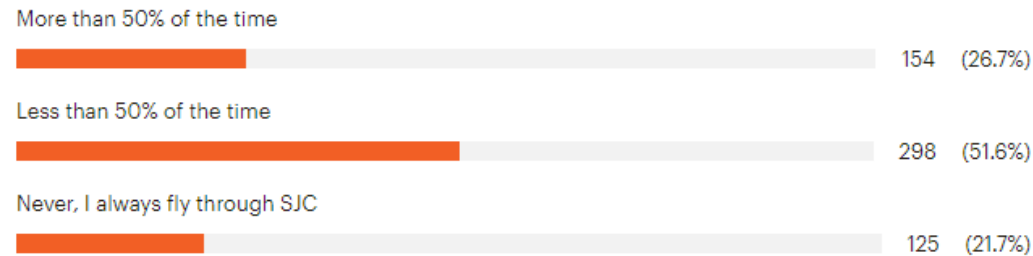
“Given the response above regarding your SJC parking experience, which of the below reasons most influences your decision?”



“Do you agree or disagree with the following statement? Parking at SJC is easy.”

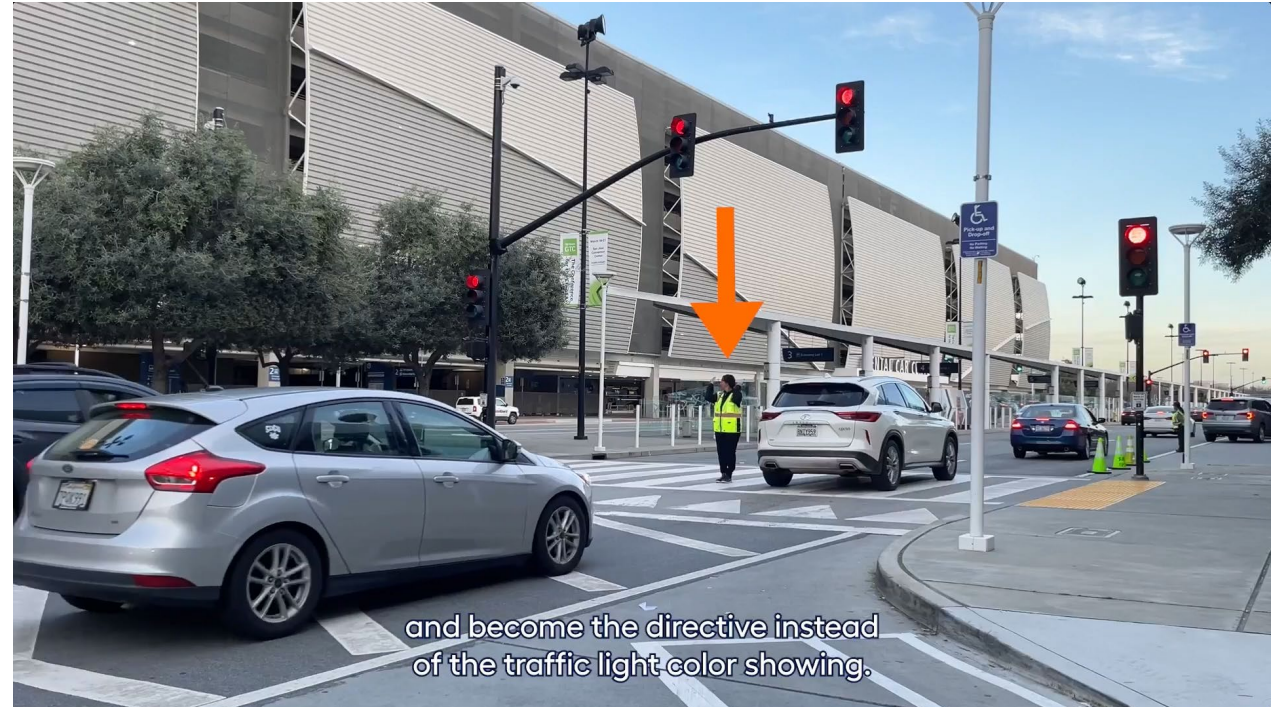


“How often do you fly out of other Bay Area airports (SFO and OAK)?”



# Operations Division – Traffic Directing Training Videos

- Three-part series
- Training video for traffic directing
- Partnership with Landside Operations
- A year-ish to complete
- Videos will be used for years to come



# Operations Division – Holiday Parking Sale

- Outdoor digital signs
- Social media
- Dedicated e-newsletter
- Bus car cards
- Ticket counters
- Animated video (coming soon)
- Paid search (coming soon)

**ECONOMY LOT 1  
HOLIDAY PARKING SALE**

View this email in your browser

**ECONOMY LOT 1  
HOLIDAY PARKING SALE**

over 15% off!

**ECONOMY LOT 1  
HOLIDAY PARKING SALE**

Enjoy over  
**15% off!**

Flying through SJC over the holidays? We've got a special deal just for you!  
'Tis the season for travel and reuniting with loved ones! To help stretch your holiday travel budget a little further, we're offering a special parking discount.

Reserve a spot in Economy Lot 1 now for travel dates from Nov. 22-Jan. 6 and save over 15%.

Save cash, [book now](#).

**SJC** SAN JOSE MINETA INTERNATIONAL AIRPORT

For more info or to book a flight outta here, visit: [fysanjose.com](https://fysanjose.com)

Our mailing address is:  
San José Mineta International Airport  
1701 Airport Boulevard, Suite B-1130  
San José, CA 95110-1206

Want to change how you receive these emails?  
You can update your preferences or [unsubscribe from this list](#). For more information about SJC's privacy policy, read about it [here](#).

Connect With Us

It is unlawful for businesses to discriminate on the basis of race, color, national origin, sex, sexual orientation, creed or disability at SJC.

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**5.0**

# Meet the Team

# The Marketing Team



Monique Yamamoto  
Asst. Marketing Manager



Kayla Renelle  
Content Marketer



Alejandro Avila Martinez  
Brand & Content Marketer



Jaime Wong  
Marketing Intern



**6.0**

**What's Next**

# What's Next

- New website
- Continue paid ad campaign, with revised targeting and objectives
- Transition 75-year campaign
- Further research – brand and passenger analysis
- New partnership considerations to expand reach and generate greater loyalty
- Photo asset development





Questions?



# Diridon to Airport Connector Project Update

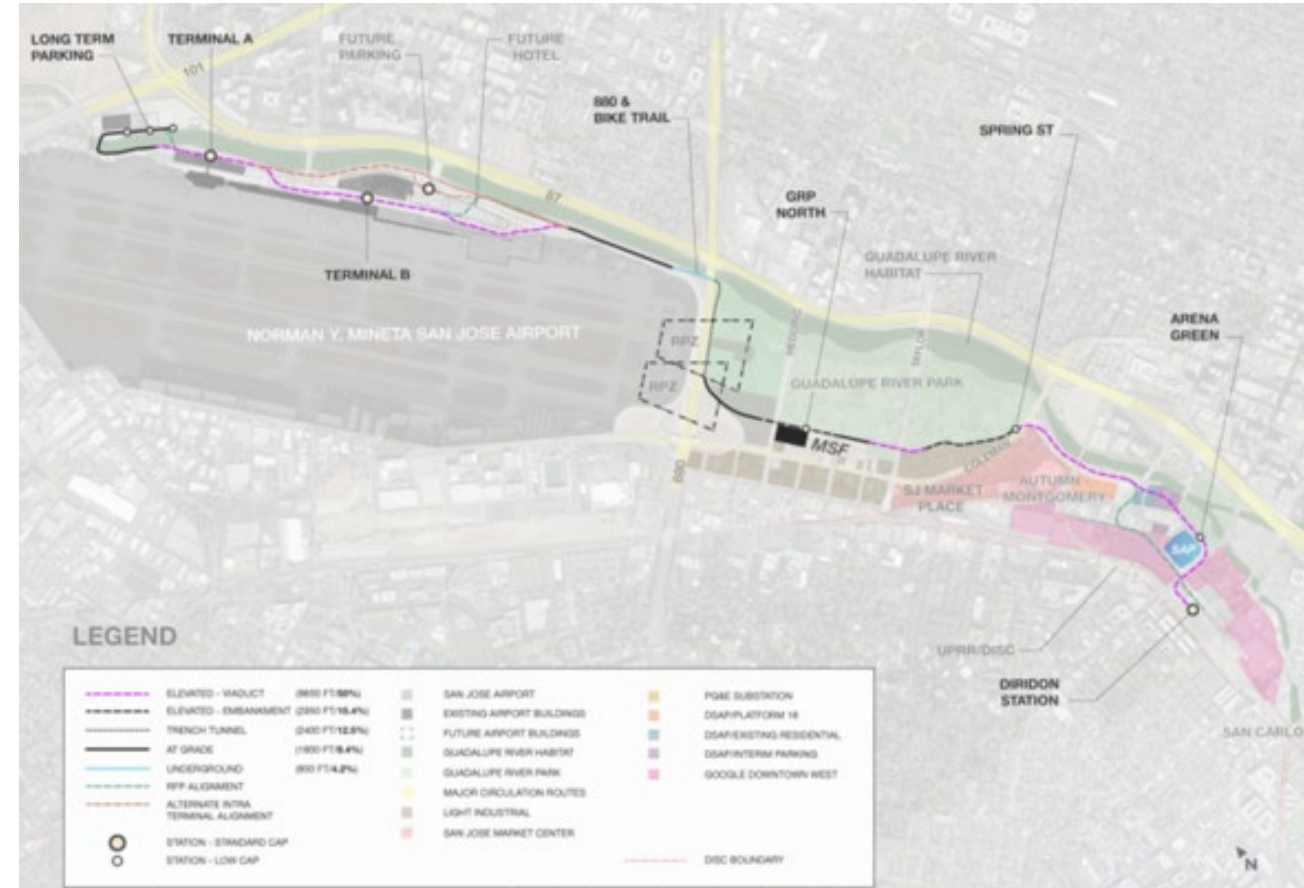
11.18.2024 Airport Commission Meeting

# Agenda

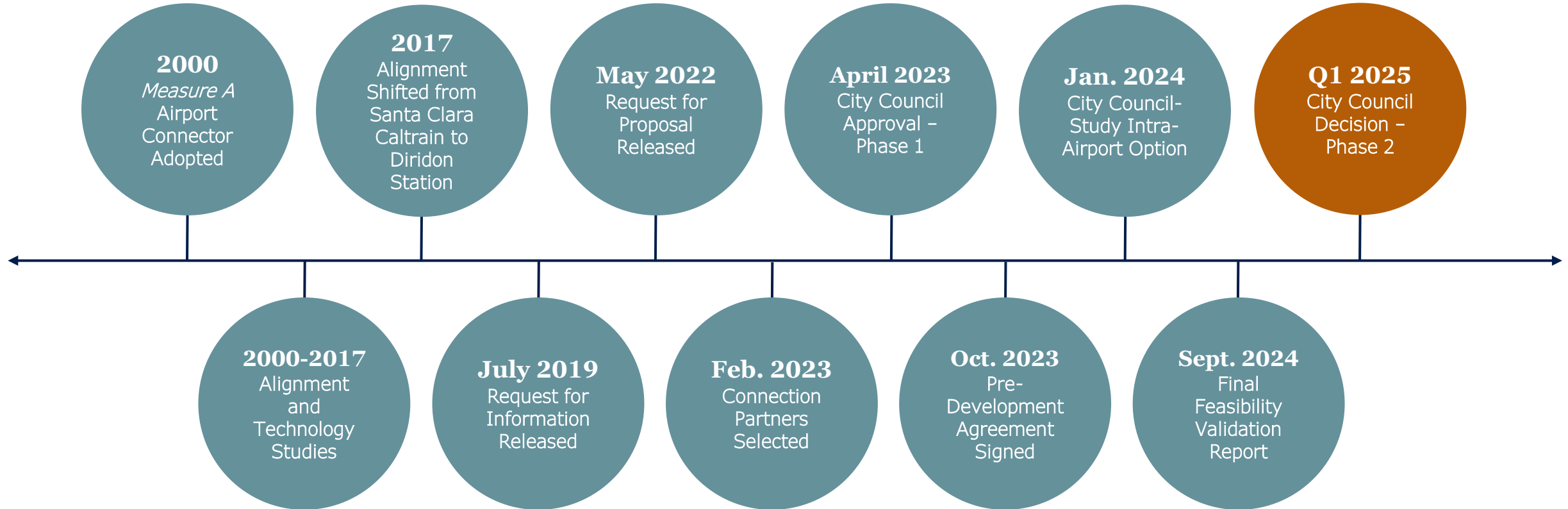
- 1. Project Overview**
- 2. Project Technology**
- 3. Progress and Timeline**
- 4. Next Steps**

# Project Overview

- Connect two regional transportation hubs
  - Goal to improve City's transit access and ridership to Airport
- Direct connection from Diridon Station to Terminal B
  - Optional Intra-Airport Connector to Terminal A and Economy Lot
- Autonomous pod vehicles on dedicated guideway
- Public-Private Partnership (P3)
  - San Jose Connection Partners

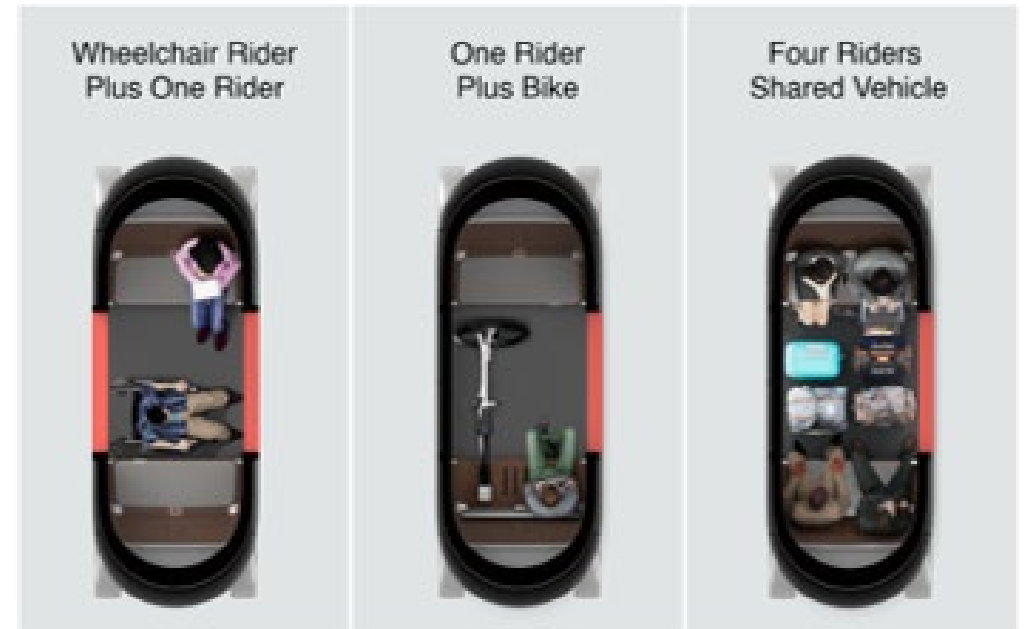
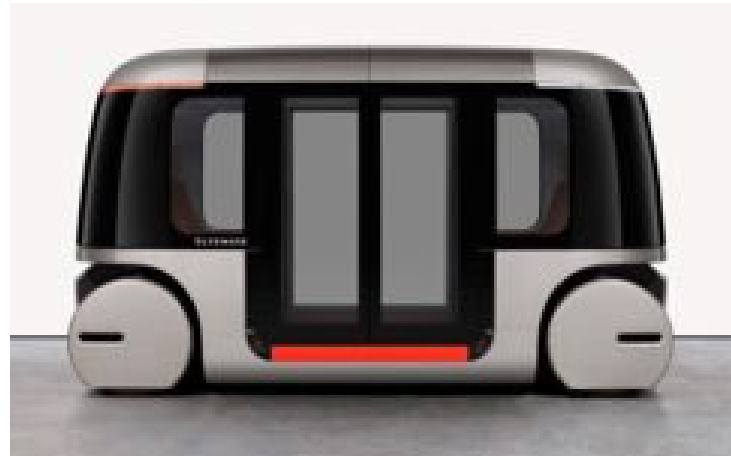


# Project History



# Project Technology

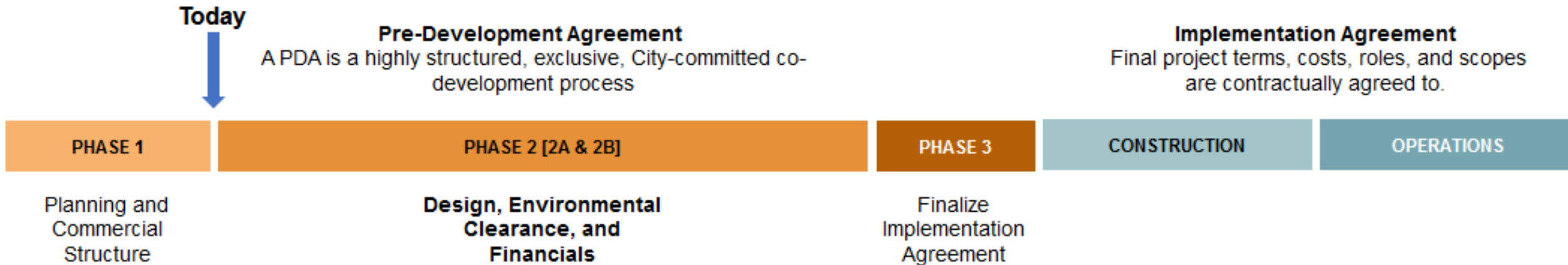
- Autonomous pods on a dedicated guideway
  - Direct to destination alignment
  - Shared rides (up to 4 people) or individual rides
- Technology currently in 'beta' status, testing and certification in parallel with further project phases





# Progress and Timeline

- April 2023 RFP award and Council Approval to proceed with Phase 1
- March 2024 Feasibility Alignment Completed
- September 2024 Feasibility Report Submitted
- Q1 2025 Proposed Council Action to proceed to Phase 2



# PDA Phase 1 – Feasibility Validation Report

- **Technical Feasibility**
  - Technology development progress and roadmap
  - Study/Feasibility Alignment
- **Commercial Structure**
  - Partnership structure and proposed risk allocation
- **Financial Viability**
  - Construction and operating cost estimates
  - Range of ridership and revenue estimates
  - Range of operating results which determine the amount of potential private investment
- **Benefit – Cost Analysis**
  - Range of Benefit - Cost results
  - MTC's regional analysis

# Next Steps

- Phase 2 to include:
  - Design and Alignment Alternatives
  - Environmental Approvals (CEQA/NEPA)
  - Financial Modeling and Cost Estimates
  - Investment-grade Ridership Study
  - Federal/State Funding Plan

# Thank you

- Questions/Comments?

# VII.D. Legislative Update



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**TO:** AIRPORT COMMISSION

**FROM:** Matthew Kazmierczak  
Division Manager

**SUBJECT:** Legislative Update

**DATE:** November 13, 2024

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## FEDERAL

### **Fiscal Year 2025 Federal Appropriations**

Current resolution for Federal funding ends on December 20, 2024. Two options:

# 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:
  - February 10, 2025
- Tentative Topics from the Workplan
  - Air Services Update
  - Legislative Update
  - Quarterly Noise Report Noise
  - Community Noise Concerns

# Agenda

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