

SFO Response

Airports Overall Work Program

-Questions for the Airports-

Planning Studies (airport/airfield facilities, runway safety areas, demand management, ATC technology studies, ground access, etc)

- What planning studies are you (the airport) currently conducting? Briefly describe.
- When will they be completed?
- What do they cost?
- Are these studies being done in house or with consultant assistance?

We are currently conducting four main planning studies:

- Airport Development Plan: This is a long-term planning exercise to study the facility development requirements and alternatives at SFO over the next 20 years. It will include development timelines for new facilities developed in response to demand as well as for replacement facilities and facilities developed in response to other/changing airport operational requirements (e.g., technology changes, security changes, etc.). So far forecast and facility inventory work have been completed and work has begun on development of facility requirements and alternative layouts. It is expected that this study will be completed by the end of the year. This work is being done by internal staff with about \$200,000 of outside consulting support.
- Terminal Development Plans (2): SFO is working on planning/programming for improvements to Terminals 1 and 3 including redevelopment of Boarding Areas B and E. The planning/programming for B/A E will be completed in two months while the planning/programming for Terminal 1 and B/A B will be completed near the end of the year. The work on B/A E is being done by internal staff with about \$100,000 of outside consulting support. The work on B/A B and Terminal 1 is being done by a master architect consultant with support by internal staff for a budget of about \$400,000.
- Noise Exposure Map update: SFO is currently updating the NEMs for review by the FAA with new 2010 baseline year and 2016 future year contours. This will be completed by the end of the year. This study is being conducted by an outside consultant with data support by internal staff.
- What new studies are you planning to conduct in the next year or two?
 - Over the next two years, SFO will be updating the critical airspace protection surface planning tool for use by city planners with new obstruction data, new runway end coordinates associated with SFO's Runway Safety Area program, and new airspace procedures. In addition, SFO will be completing a landside/ground transportation and parking planning exercise.

What studies conducted by others are you currently a participant in (e.g., FAA, ALUC, AOCI, etc)?

- Briefly describe
- When will they be completed?
- Are there new studies by other organizations that you are aware of that will start in the next year or two and in which you will be a participant?
 - SFO is participating in compatibly land use plan update (CLUP) being conducted by the City/County Association of Governments of San Mateo County (C/CAG) which is SFO's ALUC. This project will hopefully be completed at the end of the year with environmental review extending into 2012.

Airline marketing

- It should be noted that SFO's airline marketing is almost exclusively geared towards attracting additional international destinations to be served through SFO
- How many people work on airline service development as their main job?
 - Two full time staff
- Do they conduct their own market analysis studies or do they use consultants?
 - Both
- How do you advertise your airport to the public, travel agents, etc? What is the main form of advertising that you use (print/radio media, airport website, social media, billboards, etc)?
 - All forms of media are utilized, with the exception of billboards because of expense
- Do you adopt a specific budget for advertising each year? How much?
 - SFO has an overall marketing budget, with a small amount devoted annually to media buys. The marketing budget for FY 011-12 is \$700,000. This includes ALL airport and airline marketing activities.
- Is the business community involved in any way with marketing the airport?
 - Yes, at the airport's request

Airspace

- Are you currently working with the FAA on any specific airspace issues or new procedures?
 - SFO is participating in the FAA's efforts to improve several traditional technologies/procedures at SFO including (a) lower SOIA minima and (b) Joint Order 7110.308 closely spaced parallel operations/wake mitigated operations, as well as NextGen RNAV procedures. The FAA is currently conducting a wake vortex analysis at SFO and expects to implement lower SOIA minima by the end of the year with 7110.308 improvements next year.
- How are you involved in the FAA's NextGen program?
 - SFO actively pursues installation of appropriate NextGen technology at the airport; SFO is currently slated to receive ASDE-X with multi-alteration which will also support the Runway Status Light System that is slated to be installed along with the Runway Safety Area program improvements.
- Do you work with Northern California TRACON directly on any issues?
 - SFO works frequently with Norcal TRACON on issues related to noise and aircraft routing on close-in procedures and is working on improvements noted above with Norcal TRACON.
- Do you have discussions with other Bay Area airports about airspace issues?
 - As needed.

Airport Noise

- What issues are you working on with the ALUCs?
 - The airport is restarting work with the County Of San Mateo Planning staff and Airport Land Use Commission on the redesign of the San Francisco International Airport - Airport Influence Area that we began with the County of San Mateo Planning staff quite some time ago.
- What issues are you working on with local communities?
 - The airport works with the local communities to find ways to resolve aircraft overflight noise and low frequency noise. We are currently working on existing

departure path noise for communities north of the Airport and Oceanic Arrival noise for communities south of the Airport.

- What issues are you working on with the FAA/airlines?
 - The airport's successful Fly Quiet Program continues to be our largest driver for FAA and Airline work since it is very precise in the areas that we are looking at and needing to focus our efforts for the local communities and their concerns. The basis for the Fly Quiet Program is that we work with the carriers for their assistance where possible and that we make suggestions to their operations that would positively affect the communities surrounding the Airport.
- What issues are you working on with local jurisdictions?
 - The airport continues to work with the local communities on the Fly Quiet Program and their expectations. The largest issue is that we show that we are an 'open door' being open and honest with our data sharing and being responsive to the needs and concerns of our neighbors.
- Is the airport paying for any of this work?
 - The Airport is paying for all of the staff time and work being done
- How many people work on noise abatement as their main job?
 - We have four Noise Abatement technical and management staff and two additional office support staff.
- Are you considering any new noise abatement approaches in the near future?
 - We are looking at the approaches designed by the Bay Area Airspace Redesign Group to see if they are in line with proposed noise abatement departures and arrivals that were submitted to the FAA staff.
- Are there any upcoming studies that will require new long-term noise analyses?
 - We do not have any long term studies planned at this time having just come out of two long term studies. We are willing to take the lead or assist in long term studies should the need arise

Legislative Advocacy

- Does the airport have a formal legislative advocacy program?

Yes. It is the responsibility of the Governmental Affairs and Policy staff to identify, track and advocate on legislative issues and policy decisions that affect the airport.
- What are your main legislative interests/objectives for the coming year(s)?

Key priorities include appropriate TSA security staffing levels, advancing airport NextGen technology, increasing the Passenger Facilities Charge, securing FAA funding for Runway Safety Area's; and completing the Air Traffic Control Tower Project in a timely manner.
- Do you have someone in charge of legislative issues at the airport?

The Director of Governmental Affairs and Policy is responsible for legislative issues at the airport.
- Is this their main responsibility or just part of their job?

Legislative issues are just part of their job; the office also oversees environmental policy and special projects.

- Do you have lobbyists who work on legislative issues for you at the national or state level? What issues have they worked on in the last year?
SFO has three lobbyists: 1.) Federal Regulatory Affairs that covers the Federal Aviation Administration, Department of Homeland Security and Transportation Security Administration (Air Traffic Control Tower funding, TSA staffing, PFCs); 2.) Congressional Advocacy for FAA Reauthorization and legislative issues (citywide liaison for all Bay Area congressional representatives and their staff); and 3.) State Legislative Advocacy for SFO related legislation (High Speed Rail, environmental regulations, Title 21 noise issues, CPUC regulations).
- Do you coordinate with other Bay Area airports or AOCI on your legislative issues?
SFO is a founding member of the California Airports Council (CAC) and works on a joint legislative agenda with other CA airports on issues of mutual interest or concern. www.calairportscouncil.org

Economic Analysis

- Are you planning on conducting any new economic studies in the near future?
 - An RFP for a consultant to conduct an economic impact study will be going to the airport commission in next several months
- Is there a forum for discussing economic development issues with the local business community in which you participate?
 - The airport does not have any involvement with business or business development groups but we are involved with SPUR and other regional planning groups
- What airport development issues are of greatest interest/importance to the business community?
 - Runway capacity and delays and the business community has been very vocal about this in the past; business community wants runways in the bay

Sea Level Rise/Other

- Identifiable effort/planning related to any legislation or anything else
 - SFO has been an active participant in the City's response to the recent BCDC amendment to the Bay Plan that considers the effects of climate change
 - SFO is working on a strategy to ensure the allocation methodology cities are using to satisfy the regional housing needs assessment provided by ABAG considers potentially incompatible land uses around airports that may also coincide with transit hubs (i.e., conflict between transit oriented development and airport land use compatibility)