



March 18, 2015

REGULAR MEETING CANCELLATION  
AND  
CALL AND NOTICE OF A SPECIAL MEETING  
OF THE OPERATIONS AND DEVELOPMENT COMMITTEE  
OF THE  
BURBANK-GLENDALE-PASADENA AIRPORT AUTHORITY

The regular meeting of the Operations and Development Committee scheduled for Monday, March 21, 2016, has been cancelled.

NOTICE is hereby given that a special meeting of the Operations and Development Committee will be held Monday, March 21, 2016, at 8:00 a.m. in the Airport Skyroom of the Bob Hope Airport, 2627 Hollywood Way, Burbank, California 91505. The items to be discussed are listed on the attached agenda.

Sue Loyd, Board Secretary  
Burbank-Glendale-Pasadena Airport Authority

SPECIAL MEETING  
OF THE  
OPERATIONS AND DEVELOPMENT COMMITTEE

Airport Skyroom  
Monday, March 21, 2016  
8:00 A.M.

***NOTE TO THE PUBLIC: Any disclosable public records related to an open session item on a regular meeting agenda and distributed by the Authority to the Commission less than 72 hours prior to that meeting are available for public inspection at Bob Hope Airport (2627 Hollywood Way, Burbank) in the administrative office during normal business hours.***

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***In accordance with the Americans with Disabilities Act of 1990, if you require a disability-related modification or accommodation to attend or participate in this meeting, including auxiliary aids or services, please call the Board Secretary at (818) 840-8840 at least 48 hours prior to the meeting.***

AGENDA

1. Approval of Agenda
2. Public Comment
3. Approval of Minutes
  - a. March 7, 2016 **[See page 1]**
4. Parking Service Variable Pricing Strategy Implementation
  - Staff Report Attached **[See page 4]**

***Authority staff, working with Standard Parking System, recommends the implementation of a variable pricing strategy within the parking services offered at Bob Hope Airport. The variable pricing strategy will allow Staff to make minor adjustments to the fixed parking rates in order to identify rate ranges for each of the parking products offered at the Airport. Additionally, the application of this variable pricing strategy will lay the groundwork for future implementation of a web-based and reservation-based Dynamic Pricing system. The use of Dynamic Pricing could help offset revenue deficiencies currently being experienced as a result of the increasing passenger use of transportation network company (TNC) ride-hailing services such as Uber and Lyft.***

**Staff seeks a Committee recommendation to the Commission to authorize Staff to apply variable pricing effective immediately with a maximum change of +/- \$3 per day for any public lot and \$25 for the employee lot.**

5. Airport Brand Name

- Staff Report Attached

**[See page 6]**

**As part of the Commission's continuing effort to develop stronger geographic location identity for Bob Hope Airport, as well as generate additional passengers, the Commission engaged Anyone Collective LLC to provide brand consulting services. Over the past year, Anyone Collective has completed extensive local and national research and due diligence in order to recommend a branding/marketing name(s) that will create a clear and strong geographic location identity for the Airport, with particular focus on those prospective passengers east of the Rocky Mountains who are traveling to the Los Angeles area.**

**Based on this comprehensive research, Anyone Collective has identified four viable potential brand names that will all assist the Commission, potentially to varying degrees, achieve its overall goals of greater geographic location identity and passenger growth. The four identified potential brand names are: Burbank Los Angeles Airport, Los Angeles Burbank Airport, Hollywood Burbank Airport and Burbank Hollywood Airport.**

**While the legal name of the Airport will remain Bob Hope Airport, use of an Airport brand name will provide a better understanding of the Airport's proximity to popular tourist attractions in the Tri-Cities, Hollywood and Los Angeles and make it easier for potential passengers, particularly those east of the Rocky Mountains, traveling to the Los Angeles area to identify the Airport as a viable option when planning their travel.**

**Staff seeks direction from the Committee to the Commission to identify a preferred Airport brand name.**

6. Items for Information

- a. Mission 5 Overview

**No staff report is attached. Staff will present to the committee the program Staff has implemented to help bring the airport community together in obtaining goals and objectives of mutual interest. Mission 5 seeks to obtain five million passengers through Burbank Bob Hope Airport within ten years.**

7. Other Contracts and Leases and Capital Projects

8. Adjournment