



July 15, 2021

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

NOTICE is hereby given that a regular meeting of the Operations and Development Committee will be held Monday, July 19, 2021, at 8:30 a.m., in the Airport Skyroom of Hollywood Burbank Airport, 2627 N. Hollywood Way, Burbank, California 91505.

Pursuant to Governor Newsom's Executive Order N-29-20, members of the Commission or staff may participate in this meeting via teleconference. In the interest of maintaining appropriate social distancing, members of the public may observe and participate in the meeting telephonically through the following number:

Dial In: (978) 990-5000

Access Code: 880737#

Terri Williams, Board Secretary
Burbank-Glendale-Pasadena Airport Authority

REGULAR MEETING
OF THE
OPERATIONS AND DEVELOPMENT COMMITTEE
Airport Skyroom
Monday, July 19, 2021
8:30 a.m.

The public comment period is the opportunity for members of the public to address the Committee on agenda items and on airport-related non-agenda matters that are within the Committee's subject matter jurisdiction. At the discretion of the presiding officer, public comment on an agenda item may be presented when that item is reached

Members of the public are requested to observe the following decorum when attending or participating in meetings of the Committee:

- *Turn off cellular telephones and pagers.*
- *Refrain from disorderly or boisterous conduct, including loud, threatening, profane, or abusive language, clapping, whistling, stamping, or other acts that disrupt or otherwise render unfeasible the orderly conduct of the meeting.*
- *If you desire to address the Committee during the public comment period, fill out a speaker request card and present it to the Board Secretary.*
- *Confine remarks to agenda items or to airport-related non-agenda matters that are within the Committee's subject matter jurisdiction.*
- *Limit comments to five minutes or to such other period of time as may be specified by the presiding officer.*

▼ ▼ ▼

The following activities are prohibited:

- *Allocation of speaker time to another person.*
- *Video presentations requiring use of Authority equipment.*

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Any disclosable public records related to an open session item on a regular meeting agenda and distributed by the Authority to the Committee less than 72 hours prior to that meeting are available for public inspection at Hollywood Burbank Airport (2627 N. 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.

A G E N D A

Monday, July 19, 2021

1. Roll Call
2. Approval of Agenda
3. Public Comment
(For items not on the Agenda. Public Comment on specific Agenda items will be received at the time the item is presented.)
4. Approval of Minutes
 - a. June 21, 2021 *[See page 1]*
5. Items for Approval
 - a. Award of Purchase Order *[See page 3]*
Airport Operations Department Portable Radio Replacement

Staff seeks a recommendation from the Operations and Development Committee to the Commission to approve the acquisition of replacement interoperable radio equipment from Motorola Solutions. The proposed acquisition replaces the Airport Operations Department's current seventeen handheld Motorola portable radios, which have reached the end of their useful life, with the Motorola APX 8000 series radios and ancillary accessories at a total cost of \$122,699.95.

- b. Award of Professional Services Agreement *[See page 7]*
Airport Marketing Consultant Services

Staff seeks an Operations and Development Committee recommendation to the Commission to award a Professional Services Agreement to Anyone Collective, LLC, for airport marketing consulting services, website support and media purchases. These services are in support of the continued branding, marketing, and advertising efforts of Hollywood Burbank Airport. These services are for a not-to-exceed amount of \$375,000 inclusive of media purchases.

As these proposed services are time-sensitive, subject to the recommendation of the Committee, this item has also been placed on the Commission's agenda for its consideration following the Committee's meeting.

- c. Award of Professional Services Agreement for *[See page 10]*
Air Service Consulting Services

Staff seeks an Operations and Development Committee recommendation to the Commission for award of a Professional Services Agreement, copy attached, to Arthur D. Little, LLC, ("ADL") for air service consulting services. The total proposed expenditure for these services is for an amount not-to-exceed \$70,000.

As these proposed services are time-sensitive, subject to the recommendation of the Committee, this item has also been placed on the Commission's agenda for its consideration following the Committee's meeting.

6. Items for Information

a. Parking Lot C Reopening/Shuttle Service

No staff report attached. Due to the significant increase in demand for public parking at the Airport in advance of the July 4 Holiday weekend, Staff responded by reopening Lot C, located across Hollywood Way on Thornton Avenue, on Friday, July 2 and instituted temporary shuttle bus services. Shuttle bus services are being provided through the previous service provider, MV Transportation, utilizing two of their natural gas shuttle fleet. In anticipation of the leisure travel demand continuing, Staff is preparing an RFP for continued shuttle bus services for the remainder of the fiscal year.

Staff will report back to the Operations Committee and the Commission with further updates and approvals for continued shuttle bus services between the airport terminals and remote parking lots.

b. Proposed License Agreement

LA County Department of Public Health – Vaccination Site

Since the beginning of the COVID-19 pandemic, Staff has been working with the Los Angeles County Department of Public Health ("LACDPH") on matters related to ensuring the safety and well-being of airport customers, Staff, tenants, vendors and service providers. These efforts and coordination continue to this day. As the mass vaccination sites within the City of Los Angeles have closed, LACDPH contacted Staff about the possibility of conducting a temporary vaccination clinic within the passenger terminal at Hollywood Burbank Airport. Staff is currently working with LACDPH on a License Agreement for the Committee's recommendation to the Commission to allow operation of a temporary COVID-19 vaccination clinic within Terminal A. Staff expects to be able to bring the item to the Committee for its consideration next month.

c. Committee Pending Items

[See page 12]

7. Adjournment

**MINUTES OF THE REGULAR MEETING OF THE
OPERATIONS AND DEVELOPMENT COMMITTEE
BURBANK-GLENDALE-PASADENA AIRPORT AUTHORITY**

MONDAY, JUNE 21, 2021

A regular meeting of the Operations and Development Committee was called to order on this date in the Airport Skyroom, 2627 N. Hollywood Way, Burbank, California, at 8:30 a.m., by Commissioner Brown.

1. ROLL CALL

Present: Commissioners Devine (via teleconference), Hampton (via teleconference arr. 8:32) and Brown

Absent: None

Also Present: Frank Miller, Executive Director;
John Hatanaka, Senior Deputy Executive Director;
Anthony Defrenza, Director of Engineering and Maintenance; Ray Hunting, Manager, Airport Security

2. Approval of Agenda

The agenda was approved as presented.

3. Public Comment

There were no public comments.

4. Approval of Minutes

a. June 7, 2021

Commissioner Brown moved approval of the minutes of the June 7, 2021 meeting, seconded by Commissioner Devine (via teleconference). There being no objection, a voice vote was taken to accommodate those participating via teleconference. The motion was approved (2-0, 1 absent).

5. Items for Approval

**a. Award of Contract
Acquisition of Airfield
Sweeper**

Staff sought a Committee recommendation to the Commission to award a contract to Haaker Equipment Company in the amount of \$148,623.15 for a NiteHawk Raptor II sweeper to replace the current 12-year-old GMC sweeper that has reached the end of its useful life.

The adopted FY 2022 budget includes appropriations for the purchase of the sweeper utilizing funds provided through an approved PFC Application.

Motion

Commissioner Brown moved approval of Staff's recommendation, seconded by Commissioner Devine (via teleconference).

Motion Approved

There being no objection, a voice vote was taken to accommodate those participating via teleconference. The motion was approved (2-0, with Commissioner Hampton abstaining).

**b. Award of Contract
Designated Aviation
Channeling Services**

Staff sought a Committee recommendation to the Commission for award of a contract to, and authorization for the Executive Director to execute an associated purchase order with Telos Identity Management Solutions, LLC to provide Designated Aviation Channeling services for approximately \$25,000 per year for a three-year term.

Motion

Commissioner Brown moved approval of Staff's recommendation, seconded by Commissioner Devine (via teleconference).

Motion Approved

There being no objection, a voice vote was taken to accommodate those participating via teleconference. The motion was approved (2-0, with Commissioner Hampton abstaining).

6. Items for Discussion

**a. Committee Organizational
Discussion**

Commissioner Hampton nominated Commissioner Brown for the position of Chairperson of the Operations and Development Committee, Commissioner Divine seconded the motion. There being no further nomination and no objections, Commissioner Brown was elected Chairperson.

7. Adjournment

There being no further business, the meeting adjourned at 8:43 a.m.

**STAFF REPORT PRESENTED TO THE
BURBANK-GLENDALE-PASADENA AIRPORT AUTHORITY
OPERATIONS AND DEVELOPMENT COMMITTEE
JULY 19, 2021**

**AWARD OF PURCHASE ORDER
AIRPORT OPERATIONS DEPARTMENT PORTABLE RADIO REPLACEMENT**

Presented by Thomas Henderson
Director, Operations

SUMMARY

Staff seeks a recommendation from the Operations and Development Committee ("Committee") to the Commission to approve the acquisition of replacement interoperable radio equipment from Motorola Solutions. The proposed acquisition replaces the Airport Operations Department's current seventeen handheld Motorola portable radios, which have reached the end of their useful life, with the Motorola APX 8000 series radios and ancillary accessories at a total cost of \$122,699.95.

BACKGROUND

The Airport Operations Department personnel currently share seventeen interoperable portable radios which have reached the end of their useful life and will no longer be supported by Motorola for repairs or service. The purchase of the Motorola APX 8000 model radio maintains uniformity with the recently acquired replacement interoperable radios purchased for both Airport Police and Airport Fire Departments.

Interoperable communication equipment for the Airport Operations Department is essential to maintain access to communications with Airport Police, Airport Fire, the Airport Communications Center as well as Verdugo Fire Communications Center in the course of the department's daily duties. The APX 8000 is a rugged and reliable model that meets interoperability requirements of the local area Interagency Communications Interoperability System and provides advanced features such as adaptive audio processing and advanced security including encryption capabilities. The Authority also contracts with the City of Burbank for radio programming services and the proposed acquisition of Motorola equipment ensures that all Airport Departments continue to maintain programming consistency with Burbank's public safety departments.

Allocation of the proposed radios is:

- Six units for Communications Center, staged at both primary and alternate locations
- Eleven units for field Operations personnel

By participating in the Territory Los Angeles Volume Pricing Program, the cost of these radios are reduced by 32% per radio with a 20% discount applied to accessories. Details on the radios and accessories are listed on the attached proposal from Motorola Solutions, the exclusive authorized provider of Motorola radios.

FUNDING

Appropriations in the amount of \$125,000 are included in the recently adopted FY 2022 budget for the acquisition of these replacement interoperable portable radios.

STAFF RECOMMENDATION

Staff seeks the Committee's recommendation to the Commission that it authorize the issuance of a purchase order in the amount of \$122,699.95 for the proposed replacement Motorola APX 8000 series radios.

Billing Address:
BURBANK GLENDALE
PASADENA AIRPORT
AUTHORITY
2627 HOLLYWOOD WAY
BURBANK, CA 91505
US

Quote Date:06/10/2021
Expiration Date:08/31/2021
Quote Created By:
Andrew Gretencord
Andrew.Gretencord@
motorolasolutions.com

End Customer:
BURBANK GLENDALE PASADENA
AIRPORT AUTHORITY
Carlos Villaneda
CVILLANEDA@bur.org

Freight Terms:FREIGHT PREPAID
Payment Terms:30 NET

Line #	Item Number	Description	Qty	List Price	Disc \$	Sale Price	Ext. Sale Price
	APX™ 8000 Series	APX8000					
1	H91TGD9PW7AN	APX 8000 ALL BAND PORTABLE MODEL 3.5	17	\$6,795.00	\$2,174.40	\$4,620.60	\$78,550.20
1a	Q806CB	ADD: ASTRO DIGITAL CAI OPERATION	17	\$515.00	\$164.80	\$350.20	\$5,953.40
1b	Q361AN	ADD: P25 9600 BAUD TRUNKING	17	\$300.00	\$96.00	\$204.00	\$3,468.00
1c	Q58AL	ADD: 3Y ESSENTIAL SERVICE	17	\$121.00	\$0.00	\$121.00	\$2,057.00
1d	QA00580AA	ADD: TDMA OPERATION	17	\$450.00	\$144.00	\$306.00	\$5,202.00
1e	Q15AJ	ADD: AES/DES-XL/DES- OFB ENCRYPTION AND ADP	17	\$799.00	\$255.68	\$543.32	\$9,236.44
1f	Q498AU	ENH: ASTRO 25 OTAR W/ MULTIKEY	17	\$740.00	\$236.80	\$503.20	\$8,554.40
1g	H38BS	ADD: SMARTZONE OPERATION	17	\$1,500.00	\$480.00	\$1,020.00	\$17,340.00
1h	H112LT	DEL: DELETE STANDARD ANTENNA	17	\$0.00	\$0.00	\$0.00	\$0.00



Any sales transaction following Motorola's quote is based on and subject to the terms and conditions of the valid and executed written contract between Customer and Motorola (the "Underlying Agreement") that authorizes Customer to purchase equipment and/or services or license software (collectively "Products"). If no Underlying Agreement exists between Motorola and Customer, then Motorola's Standard Terms of Use and Motorola's Standard Terms and Conditions of Sales and Supply shall govern the purchase of the Products.
Motorola Solutions, Inc.: 500 West Monroe, United States - 60661 ~ #: 36-1115800

Line #	Item Number	Description	Qty	List Price	Disc \$	Sale Price	Ext. Sale Price
1i	QA05507AA	DEL: DELETE 7/800 MHZ BAND	17	-\$800.00	-\$256.00	-\$544.00	-\$9,248.00
1j	QA05508AA	DEL: DELETE VHF BAND	17	-\$800.00	-\$256.00	-\$544.00	-\$9,248.00
2	FAF5260A	ASSY,ANT,UHF R2 PLUS GPS STUBBY ANT	17	\$60.00	\$12.01	\$47.99	\$815.83
3	PMNN4486A	BATT IMPRES 2 LIION R IP67 3400T	17	\$163.00	\$32.62	\$130.38	\$2,216.46
4	NNTN8860A	CHARGER, SINGLE-UNIT, IMPRES 2, 3A, 115VAC, US/NA	17	\$157.00	\$31.42	\$125.58	\$2,134.86
5	PMKN4012B	PORTABLE PROGRAMMING CABLE	1	\$84.70	\$16.94	\$67.76	\$67.76
6	Incentive	One-off Customer Loyalty Discount Expiration Date: 08/31/2021	1	-\$5,807.88	\$0.00	-\$5,807.88	-\$5,807.88
Subtotal						\$111,292.47	

\$11,407.48

Grand Total
\$122,699.95(USD)
Notes:

- ICI System Users Discount Promotion - Expires December 10, 2021
APX Radio = 32% discount
APX Accessory = 20% discount



Any sales transaction following Motorola's quote is based on and subject to the terms and conditions of the valid and executed written contract between Customer and Motorola (the "Underlying Agreement") that authorizes Customer to purchase equipment and/or services or license software (collectively "Products"). If no Underlying Agreement exists between Motorola and Customer, then Motorola's Standard Terms of Use and Motorola's Standard Terms and Conditions of Sales and Supply shall govern the purchase of the Products.

Motorola Solutions, Inc.: 500 West Monroe, United States - 60661 ~ #: 36-1115800

**STAFF REPORT PRESENTED TO THE
BURBANK-GLENDALE-PASADENA AIRPORT AUTHORITY
OPERATIONS AND DEVELOPMENT COMMITTEE
JULY 19, 2021**

**AWARD OF PROFESSIONAL SERVICES AGREEMENT
AIRPORT MARKETING CONSULTANT SERVICES**

Presented by Nerissa Sugars
Director, Marketing Communications and Air Service

SUMMARY

Staff seeks an Operations and Development Committee (“Committee”) recommendation to the Commission to award a Professional Services Agreement (“Agreement”) to Anyone Collective, LLC, (“Anyone Collective”) for airport marketing consulting services, website support and media purchases. These services are in support of the continued branding, marketing, and advertising efforts of Hollywood Burbank Airport. These services, as detailed below, are for a not-to-exceed amount of \$375,000 inclusive of media purchases.

As these proposed services are time-sensitive, subject to the recommendation of the Committee, this item has also been placed on the Commission’s agenda for its consideration following the Committee’s meeting.

BACKGROUND

Since their initial engagement in 2015, Anyone Collective has worked closely with Staff to implement the Authority’s long-term branding and marketing strategy to gain market recognition and increase passenger utilization of Hollywood Burbank Airport.

Since FY 2016, marketing strategies have been implemented to promote the geographical location of the Airport and its proximity to the Los Angeles area points of interest. The initiative included a strategic general communications plan based on extensive market research and the analytics generated from previous marketing and advertising efforts. Past advertising purchases in both print and digital outlets were utilized in conjunction with continued ongoing research and analysis of potential market interest. Anyone Collective’s services are also utilized with the outreach to airline network planning and marketing departments and specifically targets airlines that are serving the Airport.

In FY 2019, Anyone Collective services were separately contracted to undertake a complete remake of the Hollywood Burbank Airport website. The website, which has the largest outreach of all the Authority’s marketing outlets, now focuses on the key benefits of the Airport and provides up-to-date information pertinent to current and prospective customers.

The success of these efforts, as previously reported to the Commission, includes the receipt of global recognition by Airports Council International-North America (“ACI-NA”) with both the Authority and Anyone Collective receiving multiple awards for Brand Identity, Digital Advertising, Print Communications, and an Overall Marketing Program. That year, ACI-NA also bestowed onto the Airport the prestigious Peggy G. Hereford award, which is given to the airport with the most first place and honorable mentions awards in a single year.

The success of Anyone Collective's creativity with name and brand recognition was further recognized in June 2019, when Fodor's Travel named Hollywood Burbank Airport the "Best Airport in the United States."

PROPOSAL DETAILS

Proposed airport marketing activities for FY 2022 will focus on the recovery of air service and passenger traffic that was significantly impacted during the global pandemic. Part of the efforts will include growing and strengthening the brand name foundation established in prior years, promoting existing and new air services, while raising more awareness about the Airport's features and amenities that add value to the overall customer experience.

One effort will include a targeted messaging program to be developed and applied in print, digital, and social media spaces. Anyone Collective's services will also enable the Authority to measure visitor traffic that funnels to the website via various ads in the marketing plan.

Another piece of the marketing, branding, and advertising strategy will be the retention of existing air services the air carriers are providing to the Airport. In FY 2022, Staff and Anyone Collective will continue to offer a joint advertising program to each of the airlines. Working with the airline, Staff and Anyone Collective will collaborate on advertising and marketing efforts that will incorporate both the airline brand and the Hollywood Burbank Airport brand.

Services and deliverables to be provided are as follows:

- Creative services development
- Administrative services
- Air service retention and development support
- Collaboration on marketing strategies with Staff and air carriers
- Website management – primary and replacement terminal
- New digital content production (e.g. podcast)
- Social media strategies and campaign execution
- Advertising campaigns
- Media buy negotiation and planning
- Presentation development
- Copywriting
- Art direction
- Graphic design

To summarize, the Airport Marketing for FY 2022 is made up of four complementary tasks: i) strategic development employing the analytics from previous years and the results of the research and discovery process, ii) specific marketing and advertising services which include creative art design, content creation, website management, messaging and social media distribution and custom content development, iii) advertising media buys for all applicable venues, and iv) implementation of an airline requested specific joint marketing effort. The chart below breaks down the not-to-exceed limit for each of the proposed activities in FY 2022.

Strategic Development	\$ 50,000
Marketing and Advertising Services	\$ 125,000
Media – Digital	\$ 60,000
Media – Print	\$ 60,000
Media - Social Media	\$ 60,000
Airline Marketing	<u>\$ 20,000</u>
<i>Total</i>	<u><u>\$ 375,000</u></u>

A copy of the proposed Agreement and work Proposal is attached.

BUDGET IMPACT

Appropriations for the proposed plan are included in the adopted FY 2022 budget.

STAFF RECOMMENDATION

Staff recommends that the Committee recommend to the Commission award of the proposed Agreement to Anyone Collective for the services described above in support of the Authority's FY 2022 Airport Marketing and Advertising program with an amount not to exceed \$375,000 and that the President be authorized to execute the same.

**STAFF REPORT PRESENTED TO THE
BURBANK-GLENDALE-PASADENA AIRPORT AUTHORITY
OPERATIONS AND DEVELOPMENT COMMITTEE
JULY 19, 2021**

**AWARD OF PROFESSIONAL SERVICES AGREEMENT
FOR
AIR SERVICE CONSULTING SERVICES**

Presented by Nerissa Sugars
Director, Marketing Communications and Air Service

SUMMARY

Staff seeks an Operations and Development Committee (“Committee”) recommendation to the Commission for award of a Professional Services Agreement (“Agreement”), copy attached, to Arthur D. Little, LLC, (“ADL”) for air service consulting services. The total proposed expenditure for these services is for an amount not-to-exceed \$70,000.

As these proposed services are time-sensitive, subject to the recommendation of the Committee, this item has also been placed on the Commission’s agenda for its consideration following the Committee’s meeting.

BACKGROUND

Staff has previously engaged the services of air service consulting firms in connection with the Authority’s general air service retention and development efforts including support at industry air service conferences. These firms provide data research and market analysis that airlines review in considering whether current air services to an airport are to be maintained or if other market opportunities to/from an airport exist.

With the onset of the pandemic, the Authority’s air service retention and development program was put on hold, along with the services of the air service consulting firm. As the Authority begins the post-pandemic recovery process, Staff is seeking to re-engage those services.

Since 2017, Staff has utilized the expertise of Mr. Richard Sullivan who is now with the firm ADL. Mr. Sullivan has years of experience, knowledge, and contacts in this field of aviation and has assisted Staff with bringing recognition to Hollywood Burbank Airport’s location and opportunities for air carriers’ consideration. His support has helped to develop new nonstop flight segments prior to the COVID-19 pandemic. As the industry moves toward recovery, Staff seeks to re-engage its air service retention and development initiative with Mr. Sullivan, focusing on retention of existing route networks and revitalizing interest from air carriers to include Hollywood Burbank Airport in their future network planning.

Under the proposed Agreement, ADL will provide Staff with on-call support for air service research, communication recommendations with airline network planning and scheduling representatives, marketing data support, background information regarding policy and regulatory matters that may impact the aviation industry. Services also include ADL’s participation with Staff at airline meetings and air service conferences.

BUDGET IMPACT

Appropriations for these services in the amount of \$70,000 are included in the adopted FY 2022 budget.

STAFF RECOMMENDATION

Staff seeks the recommendation of the Committee to the Commission that it award ADL the proposed Agreement in an amount not-to-exceed \$70,000 for air service consulting services and that the President be authorized to execute the same.

**BURBANK-GLENDALE-PASADENA AIRPORT AUTHORITY
OPERATIONS AND DEVELOPMENT COMMITTEE
JULY 19, 2021**

COMMITTEE PENDING ITEMS

Future

1. Status of Airport Parking Operations