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1600 PACIFIC HIGHWAY, SAN DIEGO, CALIFORNIA 92101-2472

April 25, 1991

TO: Leon L. Williams
Supervisor, Fourth District

FROM: Bruce R. Boland
Deputy Chief Administrative Officer

SAN DIEGO REGIONAL AIRPORT

Background

For over two years, SANDAG has been assessing the long term site alternatives to Lindbergh Field.

In May of 1990, proposed actions were presented to the SANDAG Board of Directors:

- That the institutional issues associated with the use of Otay Mesa as an air carrier airport be explored.
- That an operational agency be formed to begin master planning for the new site.

SANDAG's staff recommended that the institutional issues, i.e. U.S./Mexican federal government interest, be explored, and that the formation of the "operational agency" be delayed.

Additionally, SANDAG recommended a Committee explore the institutional issues with both federal governments. Members on this committee were to be "limited to public agencies that have the responsibility for planning and land use in the airport development area, and air carrier management."

A committee composed of elected/appointed members from the City and County of San Diego, the SANDAG Board of Directors, and the San Diego Unified Port District have explored the institutional issues for one full year. Both the U.S. and Mexican federal governments have expressed interest in the airport concept on Otay Mesa.

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It now appears an appropriate time to move on to the other recommendation presented by SANDAG staff, i.e., the establishment of the "operational agency."

An initial step in this process should be the formation of a "Regional Airport Authority Exploration Commission." The Commission would, among other responsibilities, determine/recommend the appropriate legal/organizational structure for an eventual Airport Authority. This should lead to the establishment of an Airport Authority responsible for planning, financing, constructing and operating a new airport for the San Diego region. There are three roles that the County could take in the establishment of the "operational agency":

1. Be an active member participant;

2. Be an active champion, not a "member participant" - i.e. "a cheerleader on the sidelines"; or

3. Take a passive position.

Active Member Participant

As a member of SANDAG, the County is currently an "active member participant" in the on-going airport project process. Continuing in an active role, as a member of a Regional Airport Authority Exploration Commission and, subsequently, as a charter member on the to-be-established Regional Airport Authority is in the best interests of the County.

- SANDAG has recognized the County's planning and land use responsibilities in the general area of the proposed airport.

- The County serves as the only regional government, with its officials elected by all citizens of the 18 cities and unincorporated area.

- The County has shared responsibilities for coordinating and/or providing road access to and from the area.

- The County owns and operates 8 airports in the region and has extensive experience in airport management.

- There is precedence for County participation in incorporated-area-based public agencies, including:

    - Metropolitan Transit Development Board, regional surface transportation authority.

    - Metropolitan Waste Water Authority.

- Regional air-pollution control.

By taking an "active member participant" role in establishment of the Regional Airport Authority Exploration Commission, the County can maintain a further role as a charter member of the Airport Authority. The Airport Authority would be required to move the project forward from concept to reality.

The following actions are **not** recommended:

Active Champion

In this role, the County would add political support to the Authority, but would not have a specific role. The County may, however, be able to provide some outside influence.

Passive Position

The County would have no role and would exert no influence on the process.

RECOMMENDATION

I recommend the County pursue the active member participant role and that a Regional Airport Authority Exploration Commission be established.

(Attached Germane) The attached letter from the Washington, D.C. Airport Task Force may be of interest to you as an example of the type cooperation exhibited in our Capitol area on a similar airport project.

Very respectfully,

BRUCE R. BOLAND
Deputy Chief Administrative Officer

BRB/sgb

Attachment

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President & CEO
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Dr. April L. Young
President
April L. Young Co

Washington Airports Task Force

April 12, 1991

Mr. Steve Brennan
County Administrator
County of San Diego
1600 Pacific Highway
Room 209
San Diego, California 92101

Dear Mr. Brennan:

I enjoyed dicussing our organization's background and purpose in airport and economic development for the Greater Washington area. A program that balances the political and economic interests for increasing air service at Washington Dulles has lead to an increase from less than two million passengers passing through its doors in the early 80's to over 10.5 million passengers.

The development of the airport has in large part been due to the work of the Washington Airports Task Force, a public private partnership that has helped develop policy and set direction for targeting domestic and international airlines for service at Dulles demonstrating the airports profit potential. Studies show there is a direct relationship between economic development and nonstop air service. The local communities have been receptive to supporting our organization because they have seen how an effective air service program can work in tandem with economic development.

As part of our mission the Task Force has assisted in communicating the Capital Development Program, to the airlines and the public. Washington Dulles on February 28, opened a new International Arrivals Building that marked a new era for the airport and for Washington. The facility was dedicated by the Secretary of Transportation, Sam Skinner, in ceremonies that took place February 26, 1991. A replica passport was distributed at the opening and subsequently used as a direct mail piece to the world's airline industry. I have enclosed a copy for your information and a sample of what we have done to attract international air service.

I would like to offer a proposal to organize a strategy and marketing plan for the city of San Diego's Air Service Development. The proposal would be aimed at furthering the political and business intrastructure to help address the critical need for a new airport for the city.

P.O. Box 17349, Washington Dulles International Airport, Washington, D.C. 20041
OFFICE: (703) 661-8040 FAX: (703) 471-4608

It appears that there is a good opportunity for San Diego to demonstrate the acute need that you expressed for a new airport that would broaden the city's tax base, airport revenue stream and attract additional economic development through the example exemplified by our work for Washington Dulles. The idea of a multi-national airport site intrigues me. It would be a real challenge if the logistics and political realities can be worked out.

Regards,

Vincent A. Rivellese

Vincent A. Rivellese
Vice-President
Air Service Development

Enclosure: Directory
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User's Guide/Flight Guide
Passport

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