

# CITY COUNCIL STUDY SESSION AGENDA

AIRPORT ECONOMIC, BUDGET  
AND COMPETITIVE ISSUES

**MARCH 8, 2010**

1:30 P.M. to 5:00 P.M.

COMMITTEE ROOMS W118-120

- **Purpose**

To provide information on:

1. The market-driven competitive environment in which airports must operate.
2. The impacts on the Airport's revenues, services and budget.
3. Alternative futures for the Airport contingent on its ability to address market and competition issues.

- **Outcome**

The City Council will have a deeper understanding of the Airport's competitive and financial challenges that are unique among all City programs and services.

PETE CONSTANT  
ASH KALRA  
SAM LICCARDO  
KANSEN CHU  
NORA CAMPOS

DISTRICT 1  
DISTRICT 2  
DISTRICT 3  
DISTRICT 4  
DISTRICT 5

CHUCK REED MAYOR

PIERLUIGI OLIVERIO  
MADISON P. NGUYEN  
ROSE HERRERA  
JUDY CHIRCO, VICE MAYOR  
NANCY PYLE

DISTRICT 6  
DISTRICT 7  
DISTRICT 8  
DISTRICT 9  
DISTRICT 10

Welcome to the San José City Council meeting!

**Agendas, Staff Reports and some associated documents for City Council items may be viewed on the Internet at [www.sanjoseca.gov/clerk/agenda.asp](http://www.sanjoseca.gov/clerk/agenda.asp). Council Meetings are televised live and rebroadcast on Channel 26.**

**All public records relating to an open session item on this agenda, which are not exempt from disclosure pursuant to the California Public Records Act, that are distributed to a majority of the legislative body will be available for public inspection at the Office of the City Clerk at San José City Hall, 200 E. Santa Clara Street, Council Wing, 2<sup>nd</sup> Floor, San José, CA 95113 at the same time that the public records are distributed or made available to the legislative body. Any draft contracts, ordinances and resolutions posted on the Internet site or distributed in advance of the Council meeting may not be the final documents approved by the City Council. Contact the Office of the City Clerk at (408) 535-1260 or [CityClerk@sanjoseca.gov](mailto:CityClerk@sanjoseca.gov) for the final document.**

**To arrange an accommodation under the Americans with Disabilities Act to participate in this public meeting, please call (408) 535-1260 or (408) 294-9337 (TTY) at least two business days before the meeting.**

- **Call to Order and Roll Call**

## **CITY COUNCIL STUDY SESSION**

---

1:30 p.m. – 5:00 p.m. – Rooms W118-120

[Attachment – Memo from the Director of Aviation](#)

[Presentation – Competing in the Marketplace](#)

- 1. Welcome and Background**
- 2. Competing in the Marketplace - the Airport as a Self-Supporting Business**
- 3. National and Bay Area Air Service Market Trends**
- 4. CPE: Cost per Enplanement - What It Is and Why It's Important**
- 5. Airport Budget Issues**

## **CITY COUNCIL STUDY SESSION (CONT'D.)**

---

- 6. Challenges to Effectively Competing in the Marketplace**
  - 7. Strategies to Address Marketplace Challenges**
  - 8. Tale of Two Airports - Possible Future Trends**
  - 9. Where Do We Go From Here**
  - 10. Public Comments**
- Adjourn**