



AGENDA REPORT

PROPOSED ACTION: Ordinance: Approve the Renaming of “Metropolitan Oakland International Airport” to “San Francisco Bay Oakland International Airport”	
Submitted By: Craig Simon, Interim Director of Aviation; Danny Wan, Executive Director	
Parties Involved: Port of Oakland	Amount: \$150,000 (operating expense)
EXECUTIVE SUMMARY: This action requests approval to modify the name of the Metropolitan Oakland International Airport (Airport of OAK) to San Francisco Bay Oakland International Airport, consistent with Administrative Policy 14 – Naming of Port Facilities (AP 14). The Airport’s three-letter code, OAK, will remain the same. The proposed name change will aid in the development of airline service and sustain passenger traffic at the Airport through a better geographic sense of place while reaffirming its connection to Oakland. OAK is an economic engine for the region supporting almost 30,000 direct jobs and generates \$1.6 billion in positive economic impact. Adding a geographic identifier to OAK’s name will not only support existing and new destinations from OAK but will also provide additional jobs for Oakland and its surrounding region.	

BACKGROUND & ANALYSIS

Background on Awareness of OAK

OAK is well known by those living in and/or familiar with the local region and they appreciate the convenience and services at OAK. Local travelers desire direct flights to destinations across the continent and the world.

However, the further away travelers are from the San Francisco Bay Area region, the less familiar they are with OAK’s geographic location and convenience of access to destinations throughout all Northern California. This has resulted in inbound travelers, not choosing OAK even though their travel destinations are closest to OAK. The lack of geographic awareness by inbound passengers has created challenges for airlines doing business at OAK as they work to sustain current schedules and offer new direct destinations desired and supported by OAK’s geographic market base.

The geographic identifier “San Francisco Bay” or “San Francisco Bay Area” is well-known and understood by domestic and international travelers. Over the past decade, the Port has aggressively pursued a range of air service development strategies, including enhanced airport incentives for airlines and destination-based marketing and awareness campaigns, with mixed results. Since 2008, 54 new routes have been added, but 39 of these have been discontinued. In addition, six pre-existing routes have also been lost. The airline industry is perceived as being reluctant to sustain certain new routes and destinations to and from OAK, in large part based on the lack of awareness of OAK’s

geographic advantages and the centrality of Oakland to the San Francisco Bay by air travelers residing outside of the local region.

The consumer value proposition such as aeronautical reliability, proximity to most of the region's employers and population base, and OAK's comparatively lower landing fees relative to other airports in the region set OAK apart. As well as the numerous initiatives to improve customers experience at OAK, which includes several projects recently completed and/or underway:

- New Food and Beverage offering featuring some of Oakland's favorite brands like Tay Ho, A16, and Farley's.
- Launched an online parking reservation system, adding additional certainty and ease-of-use for those utilizing OAK's convenient, close-in airport parking lots.
- Upgraded passenger seating and floor coverings throughout the terminals.
- Initiating upgraded and modernized restroom facilities in Terminal One
- Initiating refresh of Terminal One check-in lobby, featuring new lighting, backwall video graphics, and millwork.
- Renewed a multi-year partnership agreement with the Alameda County Sheriff's Office for on-Airport law enforcement and security services.

The Port has also enhanced the airline incentive program for new airline service and new destinations to and from OAK. Altogether, this sets OAK up for sustained levels of service commensurate with our geographic market demand and a broader range of destinations for residents of Oakland and the region.

Consideration Under AP 14 (Naming of Port Facilities)

The Board enacted AP 14 through Port Resolution No. 02290, which establishes standards and procedures for the naming of Port facilities, such as OAK.

The Board may consider nominations and approve any naming decisions by ordinance after a public hearing. The Board has full authority to accept, reject, or alter any nominated name.

The proposed new name for OAK achieves several of the objectives in AP 14, including:

1. Highlighting physical features, landmarks, or attributes that are unique or indigenous to Oakland. In this case, the Airport's location on the San Francisco Bay.
2. Being logical and appropriate for the facility's use, function, and setting.

Note: The other objectives described in AP 14 are not the subject of the current nomination because they do not directly address the goal of enhancing awareness of Oakland and its geographic location.

Proposed Name

The Executive Director nominates and recommends the following name for consideration and Board determination:

San Francisco Bay Oakland International Airport

The proposed name accurately anchors the Airport in the highly recognizable place where it is geographically situated while maintaining the location of Oakland in the name.

Incorporating “San Francisco Bay” in a name that also maintains the name “Oakland” will, over time, increase the visibility of OAK flights when “San Francisco Bay Area” or similar terms are used in consumer online searches, aiding in the overall retention of flights and destinations. As a byproduct, awareness of Oakland as a centrally located point of entry to the greater metropolitan area will increase, as will awareness of Oakland itself.

A modification of the Airport name to reference the San Francisco Bay would accurately anchor OAK to the geographic region that OAK serves and where it is physically located. It will permit OAK to be more easily found through online searches by inbound travelers while maintaining its long-standing relationship with the community it currently serves. The proposed modification will allow OAK to be more identifiable through common search phrases and improve searchability online.

It is important to note that while the formal legal name will be modified, the IATA three-letter airport code, “OAK,” will not change, and the “I Fly OAK” logo will remain the same at this time, if approved.

Implementation

If the Board approves the requested name change, Port Staff is prepared to implement a multiphase, multi-faceted rollout plan with one week, 30-, 60- and 90-day benchmarks and coordination of implementation steps with various stakeholders. Port Staff will also initiate a programmatic approach to projects necessary to update signage and other items and materials as appropriate.

The popular “I FLY OAK” logo will continue to be used as the Airport’s logo for the foreseeable future.

OTHER FINDINGS AND PROVISIONS

ENVIRONMENTAL REVIEW

The proposed action was analyzed under the California Environmental Quality Act (CEQA) and was found to be:

- Categorically exempt under the following CEQA Guidelines Section:
Choose an item.
- Not a "Project" under CEQA, as defined in Public Resources Code § 21065.
- Other:

Reason:

BUDGET

- Administrative (No Impact to Operating, Non-Operating, or Capital Budgets); OR
 - Operating
 - Non-Operating
 - Capital

Analysis: The costs of the proposed name change are included in the Aviation annual operating budget.

STAFFING

- No Anticipated Staffing Impact.
 - Anticipated Change to Budgeted Headcount.
- Reason:
- Other Anticipated Staffing Impact (e.g., Temp Help).

Reason:

MARITIME AND AVIATION PROJECT LABOR AGREEMENT (MAPLA):

Applies? No (Not Aviation or Maritime CIP Project) – proposed action is not covered work on Port's Capital Improvement Program in Aviation or Maritime areas above the threshold cost.

Additional Notes:

LIVING WAGE (City Charter § 728):

Applies?

No (No Covered Agreement) – proposed action is not an agreement, contract, lease, or request to provide financial assistance within the meaning of the Living Wage requirements.

Additional Notes:

SUSTAINABLE OPPORTUNITIES:

Applies? **No.**

Reason:

GENERAL PLAN (City Charter § 727):

Conformity Determination:

No Project – conformity determination not required because proposed action does not change use of or make alterations to an existing facility, or create a new facility.

STRATEGIC PLAN. The proposed action would help the Port achieve the following goal(s) and objective(s) in the Port's Strategic Business Plan:

- | | |
|--|--|
| <input checked="" type="checkbox"/> Grow Net Revenues | <input type="checkbox"/> Modernize and Maintain Infrastructure |
| <input checked="" type="checkbox"/> Improve Customer Service | <input type="checkbox"/> Pursue Employee Excellence |
| <input type="checkbox"/> Strengthen Safety and Security | <input checked="" type="checkbox"/> Serve Our Community |
| <input type="checkbox"/> Care for Our Environment | |