



February 3, 2017

REGULAR MEETING CANCELLATION NOTICE
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, February 6, 2017, at 8:30 a.m., in the Airport Skyroom at Hollywood Burbank Airport has been cancelled.

NOTICE is hereby given that a special meeting of the Operations and Development Committee will be held at 8:00 a.m., Monday, February 6, 2017, in the Airport Skyroom of the Hollywood Burbank Airport, 2627 Hollywood Way, Burbank, California 91505.

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

SPECIAL MEETING
OF THE
OPERATIONS AND DEVELOPMENT COMMITTEE
Monday, February 6, 2017
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 Hollywood Burbank 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. January 17, 2017 [See page 1]
4. Contracts and Leases
 - a. Award of Contract: Project Number E16-20 [See page 3]
Reclaimed Water Connection Project
 - **Staff Report Attached**

Staff seeks an Operations and Development Committee ("Committee") recommendation to the Commission that it authorize the expenditure of \$88,000 to STL Landscape, Inc., for the construction of extensions to the existing reclaimed water system. In addition, staff further seeks approval of a 10% project aggregate contingency of \$8,800 to cover unforeseen conditions, and an allowance for other soft costs of \$8,200, including Construction Management.

- b. Award of Contract: Anyone Collective LLC
Phase Two - Airport Branding Consultant Services

[See page 6]

- **Staff Report Attached**

Staff seeks an Operations and Development Committee ("Committee") recommendation to the Commission to award a Professional Services Agreement in the amount of \$353,300 to Anyone Collective, LLC, ("Anyone Collective") for Phase Two ("Phase Two") of Airport branding consultant services. Phase Two, which is expected to be completed this Fiscal Year ("FY"), includes the implementation of a strategic marketing plan, a brand creative and advertising campaign, a corporate business and signage rebrand and the development of specific creative promotional content.

Additionally, Staff seeks a Committee recommendation to the Commission that it approve marketing media buys associated with Phase Two of the branding program for the remainder of this FY in an amount not to exceed \$135,000.

5. Items for Discussion

a. Door-to-Door Shuttle Van Service

No Staff report is attached. Staff will discuss with the Committee proposed customer service enhancement to the door-to-door Shuttle van staging area located at the existing island curb.

6. Other Contracts and Capital Projects

7. Adjournment

Subject to Approval

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

TUESDAY, JANUARY 17, 2017

A special meeting of the Operations and Development Committee was called to order on this date in the Airport Skyroom of the Burbank-Glendale-Pasadena Airport Authority, 2627 Hollywood Way, Burbank, California, at 8:33 a.m., by Chairman Brown.

ROLL CALL

Present: Commissioners Brown and Selvidge;
Commissioner Sinanyan (arrived at 8:35 a.m.)

Absent: None

Also Present: Staff: Frank Miller, Executive Director;
John Hatanaka, Senior Deputy Executive Director;
Bob Anderson, Director, Engineering and Planning;
Mark Hardyment, Director, Government and
Environmental Affairs; Mary Tromp, Manager,
Parking Revenue

1. Approval of Agenda Commissioner Sinanyan moved approval of the agenda. It was approved unanimously 3-0.

2. Public Comment There were no public speakers.

3. Approval of Minutes

December 12, 2016

Commissioner Sinanyan moved approval of the minutes of the December 12, 2016, meeting, seconded by Commissioner Selvidge. The minutes were approved unanimously 3-0.

4. Items for Discussion**a. Airport Branding Update**

Staff updated the Committee on the current activity of the re-branding process which includes working with Caltrans, LADOT, and the City of Burbank to change roadway signage. Staff further explained the process as ongoing and estimated that it will be completed in approximately three to six months. Also Staff, Anyone Collective and the website-design firm, Pasadena Advertising, met in December 2016

and will meet again at the end of January to begin to modify the Airport's website to reflect the brand identity which will include fonts, colors, graphics, and messaging to ensure overall brand consistency.

Staff is currently finalizing negotiations with Anyone Collective on their Phase 2 proposal and will make a presentation to the Committee for their consideration at the February 6, 2017, meeting. The Phase 2 proposal includes; changing the messaging on the tower, all appropriate airport signage and terminal signage; and the development of a comprehensive strategic marketing plan to develop the overall foundation for the brand's creative campaign.

The Committee expressed the importance of the signage on the tower and at the Hollywood Way entrance, requesting that this signage be changed as soon as possible. Staff reiterated in closing that the signage was at the top of the priority list.

5. Items for Information

a. November 2016 Passenger Statistics and Parking Information

Staff reported the statistics for the month of November 2016 and noted an overall increase in revenue passengers of 11.2% and a 10.3% increase in carrier capacity compared to November 2015.

Staff reported parking statistics for November 2016 Show \$1,643,209 in overall parking revenue. There was a 28% total increase in overall transactions, from 51,989 in November 2015 to 66,660 transactions for the month of November 2016.

6. Adjournment

There being no further business, the meeting was adjourned at 8:52 a.m.

**STAFF REPORT PRESENTED TO THE
BURBANK-GLENDALE-PASADENA AIRPORT AUTHORITY
OPERATIONS AND DEVELOPMENT COMMITTEE
FEBRUARY 6, 2017**

**AWARD OF CONTRACT
PROJECT NUMBER E16-20
RECLAIMED WATER CONNECTION PROJECT**

SUMMARY

Staff seeks an Operations and Development Committee ("Committee") recommendation to the Commission that it authorize the expenditure of \$88,000 to STL Landscape, Inc. for the construction of extensions to the existing reclaimed water system. In addition, Staff further seeks approval of a 10% project aggregate contingency of \$8,800 to cover unforeseen expenses, and an allowance for other soft costs of \$8,200, including Construction Management.

BACKGROUND

Hollywood Burbank Airport currently uses two different water supply types, Potable Water and Reclaimed Water to irrigate the Airport landscaping in the southeast section of the Airport. This project will allow the Airport to use 100% reclaimed water in areas where the City of Burbank has reclaimed water availability. The City of Burbank requires entities such as the Hollywood Burbank Airport to connect to a reclaimed water connection, if such connection(s) are adjacent to an entities' property. In addition to reducing the demand for potable water, the other benefit to the Airport for switching to a reclaimed water source is an approximate 15% cost reduction in Burbank Water and Power water fees.

PROJECT DETAILS

This project was developed in-house through both the Engineering Department and Maintenance Department for a design-bid-build process. Plans and specifications were prepared following the practices employed for landscape irrigation and plumbing projects at the Airport.

BID PROCESS

Staff solicited sealed bids using PlanetBids, advertising in the Dodge Construction News, local and minority newspapers, reaching out to local construction companies, providing public postings on the Internet and in the Burbank, Glendale and Pasadena City Halls. Bids were opened publicly on December 7, 2016, and three (3) contractors submitted bids with the following results:

CONTRACTOR	BID
STL Landscape, Inc. (Los Angeles)	\$ 88,000
PALP dba Excel Paving Company (Long Beach)	\$139,587
Gentry General Engineering, Inc. (Rancho Cucamonga)	\$188,600

Staff reviewed the bids and determined that all bidders were deemed responsive and the low bidder was STL Landscaping, Inc. with a bid of \$88,000. Further, staff confirmed that there were no bid anomalies or omissions and that STL Landscape, Inc., included all scope items in their bid. Reference check for lowest bidder was conducted and met all requirements for the current project.

ENGINEER'S ESTIMATE

An Engineer's construction estimate of \$105,000 was prepared by the Maintenance Department at the time the FY 2016/2017 Budget was prepared, based on using Means Estimating documents.

SCHEDULE

The work will begin as soon as possible after the award of contract and full execution of the contract agreement. The work is scheduled to be completed within forty-five (45) calendar days after a notice to proceed is issued to the contractor.

OTHER SOFT COSTS

This project was designed in-house for approximately \$3,000. The project will be managed and administered directly by Staff, inclusive of project and construction management services and other soft costs, for a total estimated cost of \$8,200.

CONTINGENCY

Staff recommends a project aggregate contingency of \$8,800 to cover unforeseen circumstances during the course of implementing the proposed project.

OPERATIONS IMPACTS

All work will be phased and coordinated with the public and impacted tenants so as to have minimal impacts on Airport operations.

BUDGET IMPACTS

The Reclaimed Water Connection project was included in the Adopted 2016/2017 (FY2017) Capital Plan (Other Improvements) with a budget appropriation of \$105,000. A breakdown summary of those costs is as follows:

Construction	(STL Landscape, Inc.)	\$ 88,000
Design and Construction Management	(TBI and Azrial)	\$ 8,200
<u>Contingency</u>		<u>\$ 8,800</u>
Total		\$105,000

STAFF RECOMMENDATION

Staff seeks a Committee recommendation to the Commission that it authorize the expenditure of \$88,000 to STL Landscape, Inc., for the construction of extensions to the existing reclaimed water system. In addition, Staff further seeks approval of a Project

Aggregate Contingency of \$8,800 to cover unforeseen expenses, and an allowance for other soft costs of \$8,200, including Construction Management.

**STAFF REPORT PRESENTED TO THE
BURBANK-GLENDALE-PASADENA AIRPORT AUTHORITY
OPERATIONS AND DEVELOPMENT COMMITTEE
FEBRUARY 6, 2017**

**AWARD OF CONTRACT
ANYONE COLLECTIVE LLC FOR
PHASE TWO – AIRPORT BRANDING CONSULTANT SERVICES**

SUMMARY

Phase One of the Burbank-Glendale-Pasadena Airport Authority's ("Authority") Airport branding initiative was recently completed and consequently, Staff seeks an Operations and Development Committee ("Committee") recommendation to the Commission to award a Professional Services Agreement ("PSA"), copy attached, in the amount of \$353,300 to Anyone Collective, LLC, ("Anyone Collective") for Phase Two ("Phase Two") of Airport branding consultant services. Phase Two, which is expected to be completed this Fiscal Year ("FY"), demonstrates the Authority's continued investment in building brand identity and awareness in order to create increased Airport geographic recognition. The proposed Phase Two program (detailed in Exhibit A of the PSA) includes the implementation of a strategic marketing plan, a brand creative and advertising campaign, a corporate business and signage rebrand and the development of specific creative promotional content.

Based on Anyone Collective's successful completion of Phase One, their airport branding and industry knowledge, as well as their specific insights and understanding of Hollywood Burbank Airport's dynamics, Staff believes it would be prudent for the Authority to continue its professional relationship with Anyone Collective and have them lead the implementation of the Airport's new brand identity as outlined in the proposal for Phase Two.

Additionally, Staff seeks a Committee recommendation to the Commission that it approve marketing media buys associated with Phase Two of the branding program for the remainder of this FY in an amount not to exceed \$135,000.

The current FY budget includes appropriations for Airport branding services and signage changes and Staff expects that approximately \$299,000 of these appropriations will be available for the Phase Two program and media buys. Depending on the Commission's direction and preference, the additional funding requirement of up to \$189,300 may be, at least partially, addressed within the current FY budget parameters and/or through the Authority's Development Fund.

BACKGROUND

In September 2014, Staff issued an RFP seeking proposals from qualified branding consultants and in January 2015, Anyone Collective was awarded the contract for Airport Branding Consultant Services.

Over the last two years, Anyone Collective has worked closely with the Authority and Staff to complete Phase One of the Airport's branding initiative which included extensive research and engagement with key Airport stakeholders, the selection of a new brand identity name, "Hollywood Burbank Airport," and a logo; the development of a brand style guide; and the initial framework for the Airport's long term branding strategy.

PHASE TWO PROPOSAL DETAILS

Proposal highlights include the following deliverables:

- Tower brand identity & onsite Airport signs
- Terminal signage
- Corporate/Business rebrand
- Strategic marketing plan
- Brand creative campaign targeting (3) areas:
 - Local/Southern California
 - Specific regional areas
 - East of the Rockies
- Website brand update
- Social media campaign
- Advertising campaign
- Promotional videos & photo shoot
- Brand education for staff
- Ongoing monthly brand/marketing support
- Program analytics

A copy of Anyone Collective's proposal for Phase Two is attached.

BUDGET IMPACT

The FY 2016/17 Capital Budget includes \$250,000 for signage related to the Airport branding project and to date, none of these funds have been expended. This FY, Staff expects to spend approximately \$125,000 of these funds to change roadway and on-Airport signage to the Hollywood Burbank Airport name.

Furthermore, the FY 2016/17 Operations and Maintenance budget includes \$155,000 for Airport branding services of which \$134,000 of the appropriation is unspent and there is an additional \$40,000 of budgeted marketing funds available.

After completing the signage projects, the expected remaining aggregated FY 2016/17 appropriation for Airport signage and branding services (Capital and Operations and Maintenance) should be approximately \$299,000 which is sufficient to cover the majority of anticipated expenses to be incurred for Phase Two Airport branding services during this FY. The remaining Phase Two costs (\$54,300), along with proposed \$135,000 associated media buys for this FY, may be able to be partially addressed within the current FY budget parameters and/or through the Authority's Development Fund.

As part of the FY 2017/18 budget development process, Staff will work with Anyone Collective to develop a comprehensive, appropriate and targeted branding/marketing and media buy program which will be developed, in part, based on analytics used to evaluate the Phase Two program. Once developed, the FY 2017/18 branding/marketing program will be presented to the Committee for their consideration.

STAFF RECOMMENDATION

Staff seeks an Operations and Development Committee recommendation to the Commission that it authorize the Executive Director to enter into a professional services agreement for \$353,300 with Anyone Collective for Phase Two - Airport Branding Consultant Services and authorize associated marketing media buys through June 30, 2017, not to exceed \$135,000.