



Airport Commission Meeting

November 10, 2025

Agenda

- I. **Call to Order & Orders of the Day**
- II. Public Record
- III. Consent Calendar
- IV. Reports and Information Only
- V. Public Comment
- VI. Noise Report/Community Noise Concerns
- VII. Business
- VIII. Meeting Schedule and Agenda Items
- IX. Adjournment

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III. Consent Calendar

- Approval of the Minutes for the Regular Meeting on August 11, 2025

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IV. Reports and Information Only

A. Chair Report

B. Director

C. Council Liaison

D. Staff

E. Commissioner Reports

IV. Reports and Information Only

A. Chair Report

B. Director

C. Council Liaison

D. Staff

E. Commissioner Reports

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Public Comments (Not on Agenda)

Members of the Public are invited to speak on any item that does not appear on today's Agenda and that is within the subject matter jurisdiction of the Commission. Meeting attendees are usually given two (2) minutes to speak on any discussion item and/or during open forum; the time limit is in the discretion of the Chair of the meeting and may be limited when appropriate.

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Airport Noise Program

Airport Commission Meeting

November 10, 2025

VI. Noise Report

San Jose Mineta International Airport Quarterly Noise Summary Q3 2025

	Jul	Aug	Sep	Year Over Year			Quarter Over Quarter	
				Q3 2025	Q3 2024	Difference	Q2 2025	Difference
Total Operations	12,446	13,021	12,841	38,308	41,123	-7%	38,732	-1%
Total Operations between 2330-0630	435	377	297	1,109	1,046	6%	1,003	11%
Air Carrier Operations between 2330-0630	295	213	138	646	652	-1%	634	2%
General Aviation Operations between 2330-0630	140	164	159	463	676	-32%	369	25%
Total Intrusions	104	56	18	178	202	-12%	163	9%
Total Non Compliant Intrusions	13	14	7	34	38	-11%	25	36%
Air Carrier Complaints	673	49	1,708	2,430	908	168%	973	150%
General Aviation Complaints	117	12	437	566	232	144%	186	204%
Total Complaints	790	61	2,145	2,996	1,165	157%	1,159	158%
Total Engine Run-ups **	0	0	0	0	0	0%	0	0%
South Flow Operations	757	0	1,376	2,133	371	475%	1,044	104%

** High Power (>90%) Engine Run-ups during the Curfew Hours Only

Definitions

Operation: a takeoff or landing of an aircraft at the airport.

Intrusion: is any operation by an unauthorized aircraft between the hours of 2330 and 0630.

Non Compliant Intrusion: is an Intrusion that did not meet the exemption criteria set forth in the municipal code

Air Carrier: a commercial carrier utilizing aircraft as a means of transport of passenger or freight.

General Aviation: all flights other than scheduled Air Carrier service

VI. Noise Report

City	Complaints Q3 2025	Year over Year		vs. Previous Quarter	
		Complaints Q3 2024	Difference	Complaints Q2 2025	Difference
San Jose	134	540	-75%	100	34%
Palo Alto	3	1	200%	0	0%
Milpitas	0	0	0%	4	400%
Morgan Hill	6	2	200%	2	200%
Cupertino	2	0	0%	0	0%
Mountain View	490	98	400%	143	243%
Sunnyvale	2,286	455	402%	876	161%
Los Gatos	43	34	26%	12	258%
Los Altos	2	0	200%	1	100%
Santa Clara	23	16	44%	15	53%
Campbell	0	0	0%	0	0%
Saratoga	0	0	0%	0	0%
Other	7	19	-63%	6	17%
Total Complaints	2,996	1,165	157%	1,159	158%

VI. Noise Report

City	Resident	Complaints Q3 2025	Complaints Q2 2025	Diff	Avg
Sunnyvale	Household 1	900	393	129%	191%
	Household 2	608	179	240%	
	Household 3	329	141	133%	
	Household 4	243	120	103%	
	Household (5-13)	206	43	379%	
	Total	2,286	876	161%	
City	Resident	Complaints Q3 2025	Complaints Q2 2025		
Mountain View	Household 1	480	140	243%	
	Household 2	10	3	233%	
	Total	490	143		

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VII. Business

A. Marketing Update

B. Superbowl Planning

C. Concessions Update

D. General Aviation Landing Fees

E. Legislative Update



Marketing Update

Big Sports. Simple Airport., paid advertising results, passenger engagement, other marketing efforts

November 10, 2025

Agenda

1.0 Meet the Team

2.0 Paid Advertising

3.0 Brand Tracker Research

4.0 Passenger Engagement

5.0 Other Marketing

6.0 Big Sports. Simple Airport.

7.0 What's Next

1.0

Meet the Team

The Marketing Team



Monique Yamamoto
Asst. Marketing Manager



Kayla Renelle
Multimedia Content Marketer



Alejandro Avila Martinez
Brand & Content Marketer



Jaime Wong
Marketing Intern

2.0

Paid Advertising Results

Campaign Plan Parameters

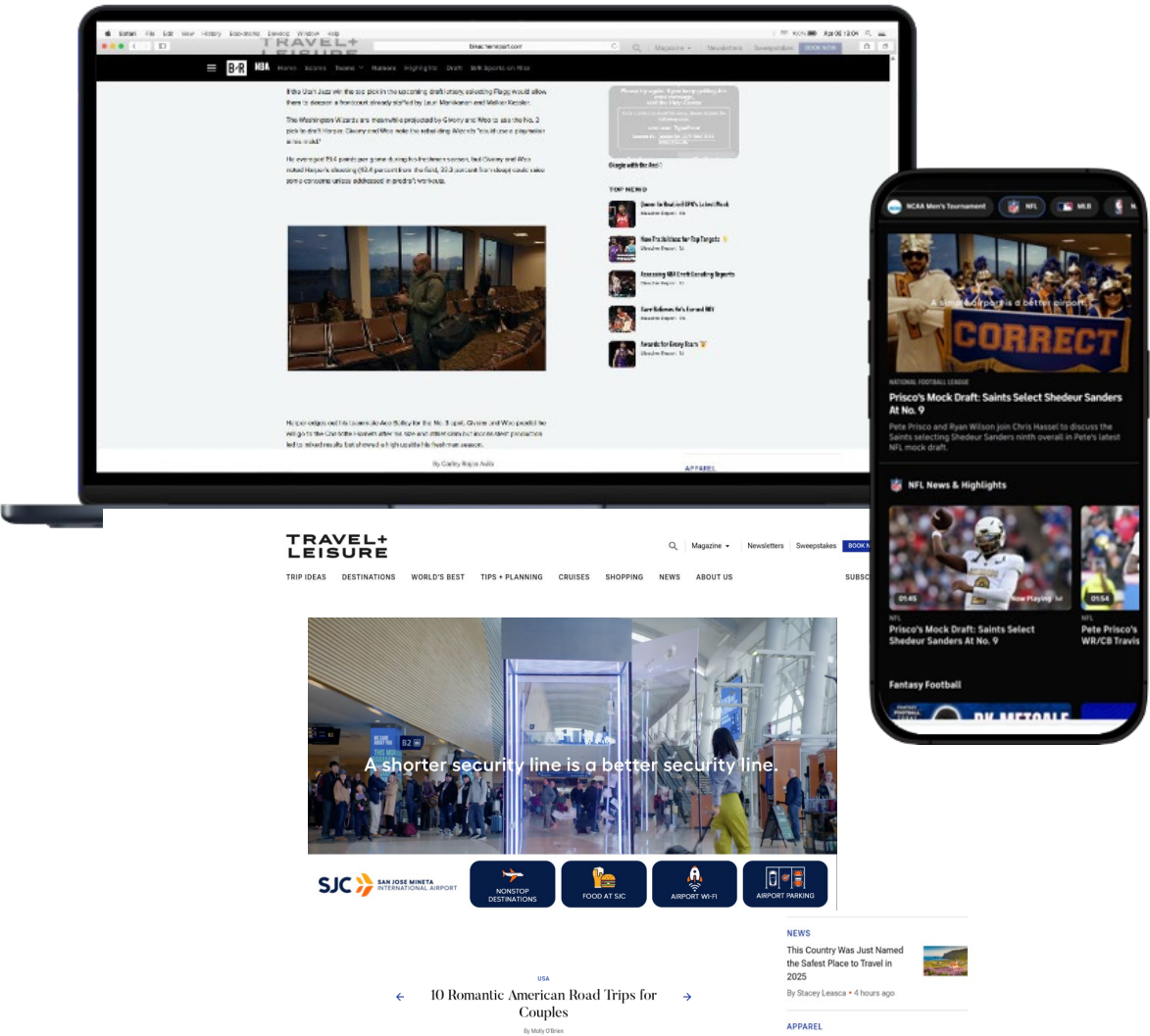
Campaign Objectives

- Sustain healthy reach and frequency to emphasize SJC's value and increase engagement.
- Increase website traffic.

Geography

San Francisco DMA + Key Counties

- Santa Clara, Alameda, San Mateo, Santa Cruz, San Joaquin, Stanislaus, Monterey, San Benito, Merced
- Inbound (Google Paid Search PMAx): Las Vegas, San Diego, Seattle, L.A., Denver, Phoenix, Portland



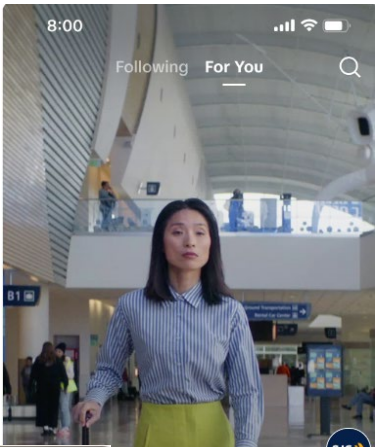
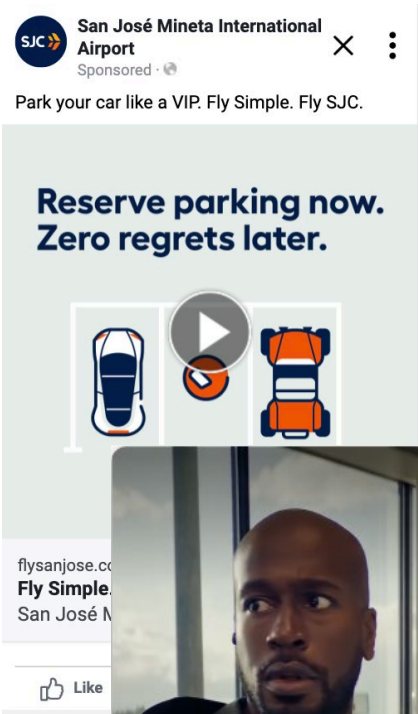
Campaign Plan Parameters

Target Audiences

- Primary: Outbound Leisure and Business Travelers
- Secondary: Parents with Travel Interests
- Additional: Inbound Markets and Destination Targeting

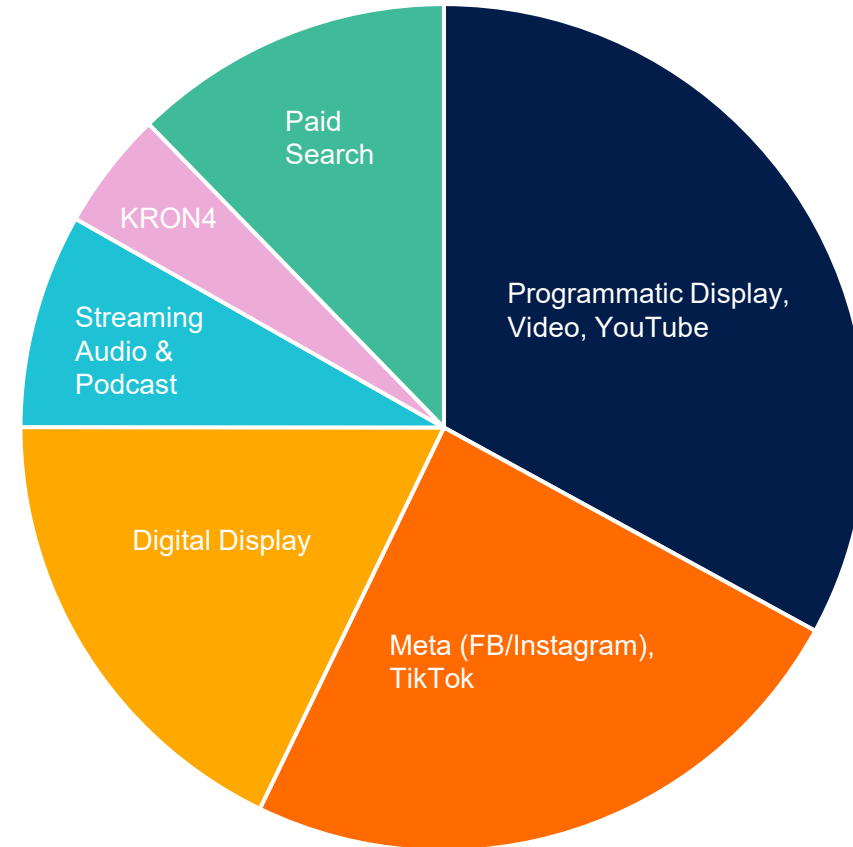
Paid Media Budget

\$701,000 (February-September 2025)



The Media Mix

- Paid Social Media (32.9%)
- Video OLV & CTV/OTT & YouTube (24.2%)
- Digital Display (17.9%)
- Streaming Audio & Podcast (8.2%)
- KRON4 - Video and Newsletter (4.5%)
- Paid Search (12.3%)



Results (Feb.-Sept.)

REACH

66M

targeted impressions

VIDEO COMPLETIONS

6.4M

Users watched a video to the end

COST PER IMPRESSION

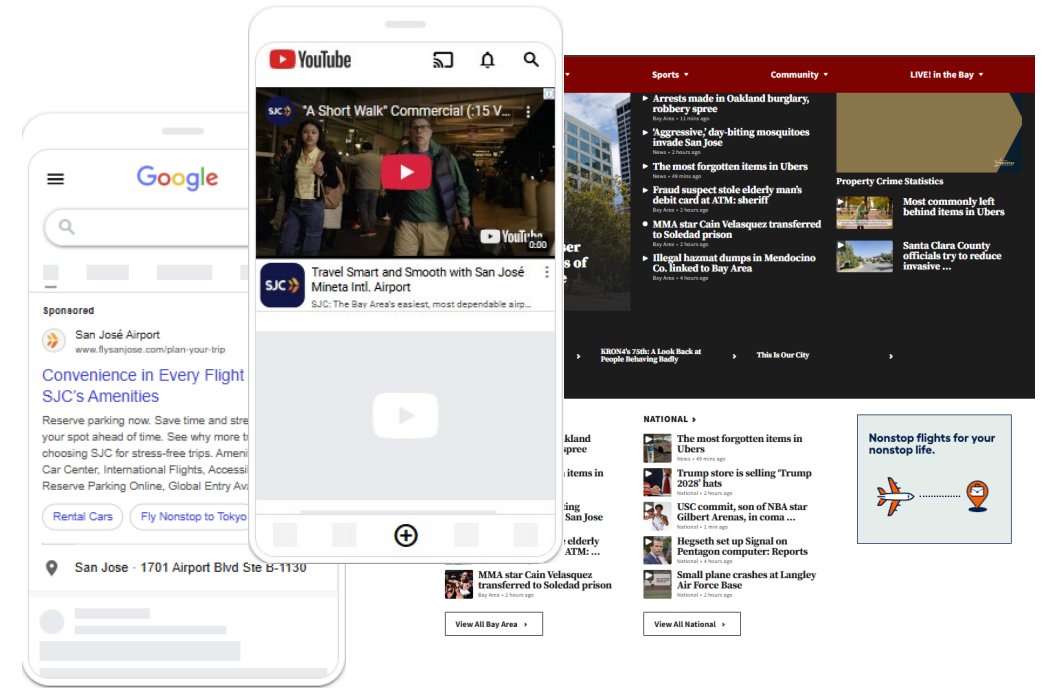
22%

more efficient vs. projected

AD ENGAGEMENT

622K

clicks on SJC ads



We continue to drive efficient results amongst a highly qualified audience and use our budget effectively.

3.0

Brand Tracker Research

Drivers Analysis & Brand Health Tracker

Summary

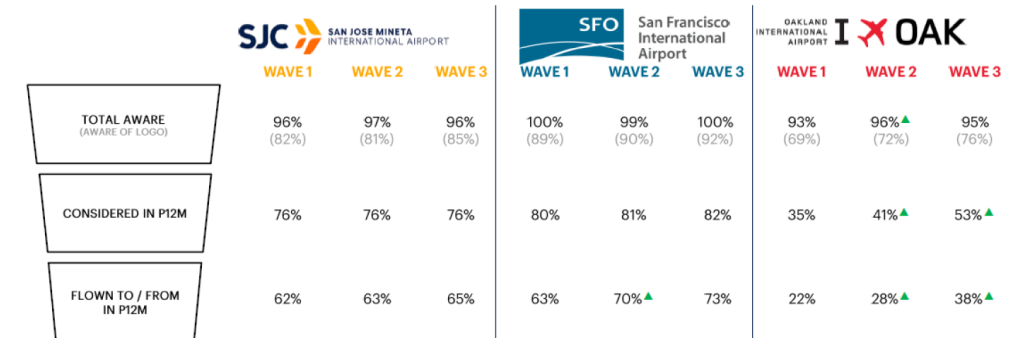
- SJC has maintained strong levels of consideration and usage.
- SJC remains most preferred.
- SJC delivers on the Fly Simple. brand.
- Top driver of preference: convenience and location.

Next steps

- Persuadable Audience Research (in process)

SJC maintains strong levels of awareness.

On par with SFO, outperforms OAK in both consideration and usage.

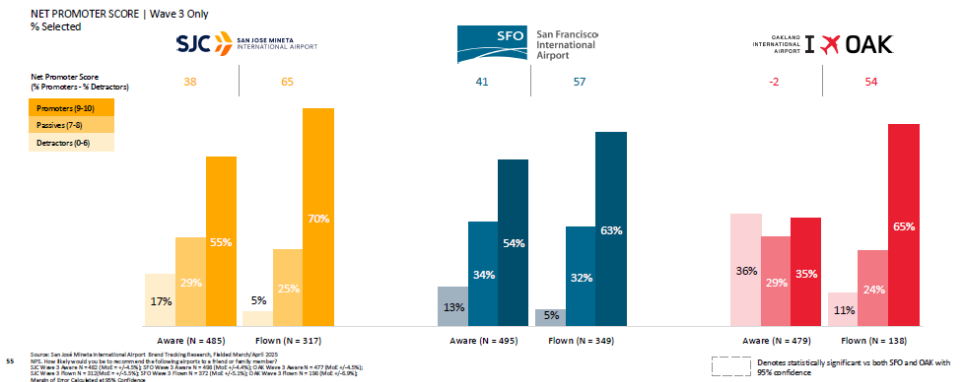


Wave 1: Feb.-March 2024
Wave 2: Sept.-Oct. 2024
Wave 3: March-April 2025

Brand Funnel | Wave over Wave

SJC Brand Report Spring 2025

People continue to be more likely to recommend SJC than other Bay Area airports



4.0

Passenger and Community Engagement

Sponsorships & Partnerships

Total Events (since January) - 22

- 13 Offsite Activations
- 9 On-Site Activations

Total Engagements – 11,000+



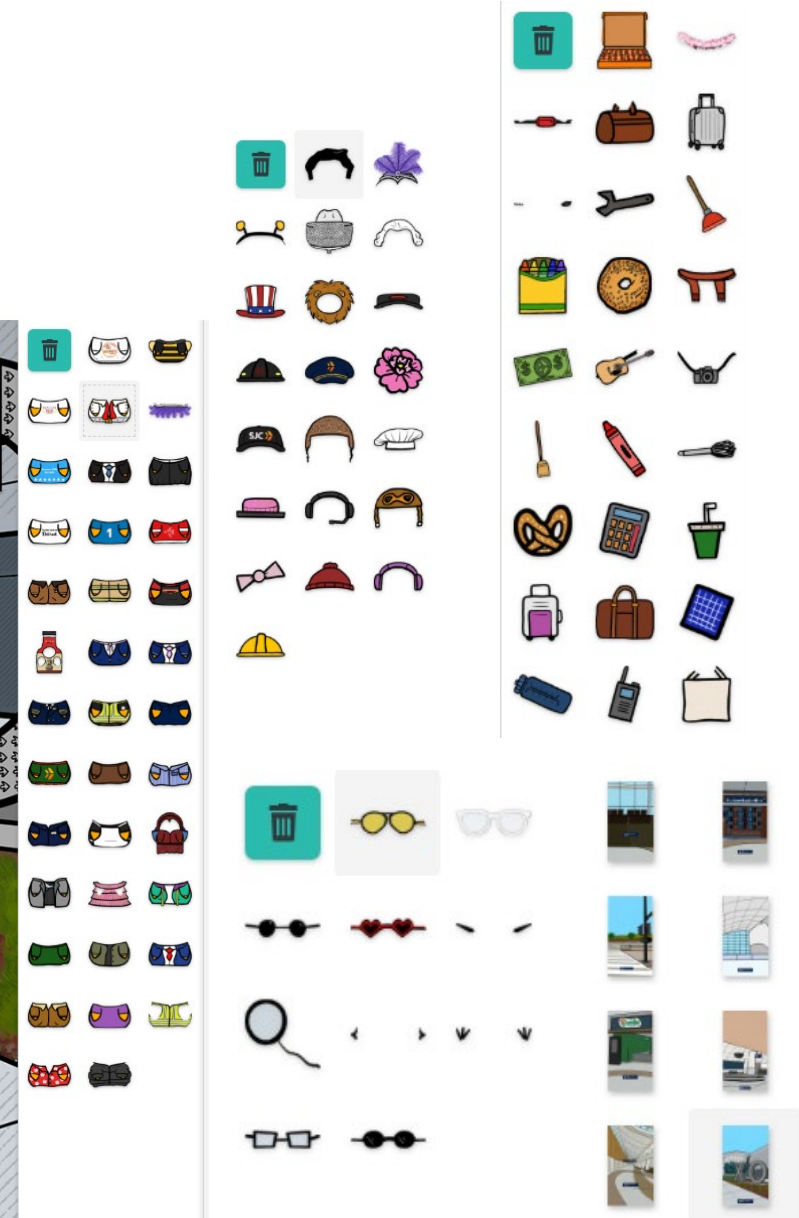
NEW!



Ernie's Runway – The Game

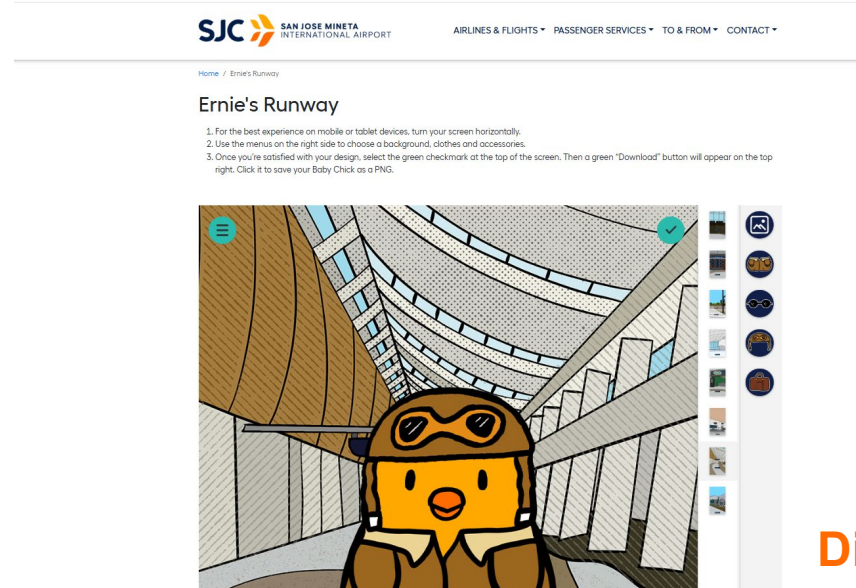
More than 1M Outfit Combinations

- Clothing
- Headwear
- Glasses
- Accessories
- Backgrounds

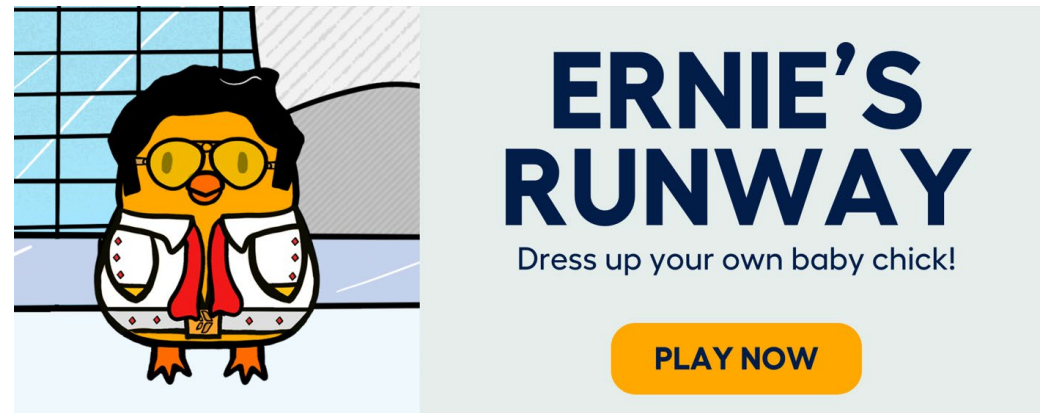


Ernie's Runway – Print and Digital Marketing

Landing Page



Digital Banner



Create your own SJC Baby Chicks with
ERNIE'S RUNWAY



Play for free: flysanjose.com/ErniesRunway
(P.S. You can also enter for chances to win *parking vouchers* and *Ernie plushies!*)



Poster



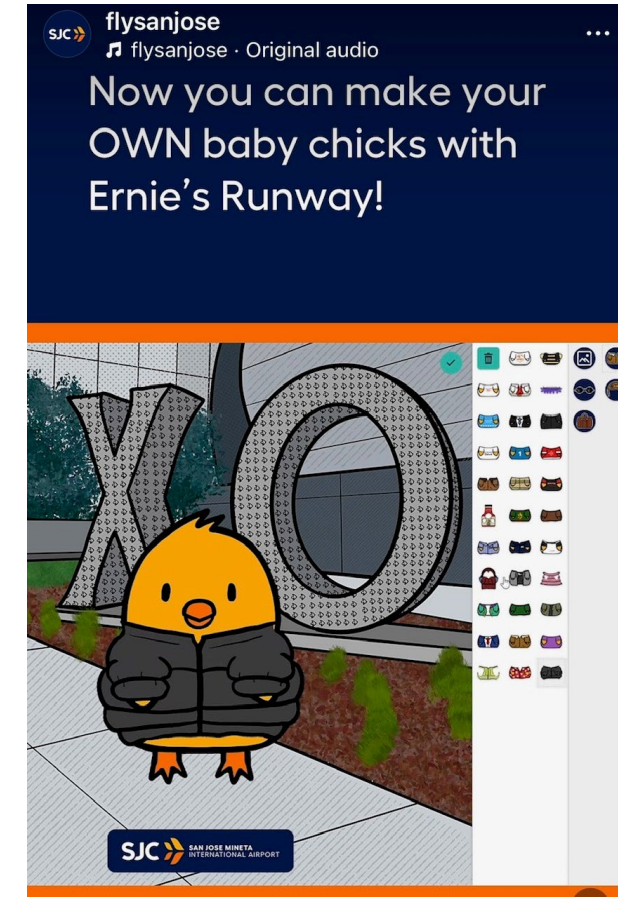
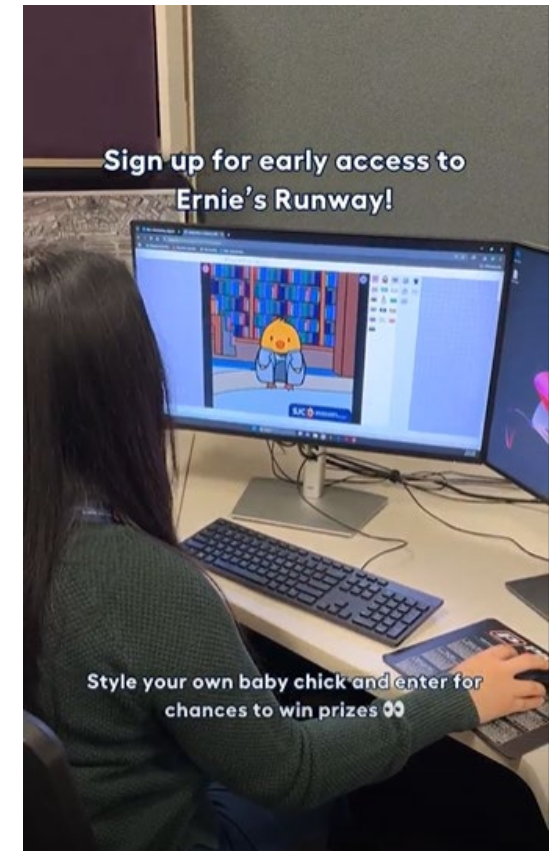
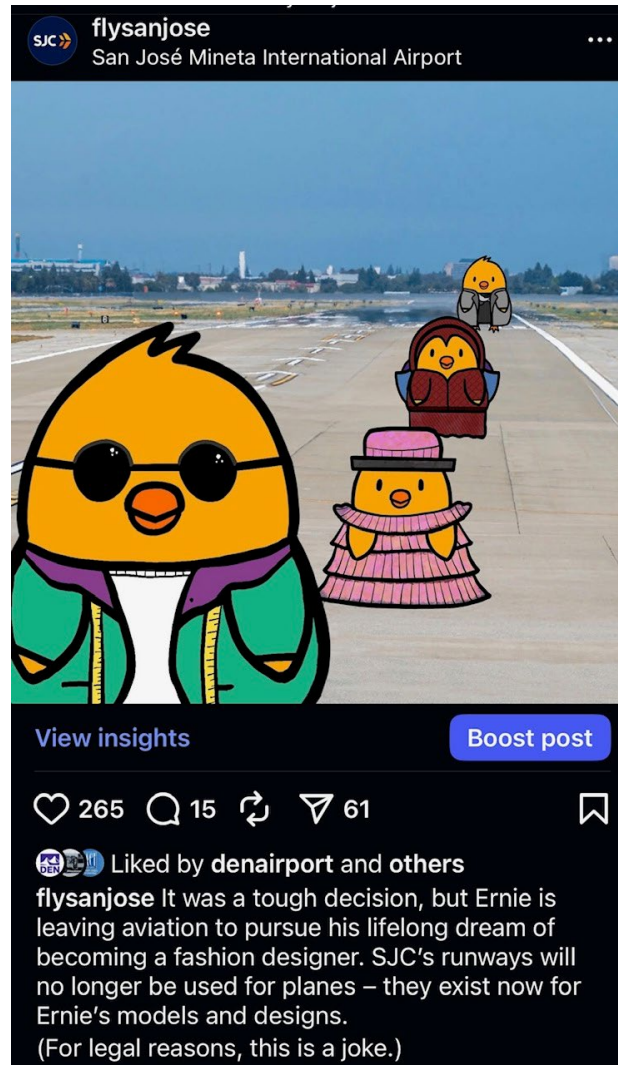
Ernie's Runway – Social Media Marketing

Stats

- 135,011 impressions
- 109,627 reach
- **6,507 engagements**
- **92,210 video views**

1 Static Post

2 Videos



Ernie's Runway – Website

Stats

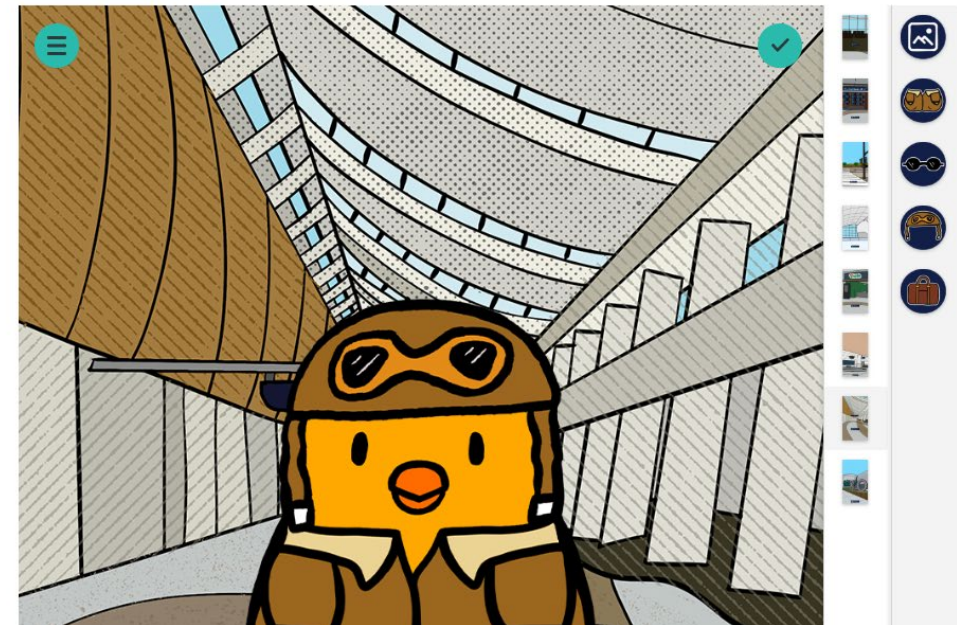
- 6,810 views
- 5,935 unique users

Time to Play!

Click here: flysanjose.com/erniesrunway

Ernie's Runway

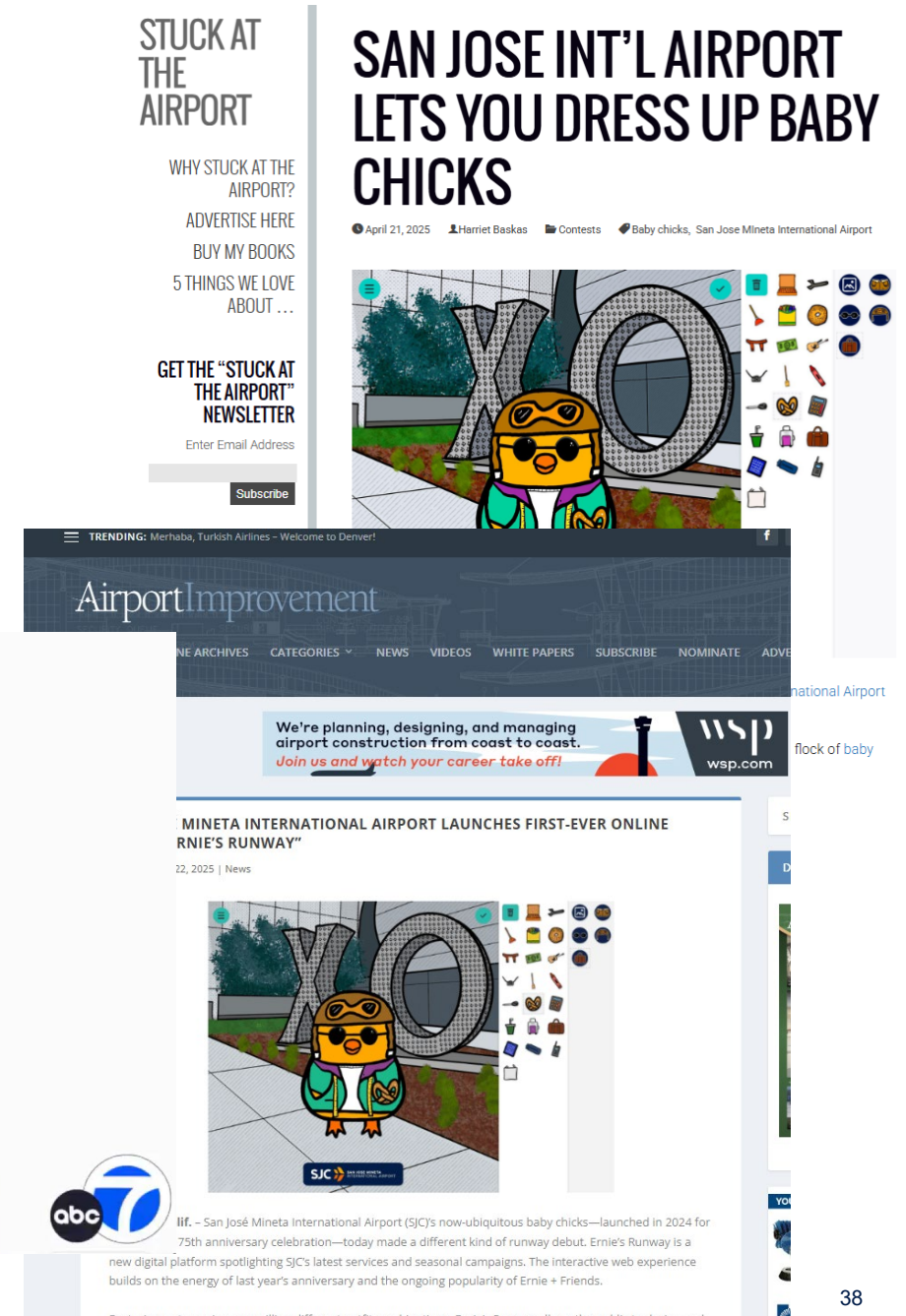
1. For the best experience on mobile or tablet devices, turn your screen horizontally.
2. Use the menus on the right side to choose a background, clothes and accessories.
3. Once you're satisfied with your design, select the green checkmark at the top of the screen. Then a green "Download" button will appear on the top right. Click it to save your Baby Chick as a PNG.



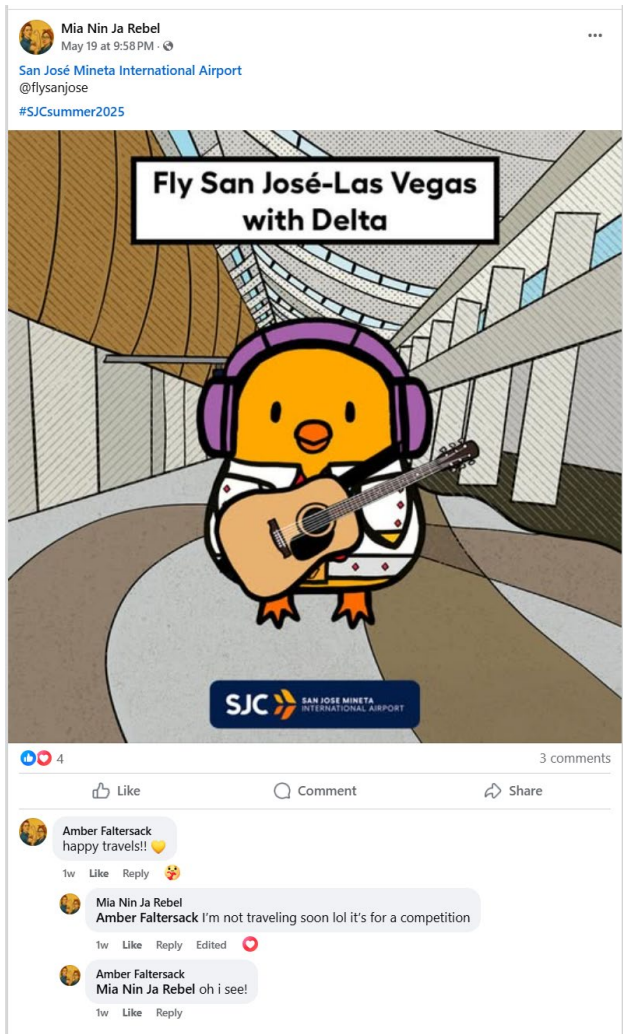
Ernie's Runway – Media Coverage

Highlights

- KCBS radio \$7,500 value
- ABC7-TV \$9,135 value
- Plus mentions in:
 - *Airport Improvement*
 - *Stuck at the Airport*



Some Contest Entries – User Engagement



Some Contest Entries – User Engagement



Jenny Hsieh

a day ago · 🌐

在SJC機場上班，常常看到聖荷西機場的可愛吉祥物廣告，它們給旅客出了一個打發時間的小雞吉祥物變裝遊戲，滿有趣的！叫做Ernie's runway，不妨玩玩，給自己做一只可愛的小雞。
<https://www.flysanjose.com/erniesrunway>
#SJCSummer2025
San José Mineta International Airport

Working next to SJC airport, often see ads for cute mascots at San Jose airport, they give passengers a time-lifting chicken mascot drag game full of fun! Called Ernie's Runway, maybe play and make yourself a cute chick.
<https://www.flysanjose.com/erniesrunway>
#SJCSummer2025
San José Mineta International Airport

⚙️ · Hide Translation · Rate this translation



You and 35 others



Love



Comment



Share

10 comments



比如說美國

23 hours ago · 🌐

San Jose機場的可愛小雞又有新活動～

之前分享過San Jose機場可愛的小雞故事最近他們又出了一個小雞換裝小遊戲，可以自己選擇背景衣服和配件還蠻有趣的～

要把手機轉成橫的或是用電腦比較好玩還可以下載自己設計的小雞，分享到社群平台還可以參加抽獎

感謝網友分享這個資訊～我設計了四隻不同的小雞，你最喜歡哪一隻？也歡迎大家分享你設計的造型唷

PS.活動連結在留言處～

#SJCSummer2025 #SJC #SanJose #SanJoseAirport #聖荷西 #可愛小雞 #比如說美國 #birusay #california San José Mineta International Airport

Lovely chicks at San Jose airport have new activities ~

Shared a cute chick story at San Jose airport before Recently they had another little game of chick dress up You can choose your own background clothes and accessories. It's fun ~

It's more fun to turn your phone into horizontal or computer You can also download my own design chicks 啲 Share to social platform and participate in the raffle

Thank you netizens for sharing this information ~ I designed four different chicks. Which one do you like best? Everyone is welcome to share your designs 啲

PS. Event link is in the comment area ~

#SJCSummer2025 #SJC #SanJose #SanJoseAirport #聖荷西 #可愛小雞 #比如說美國 #birusay #california San José Mineta International Airport

⚙️ · Hide Translation · Rate this translation





Hong Tran is with San José Mineta International Airport.

6 days ago · 🌐

#sjcsummer2025



SJC SAN JOSE MINETA INTERNATIONAL AIRPORT

You and 1 other



Love



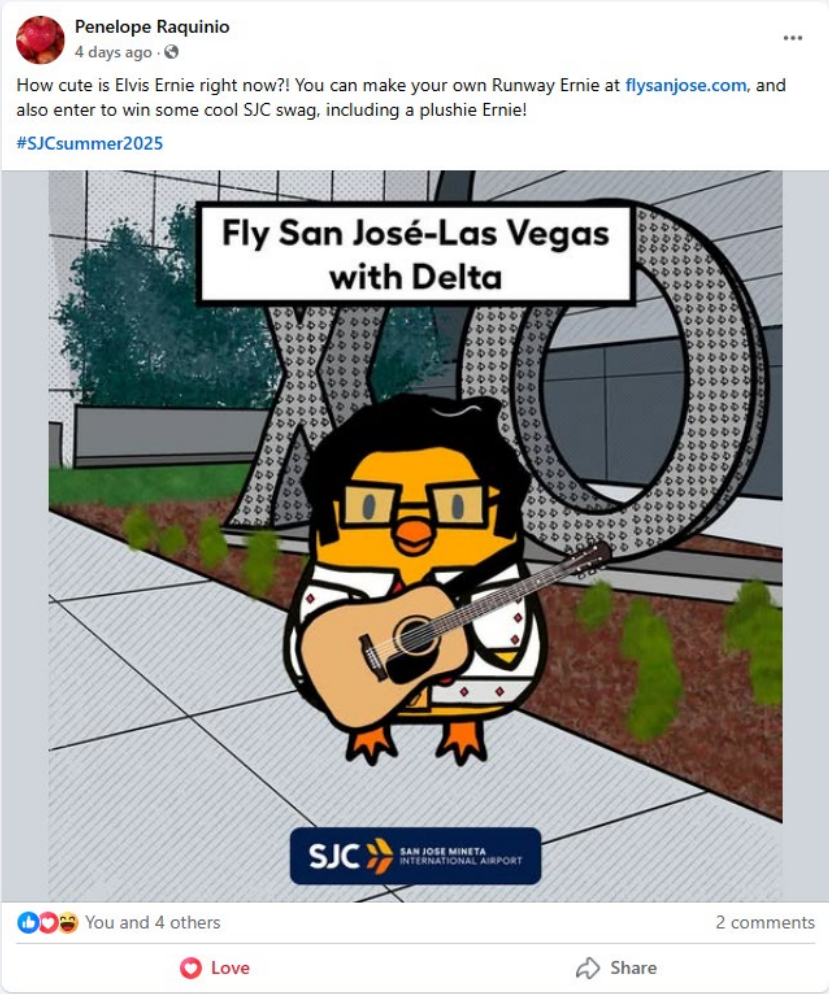
Comment



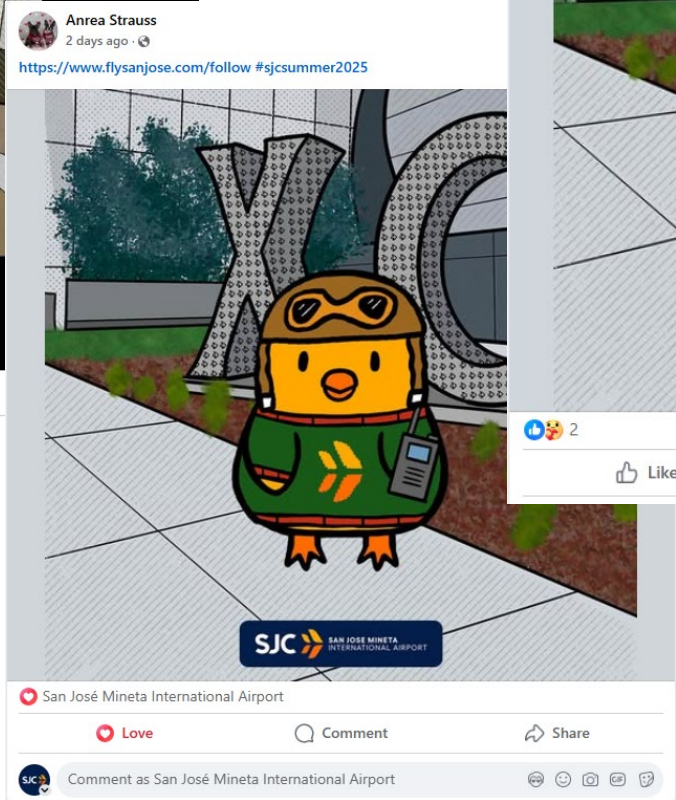
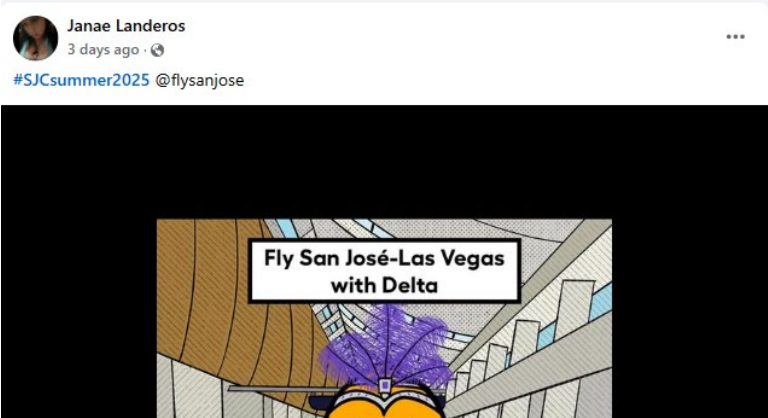
Share

1 comment

Some Contest Entries – User Engagement



Some Contest Entries – User Engagement



Some Comments – User and Community Engagement



csjava Number of airports in the world that have their own baby chick fashion game? Answer: Exactly one. SJC setting trends!



Thank you for this cute game! Made my day more enjoyable! Ready for Hawaii flying out of SJC!



porcupinesocks · **Creator**

I love you sjc you're my favorite airport ❤️ ❤️ ❤️ ❤️ ❤️ ❤️ ❤️

4h ago ❤️ 1 Reply

Mention in comment from birusay.us on May 9, 2025, 2:56 PM



@flysanjose Thank you for designing such a cute little game. It's really adorable! 🐥



melody.alina_g 20w

I think of bbokari every time I see them lol 😂

Like Reply



laythrehman 21w

Will sit in DFW playing this at work



Like Reply



aurajudy3 22w



Like Reply

— View all 1 replies



iflychs 22w

This is our new favorite thing. 🔥 🐥

Like Reply

— View all 1 replies



flytulsa 22w

This will be the rest of our afternoon!!! Incredible!

Like Reply

— View all 1 replies



johnwayneair 22w

Doing this IMMEDIATELY. Calling it networking. 🐥

Like Reply

— View all 1 replies



dancinglobsters 22w

I love dress up games I feel ✨ targeted ✨

Like Reply



bblack1241 22w

Words can't capture the excitement

Like Reply

National Aviation Week Sticker Search

Details

- Clues led passengers to locations
- 12 Collectible Stickers
- 13 Locations
 - 11 in the Terminals
 - 2 Pre-Security

Webpage Stats

- **6,795 views**
- 3,649 unique users

Check it Out

flysanjose.com/aviation



[Home](#) / 2025 SJC National Aviation Week Sticker Search

2025 SJC National Aviation Week Sticker Search

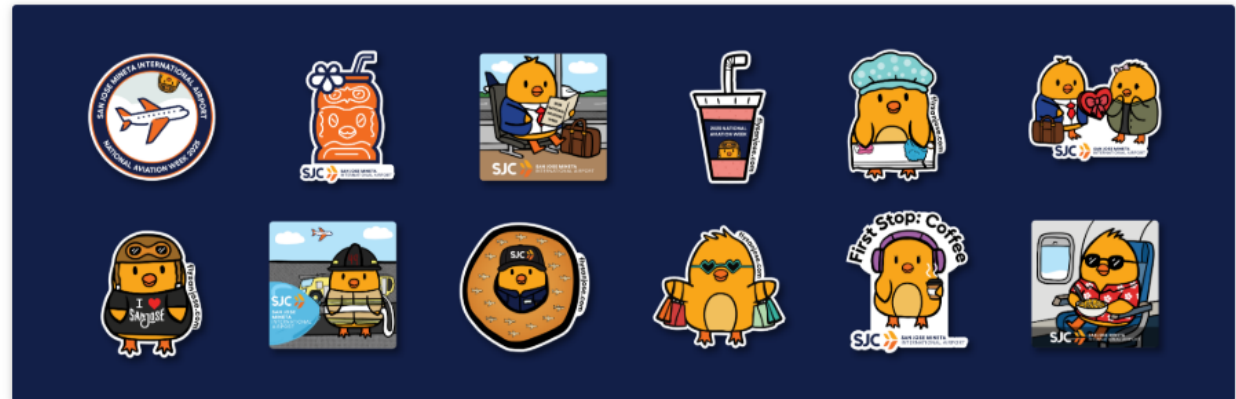
Tuesday, Aug. 19 marks **National Aviation Day** and the beginning of National Aviation Week. While we celebrate the history and magic of aviation, we also want to celebrate and thank YOU, our beloved passengers!

For the first time ever, we're hosting a National Aviation Week Sticker Search in our terminals from Aug. 19 through Sept. 1, 2025 (while supplies lasts). Follow the below clues to find and collect all 12 exclusive Ernie + Friends stickers! [[Hold on, what's up with the baby chickens](#) aka SJC's first passengers?]

How to Play

1. Read the clues below and go to the locations they're describing.
2. Once you think you've found the correct location, locate an employee at the restaurant or store. Tell them, "I'm here for the Sticker Search!"
3. If you found the correct location, they will present you with your sticker. (This is FREE. You may only receive one sticker per location per person.)

Note: The Sticker Search is only available during each location's operating hours.



National Aviation Week Sticker Search – Print and Digital Marketing

Landing Page



Home / 2025 SJC National Aviation Week Sticker Search

2025 SJC National Aviation Week Sticker Search

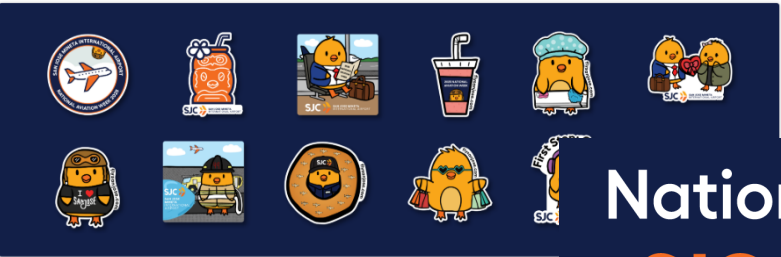
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Digital Banner

National Aviation Week SJC Sticker Search



Play now at flysanjose.com/aviation

National Aviation Week SJC Sticker Search



Collect all
12 stickers!

Get started at
flysanjose.com/aviation



Poster



National Aviation Week Sticker Search – The Stickers

Nearly 9,000 distributed Aug. 19-31



National Aviation Week Sticker Search – Social Media Marketing

Stats

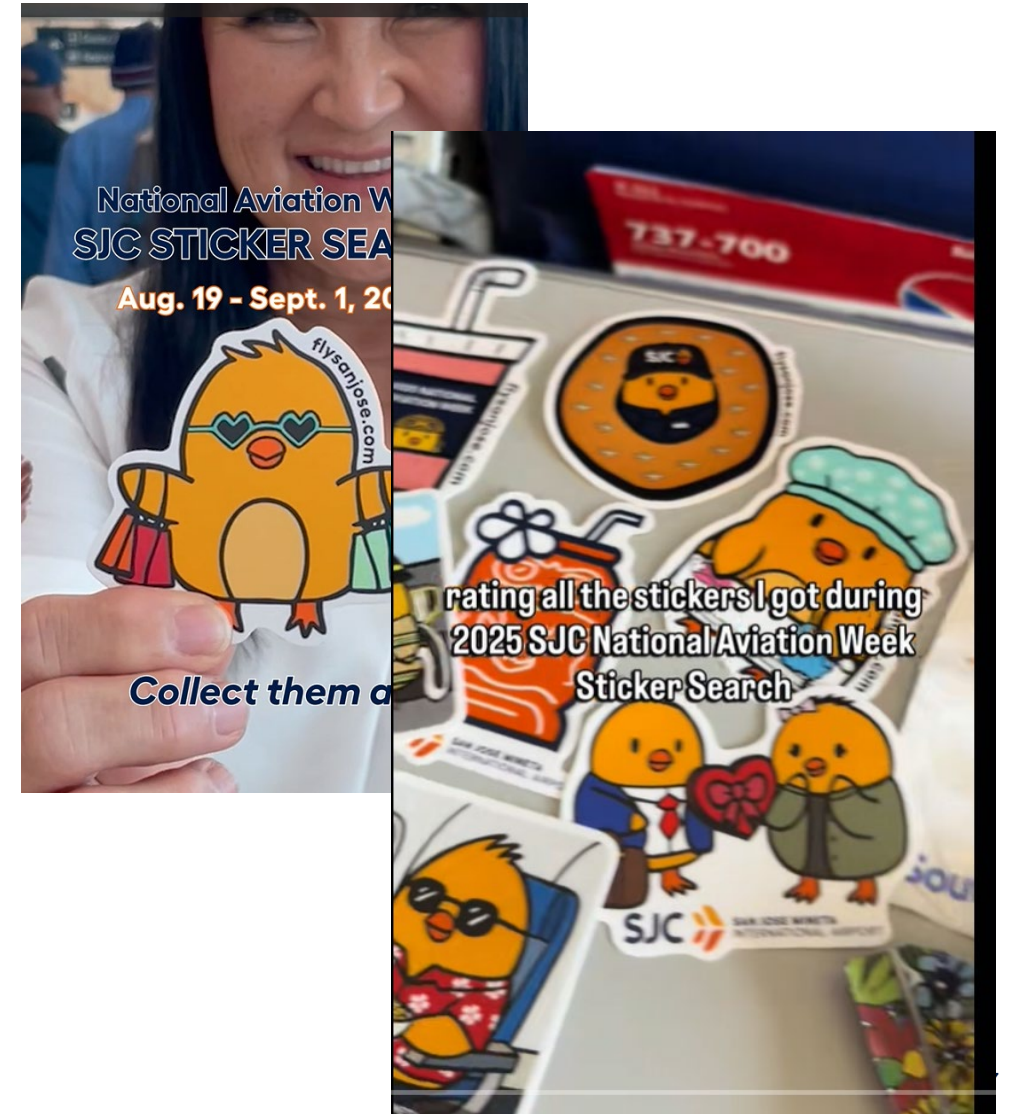
Instagram:

- 44,021 impressions
- 17,234 reach
- **1,033 engagements**

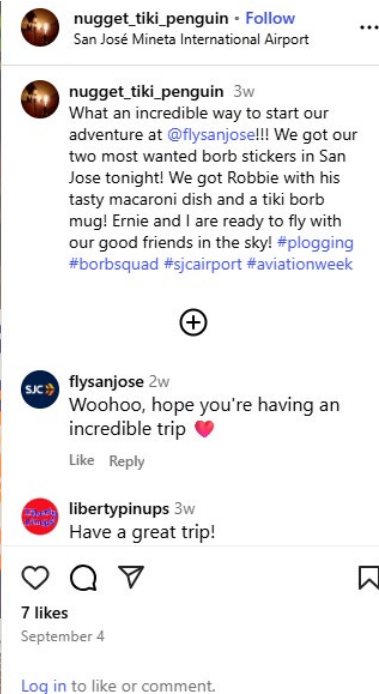
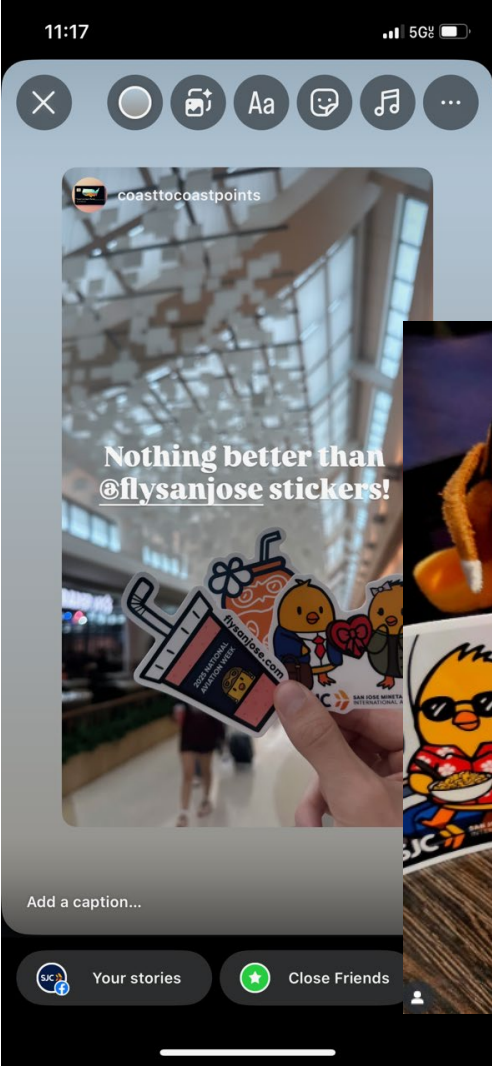
Other organic platforms (Facebook, X, TikTok, LinkedIn):

- 46,186 impressions
- 27,526 reach
- **1,112 engagements**

Plus, one user generated video on TikTok = 20K Views!



National Aviation Week Sticker Search – User Generated Content



National Aviation Week Sticker Search – User Generated Content



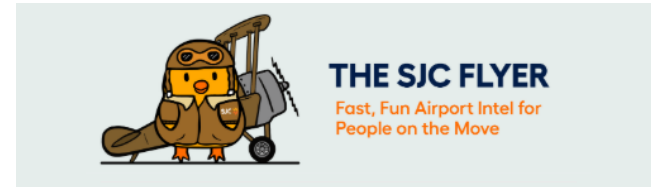
5.0

Additional Marketing

E-Newsletter

2025 The SJC Flyer

- Distributed monthly
- Marketing & Communications team develops the content
- Active Subscribers: 135K+
- Average Open Rate: 16.45%



Waymo knows the way to San José!

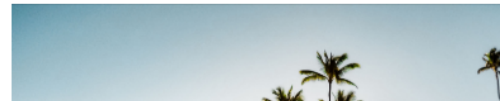
This month, Waymo, the world's leading fully autonomous ride-hailing company, received a permit to operate at San José Mineta International Airport. SJC is expected to be the first commercial, international airport in California — and the second in the world — to welcome Waymo autonomous vehicles to its terminals, making the Bay Area's easiest and most dependable Airport even more convenient for travelers.

We expect Waymo to officially launch to the public at SJC later this year — [stay tuned!](#)



Plan Ahead for the Long Weekend — Save on Parking

Taking advantage of the long weekend ahead? If you already have your flights booked, don't forget to reserve your parking online in advance and save up to 40%. [Book now](#) ... spots fill up quick!



New Nonstop Service to Vegas on Delta

Starting May 7, [Delta](#) launches new nonstop service from San José (SJC) to Las Vegas (LAS)! Get to the fun faster with daily flights — perfect for a quick getaway or a business trip. Book now and be wheels up to Vegas in no time.



Explore Mexico with Volaris

¡Vamos! [Volaris](#) offers low-cost service to Guadalajara, León, Zacatecas and Morelia. Pack your bags ... nonstop fun, flavor and fiesta are just a short flight from SJC.

Countdown to REAL ID

Beginning May 7, 2025, you'll need a Real ID or another acceptable form of identification (like a passport or passport card) to fly within the United States. If

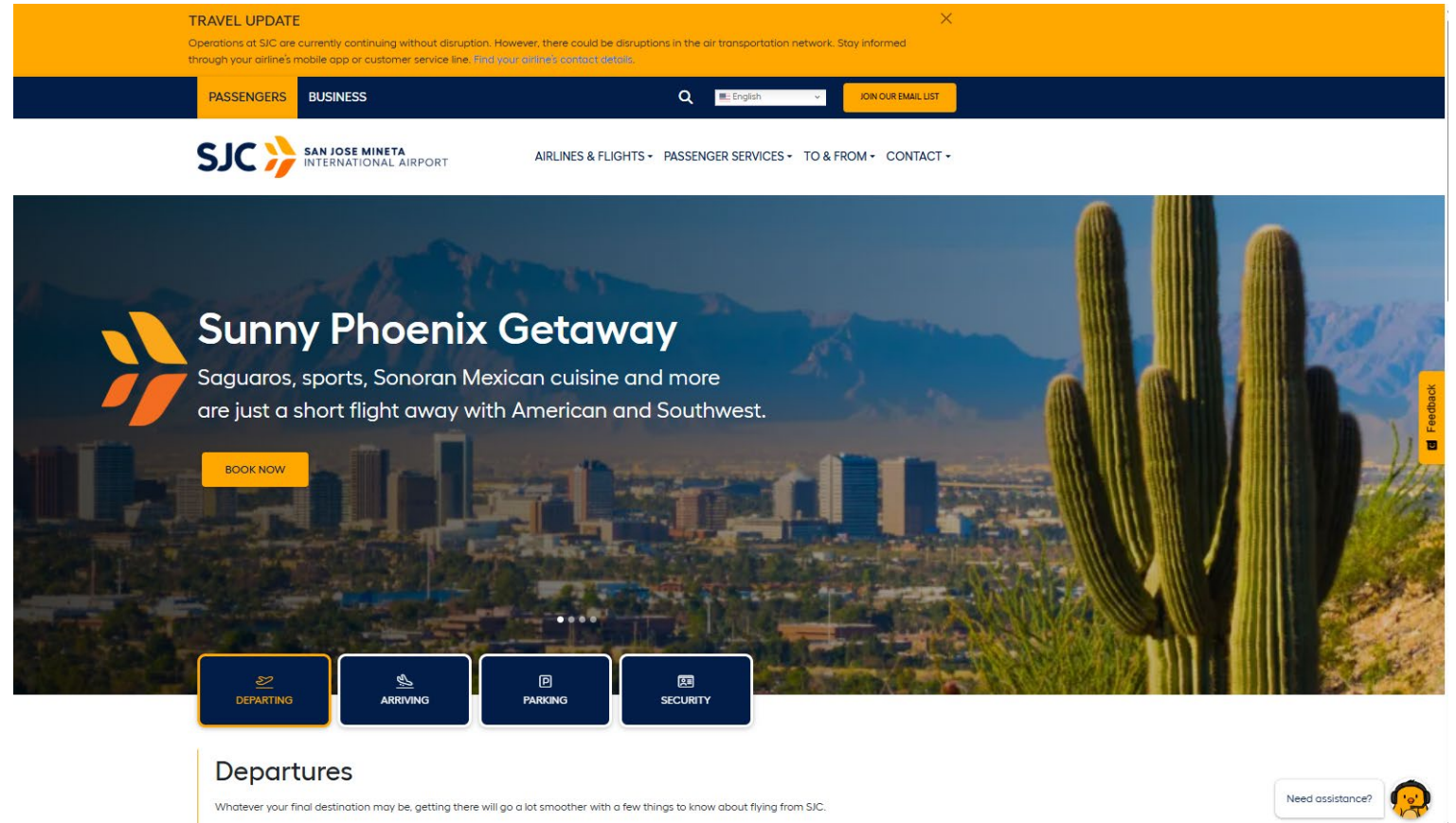
Website

flysanjose.com

- 24/7 traveler resource
- Generates parking revenue

2025 Stats Jan-Sept.

- 3.1M Total Visits
- 349K visits per month (average)
- 1.34 pages visited (average)

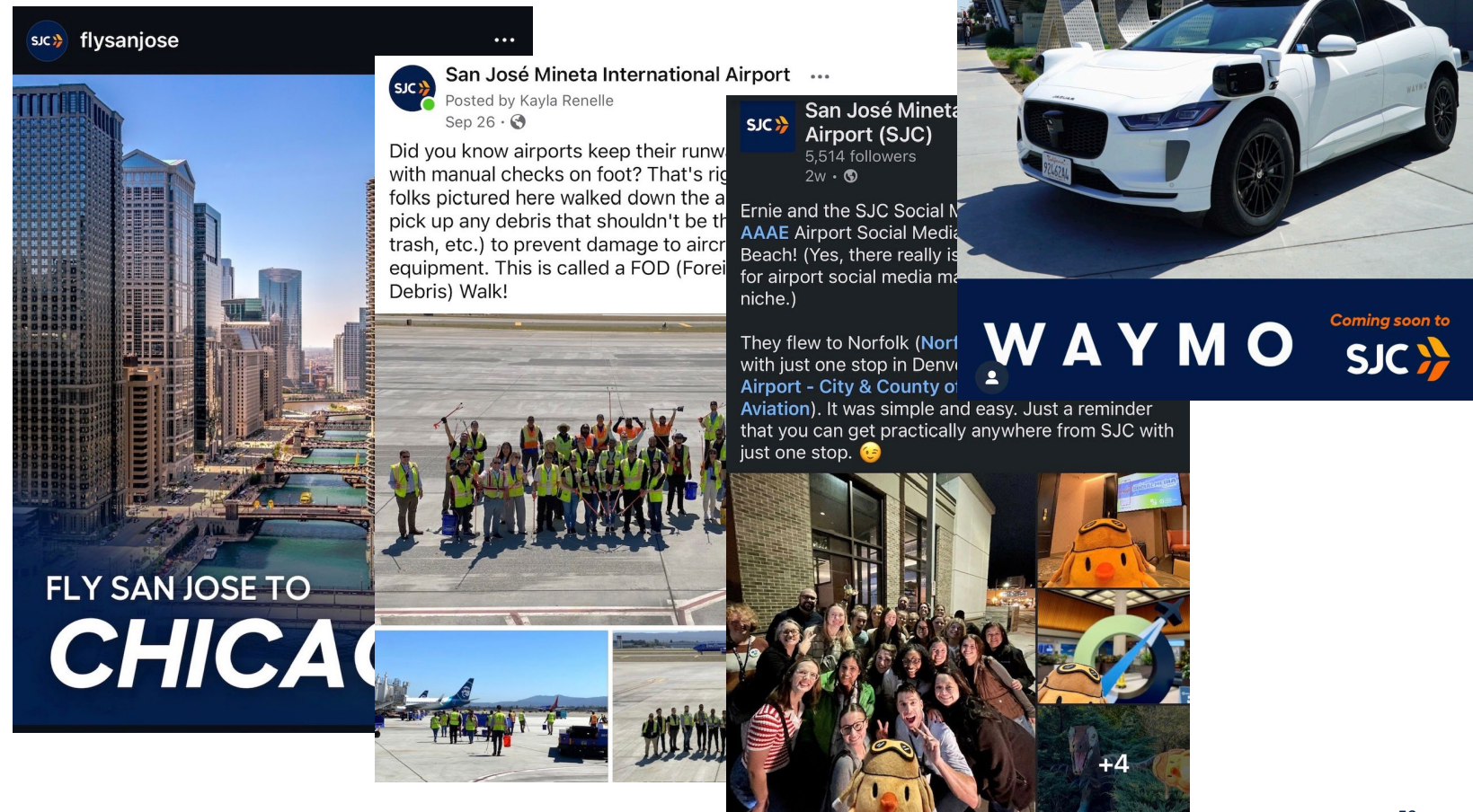


Social Media - Organic

Facebook, Instagram, LinkedIn, Twitter/X, TikTok

2025 Stats Jan.-Sept.

- 6.5M Impressions
- 3.8M Reach
- 240K Engagements
- 1.3M Video Views



Dynamic Parking

- Outdoor digital signs
- Social media
- Dedicated e-newsletters (2x per month)
- Indoor backlit signs (coming soon)



Dynamic Parking

SJC  **PARK**



As the leaves change and autumn arrives, we invite you to enjoy the convenience and savings of online parking reservations at San José Mineta International Airport.

Fly Simple by reserving your space in advance:

- 🍀 Secure the best rate (up to 40% off*)
- 🛫 Guarantee your space, even during busy travel times
- 🚗 Start your trip stress-free, no circling for parking
- 📱 Manage your reservation anytime, on the go

Book today and enjoy a hassle-free start to your journey.

[Book Your Space Now](#)

**Discounts vary by availability and length of stay.*

SJC  **SAN JOSE MINETA**
INTERNATIONAL AIRPORT

For more info or to book a flight outta here, visit:
flysanjose.com

Our mailing address is:
San José Mineta International Airport
1701 Airport Boulevard, Suite B-1130
San Jose, CA 95110-1206

SJC  **PARK**



Skip the search for a spot and guarantee your space with reserved parking at SJC.

By reserving your parking early, you'll:

- 🍀 Save up to 40% off* vs. drive-up rates
- 🛫 Guarantee your space, even during busy travel times
- 🚗 Start your trip stress-free, no circling for parking
- 📱 Manage your reservation anytime, on the go

Bonus Savings: Use promo code FALLINTOSAVINGS821 at checkout to get an extra 10% off when you book 3+ days on Lots 1, 2 and 4 — valid for travel through Nov. 2, 2025.

Book today and enjoy a hassle-free start to your journey 🛫

**Discounts vary by availability and length of stay.*

[Book Your Space Now](#)

Promo code already applied when you book through this link

SJC  **SAN JOSE MINETA**
INTERNATIONAL AIRPORT

For more info or to book a flight outta here, visit:

SJC  **PARK**



Avoid travel frights this season – reserve your parking before you take flight! At SJC, we've made securing your spot easier than ever ... no scary surprises, just easy travel. Park longer, save more when you book in advance!

Fly Simple and:

- 🍀 Enjoy spook-tacular savings (up to 50% off* vs. drive-up rate)
- 🛫 Guarantee your space – no tricks, just treats for your travel plans
- 🚗 Fly off fright-free, skip the haunted hunt for parking
- 📱 Manage your reservation anytime, now that's a treat

Thanks for flying SJC!

**50% discount applies to Economy Lot 1 and vary by availability and length of stay. Up to 40% discount available in other lots for longer stays.*

[Book Your Space Now](#)

SJC  **SAN JOSE MINETA**
INTERNATIONAL AIRPORT

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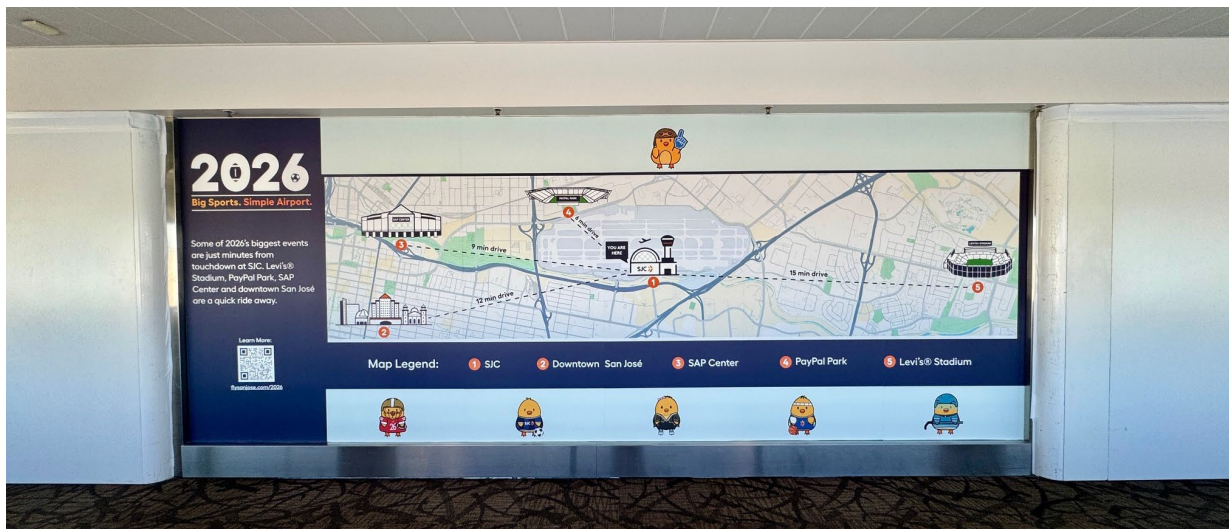
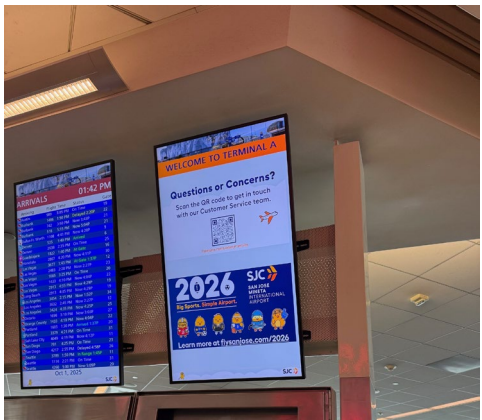
6.0

Big Sports. Simple Airport.

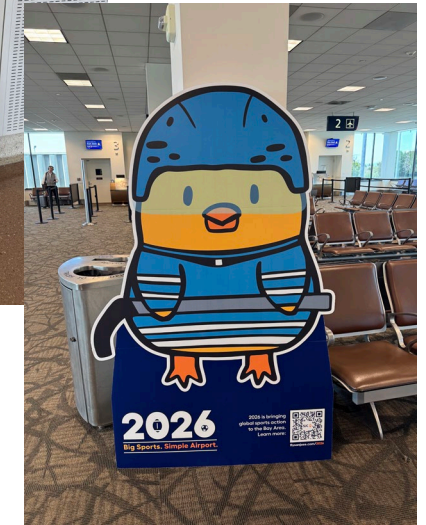
Terminal B Baggage Claim



More Signage at SJC



Baby Sports Chick Standees!



Big Sports. Simple Airport.



2026 is coming in big, and San José is at the center of it all.

Some of the world's top events are just minutes from touchdown at San José Mineta International Airport (SJC). Whether it's international soccer, championship football, or basketball's biggest moments, San José is where the action lands — and SJC is just minutes from the heart of it all.

Big Moments Are on the Way 🏆 🏀 🏈

2026 is shaping up to be a historic year for the Bay Area sports scene:

- The Big Dome takes over Levi's® Stadium in February
- College basketball comes to San José, with the NCAA Men's West Regional games tipping off at SAP Center
- International soccer hits the pitch across the Bay Area next summer

And that's just the start — 2026 will draw fans from around the world for countless events.

Get in on the excitement even sooner: This November, the National Women's Soccer League Championship comes to PayPal Park, home of Bay FC and the San José Earthquakes.

SJC Gets You Closer, Faster

Flying into the action? Hosting friends or family? SJC is the closest major airport to:

- Levi's® Stadium
- PayPal Park
- SAP Center
- Downtown San José

That means no bridge traffic, less freeway stress and direct access to the Bay Area's biggest venues — all within minutes.



Travel That's Simple from the Start

At SJC, we believe your travel experience should be easy, smooth and stress-free, from the moment you land to the moment you leave.

Flying into SJC means:

- 40+ nonstop domestic and international routes
- Quick, simple terminal layout and shorter security lines — curb to gate in minutes
- **World class** just steps from baggage claim
- **Easy pickups** with a large cell phone waiting area and plenty of curb space

Flying In or Welcoming Guests? Start Here.

Planning a trip to the Bay Area for a major event?

With nonstop flights, a simple airport layout and closest access to the region's top venues, SJC gets you closer, faster and with less stress. And with everything San José has to offer, you just might want to extend your stay and explore. Check out [area events](#), [dining options](#) and [trip ideas](#).

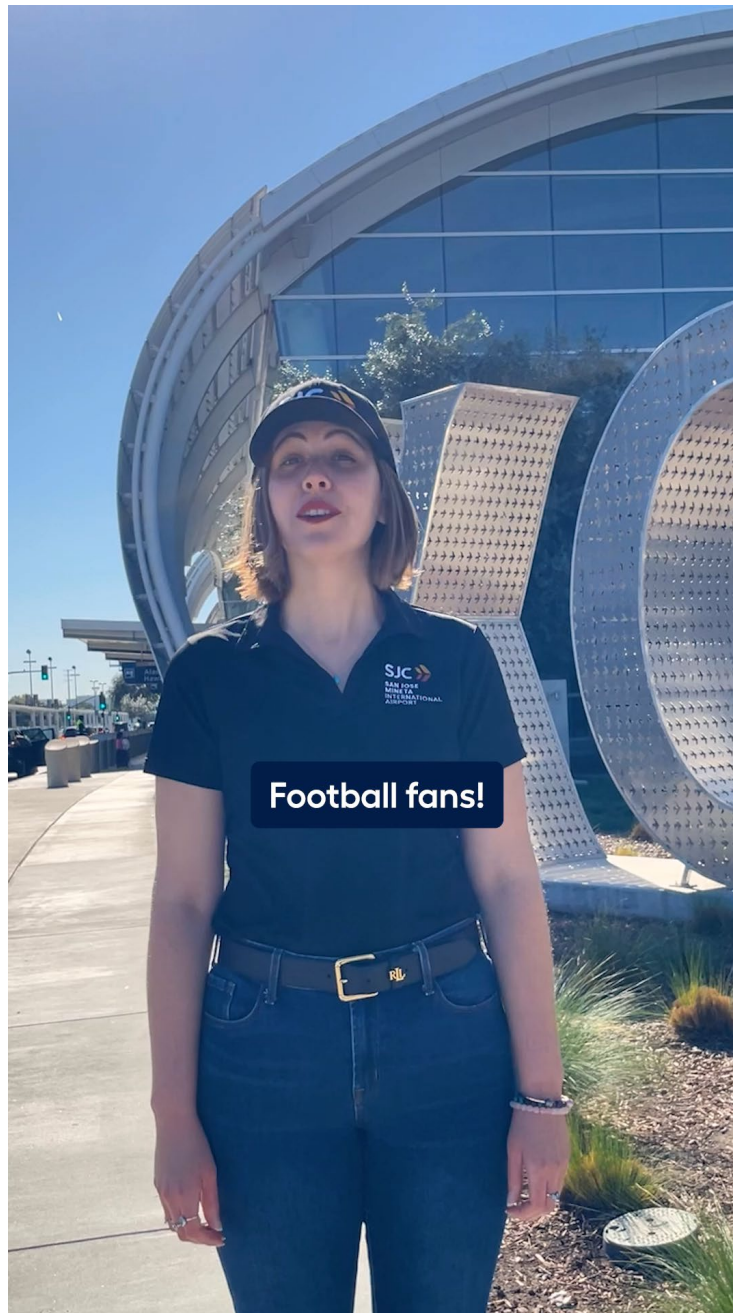
Bay Area locals — hosting friends or family?

Let them know SJC is the smart, convenient way to fly in, from curbside pickups to easy freeway access. It's built for a smooth arrival and a great first impression of San José.

Learn more about SJC and the region.



**New Video:
Flying to the Big
Game at Levi's®
Stadium**



7.0

What's Next

New Website

Home

Flights

Parking & Transportation

Services & Amenities

About

Doing Business

Contact



Check Flight Status

☒ DEPARTURE ☐ ARRIVAL

Flight #, airline, or destination

Check Flight

[VIEW ALL FLIGHTS](#) 



Book Parking

Entry Date



Entry Time



Exit Date



Exit Time



Book Now

[LOCATIONS & DETAILS](#) 

Fly Simple. Fly SJC.



Check Flight Status

Check Flight



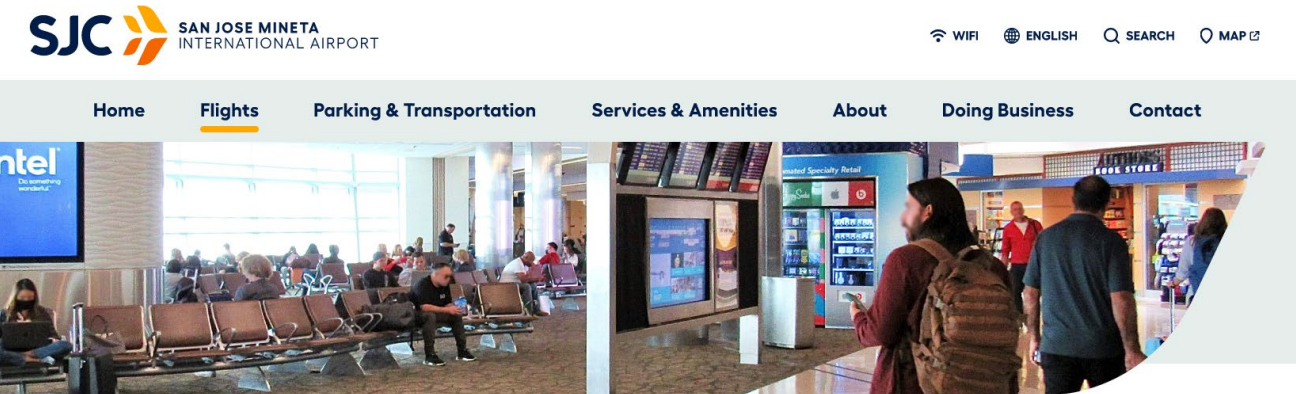
Book Parking

Book Now

**Fly Simple.
Fly SJC.**

**Ready for Takeoff
or Touchdown?**

New Website



Home > FLIGHT STATUS

Flight Status

Departures Arrivals

Flight # or destination

Select an airline

Today, Saturday Dec 30

Search

Reset Filters

Flight status includes flights 8 hours ahead and 1 hour back, in PT. Times may vary—please confirm with your airline.

Date	Time	Airline	Flight No.	Destination	Gate	Terminal	Status
Jun 30	12:50 a.m.	Southwest	WN 3211	San Diego (SAN)	26	B	On Time
Jun 30	12:50 a.m.	UNITED	UA 1504	Dallas Fort Worth (DFW)	34	B	Early 8:09 a.m.
Jun 30	12:50 a.m.	DELTA	DL 665	Atlanta (ATL)	12	A	Late 12:09 a.m.

WIFI ENGLISH SEARCH MAP

SJC SAN JOSE MINETA INTERNATIONAL AIRPORT



Flight Status

Departures

Arrivals

Flight # or destination

Select an airline

Today, Saturday Dec 30

Search

Reset Filters

Flight status includes flights 8 hours ahead and 1 hour back, in PT. Times may vary—please confirm with your airline.

Southwest	
Jun 30	WN 3211
12:50 a.m.	San Diego (SAN)
Gate 26	Terminal B
On Time	

New Website



SHOPS

Shops

Location Type



Authors Books
TERMINAL A — NEAR GATE 10
[Hours & Details](#)



Brookstone
TERMINAL A — NEAR GATE 11
[Hours & Details](#)



CNN Newstand
TERMINAL A — NEAR GATE 13
[Hours & Details](#)



Euro Café
TERMINAL A — BAGGAGE CLAIM
[Hours & Details](#)

WIFI ENGLISH SEARCH MAP

SJC SAN JOSE MINETA INTERNATIONAL AIRPORT



Shops



Location

Type



Authors Books
TERMINAL A — NEAR GATE 10
[Hours & Details](#)



Euro Café
TERMINAL A — BAGGAGE CLAIM
[Hours & Details](#)

And more ...

- New agency onboarding
- Refreshed Paid Ad Campaign
- More research
- New partnerships
- Ernie Mascot development
- Photo asset production





Questions?

VII. Business

- A. Marketing Update
- B. Superbowl Planning**
- C. Concessions Update
- D. General Aviation Landing Fees
- E. Legislative Update



Preparing for 2026



- **November 22, 2025** – NWSL Championship
- **February 8, 2026** – NFL Super Bowl
- **March 26-28, 2026** – NCAA Men's March Madness West Regionals
- **June 13-July 1, 2026** – FIFA World Cup
- **July 3-9, 2026** – US National Table Tennis Championships
- **July 24-26, 2026** – CrossFit Games



Airside

- Team Charter flights
- Reservation system for increased private jet traffic
- Taxiway closures
- ATC extended hours
- Temporary Flight Restrictions

Terminal

- Additional commercial flights = increased passengers
- Special wayfinding needs
- Airport Volunteers and Ambassadors
- Concessions (new retail and extended hours)

Security

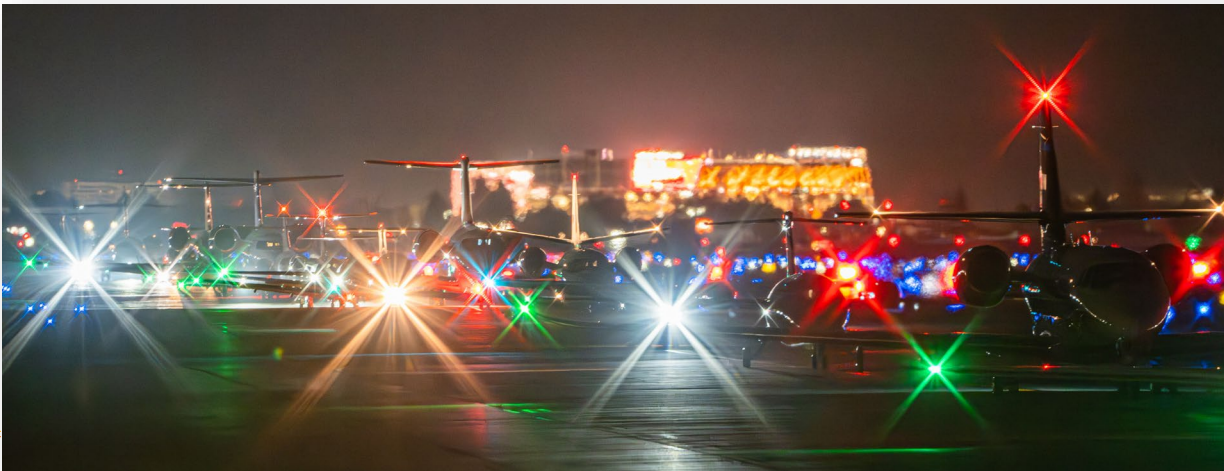
- Checkpoint Flowrates and extended hours
- Crowd and line control
- Increased cybersecurity concerns
- Additional airline and concession personnel

Landside

- Increased vehicle traffic – especially TNC
- VIP Pick-ups & Drop-offs
- Additional TNC and rental car staging
- Charter bus and truck staging locations

Temporary Flight Restriction

- Same “level” as Presidential TFR
 - 10-mile inner ring
 - 30-mile outer ring
- Restricts types of air traffic through area
- TSA Gateway Screening
 - Would allow General Aviation departures (with approved reservations) from inside the 10-mile ring



FIFA World Cup 2026

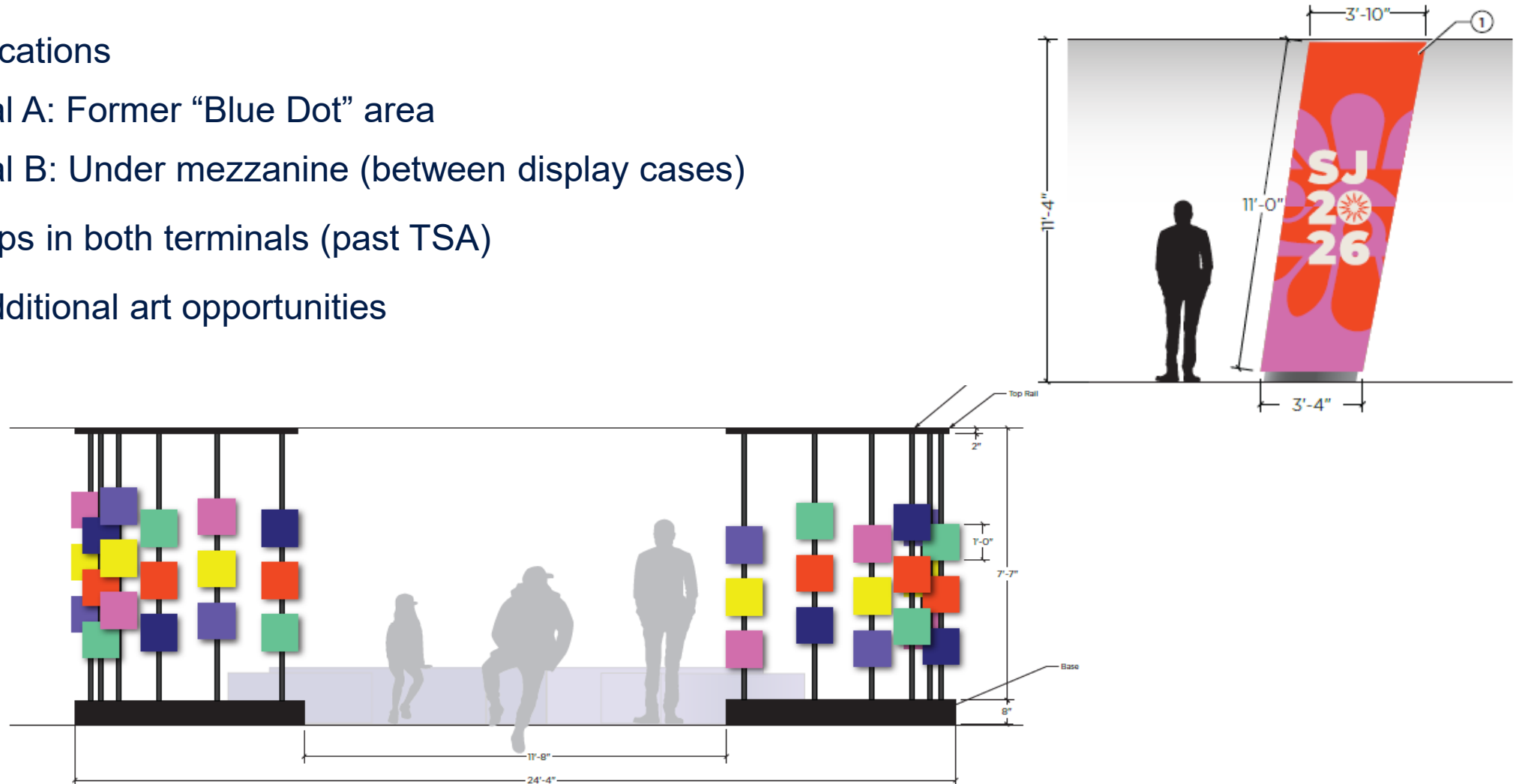


- Bay Area hosting 6 matches over 3 weeks
 - 5 in “Group Stage” and 1 “Round of 32”
- Bay Area has two possible “Base Camp” locations
- Expected SJC Arrivals and Departures
 - Teams
 - Referees
 - VIPs
 - Fans
- Team Draw for Groups: December 5, 2025



SJ26 Terminal Activations

- Two main locations
 - Terminal A: Former “Blue Dot” area
 - Terminal B: Under mezzanine (between display cases)
- Column wraps in both terminals (past TSA)
- Exploring additional art opportunities





Q&A

VII. Business

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- E. Legislative Update

San José Mineta International Airport Concessions Update

FEINSTEIN BROS. BAGELS

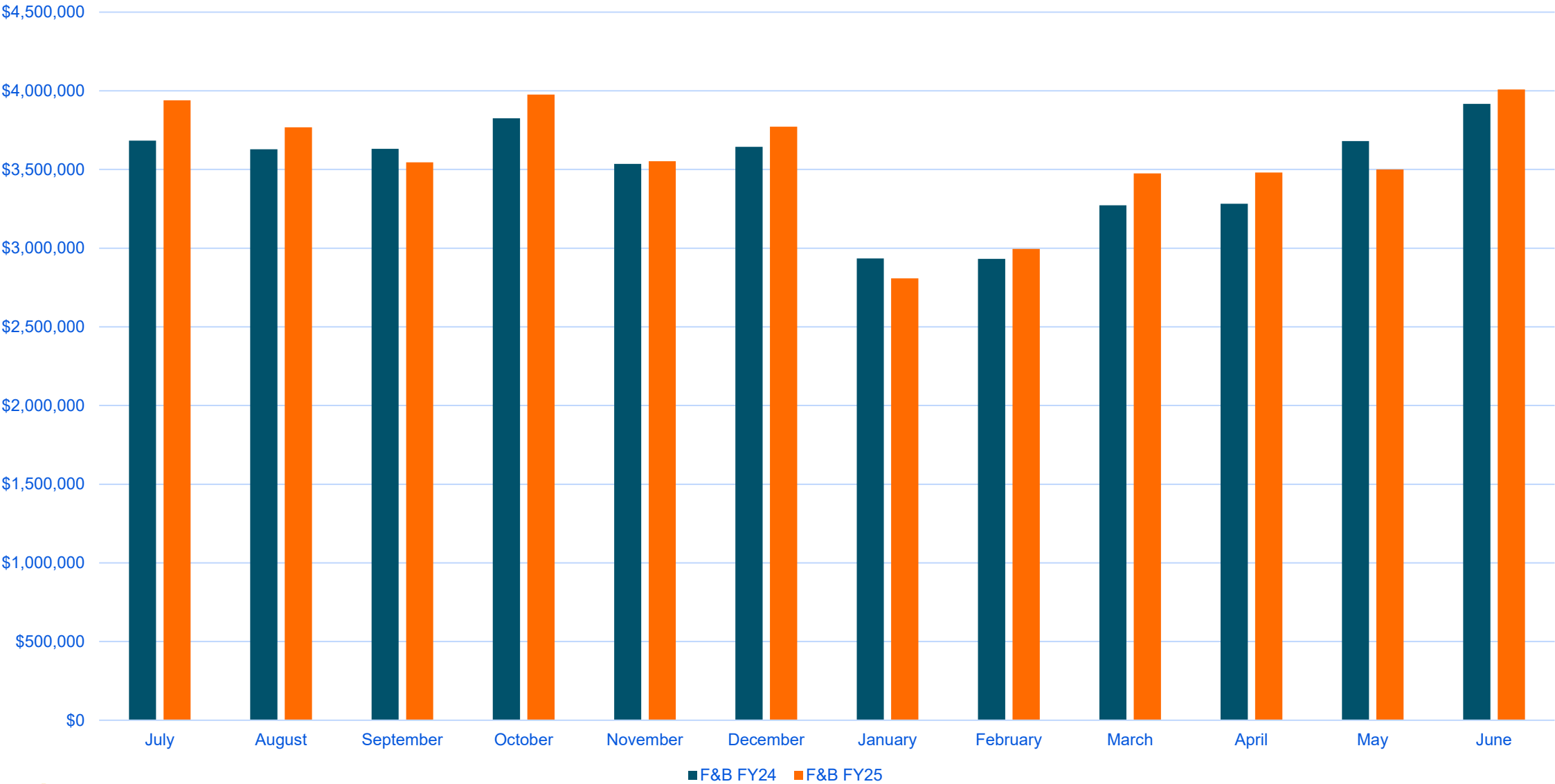
FEINSTEIN BROS. BAGELS

In-Terminal Concessions

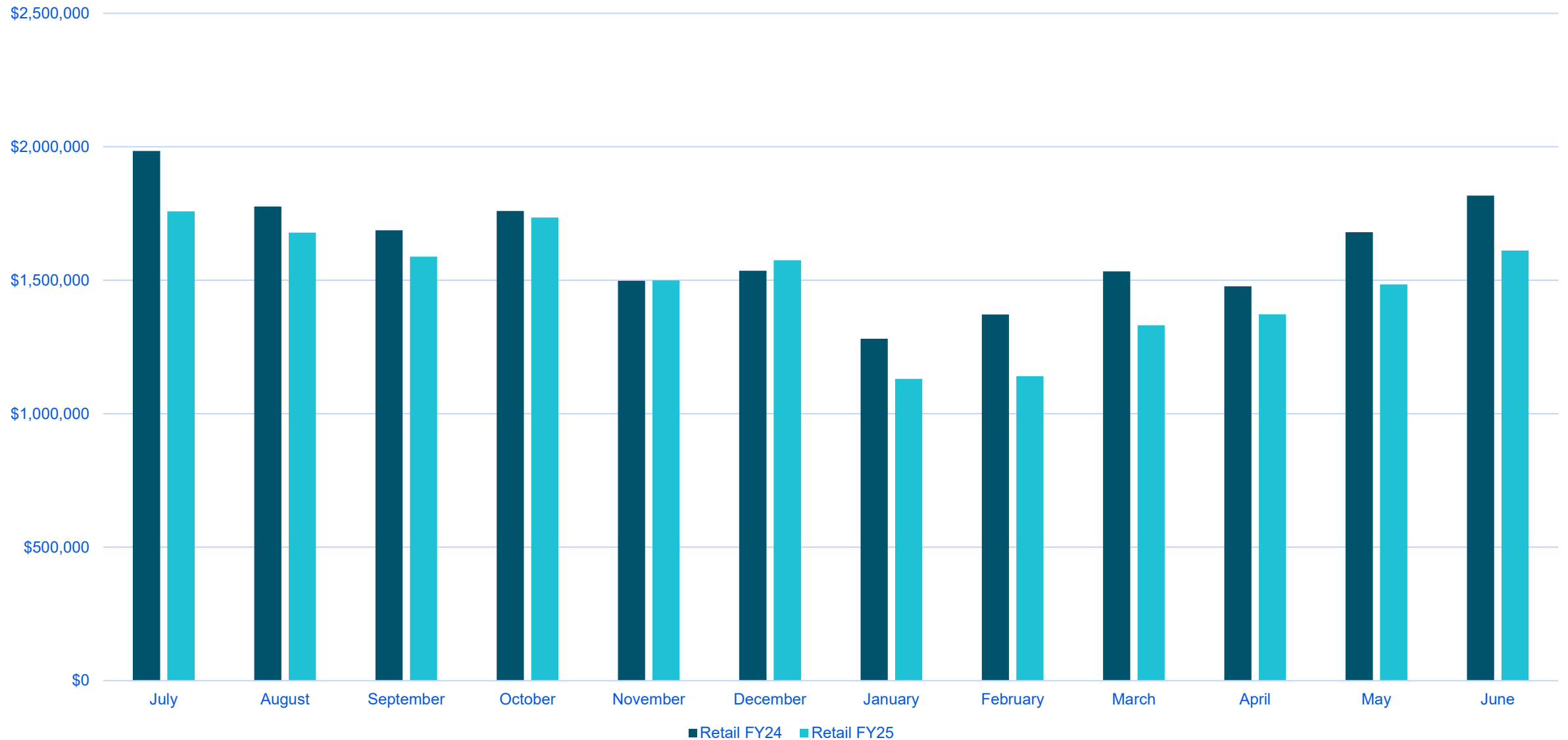
Concession Revenue to the Airport

	FY25 Budgeted Revenue	FY25 Actual Revenue	%	FY26 Budgeted Revenue
F&B	\$6,624,160	\$7,332,840	9.66%	\$7,903,736
Retail	\$2,250,000	\$4,095,198	45.06%	\$2,828,181
Total	\$8,874,160	\$11,428,038	25.78%	\$10,731,917

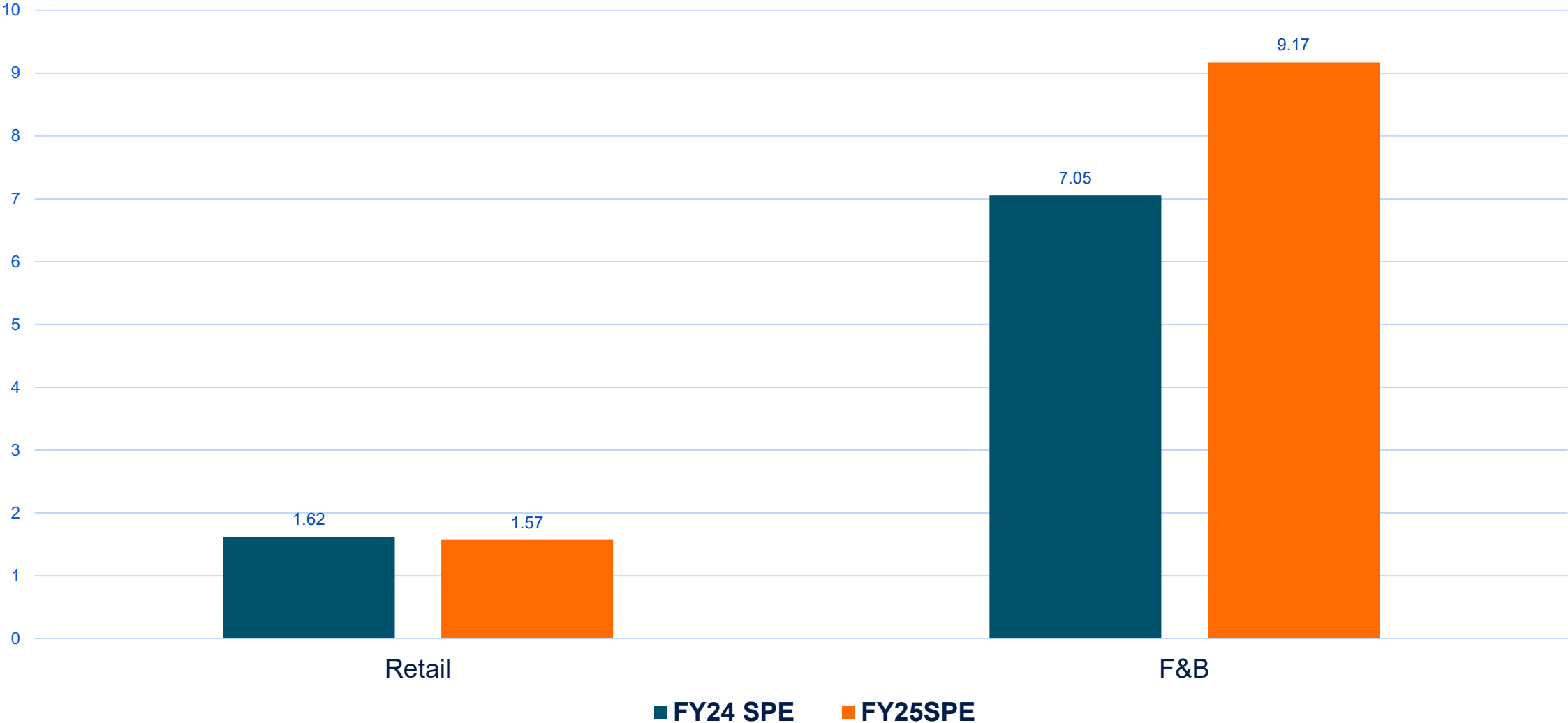
Food and Beverage FY24 vs FY25 Gross Revenue



Retail FY24 vs FY25 Gross Revenue



FY 24 vs FY 25 Sales Per Enplanement (SPE)



Total FY24 SPE: \$8.67 FY25 SPE: \$9.17



FY 25 Accomplishments

- Retail RFP – 12 new concepts, 20% increase in MAG and 50% increase in retail ACDBE participation
- Successful transition from Hudson 2010 contract to the new Hudson and Paradies contracts on July 01, 2026
- New Concessions Opened:
 - T-A Firehouse, Pizza My Heart, Einsteins. Starbucks (Refresh)
 - T-B Starbucks (Refresh)
 - 3 local kiosks: Nokki Farms, Mighty Mallow, Shop Consciously
- Digital Advertising Program recognized by ACI as highest reported advertising revenue per enplaned passenger of any reporting airport in North America!
 - \$1.80 per enplanement (average is .39)
- AIClear launched TSA Pre-Check at SJC





FY26 Concession Activities



- **Revamping the Concession Customer Service Program (In Process)**
 - **Continued Chef Demonstrations and other customer service initiatives.**
- **ATM and Billboard RFP's (In Process- Under cone of silence)**
- **Maintenance Consortium**
- **Temp units during Sports Events**
- **Special Advertising and activations through Clear Channel**
- **Ongoing construction projects (Retail and F&B)**

Concessions Coming Soon...



Jan-Mar 2026

Bad Egg/ Asian Box
The Goods at SJC/Hip & Humble
Plaza de San Jose/iStore
SJC Exchange
Poppy's Essentials



July-December 2026

The Mission
Travel San Jose
Sonoma Life
SOFA
Hudson Grab n Go



Apr-June 2026

Willow Glen
Santana and Olsen

Consolidated Rental Car Facility

CONRAC Revenue

Company	FY24 Revenue to Airport		FY25 Revenue to Airport	YoY % change	FY25 Market Share	FY26 MAG		
Avis Budget Group	\$	5,032,139	\$	4,557,609	-9%	5.77%	\$	3,873,967
Dollar Thrifty Auto Group	\$	1,474,040	\$	1,454,587	-1%	29.38%	\$	1,432,073
Enterprise Alamo National	\$	5,559,924	\$	5,766,343	4%	33.43%	\$	4,901,391
Fox	\$	716,979	\$	735,180	3%	0.65%	\$	624,903
Hertz	\$	3,379,800	\$	3,302,614	-2%	5.14%	\$	3,272,372
Payless	\$	121,002	\$	113,257	-6%	17.80%	\$	100,000
Sixt	\$	1,012,131	\$	1,029,230	2%	7.83%	\$	874,845
Totals:	\$	17,296,015	\$	16,958,820	-2%		\$	15,079,551

FY25 CONRAC Accomplishments

- Conrac Power Study completed.
- 2025 Reallocation completed; changes in two companies triggered minor moves
- 2025 Appraisal completed

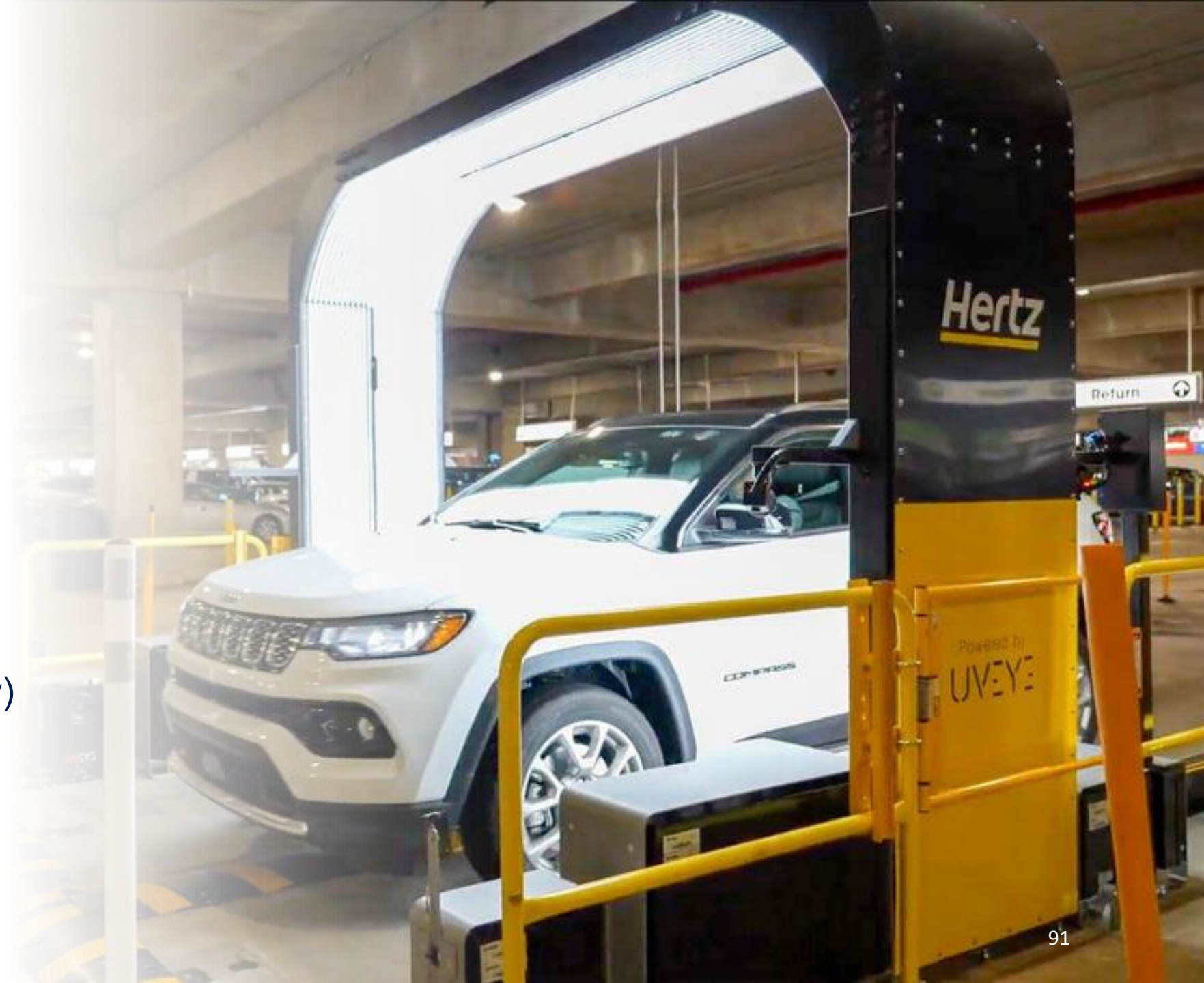
2024 Ground Rent	2024 Total Ground Rent	2025 Appraisal	2025 Total Ground Rent	YoY % increase
\$3.25 / sq ft	\$ 887,425	\$4.30 / sq ft	\$ 1,174,226	32%

2025 CONRAC Reallocation

Company	2020 Reallocation Market Share	2025 Reallocation Market Share	Market Share Difference	2020 Square Feet	2025 Square Feet	Change
Avis Budget Group	24.78%	29.05%	4.27%	245,567	249,331	3,764
Dollar Thrifty Auto Group	7.69%	7.70%	0.01%	63,859	72,075	8,216
Enterprise Alamo National	34.41%	33.75%	-0.66%	302,290	302,290	0
Fox	3.94%	4.38%	0.44%	39,643	37,586	-2,057
Hertz	23.13%	18.49%	-4.64%	201,565	176,899	-24,666
Payless	1.55%	0.60%	-0.95%	18,480	16,773	-1,707
Sixt	4.50%	6.03%	1.53%	39,786	56,237	16,451

FY 26 CONRAC Activities

- ADA compliance upgrade construction to be done in all public areas
 - Currently in the design stage with full project completion anticipated in Fall 2027
- Hertz will be installing UVEye machines to automate vehicle inspections (under City review)
- Ongoing discussion on power, provide recommendations,



Thank you!

A thick, wavy orange line that spans the width of the text above it, positioned below the 'Thank you!' message.

VII. Business

- A. Marketing Update
- B. Superbowl Planning
- C. Concessions Update
- D. General Aviation Landing Fees**
- E. Legislative Update



SJC 
**SAN JOSE
MINETA
INTERNATIONAL
AIRPORT**

Commission Meeting
November 10 2025

Agenda

01. Strategic Purpose and Considerations

02. General Aviation Landing Fee Practices

03. Questions

04. Appendix

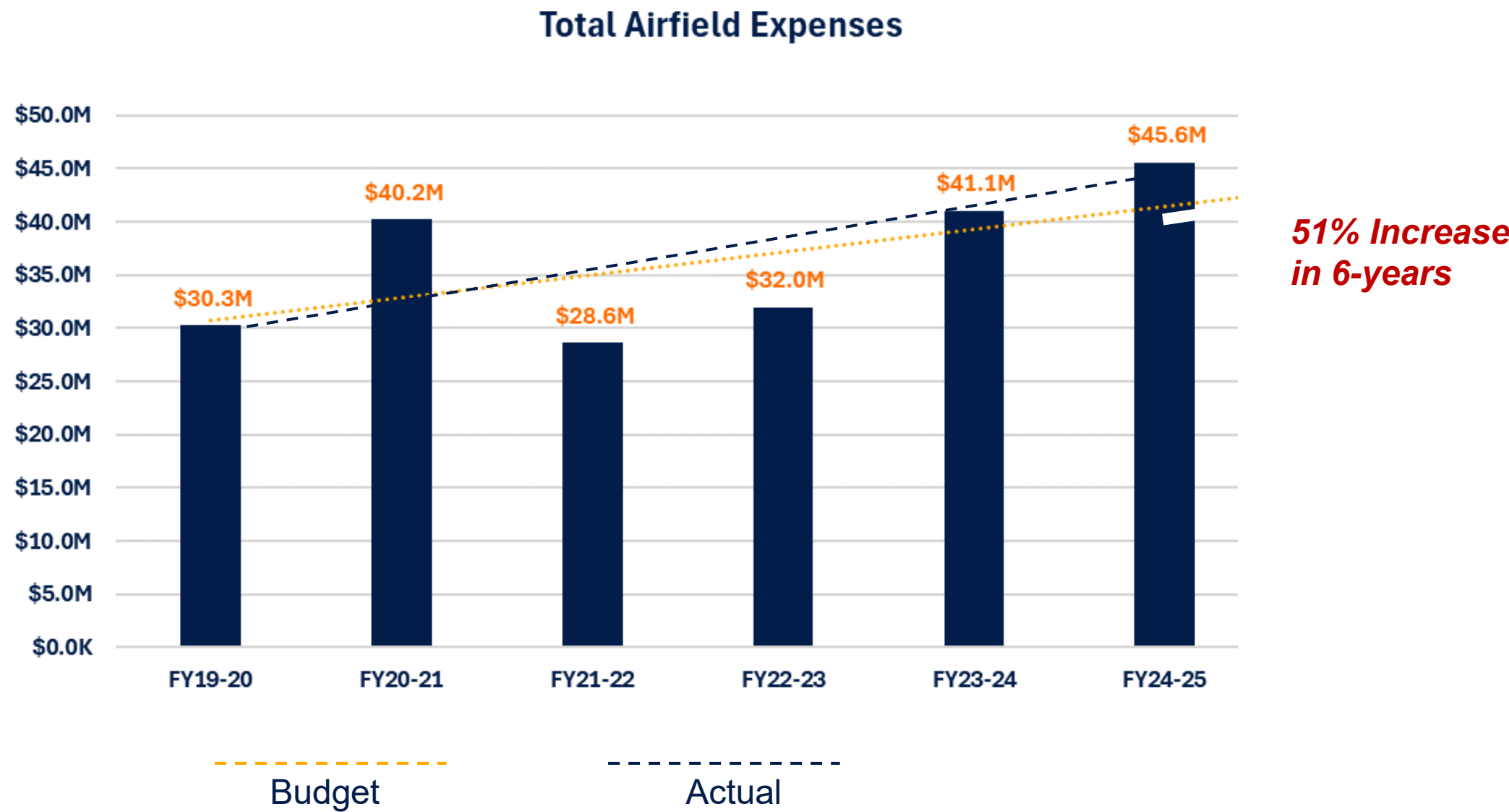
1.0

Strategic Purpose and Considerations

Purpose-Diversifying revenue streams from Airport users to share in growing expenses

- Ensure general aviation users contribute to the costs of operating, maintaining, and improving airport facilities and infrastructure.
- Promote long-term preservation of airport resources.
- Establish a sustainable cost-recovery mechanism.

Airfield Expense Growth



Upcoming Airfield Projects (5 years)

\$14.9 million - Holdbar Relocations

\$9.4 Million – ADG III Taxilane (Phase 1)

\$5.1 Million - Taxiway V

\$3.1 Million - Groundwater Wells Program

\$3.0 million - Airside High-Mast Lighting

\$2.0 Million - Perimeter Fence Line Upgrades

\$1.7 million - Pavement Maintenance

\$1.5 Million - Airfield Improvements

Total \$40.7 Million or \$8.7M avg./Year

Considerations for General Aviation Landing Fees

National GA Trends

- GA traffic has more than doubled in last 20-years
- GA pilot certificates have increased substantially since 2012:
 - Record-breaking 24,405 original private certificates issued in 2023
 - 47% increase in new private certificates 2012 to 2022

New Era in Aviation

- Advancements in technology are driving down fuel fee needs
 - Reshaping of aviation:
 - eVTOLs & drones
 - improved avionics
 - fuel-efficient engines
 - Electric and hybrids propulsion decrease fueling needs
- Airports nationally have begun charging for GA landings.

Financial Considerations

- Applying landing fees ensures that costs are shared across users.
- GA makes up roughly 1 in 6 FAA-handled flights but contribute **only 2% of FAA funding.**
- Airfield maintenance and capital improvements are primary concern
- Landing fees provide a fair cost-recovery beyond fuel flowage.

Top 25 U.S. Private Jet Airports*

Rank 2024 (2023)	Airport/City/State	2023	2024	% Change
1 (1)	KTEB – Teterboro, NJ	74,577	74,832	0.30%
2 (2)	KPBI – Palm Beach, FL	42,747	41,967	-1.80%
3 (3)	KDAL – Dallas, TX	39,655	40,332	1.70%
4 (6)	KHPN – White Plains, NY	32,895	32,994	0.30%
5 (5)	KVNY – Los Angeles, CA	33,240	32,229	-3.00%
6 (4)	KLAS – Las Vegas, NV	33,306	31,765	-4.60%
7 (7)	KIAD – Washington, DC	29,753	30,066	1.10%
8 (8)	KOPF – Miami, FL	28,410	29,068	2.30%
9 (11)	KPDK – Atlanta, GA	28,300	28,266	-0.10%
10 (12)	KHOU – Houston, TX	28,019	28,243	0.80%
11 (9)	KSDL – Scottsdale, AZ	28,355	28,039	-1.10%
12 (10)	KAPA – Denver, CO	28,318	27,884	-1.50%
13 (14)	KAPF – Naples, FL	24,009	24,901	3.70%

Rank 2024 (2023)	Airport/City/State	2023	2024	% Change
14 (13)	KSNA – Santa Ana, CA	24,365	23,573	-3.30%
15 (18)	KAUS – Austin, TX	21,382	22,438	4.90%
16 (15)	KBNA – Nashville, TN	23,409	22,102	-5.60%
17 (16)	KMDW – Chicago, IL	22,032	21,720	-1.40%
18 (17)	KSLC – Salt Lake City, UT	21,833	21,141	-3.20%
19 (19)	KBED – Boston, MA	21,037	20,261	-3.70%
20 (20)	KFLL – Fort Lauderdale, FL	18,860	19,345	2.60%
21 (24)	KSAT – San Antonio, TX	17,605	18,227	3.50%
22 (23)	KBFI – Seattle, WAS	17,895	18,075	1.00%
23 (NR)	KSJC – San Jose, CA	17,032	18,061	6.00%
24 (25)	KPWK – Chicago, IL	17,223	17,463	1.40%
25 (22)	KFXE – Fort Lauderdale, FL	18,110	17,265	-4.70%

- SJC was not ranked for 2023
- Majority are large market airports

SJC Was Fastest Growing Airport in 2024

*Most Recent Data

2.0

General Aviation Landing Fee Practices

Landing Fees-Bay Area



- **All** Aircraft Charged
- Non-Based Aircraft:
 - \$86.25 flat rate 0-12,500 MGLW
 - \$6.90 /1,000 lbs >12,500 MGLW
- Based Aircraft:
 - \$69.00 flat rate 0-12,500 MGLW
 - \$5.52 /1,000 lbs >12,500 MGLW
- Based billed



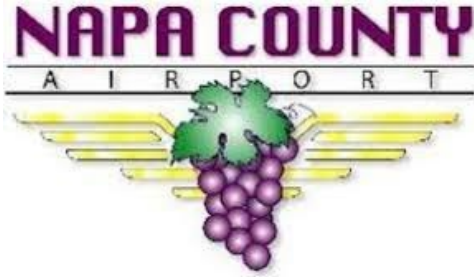
San Francisco
International
Airport

- **ALL** Aircraft charged
- \$7.48 /1,000 lbs all MGLW
- \$341 minimum fee, whichever is greater
- Based billed



- **No fee 0-12,500 MGLW**
- \$6.80 /1,000 lbs on aircraft >12,500 MGLW
- Direct Billed for registered aircraft

Nonsignatory Landing Fees - California Airports



- \$42.00 flat rate
+\$3.50 per 1,000 lbs
for all landed weight
greater than 12,500
lbs
- \$42.00 flat rate
+\$3.50 per 1,000 lbs
for all landed weight
of Part 135 operators
- Based Exempted



- \$4.40 per 1,000 for all aircraft greater than 10,000 lbs
- \$4.40 per 1,000 lbs for all landed weight of Part 135 operators
- Based Exempted



- \$4.17 per 1,000 lbs
 > 10,000 lbs
- Based Exempted

Nonsignatory Landing Fees -Nationally (Medium Hub)



- \$2.21 per 1,000 lbs for all aircraft greater than 12,500 lbs
- Based billed



- \$4.40 per 1,000 lbs all weights
- Based billed



- \$4.83 per 1,000 lbs all weights
- Based billed

Recent RFP's Issued at Manchester-Boston Airport (awarded) and DeKalb Peachtree Airport (GA) (due 11/14/25)

Applying Non-Signatory Landing Fees to General Aviation

Program Expected To Be initiated May 1, 2026



Non-Signatory Rate: \$6.80 per 1,000 MGLW



Applies only to aircrafts greater than 12,500 MGLW



Rates adjusted annually on July 1

AIRCRAFT BY MAX LANDING WEIGHT



CESSNA C172



PIPER PA28



CIRRUS SR22



SLING 2



DIAMOND DA40

$\geq 1,000$ LBS

**FLIGHT TRAINING
SINGLE PROP**

PRICE \$100K - \$1M

**OPERATING COST
\$100-\$250/HR**



PIPER SENECA 34



BEECHCRAFT BARON 58



DIAMOND DA62



ECLIPSE 500



CIRRUS VISION JET

$\geq 5,000$ LBS

**VERY LIGHT JETS SMALL
TWIN**

PRICE \$1M - \$3M

**OPERATING COST
\$250-\$1,500/HR**



PILATUS PC12



CESSNA CITATION M2



HONDA JET HA-420



EMBRAER PHENOM 100EV



BEECHCRAFT PREMIER

$\geq 9,000$ LBS

**MEDIUM JETS
LARGE PROPS**

PRICE \$2.5M - \$6M

**OPERATING COST
\$1,500 - \$3,500/HR**



KING AIR 250



PILATUS PC24



LEAR JET 35



CESSNA CITATION



EMBRAER PHENOM 300



CHALLENGER 300



GULFSTREAM G650



DASSAULT FALCON 50

$\leq 12,500$ LBS

LARGE JETS

PRICE \$8M - \$70M

**OPERATING COST
\$5,000/HR +**

Landing Fee Billing Program

- Commercial Airlines managed by Airport
- Government and Military, and training schools exempted
- All aircraft **>12,500 lbs** exempted



Analysis



Billing



Service
and
Collection



Payments



Reporting

3rd Party Vendor Responsible For All Functions

Current \$6.80 Non-Signatory Rate >12,500 lbs

Weight Category	\$ per 1,000 lbs	Revenue
2,000 or less		
2,000-3,000		
3,000-4,000		
4,000-5,000		
5,000-6,000		
6,000-7,000		
7,000-8,000		
8,000-9,000		
9,000-10,000		
10,000-11,000		
11,000-12,500		
12,500-15,000	\$6.80	\$72,059.60
15,000-20,000	\$6.80	\$311,406.00
20,000-30,000	\$6.80	\$357,156.40
30,000-40,000	\$6.80	\$1,283,160.00
40,000-60,000	\$6.80	\$108,922.40
60,000-90,000	\$6.80	\$1,596,816.80
90,000+	\$6.80	\$168,728.40
Grand Total		\$3,898,249.60

\$3.9M¹ Estimated Gross New Revenue

Estimated:

- Based on 2024 traffic (not 100% inclusive)
- Data Set provided by AirNav

¹10-15% estimated vendor fee

Impacts to General Aviation

Smallest Impacted Aircraft



Operational Costs of King Air 300

- Total Variable Cost: \$751,520
- Monthly Budget: \$94,918
- Annual Budget: \$1,100,000
- Fuel Cost per hour \$983@ \$7.23/gal
- Total Expected Operating Cost/Hr: \$2,958
- **Landing Fee at SJC \$95.20**

Source: <https://www.globalair.com/aircraft-for-sale/specifications?specid=55>

Impacts to General Aviation



Operating Costs Bombardier CHALLENGER 350

- Total Variable Cost: \$1,760,798
- Monthly Budget: \$215,233
- Annual Budget: \$2,500,000
- Total Expected Operating Cost/Hr : \$6,708
- Fuel Cost per hour \$2,386 @\$7.23/gal
- **Landing Fee at SJC \$276.08**

Source: <https://www.globalair.com/aircraft-for-sale/specifications?specid=1379>

Implementation Plan

Policy & Rate Development

- ✓ Review existing landing fee structure for commercial for alignment
- ✓ Review of industry best practices and results
- Secure stakeholder input from airport staff, FBOs, and advisory boards to determine operational concerns

Communication & Stakeholder Outreach

- Notify based tenants, FBOs, and transient operators well in advance, outlining the rate structure, start date, and payment process
- Approval From City Council to amend **Rate Resolution** and issuance of RFP for 3rd party vendor

Implementation & Technology Integration

- RFP Process and selection
- Establish procedures for identifying based GA aircraft and updating exemption lists.
- Implementation

Monitoring, Adjustment & Reporting

- Address any discrepancies in based aircraft lists
- Adjust rates, exemptions as needed to optimize revenue and fairness
- Provide transparent reporting to airport leadership and stakeholders

Landing Fees Implementation Anticipated May 01, 2026



¹Requires City approval to amend Fees, Rates, and Charges (Resolution 79269), and to issue a RFP for third-party vendor



Questions?

VII. Business

- A. Marketing Update
- B. Superbowl Planning
- C. Concessions Update
- D. General Aviation Landing Fees
- E. Legislative Update**

VII.F. Legislative Update



SAN JOSE MINETA

INTERNATIONAL AIRPORT



TO: AIRPORT COMMISSION

FROM: Matthew Kazmierczak
Division Manager

SUBJECT: Legislative Update

DATE: November 6, 2025

FEDERAL - Shutdown

The federal government has been shut down since October 1, 2025. While most federal workers are currently furloughed, many in the aviation sector are considered essential and continue to work without pay. This includes frontline Transportation Security Administration (TSA) officers and Air Traffic Controllers.

Status of Pay for Federal Workers:

- TSA Officers

Agenda

- I. Call to Order & Orders of the Day
- II. Public Record
- III. Consent Calendar
- IV. Reports and Information Only
- V. Public Comment
- VI. Noise Report/Community Noise Concerns
- VII. Business
- VIII. Meeting Schedule and Agenda Items**
- IX. Adjournment

Meeting Schedule and Agenda Items

- Next meeting:
 - February 9, 2026
- Tentative Topics from the Workplan for November 10
 - Air Services Development Update
 - Legislative Update
 - Quarterly Noise Report Noise
 - Community Noise Concerns

Agenda

- I. Call to Order & Orders of the Day
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