

STATE OF HAWAII
DEPARTMENT OF TRANSPORTATION
AIRPORTS DIVISION

TEMPORARY PLANNING ANALYST

REPORT ON THE MEASURE OF EFFECTIVENESS AND OUTCOMES
ACHIEVED BY THE TEMPORARY PLANNING ANALYST

SUBMITTED TO THE 24TH LEGISLATURE 2007

As required by Section 11.1 of Act178/05 as amended by Act160/06

JANUARY 2007

The goals and objectives of the State Airports Division is to transform the Honolulu International Airport from its present state to a modern, world-class airport, built with state-of-the-art equipment and finished with an ambiance that greets each visitor with a warm "Aloha." There are many challenges in every size and form to meet the ever-evolving demands of the future of air transportation while focusing on coordinating all working parts and moving towards breathing life into the blueprint of the Statewide Modernization Plan.

The Planning Analyst has been tasked with various assignments and projects relating to marketing and revenue generation activities for the Modernization Plan. While the Planning Analyst may not have been directly involved in the projects, the position may be included in briefings, meetings, and presentations to gain insight of the various activities of the modernization plan which are vital in the development of the marketing and revenue generating plans. The Planning Analyst has been effective in completing assignments and meeting deadlines through extensive research, thorough planning, and constant dialogue with all stakeholders. These assignments are aimed at developing an aggressive marketing approach and revenue enhancement policies and/or plans. Significant contributions by the Planning Analyst include:

1. Participation in the coordination and development of a presentation of the Statewide Modernization Plan and assisting in presenting the plan to private and public service providers, agency administrators, visitor industry, top level management, educators, advocacy groups and other community persons on all islands.
2. Assisting in the development of the overflow parking lot and valet parking service for major holiday travel in anticipation of increased demand and facilitating a communication plan to inform travelers about parking at the State's airport.
3. Involvement with the project to update and improve FIDS (Flight Information Display System) at all five State airports. The new FIDS has a potential revenue stream for advertising which was not recognized in the original plan. The FIDS program is currently under study to determine which type of advertising display could effectively maximize potential revenue.
4. Working with officials in coordinating with engineers and consultants on connecting the chilled water loop and plan at all three concourses in Honolulu to measure the cost savings on utility. The final implementation of this plan is projected to reduce airport utility costs by about 50%.
5. Involvement with the development and implementation of a plan for delinquent accounts which improved airline revenue and brought accounts to current.
6. Working with property management to bring in new and more exciting brands to serve the changing demands of the traveling public initiated by the entry of Starbucks Coffee. Plans include expanding duty-free shops and food and beverage concessionaires at all five major State airports to increase State revenues.

7. Participation in the accumulation and analysis of various proposals in developing all State airports and studying these against best practices done in other world-class airports; synthesizing all information to come up with what best embraces the islands' tastes and cultures, without losing sight of tapping possible sources of revenue.
8. Advises the Deputy Director for Airports on issues relating to marketing and/or revenues and ensures integrated planning activities are carried out. Provides accurate, timely information to facilitate in decision-making; and serves as liaison to various agencies. Issues include:
 - Rejuvenation of a failed Automated Vehicle Identification System (AVIS) by working closely with the contractor and engineers. Currently, the AVIS is in its 45-day testing phase and will continue to work closely with the contractor to implement a plan to start building a fool-proof tracking system for all transportation vehicles.
 - Implementation of a taxi system that is more responsive to the needs of the traveling public and which will require accredited taxi drivers to undergo training that will teach them how to give their passengers a first taste of the "Aloha Spirit."
 - Assist all airport managers at the five major airports on various projects to make sure projects are done on a timely and efficient manner.
 - Working closely with the Assistant Security Coordinator at both Kahului and Lihue Airports to ensure that security regulations and rules are followed. Also ensures that the Airport Security Plan is flexible to the ever-changing status of levels of security as mandated by the TSA and FAA.
 - Working with consultants on a comprehensive parking solution and lease agreement to install a new parking system which will eliminate loopholes on the existing 20-year old system.
 - Working closely with engineers after the October 15th major earthquake in Hawaii on emergency generators. Identified weaknesses and developed corrective solutions in preparation for another blackout.

The Planning Analyst is also involved in the following Projects, both accomplished and ongoing, that are required to upgrade policy standards on safety, security and overall efficiency, while unifying and coordinating goals and objectives to pave the way for a successful modernization plan that respond to a rapidly changing environment in airport planning.

1. Installation of a crosswalk in the much needed Group Tour area in response to the needs of the Japanese tourist group operators.

2. Ewa Concourse improvements, Phase I – III in Honolulu International Airport. The project seeks to upgrade the international arrival area initially by making it par with world-class airports with the installation of moving sidewalks. To add aesthetic to function, the open area will be enclosed and re-designed to incorporate the “Aloha Spirit” and make this a fitting gateway to the paradise our island offers.
3. Replacement of the loading bridges, elevators, escalators and other outdated equipment at all major State airports not only to ensure the highest satisfaction to even the most sophisticated traveler, but also to reduce maintenance cost and increase safety and efficiency.
4. Improvement of the ticket lobby area with the removal of all current machinery and replacing them with new EDS (Explosive Detective System). The installation of the EDS eradicates all standing fixtures within the ticket lobby as it will serve its function from behind ticket counters. This allows for a free flow in foot traffic and total elimination of eyesores in order to allow for an unimpeded vista of the breadth of the airport lobbies.
5. Continuously updating and improving the Honolulu International Airport Master Plan which is currently in conceptual stage; this includes terminal expansion, double-loading gates, loading bridges and a people mover rail system, all of which are prerequisites to being within the league of world-class airports.
6. Working with consultants on developing a Master Plan for Kona International Airport which is currently in its conceptual stage. This is being done with intensive research on how best to upgrade its facilities in order to bring it up to par with world-class airports but without compromising or losing the small town ambiance that endears Kona both to its residents and visitors.
7. Taking into consideration the expanding demands of air transportation, helped address the need for more parking stalls for the flying public at the five major State airports thereby increasing overall available parking space by approximately 10%. Specifically, in Honolulu International Airport, a parking structure of approximately 1,000 new parking stalls is scheduled for public bidding in March 2007, with its construction scheduled for June 2007.

The foresight of the Legislature in providing a planning analyst position for the airports administration (TRN 195) has proven to benefit the State of Hawaii in its upgrade of policy standards on safety, security, and overall efficiency while moving towards the construction of a modern world-class airport. The effectiveness of the Airports Division and the position in meeting their goals and objectives will be measured by: 1) increased satisfaction by the airlines, airport concessionaires and the traveling public; and, 2) increased special fund revenues from sources other than airport use charges.