

## Transportation LRC Airport Update



## Air Service Development

- Airport has developed written comprehensive air carrier incentive program to provide reduced landing fees and matching marketing funds for new non-stop destination markets – adopted by City Council on October 19, 2010.
- Continue to strengthen partnerships at airlines' corporate levels to enhance opportunities for expansion of commercial air service by having face-to-face meetings with route planners and/or other executives.



## Air Service Development

Air Service Development Consulting Services, InterVISTAS, a firm specializing in air service development - award by City Council on February 28, 2012.

Market evaluation, to include:

- Market Size Analysis:** Establishing the current true size, scope, generators and nature of origin and destination traffic from/to ELP, and the potential future size in response to new service offerings.
- Air Service Deficiency Diagnostics:** Evaluating the levels of O&D traffic in city-pair markets, and the levels of air service being provided by incumbent carriers in connecting as well as non-stop markets
- Specific Route Analysis:** Forecasting the performance of new service within the competitive environment of services being offered by incumbent carriers.
- Focus on new nonstop destinations**
  - a) National Focus Cities: Washington (Dulles, Baltimore), New York (Newark, JFK) Detroit, Seattle, Charlotte, Lubbock
  - b) International Focus Cities: Toronto, Canada. Chihuahua, Mexico. Mexico City, Mexico.



# Air Service Development

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- Las Cruces Sun

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## Foreign Trade Zone Study

### **Scope of work:**

To determine the potential impact of the relocation of the Union Pacific Rail yard facilities out of the city of El Paso and its impact on the City of El Paso's Foreign-Trade Zone (FTZ); analyze El Paso's FTZ industry and develop a strategic model of success for the future.

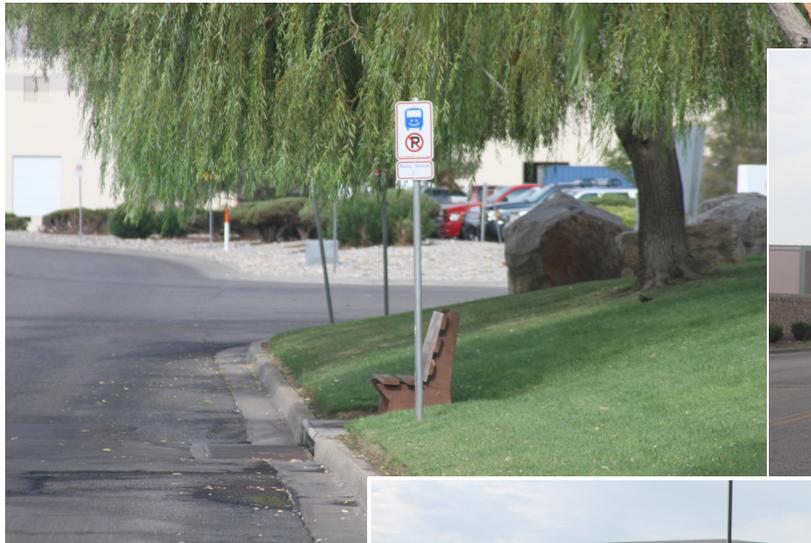
### **The consultant will complete the following:**

- Undertake a competitor analysis to identify the strengths and weakness of the program
- Identify the regulatory environment of the FTZ
- Undertake a demand analysis to understand the characteristics of the existing FTZ customer base and the volume of activity generated, and a demand forecast for the FTZ program with various future scenarios
- Summarize the findings to identify the likely impacts on FTZ No. 68, and provide recommendations to remain competitive

S E R V I C E   S O L U T I O N S   S U C C E S S



# BUTTERFIELD TRAIL INDUSTRIAL PARK Improvement Project





## BUTTERFIELD TRAIL INDUSTRIAL PARK Improvement Project

### **Scope of work:**

The project includes the reconstruction of the roadways and improvement to the existing landscaping in Butterfield Trail Industrial Park. This entails various traffic improvements, including the addition of traffic roundabouts and pedestrian amenities, such as walking trails and ADA ramps.

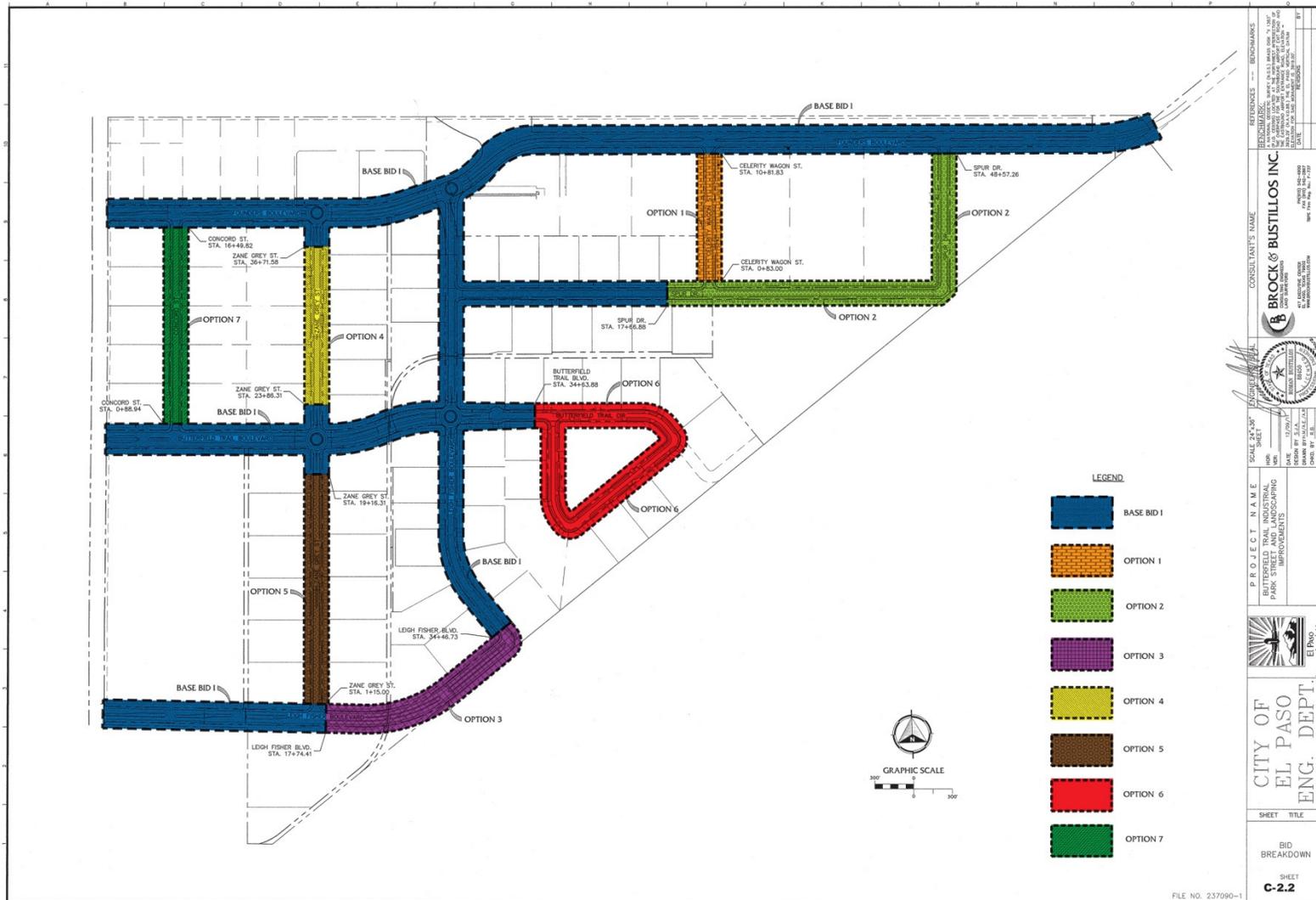
### **Projected timeline:**

|                             |                |
|-----------------------------|----------------|
| Advertise                   | April 3 and 10 |
| Pre-bid                     | April 17       |
| Bid opening                 | May 2          |
| City Council contract award | May 22         |
| NTP for Construction        | June 11        |

**Estimated construction time:** Base Bid 356 calendar days



# BUTTERFIELD TRAIL INDUSTRIAL PARK Improvement Project



BUTTERFIELD TRAIL INDUSTRIAL PARK STREET AND LANDSCAPING IMPROVEMENTS

**PROVIDENCES** — BENCHMARKS

**BENCHMARK**

|   |   |   |   |   |   |   |   |   |    |
|---|---|---|---|---|---|---|---|---|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|   |   |   |   |   |   |   |   |   |    |

**CONCORD ST.** STA. 04+85.94

**ZANE GREY ST.** STA. 16+48.62

**ZANE GREY ST.** STA. 24+96.31

**ZANE GREY ST.** STA. 29+16.31

**ZANE GREY ST.** STA. 19+16.31

**ZANE GREY ST.** STA. 11+55.00

**LEIGH FISHER BLVD.** STA. 17+74.41

**LEIGH FISHER BLVD.** STA. 34+46.73

**SPUR DR.** STA. 17+66.60

**SPUR DR.** STA. 40+57.26

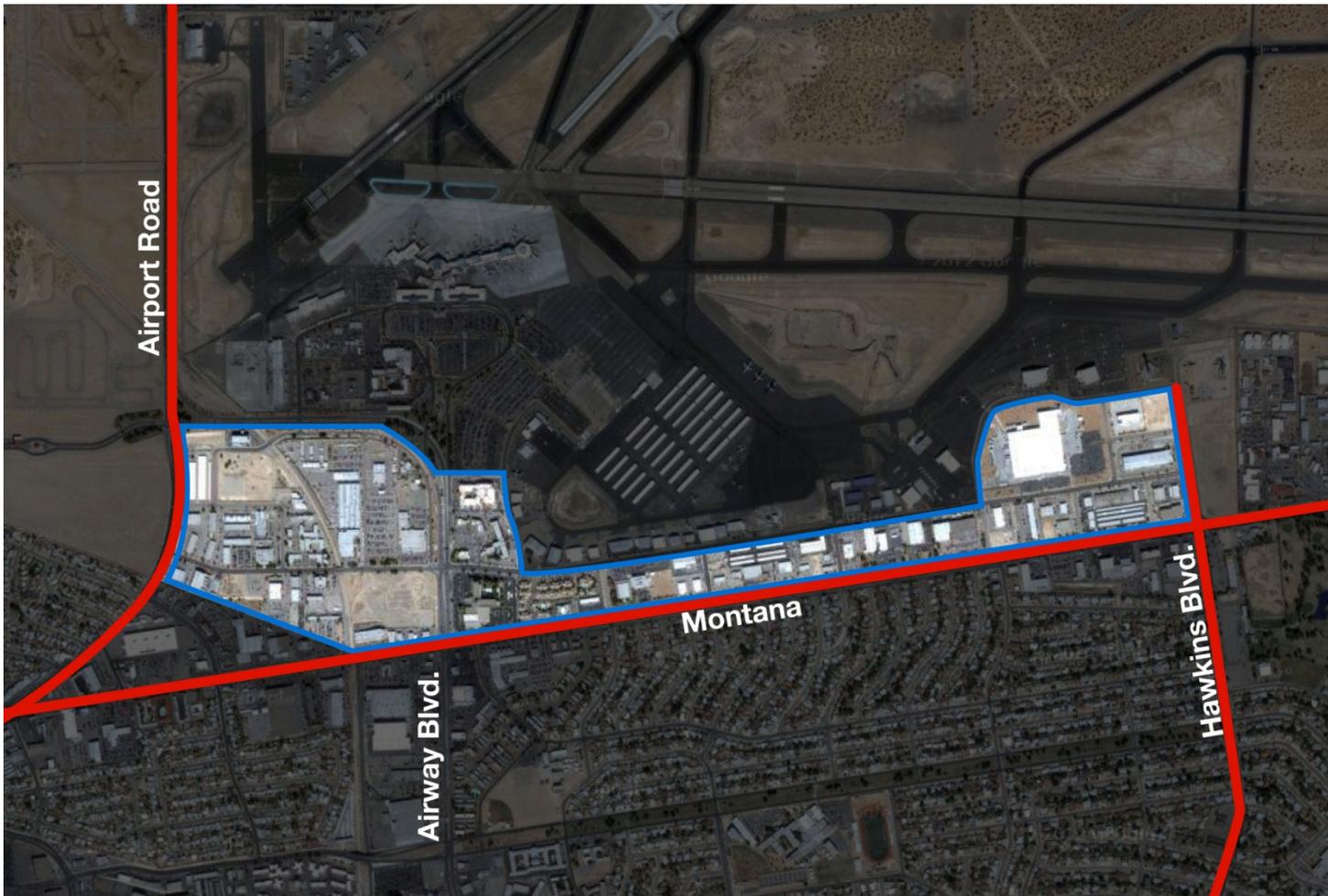
**CELERITY WAGON ST.** STA. 10+81.83

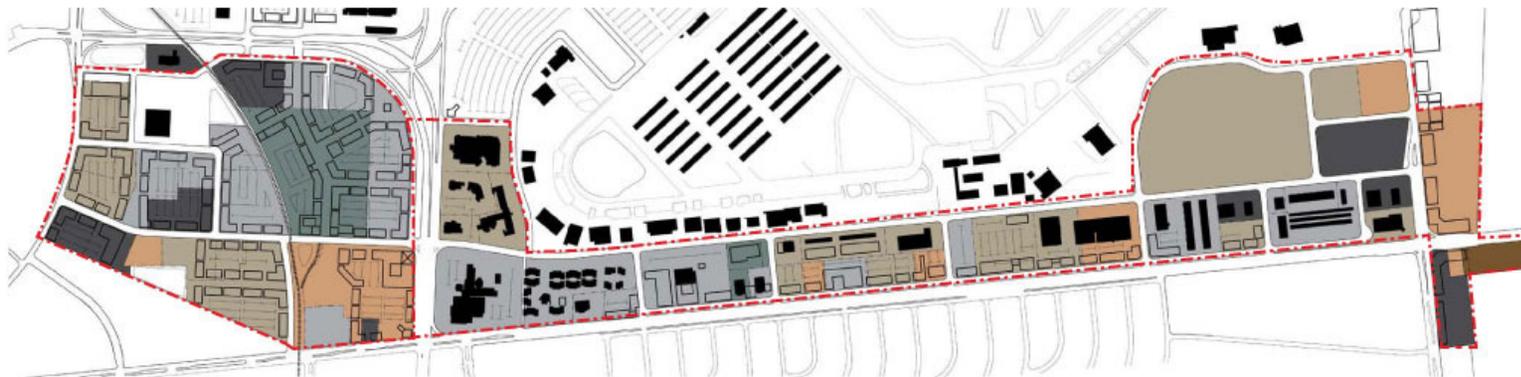
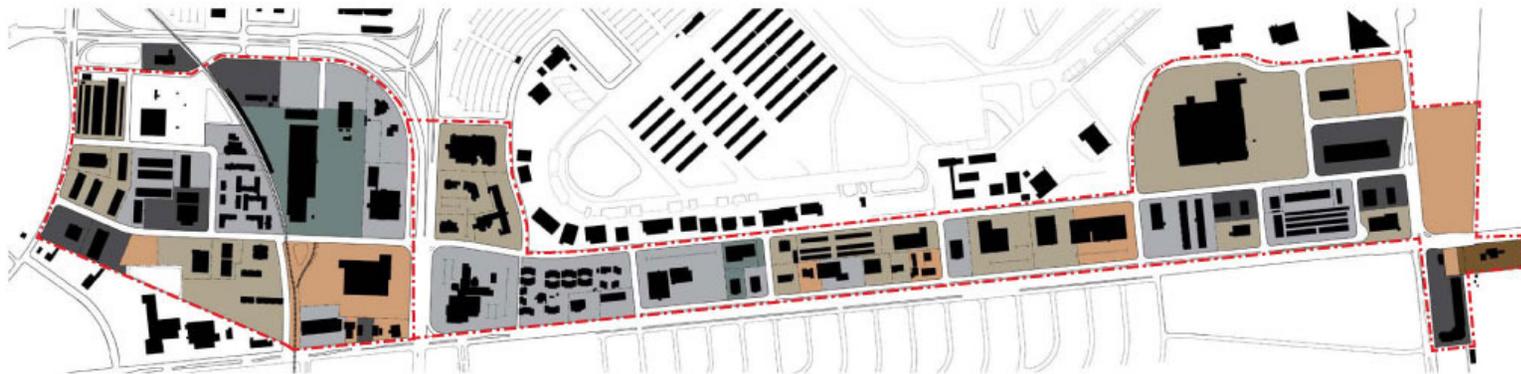
**CELERITY WAGON ST.** STA. 04+83.00

**BUTTERFIELD TRAIL BLVD.** STA. 34+43.88



# SOUTHERN INDUSTRIAL PARK Update Land Use Plan





**Lease Plan Overlay:**  
This plan shows current lease timing with an overlay of both existing and proposed buildings

- Available
- 8 - 12 Year Lease
- 2 - 3 Year Lease
- 13 - 17 Year Lease
- 4 - 7 Year Lease
- 17+ Year Lease

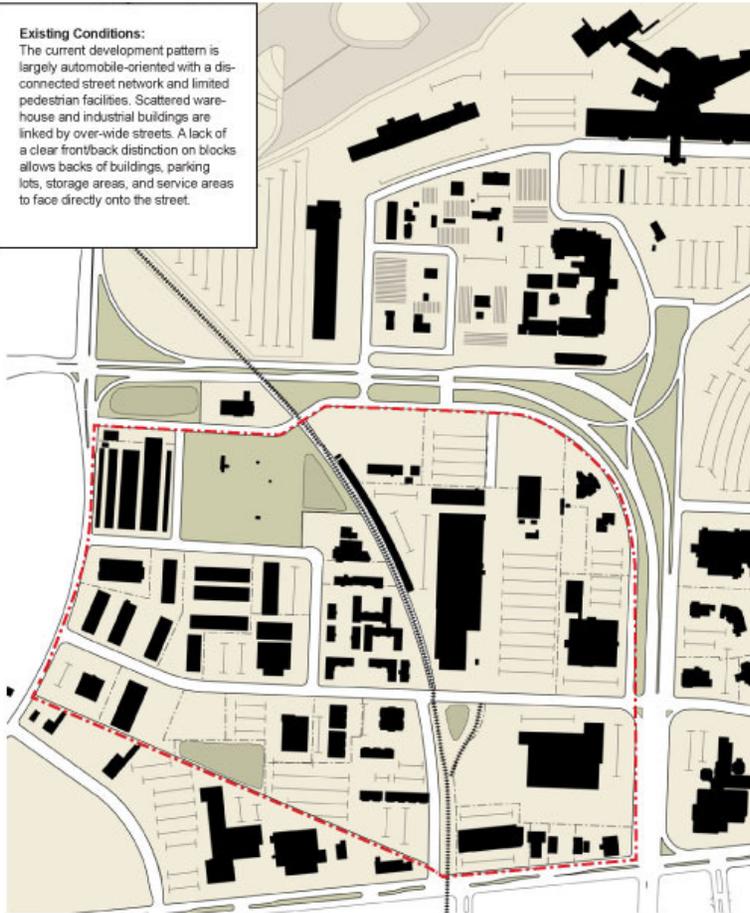


SCALE: 1" = 800'

**LEASE PLAN OVERLAY**



**Existing Conditions:**  
The current development pattern is largely automobile-oriented with a disconnected street network and limited pedestrian facilities. Scattered warehouse and industrial buildings are linked by over-wide streets. A lack of a clear front/back distinction on blocks allows backs of buildings, parking lots, storage areas, and service areas to face directly onto the street.



**Urban Redevelopment:**  
Redevelopment into walkable urban blocks, defined by streets that balance vehicular and pedestrian movement, allows a rich mix of uses to coalesce into an attractive urban center. Blocks allow for clear "backs" for parking and servicing, and "fronts" where active building uses face onto the street and public spaces.

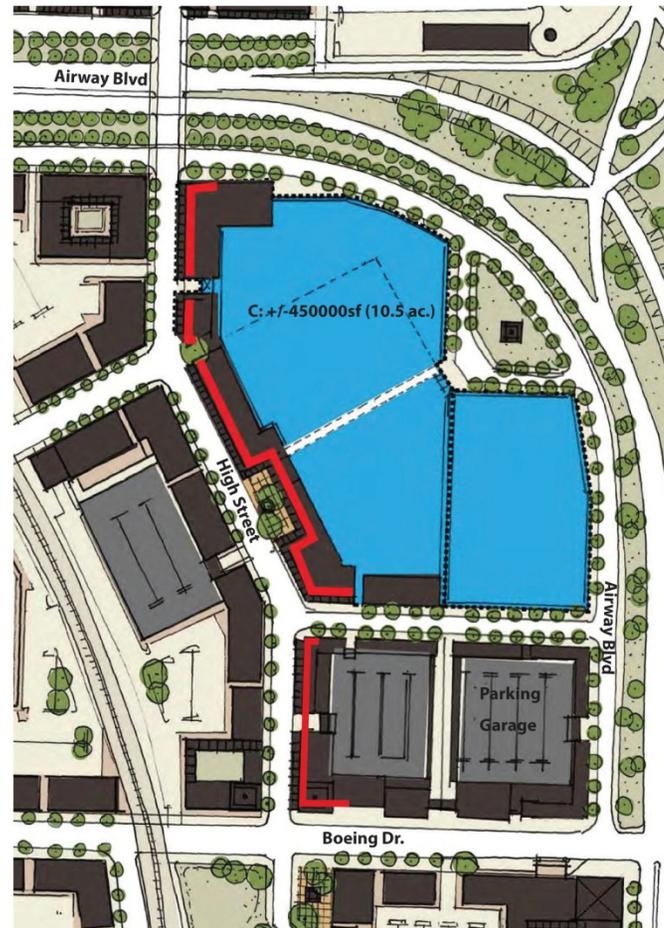


0 250 500 1000 SCALE: 1" = 500'





**Plaza on High Street:**  
There are two plazas identified along the proposed "High Street". This is a view to the northwest from the plaza to the south and in the heart of the retail/restaurant/entertainment area. The plaza can be programmed for events or can serve outdoor dining. Upper story uses may be office or accommodations.



### CONFERENCE CENTER OPTIONS

**Option C:** This options consolidates two blocks to form a single 450,000 sf block for a large conference centre. The challenge for this format is that it reduces walkability through an oversized block and creates several hundred feet of block faces that must have an active use facing the street. This option demonstrates the most ambitious option, but would require exceptions within the SmartCode. The block to the south has a wrapped parking deck to provide parking.

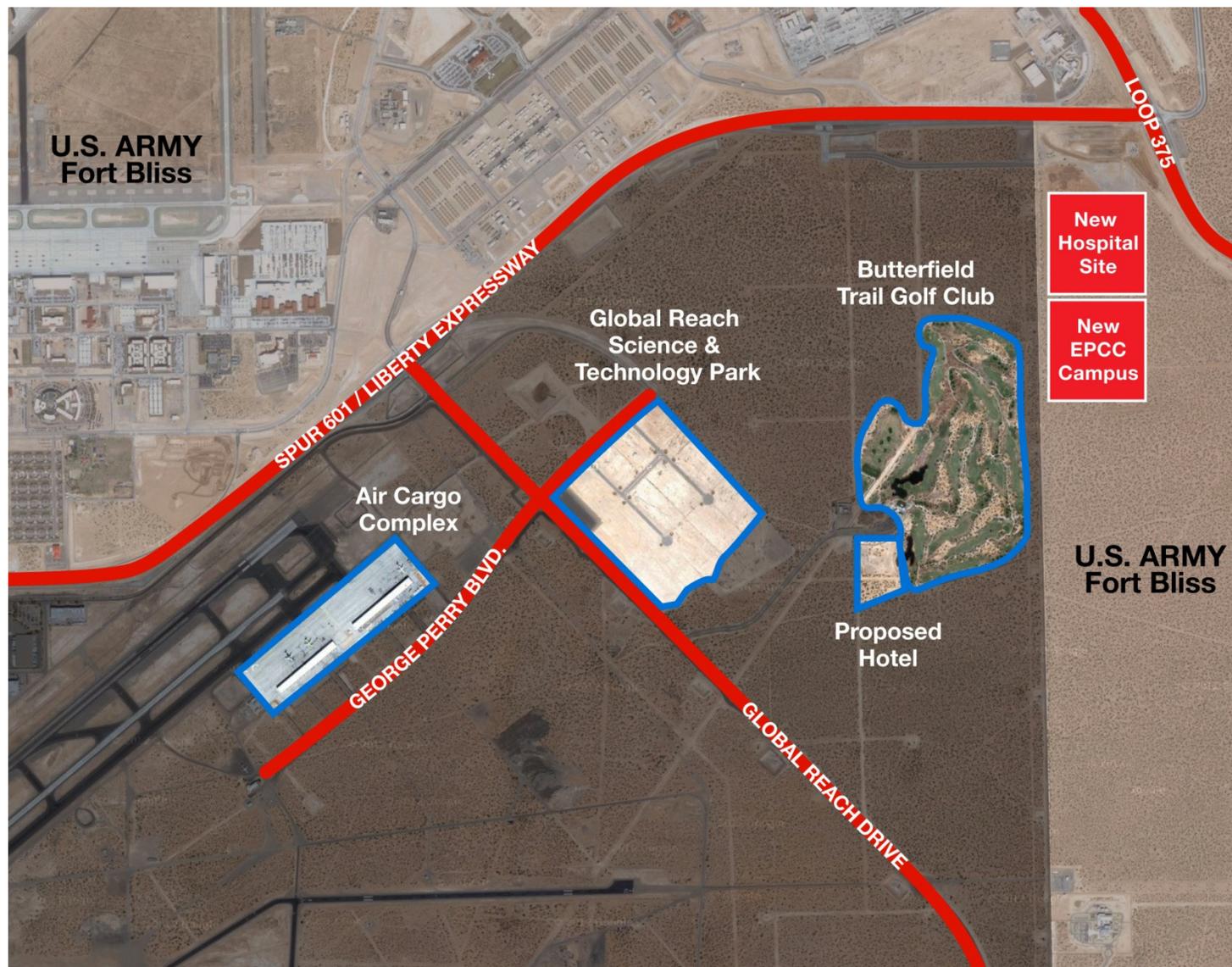


**Conference Center on the Green:**

This illustration of conference center option 'C' shows the north face of the block on the triangular green. The two tower elements enhance visibility. The bronze domes of the tower and the arched ceiling of the main foyer relate to the tarnished bronze domes of the airport terminal.

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El Paso International Airport

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## Sustainability Initiatives

### Fuel Reduction

#### Diesel Fuel

|      | Gallons | Difference | Yr to Yr Decrease | Yr to Yr Increase | Base Yr to Date | Yr to Yr Tons/CO2 | Base to Yr Tons/CO2 |
|------|---------|------------|-------------------|-------------------|-----------------|-------------------|---------------------|
| 2009 | 68,256  | Base Year  |                   |                   |                 |                   |                     |
| 2010 | 51,007  | 17,249     | 34%               |                   | 34%             | 191               | 191                 |
| 2011 | 54,257  | -3,250     |                   | 6%                | 21%             | -1                | 190                 |

#### Unleaded Gasoline

|      | Gallons | Difference | Yr to Yr Decrease | Yr to Yr Increase | Base Yr to Date | Yr to Yr Tons/CO2 | Base to Yr Tons/CO2 |
|------|---------|------------|-------------------|-------------------|-----------------|-------------------|---------------------|
| 2009 | 45,514  | Base Year  |                   |                   |                 |                   |                     |
| 2010 | 37,159  | 8,355      | 22%               |                   | 2%              | 109               | 109                 |
| 2011 | 33,788  | 3,371      | 10%               |                   | 6%              | 412               | 521                 |



## Sustainability Initiatives Utility Reduction

### Electric

|      | KWH        | Difference | Yr to Yr Decrease | Yr to Yr Increase | Base Yr to Date | Yr to Yr Tons/CO2 | Base to Yr Tons/CO2 |
|------|------------|------------|-------------------|-------------------|-----------------|-------------------|---------------------|
| 2009 | 20,285,180 | Base Year  |                   |                   |                 |                   |                     |
| 2010 | 19,938,356 | 346,824    | 2%                |                   | 2%              | 109               | 109                 |
| 2011 | 18,629,355 | 1,309,001  | 7%                |                   | 6%              | 412               | 521                 |

### Natural Gas

|      | CCF     | Difference | Yr to Yr Decrease | Yr to Yr Increase | Base Yr to Date | Yr to Yr Tons/CO2 | Base to Yr Tons/CO2 |
|------|---------|------------|-------------------|-------------------|-----------------|-------------------|---------------------|
| 2009 | 278,533 | Base Year  |                   |                   |                 |                   |                     |
| 2010 | 318,619 | -40,086    |                   | 13%               | -13%            | 109               | -240                |
| 2011 | 267,770 | 50,849     | 4%                |                   | 4%              | 521               | 65                  |



## Butterfield Trail Golf Club

- As of February 2012, rounds are up over prior year by 4%
- Calendar year 2011 vs. 2010, rounds increased by 3.7 %
- National Golf Foundation (NGF) Rounds Played Report indicates the US average was down 2.5% in CY 2011





## Butterfield Trail Golf Club NetPromoter Score\*

| TrueReview Results Through 2-26-2012 | NPS  | Overall Rating | Service Rating | Course Rating | Food Rating |
|--------------------------------------|------|----------------|----------------|---------------|-------------|
| Averages                             | 88.0 | 9.3            | 9.2            | 9.1           | 8.8         |
| Butterfield Trail 2012               | 90.8 | 9.3            | 9.2            | 9.1           | 8.9         |
| Butterfield Trail 2011               | 85.3 | 9.3            | 9.2            | 9.2           | 9           |
| Butterfield Trail 2010               | 87.6 | 9.2            | 9.1            | 9             | 8.7         |
| Butterfield Trail 2009               | 88.1 | 9.2            | 9.1            | 9             | 8.7         |

\*Net Promoter® is both a loyalty metric and a discipline for using customer feedback to fuel profitable growth in your business.



## Industry Average NPS®

Source: Satmetrix 2011 Net Promoter® Benchmark Study of U.S. Consumers

| Industry                | Average | Industry                                 | Average |
|-------------------------|---------|--|---------|
| Airlines                | 15%     | Department, Wholesale & Specialty Stores | 46%     |
| Auto Insurance          | 35%     | Grocery & Supermarkets                   | 49%     |
| Banking                 | 18%     | Health Insurance                         | -5%     |
| Brokerage & Investments | 35%     | Homeowners Insurance                     | 27%     |
| Cable & Satellite TV    | -3%     | Internet Service                         | -4%     |
| Cellular Phone Service  | 19%     | Life Insurance                           | 0%      |
| Computer Hardware       | 32%     | Online Search & Information              | 43%     |
| Consumer Software       | 31%     | Online Shopping                          | 47%     |
| Credit Cards            | 9%      |  |         |

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