



Purchasing Department
530 Water Street
Oakland, CA 94607

Date: **August 8, 2014**

ADDENDUM No. 1

RFP 14-15/01 – Oakland International Airport Creative Design, Advertising and Media Planning

This Addendum modifies the original RFP Documents for the above RFP. **Acknowledge receipt of this addendum in the space provided on the RFP Acknowledgement and Signature Form (Attachment 3). Failure to do so may disqualify your proposal.**

The following questions were submitted by the deadline and are answered in this addendum.

1. Question: Will the current design/advertising agency participating in the RFP process?

Answer: The current design agency will have the same opportunity as all other firms to submit a proposal; however, it is unlikely they will do so.

2. Question: Do you have a current agency that is providing the requested services?

Answer: We have worked very successfully with a small San Francisco-based firm for the last four years. They are not providing all the services in this RFP specifically the media buys.

3. Question: Why are you going to RFP or considering a new agency?

Answer: Port of Oakland policies require us to open all contracts for competitive bidding. It is also in our best interest to expand our search that includes services not currently offered by the existing firm.

Answer: Our plan is to, in part, continue with specific areas of the current campaign, and then take our advertising to the next level with newly developed plans.

4. Question: Is the purpose of the contract to further develop the Port's current airport campaign or to develop a new one?

Answer: Our plan is to, in part, continue with specific areas of the current campaign, and then take our advertising to the next level with newly developed plans.

5. Question: Section C, Sample Work references the need for the agency to “demonstrate ideas for launching various campaigns...” Can you define “demonstrate” as it relates to the work required for this RFP (i.e. do you expect to see “pitch” creative as part of this proposal, or does the work sample we submit under “Plan and Approach” sufficient demonstration at this juncture)?

Answer: Methods can be determined by proposing agency though a sample campaign is not expected.

6. Question: Is the focus of this project more regional or more international?

Answer: The focus will be regional, national and international. As our route network our marketing plan will develop in tandem. For example, a new flight to Paris would lead us to advertise in France. A new flight to Dallas will lead to some advertising in Texas.

7. Question: Your overview details targeting to “inbound domestic and international travelers”. Does this include marketing outside of the Bay Area, into Oakland Airport supported international markets?

Answer: Yes, it does.

8. Question: What is the local geographic target market within the Bay Area by county or city?

Answer: We advertise to reach our customer base with emphasis on Contra Costa, Alameda and San Francisco Counties. We also manage an inbound advertising program we intend to expand upon under the new contract. Approximately 65% of our advertising budget is local and 35% international.

9. Question: What is the destination geographic target market outside of the Bay Area?

Answer: With few exceptions, we target destinations that have nonstop service to/from OAK. Currently this includes all of North America and Western Europe.

10. Question: Please provide a list of all airlines operating out of OAK (current and if possible, projected for 2015)

Answer: Please see the Oakland International Airport website page:

http://www.oaklandairport.com/airline_information.shtml

You may also want to take a look at that Airport's Microsites www.iflyoak.com and www.flyoakland.com the inbound and inbound sites designed to get online users directly from a search engine to OAK airline ticket purchases.

11. Question: What is the origin of departing and arriving airport passengers? % by Bay Area county or city for departing Top originating cities or DMA's for arrivals to Oakland Airport.

Answer: On average, 60-65% of our traffic originates in the metropolitan San Francisco Bay Area. There are typically equal amounts of originating traffic from Alameda and Contra Costa counties, then descending amounts from San Francisco, Marin, Solano and Santa Clara counties. The top ten most popular routes from OAK include (in descending order): the combined Los Angeles basin markets (LAX, BUR, LGB, ONT, SNA), Las Vegas San Diego, Seattle-Tacoma, Phoenix, Portland, Salt Lake City, Honolulu, Kahului (Maui), and Denver.

12. Question: Where are your domestic passengers coming from?

Answer: See above. On average 35-40% of our traffic originates outside of the Bay Area from the markets where there are nonstop flights to OAK.

13. Question: What percentage of your passengers are international?

Answer: 1.7% in 2013, rising to approximately 3% in 2014.

14. Question: Please provide OAK passenger demographics?

Answer: Please see the Oakland International Airport website page:

http://www.oaklandairport.com/airport_stats.shtml

15. Question: Please provide a state of the business, i.e. forecast vs. actual passenger volume

Answer: Please see the Oakland International Airport website page:

http://www.oaklandairport.com/airport_stats.shtml

16. Question: Please provide BART connector plan and impacts to OAK passenger volume.

Answer: We expect the BART connector to have a positive impact on passenger volume.

17. Question: Please provide concession plans and alignment to passenger demographic

Answer: The concessions program is separate from the Aviation Marketing programs that concentrate on Air Service Development, Advertising and Marketing, and will not affect the outcome of our advertising firm selection or budget.

18. Question: Please provide contact to concession master services provider for their strategic vision and plans to meet concession needs for today and tomorrow's passenger

Answer: The concessions program is separate from the Aviation Marketing programs that concentrate on Air Service Development, Advertising and Marketing, and will not affect the outcome of our advertising firm selection or budget.

19. Question: Please provide airlines flight service levels, i.e. on-time, delays, etc.

Answer: On a peak day there over 150 passengers flights arriving and departing. On-time performance statistics can be found at:

http://apps.bts.gov/xml/ontimesummarystatistics/src/ddisp/OntimeSummarySelect.xml?tn_ame=OntimeSummaryOrigData

20. Question: Please provide Port of Oakland parking vendors and contact information, location (proximity to terminal, rates, passenger marketing promotions)

Answer: The parking marketing program will not be included in the Aviation Marketing contract with the new creative firm. You may, however, want to contact the Laz Parking manager, Mike Godfrey at mgodfrey@lazparking.com. Under contract to the Port of Oakland, Laz manages all the parking lots at Oakland International Airport.

21. Question: Which media outlets does the Port Authority currently own and/or manage and have its disposal for use directly or to its coop partners such as airlines. Example, Bay Bridge board, airport signage.

Answer: Current Port of Oakland vendors are CBS Outdoor for East Bay-wide billboards and Port of Oakland property, Clear Channel for in-terminal advertising, and Clear Channel Real Estate for digital billboards including the Bay Bridge billboard. Aviation Marketing and Communications staff will continue to manage the cooperative advertising program with our airlines as outlined by our Board of Port Commissioners.

22. Question: What media has already been purchased? Is that purchased media a part of the estimated media buy budget? Who has managed that buy?

Answer: The Port currently is in the third year of a five year agreement with Cal IMG that provides advertising and promotional offerings in various sports venues –football, basketball and baseball as well as digital advertising on Cal Athletics websites and status as The Official Airport of Cal Athletics. The amount paid for this is approximately \$123K for this fiscal year. This amount is paid for form the stated budget. It is not in addition to the current budget. This purchased is managed by Port staff.

- *Also, the Port intends to seek approval authorizing advertising purchases with both Google and KQED not to exceed \$100K for each of three fiscal years with possible extensions. Subject to Board approval, Aviation Marketing would then have authority to purchase advertising with these entities up to \$100K in a fiscal year. However, due to changing market conditions, Aviation Marketing may or may not choose to purchase the advertising in any given period. It is open for discussion as to whether or not these purchases would be managed by Port staff or contracted out.*
- *Both KQED and Google advertising purchases are paid for from the stated budget. The amount of these purchases is and would not be in addition to the stated budget.*

The Port of Oakland also receives allocations base on contracts with Port of Oakland vendors CBS Outdoor, Clear Channel and Clear Channel Outdoo. These allocations are not reflected in the budget as they are not cash spends. Aviation marketing has typically managed the use of the allocations.

23. Question: Does the Port have a list of preferred media buyers? Who are they?

Answer: We do not have a current list of preferred media buyers.

24. Who are you currently doing cooperative advertising with?

Answer: Our airline tenants through their own channels including in-terminal ads, in-flight magazines, and more and our own promotions of our new airlines services in BART stations, BART train interiors, Cable Cars, etc.

25. Question: Can we get a copy of the current advertising campaign creative and media plan as well as any results to date?

Answer: Please see attached sample for our campaigns for the last several years.

26. Question: Can the Port provide any samples of the current creative campaign?

Answer: Please see attached.

27. Sample Question: Is there a past/current media plan you can provide?

Answer: Please see the attached Primary Outlets spreadsheet.

28. Question: How much and where are you running traditional media (TV, radio, print)?

Answer: See attached for Primary Outlets

29. Question: Are you currently translating the campaign in to any other languages? If so, do you provide translations to the agency, or will translation hard-costs need to be accounted for in the agency budget?

Answer: We have in the past translated our marketing materials. Different vendors have been used at different times. The Port has paid these costs directly.

30. Question: Will the online and social elements need to coincide with any traditional media campaigns?

Answer: Yes.

31. Question: What areas in online marketing are your biggest challenges?

Answer: As we do not sell airline seats directly, we are always assessing our programs to better understand effectiveness and return on investment.

32. Question: Are there any online areas you are not currently working in but would like to?

Answer: We have a very popular, award winning airport Facebook page. We're open to other online areas, especially social media.

33. Question: What is the social media fan/following history past year in terms of growth

Answer: Facebook has 38,000 fans with a 1 million weekly reach. This has grown gradually over the past few years. Weekly reach has increased rapidly in the past year.

34. Question: What online media have you run to date that have been the most successful?

Answer: Google AdWords had approximately 52 million impressions. Facebook impressions are over 100 million. Facebook has 38,000 fans with a 1 million weekly reach

35. Besides Facebook and Google, are there any other social mediums you are working in or would like to?

Answer: We're open to evaluating new and other channels.

36. What percentage of the overall web traffic is coming from online media?

Answer: This is not currently tracked as we do not sell tickets. Our conversion rates through SEM are about 1% of the 52 million reach.

37. What percentage of the total budget is online media?

Answer: The total spent for online media for FY2013-2014 was \$170,000.00

38. Question: Is the budget planned on a fiscal or calendar year?

Answer: The Port budget plan is on a fiscal year from July 1 through June 30. Amounts shown in the RFP document approximate the total approved Aviation Marketing and Communications budget for advertising, design and consultant fees in the fiscal year 2015.

39. Question: Within the overview, you provide a budget not to exceed approx. \$1.3MM over three years, with a specific breakout for media. Is there an expectation that this amount will be “working” media, or may it include media-specific production and/or commissions as well?

Answer: The amount stated in the RFP for creative design is the maximum amount expected to be spent in a year the Port would embark upon several new campaigns requiring new design. Again, as dictated by market conditions, the Port, in any given fiscal year period, may or may not need a new creative design effort beyond maintenance, development and re-factoring of existing assets.

40. Question: What percent of the proposed media budget is already committed to the list of media vendors? Are you looking for the media company to manage these contracts or are they managed internally?

Answer: Please refer to the answer of a similar question above. Also, it should be noted that the stated budget includes amounts allocated for airline cooperative advertising that is administered and purchased by the airline, and then approved for reimbursement by Port staff. As such, in a fiscal year when many new routes are added at OAK leading to substantial airline participation in the cooperative advertising program, the amount of budget left for advertising purchases directly controlled by Aviation Marketing (and/or an agency acting on its behalf) is reduced. Conversely, in a fiscal year where there are no new routes; more of the advertising budget is available for Aviation Marketing, etc. to directly spend.

To re-iterate, the Port may award only portions of the RFP. For example, a contract for creative design and professional services only may be awarded and a contract for media purchasing/placement not awarded.

41. Question: What % of the media budget is allocated to the local market versus destination market? Can you give a breakdown of how the media budget is spent within the local market by county or city?

Answer: Approximately 65% of our advertising budget is local and 35% out of the local area.

42. Question: Is the sports contract included in the overall media budget and if so, what is that contract amount?

Answer: The Port currently is in the third year of a five year agreement with Cal IMG that provides advertising and promotional offerings in various sports venues –football, basketball and baseball as well as digital advertising on Cal Athletics websites and status as The Official Airport of Cal Athletics. The amount paid for this is approximately \$123K for this fiscal year. This amount is paid for from the stated budget. It is not in addition to the current budget.

43. Question: Likewise, are there any other confirmed media contracts that will reduce the overall media budget?

Answer: The Port intends to seek approval authorizing advertising purchases with both Google and KQED not to exceed \$100K for each of three fiscal years with possible extensions. Subject to Board approval, Aviation Marketing would then have authority to purchase advertising with these entities up to \$100K in a fiscal year. However, due to changing market conditions, Aviation Marketing may or may not choose to purchase the advertising in any given period.

- *Over the last several years we have purchased advertising from KQED TV and KQED Radio. Both have proven to be effective in reaching our target audience.*
- *For the first time in FY14, we purchased advertising from Google and associated subsidiaries. Our hope is to continue to do so and hence our intent to seek Board authorization to do so.*
- *Both KQED and Google advertising purchases are paid for from the stated budget. The amount of these purchases is and would not be in addition to the stated budget.*

The Port budget is approved on an annual basis prior to the beginning of the fiscal year starting July 1st. There is no guarantee that the budget will be approved at the current amount in future years. It may be approved at amounts that are the same, greater or less than the current fiscal year.

The portion of the budget spent on professional services, creative design and advertising media purchases is largely driven by market conditions and traffic levels.

The stated budget includes amounts allocated for airline cooperative advertising that is administered and purchased by the airline, and then approved for reimbursement by Port staff. As such, in a fiscal year when many new routes are added at OAK leading to substantial airline participation in the cooperative advertising program, the amount of budget left for advertising purchases directly controlled by Aviation Marketing (and/or

agency acting on its behalf) is reduced. Conversely, in a fiscal year where there are no new routes; more of the advertising budget is available for Aviation Marketing, etc. to directly spend.

Regarding professional services for creative design, the Port has spent the following amounts in past fiscal years:

- FY12: \$32,000.00
- FY13: \$30,000.00
- FY14: \$170,000.00 (including development of two microsites)

44. Question: Based on your current advertising outlets as listed in A.2 Section can you explain the percentage of dollars allocated to each medium, approximately?

Answer: This information is included in the attachment.

45. Question: Under section A.2, you list a combination of outlets for media, with several under contractual terms. What portion of the media budget is currently allocated to these contracts, or are those dollars separate from the media spend under this RFP?

Answer: See answers shown above,

46. Are the Cal IMG contract, Encore Media and KQED agreements paid from the \$750,000 media planning/buying budget?

Answer: Yes.

47. Question: The firm will also be retained to work with the Aviation Marketing and Communications team to support market research, formulating advertising strategies and basic reach to included additional or expanded media in our plan. Can you clarify what is meant by expanded media in our plan? Does this mean what we recommend beyond what is committed?

Answer: Yes, we're totally open to outside ideas and recommendations. We value respondents' expertise, and continually evaluate all of our programs to ensure they are modulated for the best possible results.

48. Question: Will any preference be given to vendors that handle both the creative and media buying services in-house, as opposed to one agency sub-contracting with another that does a portion of the total services?

Answer: Preference points will not be given to vendors that handle both creative and media buying as the evaluation criteria is set by percentage points. However, vendors

that handle both creative and media buying may be ranked higher depending on Knowledge and Experience, Plan and Approach, and Proposed Costs.

49. Question: What are the preference points for Non-Discrimination and Small Local Business Utilization Policy NDSLBP?

Answer: Proposers may accumulate up to a maximum of 15 points. Competing consultant proposals will be evaluated on a 100 point scale. Up to 85 points will be allocated on the basis of evaluation of technical excellence of the consultant; up to remaining 15 points will be allocated as preference points. LIABE includes the cities of Oakland, Alameda, San Leandro and Emeryville, LBABE consist County of Alameda and Contra Costa. Proposers may be awarded up to a maximum of:

1. Proposers may be awarded up to a maximum of 5 preference points depending on the proportionate share of work, calculated based on the contract amount, to be done by LIABE and LBABE certified prime consultant(s).

- If all the contract work is to be performed at the prime consultant's respective office within the LIABE, the proposer will be awarded 5 preference points; or*
- If all the contract work is to be performed at the prime consultant's respective office within the LBABE, the proposer will be awarded 2.5 points; or*
- If the contract work is to be divided among prime consultant(s) as in the case of a joint venture, with offices located within the LIABE, LBABE and outside the LBA, the proposers will be awarded proportionate shares of the 5 LIABE and 2.5 LBABE preference points depending on the percentage of total work being done by the prime consultant(s) in each area.*

2. Proposers may also be awarded up to a maximum of 3 preference points depending on the proportionate share of prime contract work to be done by LBABE and LIABE certified prime consultant(s).

- If all the prime contract work is to be performed at the prime consultant's office within the LIABE, the proposer will be awarded 3 points; or*
- If all the prime contract work is to be performed at the prime consultant's office within the LBABE, the proposer will be awarded 1.5 points; or*
- If the prime contract work is to be divided among the LIABE, LBABE, and outside the LBABE, as in the case of a joint venture, the proposers will be awarded proportionate shares of the 3 points for LIABE and 1.5 points of LBABE depending on the percentage of prime work being done by firms located in each area.*

Note: This bullet #2 act as double counting with bullet #1, because for this RFP only, preference points apply only to certified prime(s) and it does not apply to subconsultants. (Yes, you can get credit for both #1 & #2 if you qualify for LIABE or LBABE).

3. Proposers may also be awarded up to a maximum of 4 preference points for SBE and VSBE certified prime(s).

- 4 points will be awarded to VSBE certified primes; or
- 2 points will be awarded to SBE certified primes.

4. Proposers may also be awarded up to a maximum of 3 preference points for demonstrating their commitment to the Port's community values and programs. Examples of this commitment may include the following:

- mentor small or very small local firms;
- commit hiring local interns and students;
- participate in trade fairs or job fairs targeted to LIABE businesses and job seekers;
- participate in other activities which are dedicated to the economic development of LIABE businesses, citizens and students.

All proposers need to complete the "Chart of submitting Data for Calculation of Preference Points" in Attachment 5-A, even if you do not qualify as a LIABE or LBABE business. In addition, Attachment 5-B also needs to be completed by all proposers and their listed subcontractors, if none applies, just indicate so.

50. Question: Should agencies that do not have people or offices located in the LBA or LIA submit at all?

Answer: All interested firms are welcome to submit a proposal. Proposers will be evaluated on a 100 point scale. Up to 85 points as stated in the evaluation weights and The Port will evaluate companies that have provided substantiating documentation to prove they meet the Port's definition of Small Local Business, and award qualifying companies up to the maximum 15 points.

51. Question: If we are using a sub-contractor whose qualifications must also be explained, can the page limit be expanded?

Answer: Yes, the page limit may be expanded for consideration of the sub-contractor.

52. Question: Does the 20-page submission include the required forms or are they in addition to the submission?

Answer: No, it does not. Submissions are not a part of the requirements.

53. Question: In regards to execution of project timelines and adherence to Oakland International Airport's requirements. What are the Oakland International Airport's requirements?

Answer: The eight submission requirements are listed beginning on page 5 of the RFP.

54. Question: Can you briefly describe what the key stakeholder approval process will be, to move the initial strategic creative and media development through to final approval?

Answer: Strategic creative and media development is approved first by the Aviation Marketing Department and our Division Director. Budget is outlined by staff and management, approved by the Division Director and final approval by the Executive Director and the Board of Port Commissioners.

55. Question: Is there any expectation for vendors to attend trade shows?

Answer: No, there is no expectation for creative advertising or media buying vendors to attend trade shows.

56. What are your KPI's?

Answer: As we evaluate success key factors include passenger enplanement growth, positive changes in market share ratios, retention and growth of flight frequency and destinations, as well as strong performance in day to day transactions. Meeting deadlines is also important. Specific goals will be agreed to as we proceed toward the beginning of the contract.

57. Question: Make media buying recommendations that meet Oakland International Airport strategic vision. What is the Oakland International Airport's strategic vision?

Answer: Our vision is for Oakland International Airport to be the airport of choice for travelers in the San Francisco Bay Area.

Oakland International Airport Advertising/Media Plan for FY13-14

Primary Creative	Year One Scope of Work	Scope of Work	Scope of Work	Project Details
Creative Team	Brand and Creative Ad Design	Creative Design	Creative Design	Creative advertising, brand maintenance (inbound and outbound)
	OAK Website Design and Mgmt.	Website Mgmt.	Microsite Design	Creative advertising, brand maintenance (inbound and outbound)
	Editing, uploading, resizing creative	Maintenance	Maintenance	Build Microsite
	for media placement	Placements	Placements	SEM / SEO account support and analytics
Video Production Team	Create and edit OAK and Norwegian videos	Creative Design	Creative Design	Produce and edit for various placements videos for OAK,
	Creat Cal Athletics video	Production	Production, editing	Norwegian Air Shuttle new service events, Cal Athletics
Primary Vendors	Outlets	No. of Impressions	Cost per Impression	Demographics - What Attracts Us
Titan 360 - Ad placements for	BART stations and Cable Cars	7,533,488	<0.02	Average monthly East Bay ridership totals 1,883,372
	1 month campaign, top two circulations			High passenger dwell time/Our budget only with Norwegian
Cal IMG Sports Marketing	Local SF Bay Area audience	165,000	<0.03	Cal fans in 9- County Bay Area - 983,927
	UCB alumni, staff, faculty, students	983,927		Cal Alumni in No Calif. - 165,000
	Visitors to Bay Area	230,291		Cal event attendees - 230,291/Attendees with college degrees- 74%
				High propensity to travel
		1,379,218	<0.17	Connects OAK to UCB as preferred airport - 250,000 trips per
KQED/NPR	KQED News	2,100,000		Public agency support
	Check Please, Bay Area!	1,000,000	<0.03	KQED Radio and Television rated #1 by Bay Area listeners and watchers.
National Cinema Media	Bay Area cinemas to show OAK Video	626,030	<0.02	Affluent, high propensity to travel, diverse movie goers
Spotlight Cinema	Landmark cinemas to show OAK video	384,000	<0.02	Affluent, high propensity to travel, diverse movie goers
Encore Media	A.C.T., Berkeley Rep, Yerba Buena	62,000	<0.04	Greater, discretionary income
	Total Number of Impressions/Primary Vendors	14,463,954		
Primary Port of Oakland Vendors	Outlets	No. of Impressions	Cost per Impression	Demographics - What Attracts Us
CBS Outdoor	Billboards	9,650,000	<0.01	Fulfills allocation as part of agreement, production and Install
	Hangar Walls			\$100,000 yearly allotment includes production and install
Clear Channel	In-Terminal Ad space including:	9,650,000	>0.01	Fulfills allocation as part of agreement (to include Bay Bridge billboard)
	Dioramas, Mini Spectaculars			Norwegian, Hawaiian
Clear Channel Real Estate	Outdoor Digital and static billboards	10,000,000	0	Fullfill CRE allotment, Bay Area freeway travelers/our demographics
	Total Number of Impressions/Port Vendors	19,300,000		
Inbound Advertising	Outlets	No. of Impressions	Cost per Impression	Demographics - What Attracts Us
Facebook	Targeted to individual markets worldwide	1,000,000		Customer loyalty creating ongoing shared experience
	Campaign to date		<0.015	20 countries, 20 languages spoken
Routes 2013	Booth + ads	3,000	<0.06	Aviation route development, event booth design
	Brand and Creative Ad Design for Routes			Routes Booth design, photography, maintenance
UNK Vendor(s)/Opportunities	Note: Possible targeted online or community-focused advertising opportunity			
	Total Number of Impressions/Inbound Advertising	1,003,000		
Online and Print Advertising	Outlets	No. of Impressions	Cost per Impression	Demographics - What Attracts Us
Google AdWords	Google SEO/SEM on	52,000,000	Currently UNK	World-wide searches,
	Total Number of Impressions/Google AdWords	52,000,000		
Norwegian	Oslo and Stockholm terminals	20,000,000	<0.01	New Norwegian Air Shuttle service promotion and marketing
	Total Number of Impressions/International Advertising	20,000,000		



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THE EXTRA HOUR IS
UP TO YOU



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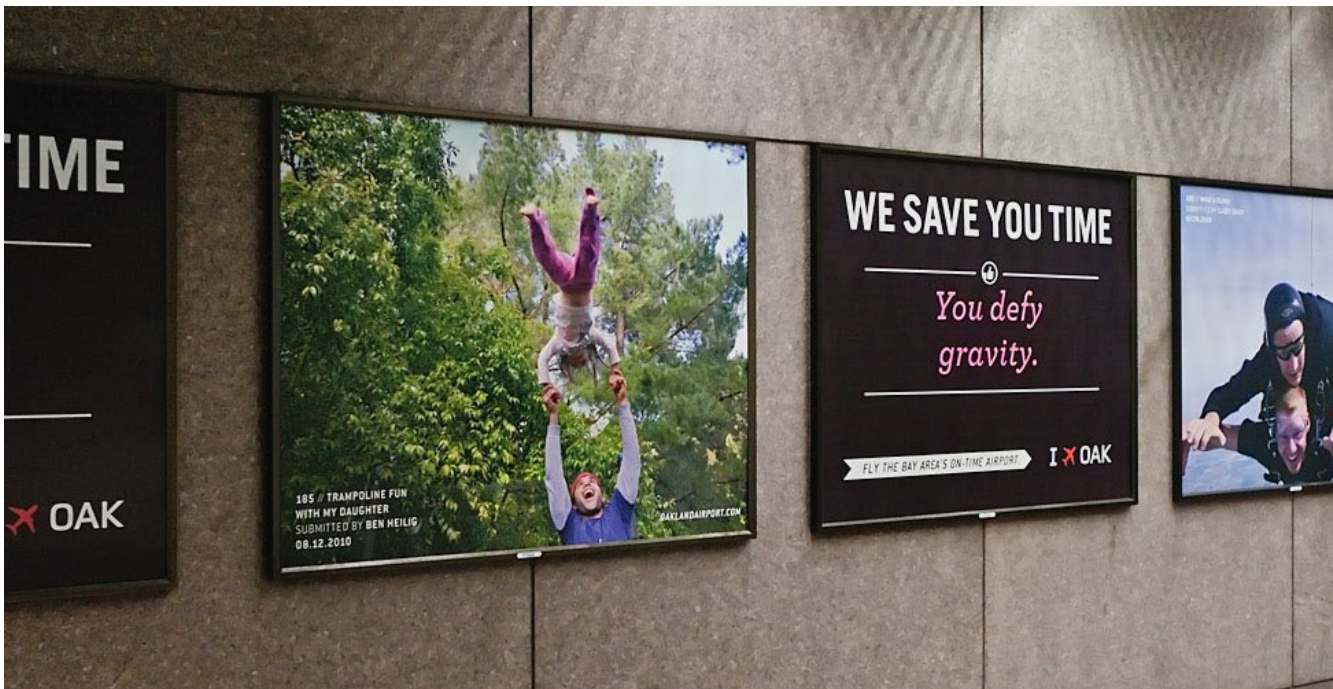
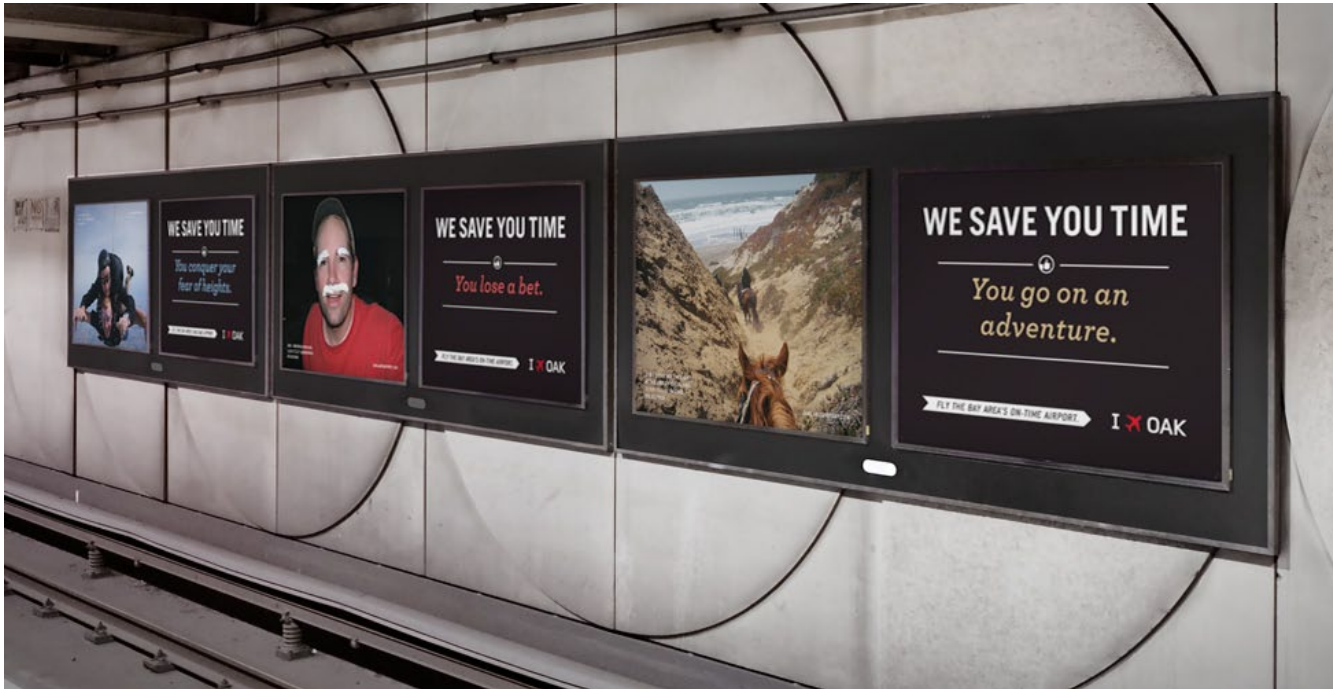
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Park Close. Fly on time.



WE SAVE YOU TIME

You see the sights.

THE BEST WAY TO SAN FRANCISCO BAY. I ✈ OAK

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WE SAVE YOU TIME

You get him all spiffed up.

FLY THE BAY AREA'S ON-TIME AIRPORT. I ✈ OAK

117 // FIRST FADE
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Write a recommendation

You and Oakland Intern
7 friends like this.

People You May Know
Natalie Ruttar
3 mutual frien
Add Friend

Friends' Events
PARTYYYYYYYYY
Friday, July 1
RSVP: Yes - No - Mayb

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RSVP - Shanna Dohert

Stop breaking umbrellal
Mortons.com

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You go on an adventure.

FLY THE BAY AREA'S ON-TIME AIRPORT. I ✈ OAK

**Oakland is the #1 Destination
in North America**

-45 Places To Go in 2012: The New York Times



WE SAVE YOU TIME



You loop the lake.

THE BEST WAY TO SAN FRANCISCO BAY.

I X OAK
oaklandairport.com

**"The Coolest New Kid In The
Country, Oakland."**

-The Huffington Post



WE SAVE YOU TIME



*You indulge your
senses.*

THE BEST WAY TO SAN FRANCISCO BAY.

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oaklandairport.com

**Oakland is the #1 Destination
in North America**

-45 Places To Go in 2012: The New York Times



WE SAVE YOU TIME



You catch a show.

THE BEST WAY TO SAN FRANCISCO BAY.


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oaklandairport.com

THANKS FOR ✈️ OAK
 See you again soon.
 Your airport since 1927.

CELEBRATING
85
 YEARS
 OF FLIGHT

I ✈️ OAK
 oakairport.com

THANKS FOR ✈️ OAK
 See you again soon.

Next time Maui? 

POWER ⚡ UP

Charging stations at OAK.

I ✈️ OAK

I ✈️ OAK

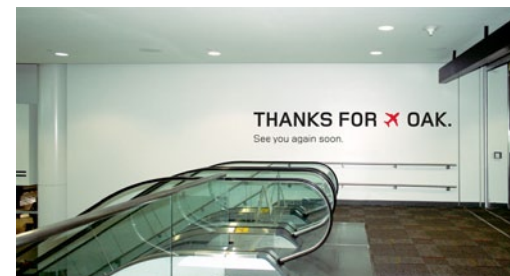
WELCOME
Need help?

欢迎您
需要帮助吗?

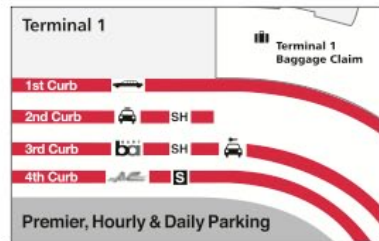
WELKOM
Hulp nodig?

BIENVENIDOS
¿Necesita ayuda?


 WE'LL HELP
 YOU FLY. ✈️



PICKUP LOCATIONS



- | | | | |
|--|---|--|---|
| FIRST CURB
Limo
Private Car | SECOND CURB
Taxi
SH Shuttle
(on demand) | THIRD CURB
AirBART
SH Shuttle
(reservations)
Rental Car Shuttle | FOURTH CURB
AC Transit
B Scheduled Transit |
|--|---|--|---|

Whether you're headed to San Francisco's Fisherman's Wharf or Union Square, Six Flags Discovery Kingdom in Vallejo, the hottest bistros in Oakland, or the wine country in the Sonoma and Napa valleys, getting to and from is easy via OAK.

	QUICKEST	CHEAPEST
DOWNTOWN SAN FRANCISCO	Taxi - 30+ min / \$60 Shuttle - 40+ min / \$50 Limo/ Private Car - 30+ min / call for rate	BART* - 35 min / \$7
DOWNTOWN OAKLAND & BERKELEY	Taxi - 20 min / \$30 Shuttle - 20+ min / \$30 Limo/ Private Car - 20 min / call for rate	BART* - 25 min / \$5
MARIN	Shuttle - 60-90 min / \$50-\$125 Rental Car - 60 min / call for rate	Sonoma County Airport Express - \$26
SONOMA	Shuttle - 120-150 min / \$85-\$130 Rental Car - 120 min / call for rate	Sonoma County Airport Express - \$34
NAPA TOURISM AREA	Shuttle - 60-90 min / \$95-\$125 Rental Car - 60 min / call for rate	Evan's Airport Service - \$29
OTHER EAST BAY CITIES	Taxi - 30+ min / \$50+ Shuttle - 30+ min / \$30 Limo/ Private Car - 30+ min / call for rate	BART* - 45 min / \$8 AC Transit - 45 min / \$5
SILICON VALLEY	Taxi - 45 min / \$60 Shuttle - 60 min / \$40 Limo/ Private Car - 45 min / call for rate	BART* - 40+ min / \$8+

* BART time/cost inclusive of AirBART service.
 ** BART to Silicon Valley - transfer to public or private transportation at BART Fremont Station.
 Limo or Private Car requires reservation.
 All travel times and costs are approximate and may differ based upon traffic conditions and fare changes.



For additional information and transportation options, visit the information booth located in baggage claim or call 511 from any Bay Area area code, or visit 511.org.

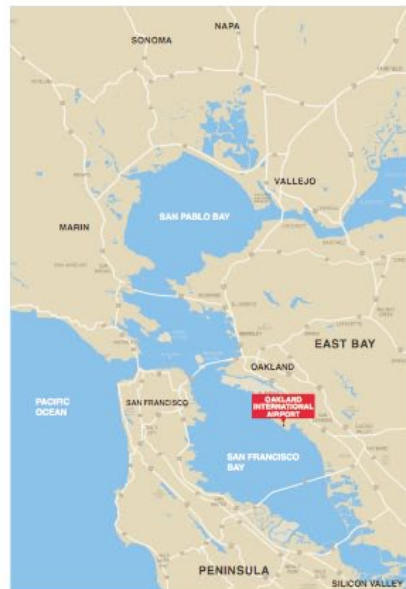
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 OaklandAirport.com



OAK's ground transportation providers comply with the Americans with Disabilities Act.
 All information provided accurate at time of printing.



Save time and money with Oakland International Airport's GROUND TRANSPORTATION GUIDE



SHUTTLES/ LIMOS/ PRIVATE CARS

Marin/ Sonoma County Sonoma County Airport Express
 800-327-2024
 airportexpressbus.com

Vallejo/ Napa Evan's Airport Service
 707-255-1559
 evansairport.com

Visit oaklandairport.com for a list of door-to-door shuttles, scheduled transit providers, limos and private cars approved to operate at OAK. Please obtain a fare quote for your destination from the driver. Shuttles and scheduled transit operate at OAK's second, third or fourth curbs*. Limos and private cars operate at OAK's first curb*. Reservations and fare quotes available through the individual agencies.

RENTAL CARS

Alamo: 800-462-5366
Avis: 800-331-1212
Budget: 800-527-0700
Dollar: 800-800-4000
Enterprise: 800-261-7331
Fox: 800-225-4359
Hertz: 800-654-2131
National: 800-227-7358
Thrifty: 800-847-4389

OAK's Rental Car Center features nine rental car agencies. Rental car shuttles operate from OAK's third curb* to the Rental Car Center every 5-10 minutes, and "on demand" between 1:30 a.m. and 4:30 a.m. Journey time is 10 minutes. The Rental Car Center is open 24 hours a day. However, travelers should check with their agency's reservation center for hours of operation at OAK and make arrangements for special arrival and departure requests. You can transfer to off-airport rental car shuttles at the Rental Car Center. Return vehicles to Rental Car Center located at 7600 Earhart Road, Oakland, CA. Allow time for shuttle ride to terminals for on-time flight check-in.

BART AND AIRBART



BART
 Adult - \$1.75-\$4.95
 Children (4 & under) - FREE
 510-465-2278
 bart.gov



AirBART
 Adult - \$3
 Seniors (age 65+) - \$1
 Children (12 & under) - \$1
 Disabled (with I.D.) - \$1

TAXI

Friendly: 510-536-3000
Veteran's: 510-533-1900

BART (Bay Area Rapid Transit) is one of the finest urban rail systems in the world connecting many Bay Area communities. AirBART is a shuttle that offers OAK passengers an easy and reliable connection to the BART Coliseum/Oakland Airport Station, connecting to all four lines serving the Bay Area (see BART System Map on right). Separate tickets required for each. AirBART operates daily from OAK's third curb*, approximately every 10 minutes, until midnight. Service begins at 5 a.m., Monday through Saturday, and at 8 a.m. on Sunday and holidays. An AirBART ticket vending machine, which accepts all major debit and credit cards, is available at the shuttle stop. Fares can also be paid on-board bus with exact change or an exact-fare BART ticket. Purchase BART tickets at the Coliseum Station. Only purchase from ticket machines which accept cash and major credit cards.

*For more help with the curb system, please refer to the back cover.



510-891-4700
 actransit.org
 Adult - \$2.10
 Children (4 & under) - FREE
 Youth (ages 5-17) - \$1.10
 Seniors (65+) - \$1.10

Alameda County Transit (ACT Transit) operates from OAK's fourth curb* as follows:
 - Bus #73 connects OAK to the BART Coliseum/Oakland Airport Station every 12 minutes between 4:56 a.m. and midnight.
 - Bus #20/21 connects OAK to Alameda/ Bay Farm Island every 30 minutes between 6:27 a.m. and 9:26 p.m.





IN TEMPUS PORTTITOR NUNC

- Eget malesuada nulla
 - Integer mollis, justo nec consequat
- Augue tortor hendrerit turpis
 - Nec rhoncus metus tellus
 - Morbi rutrum sagittis quam



VIVERRA FRINGILLA

- Eget malesuada
- Integer mollis, justo nec consequat
- Augue tortor hendrerit turpis
- Nec rhoncus metus



Cras eros magna, ullamcorper a hendrerit lobortis, feugiat porttitor.



Mexico City
Guadalajara
Daily. Nonstop.
Easy.



I X OAK

OAK to Amsterdam.
Nonstop flights

Summer 2012



I X OAK

DFW.
Nonstop.

Spring 2013 fly *spirit*.

I X OAK



Four Hawaiian
Islands Nonstop.
Oahu Maui
Kauai and
The Big Island.
Easy.



OAKLANDAIRPORT.COM

I X OAK

Sandtraps and Moguls,
direct from OAK.



Telluride
Fall 2012



Palm Springs
Fall 2012



I X OAK

New Places to Fly.
Nonstop.



Palm Springs
Fall 2012



Dallas - Fort Worth
Spring 2013



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to Wherever
Summer
Takes You.
More destinations
than ever before.

85
YEARS

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Go
Have
Some
Fun.

More nonstops
than ever before.



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CBS W022

San Pablo

JITTER BEAN

