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New Campaign Launches at LAX



Bringing a world-class airport to the City of Los Angeles takes time, money, and often causes traveler headaches. As construction continues at Los Angeles International Airport (LAX), we're being proactive to lessen the sting of the impacts by working to educate the public on our ongoing efforts.

Rather than promoting the traditional, tired "Pardon our Dust" campaign, LAX has taken our messaging one step further – Los Angeles is the creative capital of the world after all – by launching our new "LAX is Happening" campaign.

Caption: A proposed construction barrier for the "LAX is Happening" campaign notifies the public of the progress being made in modernizing the Airport.

The premise behind "LAX is Happening" is to elevate the LAX modernization campaign and make it work for us long term. Although it is simple, it works harder than a

traditional "Pardon our Dust" message because it not only speaks to things currently happening at LAX that are having impacts on travelers (change, construction, traffic), but also to the elements that have already been developed and are shining examples of our efforts (such as the New Tom Bradley International Terminal and all the hip, happening concessions already open to the public).

This messaging duality gives us more flexibility to impart our strategy of inspiring and informing the public – creating awareness of the pain points while sharing the benefits of what's to come at LAX. Because, as we see it, the more informed and excited the general public is, the more tolerant they will be.

The campaign tone and personality is smart, personable, and slightly irreverent. The color palette is bold with multiple jewel-tones to stand apart from other forms of advertising, as well as to create a distinct feel from other major airport advertisements.

Our campaign icons are universally understood among domestic and international travelers alike. But to ensure we stand apart and have a distinct LAX look and feel, we customized our icons for each creative iteration – infusing the campaign with even more personality and distinctive flair (much like L.A. itself). And in every iteration, we are providing a call to action that provides information, tips, and solutions and begins to start a dialogue with our audience on what is happening at LAX.

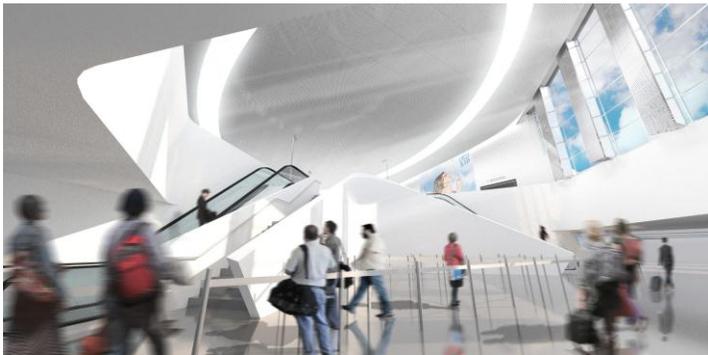
Even through the dust of progress, we can see the new LAX in the sleek lines and architectural curves of new terminals that are gracing the landscape. We can taste it in Umami Burgers and Pinkberry treats and local, gourmet restaurants that are arriving every month to delight our palates. We can feel it in “fashion to die for” from shops like Fred Segal, Chloe, Hermes, Burberry and Coach. It’s rushing at us at the speed of improved security checkpoints, check-in kiosks and baggage handling. It’s comforting us with the knowledge that our roadways are brighter, our taxiways are less congested, and our airport is safer.

In short, a reinvented airport is Happening. Local flavors are Happening. Luxury retail is happening. Increased speed is Happening. Enhanced safety is Happening. LAX is Happening.



Caption: This proposed billboard for “LAX is Happening” notifies drivers of possible traffic impacts due to airport construction and where they can turn for tips and relief.

Terminal 2 Improvement Program Initiated



Caption: A rendering depicts the proposed updated Terminal 2 entrance – a lighter, brighter lobby for LAX’s second busiest international terminal.

Terminal 2 has served the traveling public well over the years as the second busiest international terminal at LAX, serving approximately 4.7 million international passengers and 800,000 domestic passengers in 2013. But today the 30-year-old space is in need of an upgrade.

The Los Angeles Board of Airport Commissioners on January 13 approved a \$74 million work contract to Turner Construction for the Terminal 2 Improvement Program, which will bring aesthetic and functional improvements to the building.

The upcoming construction will significantly revamp the level of service and appearance of the aging terminal, bringing the space new life with major upgrades to the ticket lobby, baggage screening, baggage claim area, concourse areas, and boarding gates, as well as construction of all new concessions designed to reflect Los Angeles. Upgrades of all systems (electrical, mechanical, telecommunications, etc.) will also be included. And passengers will benefit from the modern and upgraded systems in this sustainably-designed facility, which will feature LED

lighting, water-saving fixtures in restrooms, and grease interceptors in food-service concessions.

Construction will be conducted in phases to mitigate passenger impact. Visitors may notice construction barrier walls and may hear some noise, but terminal operations are not expected to be impacted during the renovation.

The project will be funded through a combination of Passenger Facility Charges, Transportation Security Administration grants, LAX funds, and airport revenue bonds. No funds from Los Angeles City's General Fund will be used on the project.

Curbside Appeal Project Underway in the CTA

To the traveling public, LAX can seem like nine disjointed buildings connected by a traffic jam, but that is about to change with the upcoming Curbside Appeal and Roadway Improvement Project in the Central Terminal Area (CTA).

The Curbside Appeal Project will provide a new, dramatically upgraded look for LAX with the installation of modern LED street lighting and wayfinding components CTA-wide, and new sidewalk canopies for Terminals 3 and 4. The final look for the CTA is currently on display outside the New Tom Bradley International Terminal. The project will extend that appearance throughout the CTA and will also involve traffic-safety and roadway-improvement measures including a retrofit to the departures level roadway and traffic improvements to improve roadway safety and function on World Way South and Center Way.



Caption: The Curbside Appeal Project's light poles and light band will improve visibility while assisting pedestrians and motorists in navigating the Central Terminal Area.

This much-needed facelift to Southern California's gateway to the world will aesthetically enhance the CTA by installing custom-made art deco LED light poles; sleek, metallic silver canopies evoking the golden age of aviation; and a programmable LED light band running the length of the CTA, which can play programmed video graphics and display light shows. Once complete, the new look will offer a world-class welcome to travelers and visitors alike.

For traffic functionality and safety enhancement, the Curbside Appeal Project will retrofit the second level (departures level) roadway by removing and replacing expansion joint seals, repairing hinges, replacing the barrier rail, traffic signal work, deck drainage improvements, roadway striping, bearing pad replacements, and traffic control signage. The World Way South/Center Way Traffic Improvements will create an additional lane from the World Way South transition to southbound Sepulveda Blvd., along with traffic signal upgrades and other related traffic flow-defining measures throughout the entire CTA.

Construction is expected to begin this spring and be completed in 2015. Passengers should expect impacts due to the roadway construction and terminal re-facing. To mitigate the effects of this transition, LAX will perform construction in phases designed to take place when traffic is at its lowest, and frequent traffic updates will be posted.

Retired Central Utility Plant Operator Returns to CUP



Caption: LAWA Director of Construction and Maintenance Ralph Morones, Retiree Don Ris, Retiree Al Acuesta, Sr. Building Operating Engineer Sal De La Cruz (Back row), Retiree Ed Callegari, Retiree Walt Garrick, and Sr. Building Operating Engineer Ernie Jalomo pose together outside of the Central Utility Plant at LAX.

After 45 years of loyal service to the City of Los Angeles operating LAX's Central Utility Plant (CUP) and 11 years of happy retirement, 79-year-old Chief Building Operating Engineer Walt Garrick was asked to return to his duties for one last run.

The \$438-million Central Utility Plant Replacement Project is an investment to replace the existing 50-year-old facility with a more modern, powerful, and energy-efficient operating system.

The LAX Central Utility Plant is considered the heart of the airport. It runs heating and cooling systems for the entire Central Terminal Area

and other buildings, keeping the thousands of staff who work here each day, and the 66.6 million travelers who pass through our doors each year, comfortable.

When the original Central Utility Plant first opened in 1961, Walt Garrick was hired as Senior Building Operating Engineer to ensure smooth operations of the machinery. He was promoted to Chief Building Operating Engineer in 1969, and later oversaw the plant's first upgrade in 1983. After 42 years working at the CUP, Walt retired in 2002.

During retirement, each month he made it a point to visit the old CUP to have lunch with current the team and share stories about construction and operations. So when the time came to begin constructing the new CUP, the one that will ultimately power our 21st Century airport, managers knew exactly whom they wanted to call to help coordinate the complex transition from the old system to the new – they called Walt.

Brought out of retirement, Walt was asked to help handle the plant's transition from the old maximum capacity of 10,500 peak tons of chilled water for cooling, 52,000 MBTUs per hour (MBH) of heated water for space heating, and 7.58 megawatts (MW) of electricity exported to the Los Angeles Department of Water and Power's electrical system – to the new CUP's maximum cooling capacity of 19,560 peak tons of chilled water with an installed capacity of 23,798 tons, maximum heating capacity of 71,000 MBH, and 8.8 MW of electricity to LADWP, as well as 90,000 pounds per hour of steam from two new combustion turbine generators.

Designed to meet future demand and to replace the outmoded equipment at LAX, the new CUP is located immediately east of the existing facility. On April 1, the existing CUP will be demolished and the site will accommodate a 1.6 million gallon thermal energy storage tank.

In the new facility, streamlined computer operating systems will drive the plant's progress – a far cry from the dials and meters gracing the current CUP's walls. As staff is trained on the new

system and learn the CUP operations of the future, managers were left wanting for staff equipped to handle the old equipment. And few people know the operating system from the past like Walt Garrick. So in January, CUP Management asked Walt and four other retired plant operators – Al Acuesta, Don Ris, Ed Callegari and Bob Lopez – to return to work.

“The Airport has been my home forever,” Garrick said. “I respect them for the nice life I had while I was here, so when they called me to come back, I jumped at the chance and the guys did too.”

On March 11, Garrick will be given the honor of completing the transition from the current CUP he helped usher online in 1961 to the new CUP of 2014. He will flip the switch before a group of co-workers, supporters, and friends.

“It is truly an honor,” Garrick added. “I am excited to show the new kids how it’s done.”

And you can bet that although the old systems will be out of commission, Walt Garrick won’t let that stop him from dropping by the new CUP once a month to have lunch with the team and share stories about the old days at LAX.

Terminal 5 Partially Opens Renovated Ticketing Area

Delta Airlines has partially revealed the new look of the renovated Terminal 5 (T5) at LAX by opening the remodeled eastern-most corner of the ticketing lobby for passenger use.

Unveiled in November 2013, the updated T5 lobby is 19,000 square feet and features six curbside check-in positions, 37 kiosks, and 30 staffed counter positions. The kiosks are in the island formation that Delta has begun using at most of the other airports it serves (Atlanta, New York, and Seattle to name a few) to allow easy pass-through access for passengers.



Caption: A rendering depicts the final view of the Terminal 5 ticketing area following Delta’s renovation, scheduled for completion in 2015.

"Our new Terminal 5 lobby is brighter and more open and provides better flow and more check-in options for our customers," said Ranjan Goswami, Delta's vice president - Los Angeles. "Delta is proud to be improving the customer experience from curbside to planeside in this critical global gateway, in partnership with LAWA and the City of Los Angeles."

The lobby isn't the only renovated portion of Terminal 5 now open to the public. The T5 baggage claim area also has four new carousels.

Once the full renovation is complete in 2015, T5 will have doubled the size of the ticketing lobby and federal security screening checkpoints; added an exclusive Sky Priority experience with a separate lobby and checkpoint; added a private VIP check-in lobby to provide an elite experience; and unveiled a renovated Delta Sky Club including full-service bar, new carpet, tile, and additional recharge stations for personal electronic devices.

The renovation also adds new baggage carousels, upgraded baggage check facilities, new finishes, and 15 new restaurants and shops featuring celebrity chefs and retail brand names reflecting the culture and lifestyle of Los Angeles.

With the opening of the east-side lobby, the west side of the Terminal 5 lobby is now closed and behind construction walls to undergo a similar overhaul. That portion will become Sky Priority check-in and a special premium check-in experience.

LAX IN THE NEWS

ETB News

<http://new-zealand.etbnews.com/191397/world-new-developments-lax/>

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<http://centreforaviation.com/analysis/los-angeles-airport-receives-a-major-facelift-with-cutting-edge-in-terminal-technology-154039>

Gourmet Traveler

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