



**PUBLIC REQUEST TO ADDRESS  
THE BOARD OF SUPERVISORS  
COUNTY OF LOS ANGELES, CALIFORNIA**

MEMBERS OF THE BOARD

HILDA L. SOLIS  
HOLLY J. MITCHELL  
LINDSEY P. HORVATH  
JANICE HAHN  
KATHRYN BARGER

**Correspondence Received**

The following individuals submitted comments on agenda item:				
Agenda #	Relate To	Position	Name	Comments
67.		<b>Oppose</b>	Monisha Parker	<p>Dear Board of Supervisors,</p> <p>I hope this letter finds you well. I am writing to discuss the accessibility of aeronautical communication services, specifically regarding Aeronautical Radio Incorporated (ARINC). As the demands of the aviation industry continue to evolve, it is essential that we seek practical solutions to make these critical services more affordable for all users, from small operators to large organizations.</p> <p>To achieve this goal, I propose several strategies that can be effectively implemented by ARINC itself, as well as by its users.</p> <p>For ARINC as a Company</p> <ol style="list-style-type: none"> <li>1. Cost Reduction <ul style="list-style-type: none"> <li>o streamlining operations could help reduce overhead costs, possibly through the adoption of innovative technologies and the optimization of existing processes.</li> <li>o Engaging in negotiations with suppliers for better rates could provide further cost savings.</li> </ul> </li> <li>2. Tiered Pricing Models <ul style="list-style-type: none"> <li>o Introducing flexible pricing plans based on usage would benefit smaller operators, making services more accessible.</li> <li>o Bundling services into comprehensive packages could encourage users to opt for more services at a reduced overall cost.</li> </ul> </li> <li>3. Promotions and Discounts <ul style="list-style-type: none"> <li>o Implementing loyalty programs that reward long-term customers can foster retention and attract new users.</li> <li>o Seasonal promotions during off-peak periods may incentivize additional usage at lower rates.</li> </ul> </li> <li>4. Increase Competition <ul style="list-style-type: none"> <li>o Collaborating with aviation regulators to ensure a competitive market can help drive prices down, ultimately benefiting all users.</li> </ul> </li> <li>5. Invest in Technology <ul style="list-style-type: none"> <li>o Automating certain services would reduce labor costs and make it possible for ARINC to maintain competitive pricing.</li> <li>o Transitioning to cloud-based solutions could improve operational efficiency and scalability.</li> </ul> </li> </ol> <p>For Users of ARINC Services</p>

			<p>1. Shop Around o Encourage users to explore various service providers to find the best pricing that meets their specific needs.</p> <p>2. Limit Usage o Users should analyze their service usage and eliminate features that may not be necessary to minimize costs.</p> <p>3. Leverage Group Discounts o Collaborating in cooperatives with other users can facilitate negotiations for bulk service rates.</p> <p>4. Seek Grants or Subsidies o Investigating available government grants or subsidies for aviation communications could significantly offset expenses for users.</p> <p>5. Negotiate Contracts o Users should not hesitate to negotiate better terms upon renewing contracts based on competitor offerings and their changing service needs.</p> <p>6. Consider Alternative Solutions o Exploring alternative communication technologies, such as satellite communications, can help users find options that are both effective and cost-efficient.</p> <p>In summary, making ARINC services more affordable is a multi-faceted approach involving operational efficiencies, creative pricing models, and the fostering of competitive practices. Meanwhile, users have various strategies they can implement to minimize their expenses and maximize value.</p> <p>Thank you for considering these proposals. Sincerely, Monisha Parker</p>
		<b>Item Total</b>	<b>1</b>
<b>Grand Total</b>			<b>1</b>