



College of Business Administration
SINGELYN GRADUATE SCHOOL OF BUSINESS

CEO Business Challenge

Future-Proofing Airport Parking
at Ontario International Airport

Wednesday October 22, 2025

Info Sessions September 15 and 16





Agenda

- **Welcome**
- **Challenge Overview**
- **Timeline**
- **Event Day Schedule – October 22, 2025**
- **The Business Problem**
- **Guidelines**
- **Judging Criteria**
- **Website and Registration links**
- **Q and A**



Challenge Overview

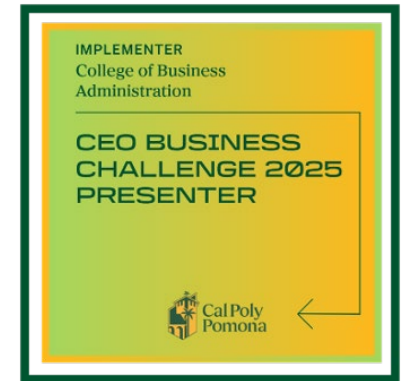
- Future-Proofing Airport Parking at Ontario International Airport (ONT)
- All CPP students are invited to participate
- Teams of 3-5 students
- Real world data; present actionable insights





Why Participate?

- Build resume-ready skills in real-world problem solving, data analysis, teamwork, and professional presentations
- Network with industry executives
- Earn a digital badge to showcase your achievement
[CEO Business Challenge 2025 Presenter](#)
- Compete for cash prizes awarded to 1st, 2nd, and 3rd place winners [CEO Business Challenge 2025 Distinguished Achievement](#)





Timeline

Monday September 15	Registration Opens
Monday September 15, 5:30 PM – 6:30 PM	Info Session I in 163-1015; in-person only
Tuesday September 16, 5:30 PM – 6:30 PM	Info Session II (repeat) in 163-2015; in-person and also available via Zoom at Info Session II Zoom (CPP authentication required)
Wednesday October 1	Registration Closes



Timeline

Wednesday October 8	Details and Data shared with Registered Teams
Monday October 20	Submit draft of presentation



Ontario International Airport Tours

- Separate registration required, space is limited
- Tour attendance is not a requirement for participating in the challenge

Wednesday October 8, 10:00 AM – 12:00 Noon	Ontario International Airport Airfield Tour
Thursday October 9, 10:00 AM – 12:00 Noon	Ontario International Airport Airfield Tour (repeat)



Event Day Schedule – October 22, 2025, BSC Ursa Major

9:00 AM - 10:30 AM: Challenge Finale Launch

9:00 AM – 9:30 AM	Registration and Informal Networking
9:30 AM – 9:45 AM	Welcome: Dean Sandeep Krishnamurthy
9:45 AM – 10:15 AM	CEO Address: ONT CEO Atif Elkadi
10:15 AM – 10:30 AM	Q and A: ONT Executives



Event Day Schedule (Contd.)

10:45 AM – 12:45 PM : Teams Work on Challenge (Lunch Provided)

10:45 AM – 11:45 AM	ONT Executives available to mentor/answer questions
12:45 PM	Teams: Submit presentation materials

1:00 PM - 3:30 PM : Presentations, ONT Trivia, Awards

1:00 PM – 2:30 PM	Team Presentations
2:30 PM – 3:00 PM	ONT Trivia Challenge
3:00 PM – 3:30 PM	Awards and Recognition, Closing



The Business Problem – Company Background

- Ontario International Airport (ONT) is California's most popular mid-sized airport (from J.D. Power survey)
- Located in the Inland Empire, approximately 35 miles east of downtown LA
- Offers non-stop commercial jet service to two dozen major airports in the U.S., Mexico, Central America and Taiwan
- Company website is www.flyontario.com



The Business Problem – Challenge Context

- Parking is one of ONT's largest sources of non-aeronautical revenue
- Changes in traveler behavior are reshaping ground access
 - Rise of rideshare services (TNCs – Transportation Network Companies such as Uber and Lyft)
 - Increased adoption of electric vehicles (EVs)
 - Evolving expectations around digital convenience
- ONT must prepare its parking strategy for the future while maximizing usage and revenue today
 - Parking capacity is finite in near-term
 - Utilization varies by lot and by day/time/season, thereby resulting in over and underutilization



Problem Statement

- What strategies should ONT adopt to improve passenger parking utilization and revenue while preparing for future shifts in mobility (e.g., TNCs, EVs, autonomous vehicles)?
- How can ONT enhance the customer experience and maintain competitiveness through pricing models, technology integration, and operational innovation?



Background Research and Data Sources

- ONT website
 - Parking maps, rates, terminal locations, service options
 - Passenger statistics
 - ONT+ program
 - Financial documents (parking revenues)
- Articles on
 - Airport parking trends
 - Airport parking modernization/technologies
- Benchmarking
 - Parking and ground transportation at other LA area airports
- Data provided by ONT (will be shared with registered participants on Oct 8)



Deliverables

- Strategy for optimizing parking revenue in the near-term while adapting to long-term shifts in mobility
- Data driven recommendations for pricing models, service tiers (e.g., premium, EV-only, reserved), and technology integration
- Analysis of TNC vs parking dynamics and how ONT can maintain competitiveness
- Identification of infrastructure improvements to accommodate EVs, autonomous shuttles, or mobility hubs
- Visual or conceptual implementation roadmap or pilot program, with potential cost-benefit estimates



Guidelines

- Step into the role
- Feel free to make reasonable assumptions
- Limited use of Generative AI is permitted (responsibly, with disclosure)
 - Summarize articles, publicly available data
 - DO NOT USE on data provided by ONT (will be shared with registered participants on Oct 8)
- Collaborate and enjoy!



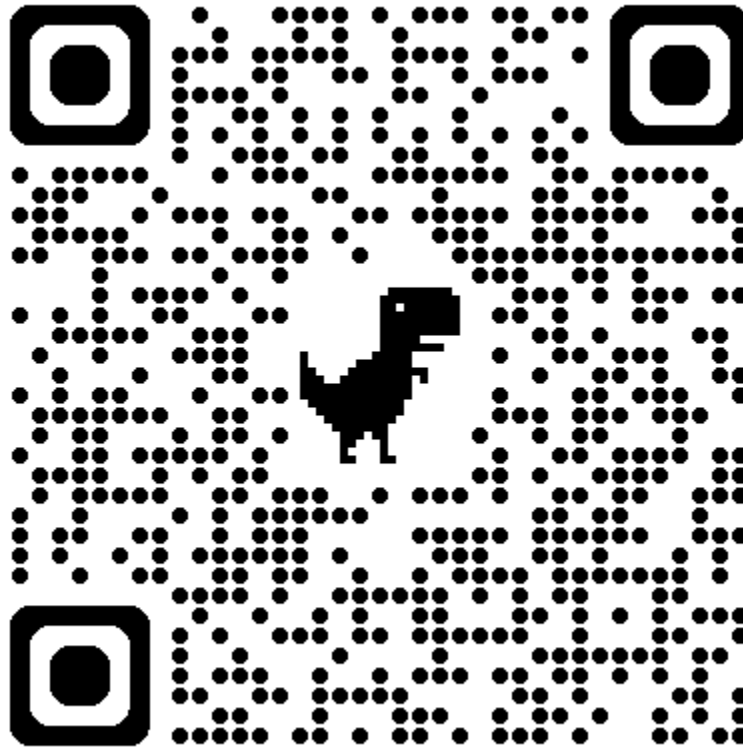
Judging Criteria

Category	Criteria	Points
1. Problem Identification & Understanding	Demonstrates clear understanding of the problem, challenges, and business context. Identifies key issues effectively.	/15
2. Practical solutions – near term	Analyzes data and provides data-driven recommendations for optimizing parking revenue in the near term (next 6 months)	/25
3. Strategic thinking – long term	Considers long-term implications of transportation trends and emerging technologies in recommending solutions to maintain competitiveness	/20
4. Innovation and creativity	Demonstrates creative thinking while staying grounded in real-world solution approaches	/15
5. Storytelling	Communicates insights effectively using clear and well-structured presentation with engaging visualizations	/25
TOTAL		/100



Website with Registration Links

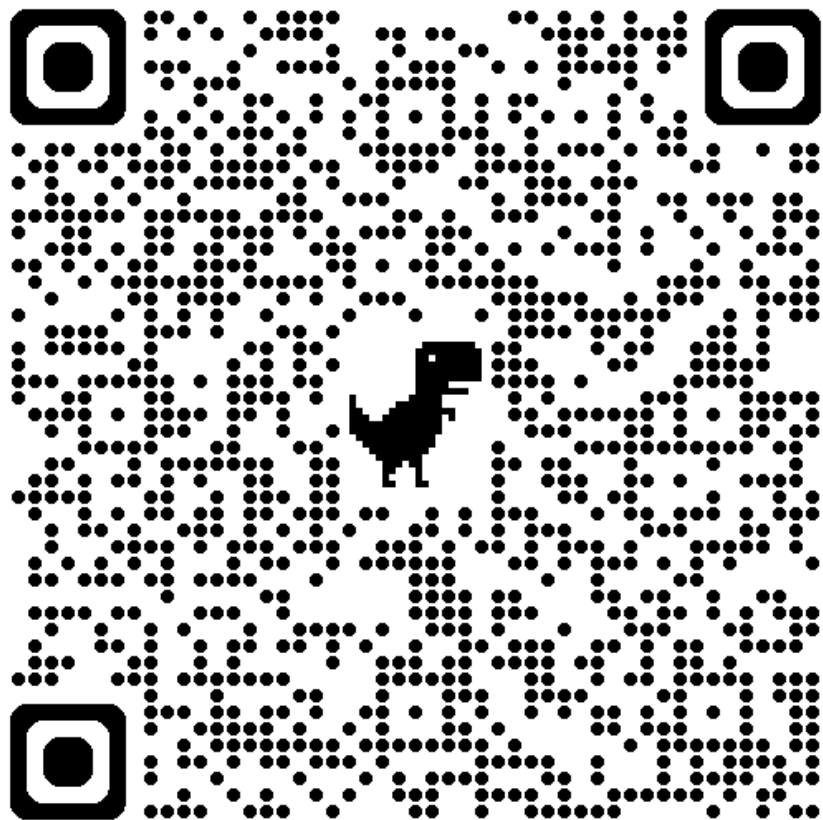
- <https://www.cpp.edu/cba/ceo-business-challenge/>



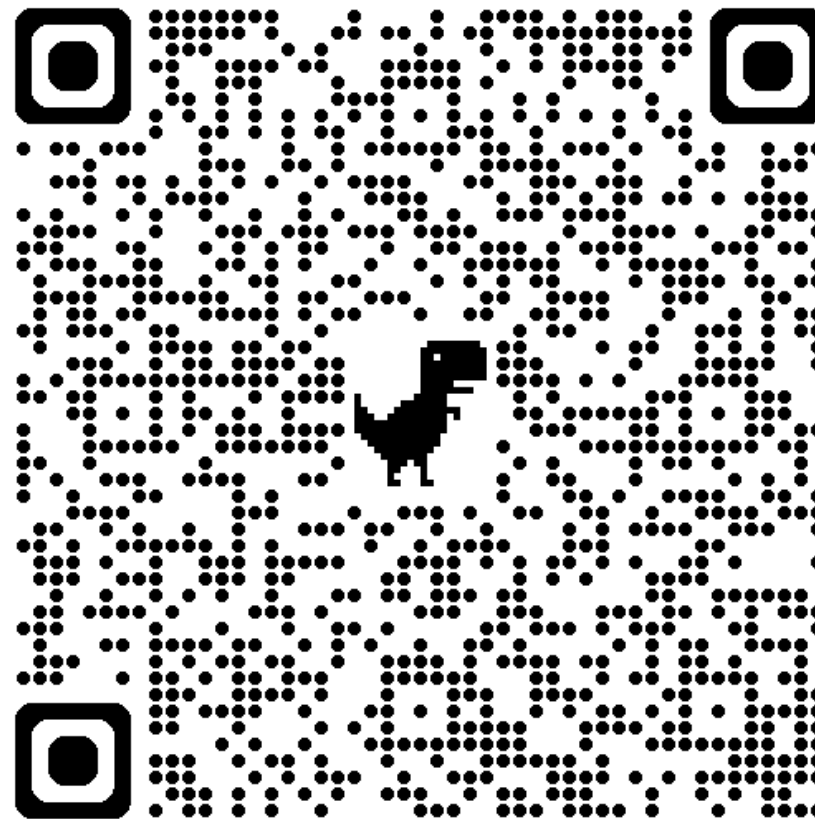


Direct Registration Links

- Register for the challenge



Register for the airport tour





Q and A

Thank you!



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