

TTAD Community Programs Policies

Summary of ACAT Policy Recommendations to Board of Directors

At the June 11, 2019 and July 9, 2019 Airport Community Advisory Team Meeting, ACAT discussed the various Community Engagement Program policies in use by the District. ACAT is interested in providing comments, guidance, and recommendations to the Board in preparation for the Board of Director Review of these Policies. It is ACAT's hope that these recommendations may assist in Board deliberations, add additional clarity, and improve policy application.

ACAT recommendations and observations are summarized as follows:

Community engagement is an added-benefit to a well-run Airport District. Through the operations and resources generated from our airport activities, there are different resources available to have a positive impact in the community through community engagement. In these community engagement efforts, whether it is strategic partnerships, discounted airport space or sponsorships, we value the following in our decision making:

- **Prudence of Resources**
- **Clear communications and reporting on resources and benefit to community**
- **Right-sized expectations and reporting**
- **Timely and transparent in decision-making**
- **Periodic testing and audit of this effort**
- **Compliance with existing Airport CE and procurement policies and code of ethics**

Community Engagement Programs:

1. Take a consolidated view of support, partnership, and funding policies on all Airport activities related to "community impact" such as storage space, agency partners, sponsorships and contract for services. (Ref. #1 & #11)
2. Clearly and publicly announce resources available, process to access, scaled to request. (Ref. #4, #5 & #10)
3. Consider setting goals, metrics and feedback loops around community impact. (Ref. #12)
4. Consider an annual strategic focus, set by the Board to inform direction with partners, agencies, and applicants. Example given is a focus on housing, forest health, STEM, etc. This could streamline application process, deepen collaborative partnerships and potentially deliver bigger impact. Proactively engage non-profits aligned with this focus for higher impact, longer-term community investments (greater than \$50,000?). (Ref. #8)

Due Diligence:

5. Right-size expectations, application process, due diligence and reporting to the size of the resources available/requested. A \$300 sponsorship does not require the same level of follow-up and involvement as a \$100k partnership. (Ref. # 14)
6. Develop evaluation models that support decision making for the use of resources and partnerships. This provides a clear framework to share with community, especially after decisions are made. (David Diamond - second ACAT discussion on topic)
 - Complies with existing policies
 - Historic giving
 - Private sector contributions and rationale
 - Clear understanding of real or perceived community benefit
 - Follow-up reporting requirements, measurements, if any
 - “skin in the game” financial commitment by partner
7. Determine readiness of different types of partners related to resources provided. (Ref. #2)
8. Develop annual disclosure process and oversight on conflicts of interest and confidentiality as it relates to vetting resource and funding partnerships. (Ref. #13)
9. Due Diligence processes, such as interviewing potential partners, assessing public support, verifying operational, financial and governance structures, should be separate from the public process. Ensure that process provides fair opportunities for competing interest to make their case. (Ref. 3)
10. Board should approve decisions that might appear to benefit or compete with the private sector. Staff ensures transparency of process to fund a private enterprise, including follow-up reporting policies, ensure contribution aligns with Airport Mission (Ref. #7)
11. Clarify issues around land-usage and community space.
12. Clarify issues around parental choice activities and broad community benefit.?

Reporting & Evaluation:

13. Clearly define required reporting and evaluation. Ensure it is right-sized. (Ref. #6/#14)
14. Report to the community, the connection of funds/resources to community benefit. (Ref. #15)
15. Wrap community-impact into one reporting mechanism, such as a dashboard for Board to review both annually and over time. (Ref. #15)
16. Conduct periodic public opinion surveys and qualitative feedback mechanisms to measure long-term effects of CE investments.

Policies set from the TTAD Board related to all Community Engagement programming and resources fall under **PI311, an over-arching policy instruction and strategy-setting statement.** **Policies PI312, PI503, PI505, and PI507 are informed by and align with PI311.**

Overall ACAT is supportive of the community programs the District is currently operating and aligns with the Airport Mission Statement. These findings and recommendations are intended to assist the Board in their deliberations and discussions related to our community program polices. Hopefully these comments will be helpful as the Board works toward improve performance, transparency, and efficiency of the policies and programs.