

Airport Advocates Network

DRAFT 01 - 07/01/2020 - DAVID DIAMOND

Document Goal

This document serves as a starting point for discussion as to whether the described project is appealing to ACAT as a project.

Note: Individual points in this document should not be debated within the context of the ACAT meeting, unless clarification is required for a member to render a decision. The details of the plan will be left for the adhoc to design, should ACAT decide to create one.

Action Item (vote): Should ACAT create an adhoc to work on an official program description and execution plan, in coordination with staff. If so, who should be on that adhoc.

Overview

The Airport Advocates Network is a team of two individuals from area neighborhoods who work in concert with airport staff to disseminate airport information to their neighbors, and convey community thoughts and concerns back to the airport.

Advocates can be pilots or nonpilots, but they must not be otherwise currently affiliated with airport operations. (This excludes staff, ACAT members and Board directors.)

Process

Working via social media groups (Facebook, Nextdoor, etc.), advocates monitor discussions related to airport activities, and post, when appropriate, to alert neighbors about airport activities and announcements.

Advocates are encouraged to let neighbors know of their affiliation with the airport, so that there is full transparency as to the source of the information, and the individual's interest in the airport.

The network will be managed by a staff person the airport designates. This network manager will be the sole liaison between the airport and the network advocates.

Airport Positioning

The network manager will proactively educate advocates about common airport considerations. This can be done via written materials, phone calls, or however else the network manager sees fit.

A list of standard airport topics will be developed by the network manager. These will be based on frequently asked questions, or common complaints. Examples include:

- Why do planes fly over my house?
- Can't the airport stop jets from flying here?
- Why are my tax dollars funding an airport I never use?

The goal of this educational effort is to help network advocates understand the airport's positions and limitations, and to enable that person to explain the topics to others.

Outbound Announcements

When the airport has information to distribute to the community, the network is asked to share the information with their neighbors. The advocate is asked to convey back to the network manager any relevant comments that come from the ensuing discussion.

Examples include:

- Board and ACAT meeting reminders
- Announcements of events
- Announcements of fly-overs or other abnormal traffic

Example posts:

Just wanted to remind everyone that the airport's Board is meeting tomorrow at 4:30p. Here's a link to the agenda. Everyone is invited to provide public comment on any agenda topic, or any concern you have.

Heads up that the air force will be conducting training exercises at the airport this week. As a result, we'll likely be hearing some unusually loud aircraft in the area. There's nothing the airport can do to prevent activities like this, but if you want to leave a comment, you can call xxx-xxxx.

The airport is creating some new flight procedures to try and disperse traffic. They are holding a public meeting next Tuesday. Here's a link to more information. If you can make it, please come by. It's important that they hear from us.

There is a vacant seat on the Airport Community Advisory Team (ACAT). This is a volunteer position for a non-pilot community member. You can learn more at this link.

Inbound Comments

When an airport-related discussion is created on social media, the advocates are asked to intervene with information, when false information is being propagated, or encourage the commenter to contact the appropriate person at the airport for additional help.

Network Monitoring and Reporting

Network advocates are not required to report to the network manager when there is no news. Likewise, the network manager is not required to "manage" the network in any way other than finding advocates, and replacing those who no longer wish to serve as advocates.

The network manager can communicate with advocates via email or a private social media group, if deemed suitable by the manager.