

Goals and Strategies	Comments	2026	2027	2028	Future
STRATEGIC FOCUS AREA: ECONOMIC RESPONSIBILITY					
<i>Operate a fiscally responsible Airport District and contribute measurable community, environmental, and economic benefits to the region.</i>					
I.A. OPERATE: Practice fiscally responsible and inclusive budgeting, as well as sound financial management of District resources.					
I.A.1. Develop and approve an annual budget that aligns with the District Strategic Plan, with a focus on high impact strategic initiatives while maintaining appropriate airport infrastructure reserves.					
I.A.2. Work to recover operating and infrastructure costs by maximizing the efficiency of all aviation services and facilities using market rates with recognition of equitable rates and user impact.					
I.A.3. Explore opportunities for revenue generation with existing infrastructure to further revenue growth ahead of expenses.					
I.A.4. Manage current FAA grants, explore additional grants, while monitoring and reporting as required for FAA Grant Obligations.					
I.B. FUTURE: Prioritize investments in airport safety, infrastructure, and operations on both airside and landside.					
I.B.1. Plan for the long-term preservation of current Airport assets by conducting regular Reserve Study updates every 3-5 years.					
I.B.2. Explore future opportunities to operate the TTAD water system in accordance with state requirements.					
I.B.3. Explore opportunities to develop solar infrastructure on TTAD property to address both airport and community needs for solar power generation.					
I.C. QUANTIFY: Quantify, track, and share economic, community and environmental investments and results.					
I.C.1. Quantify and communicate impact of strategic initiatives (Fly Safe, Fly Quiet, Fly SAF, Aviation STEAM, Wildfire Mitigation) by tracking in the annual budget and their estimated implementation cost (staff-time, marketing, insurance, etc.) to fully implement.					
I.C.2. Quantify regional TTAD economic impacts and consider future studies with regional partners.					
I.C.3. Quantify and communicate environmental investments and results towards greenhouse gas reductions.					
I.D. GIVE BACK: Develop a community investment strategy that aligns directly to airport vision, mission, values, and public purpose.					
I.D.1. Define annual budget allocation for high impact strategic initiative investments.					
I.D.2. Maintain high impact strategic initiatives alignment with airport purpose, mission.					
I.D.3. Partner with other agencies.					

STRATEGIC FOCUS AREA: OPERATIONAL EFFICIENCY <i>Effectively and safely operate the District.</i>	Comments	2026	2027	2028	Future
2.A. MAINTAIN: Maintain airside infrastructure to safe standards.					
2.A.1 Maintain a safety program in accordance with FAA standards for General Aviation Airports.					
2.A.2. Implement the annual Reserve Plan.					
2.A.3. Execute FAA Airport Improvement Projects to maintain infrastructure to safe standards.					
2.A.4. Maintain runway safety areas and reduce identified hazards to meet FAA requirements.					
2.A.5. Assess the past approach and cost/benefit of an airshow vs. a year-round Aviation STEAM program for the community.					
2.A.6. Implement the Hangar Revitalization Plan to address deficiencies, efficiency improvements, safety zones, and procedures, including remediation of non-conforming or non-permitted internal hangar structures.					
2.A.7. Develop a plan to address all hangar rows to current snow load requirements.					
2.B. IMPROVE: Improve operational efficiencies.					
2.B.1. Define and implement a plan to improve Airport facility maintenance.					
2.B.2. Explore domestic sources of Sustainable Aviation Fuel (SAF).					
2.B.3.Decommission airport beacons that are not required by FAA standards and dispose of excess property as appropriate.					
2.B.4. Explore the long-term cost of maintaining the TTAD Warehouse to requirement standards vs. building a new purpose-built facility.					
2.C. INVEST: Invest in talent and the teams.					
2.C.1. Invest in the Board - Facilitate a board team building program.					
2.C.2. Invest in staff—implement a training and professional development plan.					
2.C.3. Conduct salary surveys every three years, or as needed to maintain competitive wage structures.					
2.C.4. Update Strategic Plan Goals and Strategies every three years ahead of the budget process.					
2.D. UPDATE: Update policies and incentive programs around airport operations, safety, and community impacts.					
2.D.1. Update the Fly Quiet and Fly Safe programs to increase participation and engagement.					
2.D.2. Review Board Policy Instructions on a 5-year basis, and update as required.					
2.D.3. Review and update the primary management compliance documents (PMCD).					
2.D.4. Update Staff Policy Instructions every two years.					
2.D.5. Review opportunities for new flight procedures.					

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STRATEGIC FOCUS AREA: SOCIAL RESPONSIBILITY <i>Strive to be a good neighbor and community partner for District and community outcomes.</i>					
3.A. COMMUNICATE: Strive to be a good neighbor by listening and communicating effectively.					
3.A.1. Strengthen communications with local neighbors about Fly Quiet and Fly Safe Programs.					
3.A.2. Strengthen communications with the aviation community about Fly Quiet and Fly Safe Programs.					
3.A.3. Include information about District goals and partnerships, as well as strategic initiatives, environmental and economic benefits in outreach and communications.					
3.A.4. Strengthen the capacity of the District to deliver effective community engagement + communications strategies.					
3.B. COLLABORATE: Partner to deliver District Strategic Initiatives.					
3.B.1. Engage community stakeholders to maximize the collaboration on TTAD investments in Strategic Initiatives with a focus on implementation.					
3.B.2. Engage community partners to evaluate the community-wide noise and annoyance impacts through a collaborative approach to monitoring and communication.					
3.B.3. Explore opportunities to invest in infrastructure that furthers Fly Safe and Fly Quiet programs, in compliance with FAA requirements.					
3.B.4. Address regional issues through active participation in committees and organizations, as prioritized annually by the TTAD Board.					
3.B.5. Decrease cyber security risks by collaborating with other public agencies around cyber security issues.					
3.C. RECOGNIZE: Increase Pilot Engagement in Fly Quiet and Safe Programs.					
3.C.1. Expand upon current programs and measure results.					
3.C.2. Recognize the use of the crosswind runway and Fly Quiet procedures.					
3.D. COORDINATE: Align Strategic Initiatives with District goals.					
3.D.1. Focus Strategic Initiatives on Social Responsibility and Resource Conservation, and coordinate with other community stakeholders on 1) Aviation STEAM [Science, Technology, Engineering, Arts, and Mathematics], 2) Wildfire Mitigation. 3) Fly Safe 4) Fly Quiet 5) Fly SAF programs.					
3.D.2. Consider outreach & collaboration with industry partners.					

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STRATEGIC FOCUS AREA: RESOURCE CONSERVATION <i>Invest in and implement strategies to reduce greenhouse gas emissions and preserve open space within the District.</i>					
4.A. ACHIEVE: Achieve Airport carbon neutrality by 2045.					
4.A.1. Work in partnership as part of Climate Transformation Alliance (CTA).					
4.A.2. Create a long-term plan aligned with this Strategic Plan to reduce or eliminate airport-related carbon emissions.					
4.B. RENEW: “Electrify” the Airport and maximize renewable energy use.					
4.B.1. Continued conversion of airport vehicle fleet away from fossil fuel-based power, and in accordance with California Air Resource Board (CARB) / CA Legislative and Federal requirements.					
4.B.2. Explore airport solar opportunities for both District and community needs for green and backup power needs.					
4.C. RESTORE: Continue to preserve and restore high-value natural areas within Airport District boundaries.					
4.C.1. Evaluate opportunities to contribute to protecting key areas/land within the District.					
4.C.2. Ensure land management plans address sustainable, fire safety and biodiversity priorities.					
4.D. MITIGATE: Contribute to wildfire mitigation, wildfire risk reduction and forest management.					
4.D.1. Maintain District property with proactive forest management practices.					
4.E. TRANSITION: Prioritize Sustainable Aviation Fuels.					
4.E.1. Maintain Sustainable Aviation Fuel (SAF) Jet A Only.					
4.E.2. Research and prioritize the complete transition of 100LL Fuel to a FAA-approved unleaded alternative. However, 100LL must continue to be made available until December 31, 2030, or until an FAA-approved unleaded alternative becomes available.					
4.E.3. Implement best management practices to reduce airfield emissions in a responsible way to achieve carbon neutrality plans by 2045.					