

TRUCKEE TAHOE AIRPORT DISTRICT
BOARD OF DIRECTORS AGENDA ITEM SUMMARY

Topic: Strategic Plan Comment Review – ACAT and Airport Staff

Purpose	Information:	Guidance: X	Decision:
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Recommendation	Review comments from ACAT and Airport Staff regarding Dec. 2010 Draft of Strategic Plan. Have discussion with Staff regarding incorporation of ACAT and Staff comments into final draft of Strategic Plan.
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Last Action	The Board of Directors considered and reviewed a draft of the new Strategic Plan at a special meeting on November 18, 2010. The Strategic Plan was updated after the November 18 th meeting to incorporate Board and Staff comments. The Board directed General Manager to solicit comments and input from ACAT and Airport Staff to facilitate preparation of final draft.
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Discussion	<p>AIRPORT COMMUNITY ADVISORY TEAM COMMENTS:</p> <p>Staff met with ACAT on December 14, 2010 to review the new draft Strategic Plan. This draft included revisions as made by the Board of Directors at the November 18th meeting. ACAT was asked to review the draft and provide comments and input as to the content and direction of the document. They were also asked to revise Strategy 4.6 to more closely track with the format of the other strategies in the plan. Special emphasis was placed on their role as the “Community Advisory Team” and that the Board strongly values their observations and comments. ACAT reviewed the document during the months of December and early January. Staff met with ACAT on January 11, 2011 to receive their comments and suggestions. The ACAT comments are as follows:</p> <p>1.1 – District Facilities and Infrastructure Investment</p> <ul style="list-style-type: none"> - Is “threats” the appropriate word to use in the strategy statement? Are there other words that could be used in lieu of “threat?” - The Board may want to include an objective regarding the importance of anticipating new facilities and infrastructure requirements. - The Board may want to consider an objective stating the District will effectively react to demand in lieu of creating demand. <p>1.2 – Safe Operations</p> <ul style="list-style-type: none"> - It may be wise to include wildlife and fleet mix as unique conditions for consideration by transient operators.
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This was an observation. Just something to consider.

This may be adequately addressed in 1.1 – obj. 3 (add word “anticipate”?)

Good item for some discussion

Staff and ACAT are in agreement

Staff and ACAT are in agreement that “Safety” should be included in Strategy.

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May be adequately addressed in 1.1 obj. 6

Addressed to some degree in 3.4. obj. 3

This was an observation. Just something to consider.

Again, addressed in 3.4 obj. 3 & 4 to some degree.

Mentioned in 3.4. obj. 4

Staff and ACAT are in agreement. Easy addition to make.

Just an observation

Somewhat addressed in 1.3.1. I believe there is agreement with ACAT that achievements should be listed in the yearly budget.

See new and revised 4.6 in Board Book. Last page of Strategic Plan.

Some language in 3.4. Obj. 3 & 4. The issue may be that we never specifically mention 'recreation' as something the District supports but not provide.

Just an observation

This could be added as an Objective in Strategy Area 4

2.1 – Service Standards, Staffing, and Service Delivery

- Safety considerations may be important as service standards and service delivery options are considered.
- The Board may want to include language regarding revenue generation as hours of operation are considered.

3.1 – Open Space Preservation

- The Board may want to reconsider putting more emphasis on recreational opportunities on District owned properties.

3.3 – Annoyance Mitigation

- Is "incentives" the right word to use in Objective 1? Are there more appropriate words to describe our non-traditional approaches?

3.4. – Community Enhancement

- The District may want to consider more emphasis on using aviation resources for non-aviation uses.
- While Truckee and the Tahoe Basin are important, the District should also consider the Donner Summit and Serene Lakes areas.

3.5 – Flight Tracking

- Safety should be added to the list of utilizations of flight track data under Objective 3.

4.2 - Transient Airport Users

- Is the language in Objective 1 too heavy handed to effectively communicate our message?

4.3 – Impacted Residents

- At the end of Objective 2 it may be appropriate to state that innovation is important to the District and is considered a continuing process. It also may be appropriate to list our achievements in this important strategy.

4.6 – Airport Community Advisory Team

- The advisory team has reviewed and updated this strategy. See attached. Chair Terry will review this strategy with the Board during the ACAT report.

5.2 – Use of Public Funds

- In the *Area or Program Table* under *Land Purchase and Management* the question was asked if we are too restrictive or scoped ourselves too tight regarding non-aviation use of District property. This is referring to the reference to 3.1- Open Space.

6.2 – Board Staff Relations

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- Objectives 3 and 4 appear to have a negative tone. The Board may want to consider new more positive language for this objective.

An additional comment was received from the ACAT Chair. He indicated that it may be beneficial to include language in the Strategic Plan document about periodic surveying of constituencies (every 4 years) and that said survey should be similar to prior surveys to maintain some continuity and trending opportunities.

To summarize, ACAT commented that they liked the overall direction of the plan and the clear guidance it will provide for the District. They acknowledged the hard work that it took to create the document and expressed appreciation to the Board for their efforts. They also counseled that the Strategic Plan needs to be considered an active document and adjusts to changing community needs and adapts to innovation. They also stressed the importance of some metric to measure how the District is doing in achieving its strategies and objectives.

STAFF COMMENTS:

The General Manager met with Airport Staff on December 1, 2011 to review the new draft of the Strategic Plan. All 18 full time staff members were present at the meeting and were able to participate in the Strategic Plan discussion. It was stressed that Staff may be the most critical element to assuring successful implementation of the strategies and objectives in the Plan. The General Manager explained that the Board of Directors will not proceed with final adoption of the Plan until Staff reviews the document and has an opportunity to provide direction and guidance to the Board regarding the content, strategies, and objectives in the Plan. Each staff member received a copy and was asked to review the document and provide any comments they have to their supervisor by mid January.

While Senior Staff has solicited comments various times since the December 1st meeting, no written comments were received from Staff. Various staff members have verbally commented that they like the overall direction of the plan and the guidance it will provide. Senior Staff has not received any negative comments and feel confident that the District employees are comfortable with the plan and ready to stand behind it.

THE NEXT STEP:

Senior Staff will work with the Board to review and consider the

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comments put forward by ACAT. After the discussion, it is the General Manager's intention to incorporate the appropriate comments into a final version of the Strategic Plan in preparation of final adoption at the March 24, 2011 Board Meeting.

Fiscal Impact None

Communication Strategy The General Manager will give an abbreviated presentation regarding the Airport District and the Strategic Plan to the Granlibakken Breakfast Club on March 1, 2011. We will take this opportunity to solicit comments and feedback from the broad community representation typical of that meeting. Once adopted, the General Manager will present the Plan to appropriate community organizations, the Town of Truckee, partner service districts, and provide an abbreviated presentation to both the Truckee and Placer County Area Managers Meeting.

Attachments - December 2010 draft of Strategic Plan. This draft incorporates revisions and changes as per discussion at the November 2010 Special Board meeting. It has not been revised to reflect ACAT or Staff comments.

- ACAT Strategic Plan element 4.6