

Friedman Memorial Airport Authority

Regular Meeting

June 5, 2012



AIRPORT STAFF BRIEF

Employee of the 1st Quarter, 2012

Ms. Christine Keyes
The Car Park



UNFINISHED BUSINESS



Airport Solutions

Chairman Report



Airport Solutions

Blaine County Report



Airport Solutions

City of Hailey Report

Airport Solutions

Airport Manager Report

- Presentation
- TSA-LEO program

Interim Communications Director Report

- Communications Strategy
 - Presented by Candice Pate, ANTICIPATE

Goal

Remain open and transparent while proactively communicating with the public as efficiently and effectively as possible.

Challenge

- Airport Manager's time is increasingly consumed with one on one email communication
- Information remains difficult to interpret for the community
- Information shared out of context or via email more susceptible to being misinterpreted

Proposed Solution

- Implement additional opportunities for regular, proactive, face-to-face communication
 - Airport Solutions Update Presentations
 - Friedman Airport Tours
 - Coffee Talks/Backyard gatherings

Airport Solutions Update Presentations

- Regular PPT presentations to Rotary Clubs and economic development organizations
 - Opportunity to reach community members who may not be regularly following Airport Solutions
 - Aimed at keeping more people up to speed, spur their involvement, minimize “surprises”

Friedman Airport Tours

- Monthly, small group tours (max 10) of Friedman Memorial Airport
 - Led by Airport Staff, utilize a van to transport community members out on to the airfield to show areas of design deficiency
 - Advertised in the Mountain Express, online, email blasts, etc.
 - RSVP required
 - Proposed first tour: June 25th or 26th

Coffee Talks/Backyard Meetings

- Informal small group meetings held monthly throughout the County
 - Opportunity for the public to access Airport Manager with questions
 - Rotate throughout the County between various coffee shops/restaurants and interested parties homes/backyards
 - Face to face interaction in small groups to facilitate real communication and understanding
 - Has been a success strategy in the past
 - Proposed first meeting: Zaneys in Hailey, June 14th or 19th

Continuing Communications Efforts

- On the Fly
 - Regular short updates/explanations in the Mountain Express
- Airport Solutions Updates
 - Via email to over 500 subscribers, very successful open rate of over 30%
- Website update
 - To be discuss under that agenda item

Airport Solutions

Existing Site

- Airport Layout Plan – Planning Process Scope of Work
 - Presented by Dave Mitchell, T-O Engineers

Airport Planning Study Draft Scope of Work

Review

- Main Goal: Retain, Improve, Develop Air Service
 - Succeeding will help move toward a new airport
 - Meet FAA standards
 - Existing Traffic
 - Regional Jets
 - Reliability improvements, where feasible
- Follow Blaine County/City Guiding Principles: Pursue a new site, but work to survive and thrive at the existing site
- Meet standards, where possible; apply for Modifications of Standards, where necessary

Since Last Time...

- FAA Coordination (May 7 Conference Call)
 - Shared outcome of May FMAA meeting and discussed next steps
 - Don't call it an "ALP Update"
 - Focus will be on determining alternatives and developing Modifications of Standards
 - An updated Airport Layout Plan and Capital Improvement Program will be an outcome of the study
- Develop draft Scope for review

Project Understanding

- Air service is critical
- Two threats to air service:
 1. Non-compliance with standards
 2. Poor reliability
- The goal is to survive and thrive at the existing site, while the process for a new airport moves forward
- This is not a traditional Master Plan Update
 - Not driven by future demand
 - No operational forecasts
 - Constrained (i.e., focused on minimum safety improvements needed)

Project Understanding

- Goal: Develop a “tiered approach” to improvements
 - Lowest cost/impact projects first
 - Proceed to other projects as needed
- Additionally, consider potential reliability improvements

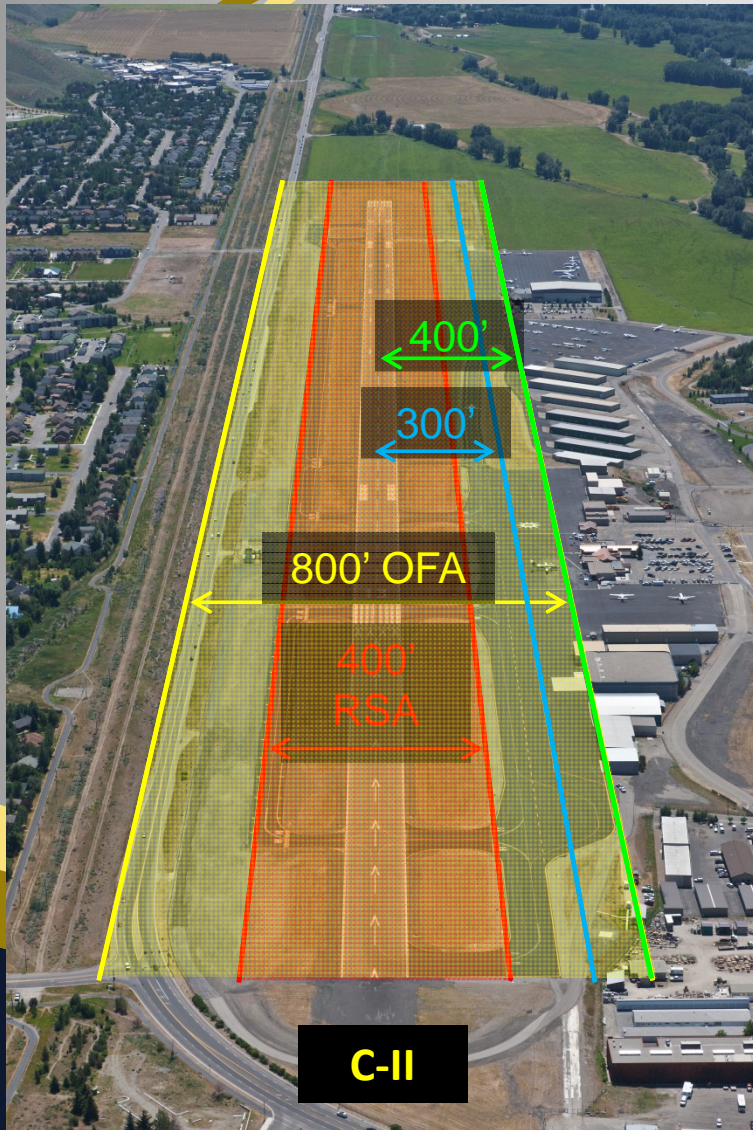
Background

- History of the planning efforts since 1990
 - Site selection studies/planning updates
 - EIS
 - Planning/public involvement since suspension
 - Blaine County/City of Hailey Guiding Principles
- Recent developments
 - SkyWest request to operate CRJ700
 - Safety Case Analysis

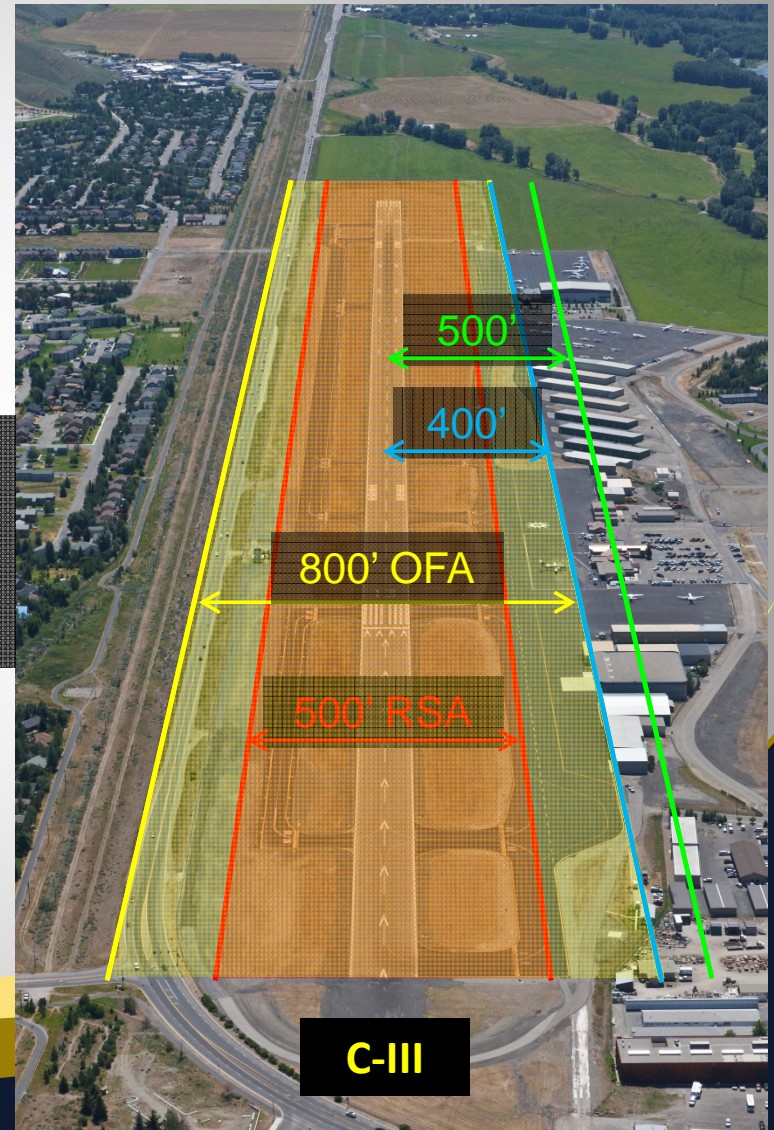
Project Approach

- Focus on four main areas of deficiency:
 1. Runway Safety Area
 2. Runway Object Free Area
 3. Runway-Taxiway Separation
 4. Runway-Aircraft Parking Separation
- Process
 - Analyze
 - Develop Alternatives
 - Modification of Standards process
- Likely goal: Meet C-II standards where possible, with Modifications of Standards for C-III.

C-II/C-III Standards Comparison



RSA
OFA
R/W - T/W
R/W - PRKING



Elements 1 and 2

- Element 1: Study Design
 - Scoping process
- Element 2: Project Management
 - Management Process
 - Communication
 - Team
 - Sponsor/FAA
 - Quality Control

Element 3: Public Involvement

- Majority accomplished during FMAA meetings
- Two open houses/workshops
- Use existing FMAA communication streams?
 - Website
 - Email broadcasts
- Limited Technical Advisory Committee?
 - Airport Staff
 - City/County/Independent FMAA representatives
 - As needed, depending on issue:
 - FBO
 - Tower
 - Airline representatives

Element 4: Inventory

- Not a baseline for forecasting
- Instead, define and document deficiencies that must be addressed
- Start with four focus areas from Safety Case Analysis

Element 5: Alternatives

- Analyze alternative solutions
 - Physical improvements
 - Areas where Modification of Standards are required
- Will be a significant task

Element 6: Modifications of Standards

- Develop justification for Modifications
- May include:
 - Technical justification
 - Operational limitations
 - Other?
- Goal is to develop these as soon as possible, in order to get FAA review process started
- Probably some back-and-forth will be required
- Note: There is no guarantee that these will be approved

Element 7: Reliability Alternatives

- Two Options:
 - Performance Based Navigation
 - Ground Based Navigation
- Assume approaches from the North will not be evaluated
- This could be a significant investment of time and money
- Questions:
 - FAA involvement?
 - Study eligibility?
 - Pursue both options?
 - How far?
 - Parameters/limitations?

Element 8: ALP/CIP

- Develop an Airport Layout Plan that shows the preferred alternatives and documents any approved Modifications
- Develop a Capital Improvement Program that implements the ALP
- Most will need to be done after the Modification of Standards review process is complete
- Some portions may be done sooner, as approved

Elements 9 and 10

- Element 9: Narrative Report
 - Summarizes/documents the study
- Element 10: Additional Services
 - Grant administration
 - Third-party coordination
 - Additional meetings, trips, etc.

Next Steps

- Finalize Scope
- Develop fee
- Coordinate with FAA
- Independent fee estimate
- FMAA approval
- Contract

Airport Solutions

- Replacement Airport
 - FAA Northwest Mountain Region consulting with headquarters
 - Evaluating value of moving forward with EIS
 - Evaluating 2015 Congressional Safety Area Compliance Guidance



Airport Solutions

Retain/Improve/Develop Air Service

Fly Sun Valley Alliance (FSVA) Report

Airport Solutions

Retain/Improve/Develop Air Service

- First Time Schedule Commercial – Jet Service - Environmental Assessment (EA)
 - Presented by Brad Rolf, Mead & Hunt

Summary

- SkyWest Airlines has made a request to the FAA for modifications to the Airline's Operations Specifications
 - Change aircraft type operated at the Airport from the current Embraer EMB 120ER Brasilia to the Bombardier CRJ700ER
- An Environmental Assessment (EA) is being prepared for the FAA to determine if a significant environmental impact may occur

Purpose of the EA

- The National Environmental Policy Act (NEPA) requires consideration of the environmental consequences of a federal action before the action is taken
- Provides a review of the environmental impacts for the proposed action and alternatives to those actions
- Provides disclosure to the public and decision makers

EA Content

- The Environmental Assessment will consist of the following key chapters:
 - Purpose and Need
 - Alternatives – Including the Proposed Action and No Action Alternatives
 - Affected Environment
 - Environmental Consequences of the Proposed Action and the Feasible and Prudent Alternatives
 - Mitigation Measures

EA Process

Public Involvement

Solicit Public and Agency Concerns

Periodic Updates to the Public

Public Review and Comment Period

EA Elements

Project Initiation Meeting

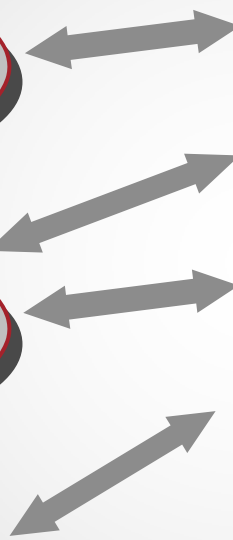
Conduct Environmental Reviews

Prepare and Publish Draft EA

Hold Public Meeting

Prepare Final EA Addressing Comments

Submit to FAA for Finding



Proposed Action

- FAA approval of changes to Operations Specifications for SkyWest Airlines to operate regional jets at Friedman Memorial Airport
- Current SkyWest aircraft is Embraer EMB 120ER Brasilia
 - Turboprop aircraft
 - 30 passenger seats
- Proposed SkyWest aircraft is Bombardier CRJ700ER
 - Regional Jet Aircraft
 - 65 passenger seats

Proposed Action

- SkyWest operates between three and six flights per day depending on the season
- There would be a net reduction in air carrier operations because the CRJ700 has more seats than the EMB120
- It is anticipated that the Airline would operate between two and three flights per day, which would provide sufficient seats to meet passenger demand
- A forecast schedule will be developed for the EA in consultation with the FAA and SkyWest

Embraer EMB 120ER



CRJ 700 Regional Jet



Proposed Action

- There are no other projects or actions by either the Airport or Airline that are associated with the proposed change to the Operations Specifications
- There are no physical improvements needed to the Airport to accommodate this project
- If any airlines wanted to bring in another aircraft type in the future, another change to their Operations Specifications and corresponding NEPA process would be required

Environmental Consequences

- Analysis will be conducted in accordance with FAA Order 1050.1E, Change 1, *Environmental Impacts: Policies and Procedures*
- Will focus on key areas
 - Air Quality and Climate
 - Compatible Land Use
 - Department of Transportation Section 4(f)
 - Fish, Wildlife, and Plants
 - Historical, Architectural, Archeological, and Cultural Resources
 - Noise

What's Next

- Consider questions and comments received today
- Conduct environmental analysis
- Prepare Draft EA documentation
- Hold public comment period and meeting on Draft EA
- Prepare Final EA documentation
- FAA makes finding



Friedman Memorial Airport Authority

Questions and Comments

Thank You!



Airport Solutions

Retain/Improve/Develop Air Service

- Small Community Air Service Development Program Grant-In-Aid
- DOT has announced that it is soliciting proposals for the Small Community Air Service Development Program (SCASDP)
 - SCASDP provides grant-in-aid financial assistance to small communities to improve their air service
 - DOT has \$1 to \$14 million available for grant awards, made available by the FAA Modernization and Reform Act of 2012.
 - FMA, FSVA, Boise Airport, the City of Boise and others are working to put together a public/private partnership that works to improve access to the Boise and Wood River Valley communities
 - Staff is working with Boise Airport on the grant

Airport Solutions

Retain/Improve/Develop Air Service

- The grant is to be applied to a carefully-crafted program to address a significant air service deficiency that is adversely affecting the Boise-Sun Valley economy
- There is a material deficiency in air service to the US Mid-South and deep South from the region served by both Boise and Friedman Memorial Airport
- Open up access to a major airline connecting hub in the South/Southeastern U.S. targets would include Dallas/FT. Worth (DFW), Dallas/Love Field (DAL), Houston, (IAH) Houston (HOU), and Atlanta (ATL)
- Concurrent with the establishment of air service to the Southern US, Seaport Airlines has committed to implement connecting service between Boise and SUN. This will provide near-seamless air service from dozens of points in the South.

Airport Solutions

Retain/Improve/Develop Air Service

- A portion of the grant will be used to market and establish this service and the new connectivity throughout the US
- The official sponsor of the application is Boise Airport
- Staff has crafted a letter of support for Chair signature
- The support letter announces several items to support the BOI – SUN service
 - Commit \$3,000 to airport specific advertising efforts for this service
 - Commit \$10,000 in support of General Air Service studies for the purpose of acquiring information in support of DFW-BOI non-stop service, as well as BOI-SUN commuter service
 - Waive all landing fees for the first year, for scheduled air carrier service between BOI and SUN

Airport Solutions Website Update

- In March, the Board agreed that combining the FMA & FLYSVRA websites would be an appropriate action
- Staff was directed to explore how best to proceed and report back to the Board
- Staff and the Interim Communications Director evaluated a proposal from Marketing By Design to combine the FMA and FLYSVRA websites

Airport Solutions Website Update

- Custom HTML Website Development services would include
 - Site map development – define pages, links and architecture
 - Revise creative
 - Implement drop down menus, custom CSS, expand/collapse menu bars, slideshows, site search, etc.
 - Airport Solutions DASHBOARD development
 - Merge sites
 - Review prior content
 - Implement SEO and analytics
 - Search engine site promotion (paid search not included)
 - Project consulting
 - C-panel training/support

Airport Solutions Website Update

- Budget

— Website Development Budget	\$6,300
— Blog Development Budget	\$900

- Staff recommends the Board authorize Staff to proceed
- Proposal for launch date is mid-September
- Staff recommends decision on Blog Development to come later
- Expenditure will come out of the Budget category 6500-00 Professional Services and will be reflected specifically in line item 6050-13 Professional Services – Website Design & Maintenance.

FY '13 Budget Process

- Staff included a lengthy write-up to support the presentation of the preliminary budget worksheets
- In accordance with policy, Staff has been working on a preliminary FY '13 Budget for two months
- Staff has also worked with the FMAA Finance Committee as the preliminary budget was developed

FY '13 Budget Process

- Preliminary FY '13 Budget Worksheet (Operational)
 - Includes Staff estimates of all Airport revenue (revenue projection based on no adjustment of Rates & Charges)
 - Includes Staff estimates of all Airport expenses (Operational & Capital)
 - Includes \$121,400 in Operational & Capital Improvements
 - Does not include across the board cost of living compensation
 - Does include a merit pay line item for deserving hourly employees

FY '13 Budget Process

- Preliminary FY '13 Budget Worksheet (Operational)
 - Presents a comparison of operational revenue vs. operational expenses without the distraction of federal and state programs
 - Operational revenue vs. operational expense = Net income of \$57,175
 - Staff's Net Income goal is always revenue to match state (\$20,000) and federal (\$60,000) grants plus \$100,000 for operational capital improvements.
 - The preliminary operational budget is therefore very close to a balanced budget

FY '13 Budget Process

- Preliminary FY '13 Budget Worksheet – Actual Draft Budget (Combined)
 - Includes all line items discussed in the Budget Worksheet (Operational)
 - Includes PFC revenue and expenditures (4010-06/9000-00)
 - Includes State Grant program revenue and expenditures (4500/7500)
 - Includes TSA LEO program revenue and expenditures (4400/6110-04)
 - Includes Airport Improvement Program revenue and expenditures

FY '13 Budget Process

- Preliminary FY '13 Budget Worksheet – Actual Draft Budget (Combined)
 - Offers the Board the opportunity to continue to move towards a Replacement Airport – (\$1,726,318)
 - Offers the Board the opportunity to plan for and implement improvements at the existing site (\$2,608,421)
 - Offers the Board the opportunity to acquire additional equipment to support commercial jet operations in the future – (\$552,632)
 - Includes \$140,000 in Non-AIP eligible project related expenses
 - Net Revenue – (\$414,547)

FY '13 Budget Process

- Comments/Questions
- Possible Board Actions
 - Provide guidance related to Rates & Charges
 - Schedule a July Board meeting adequate to accommodate budget review and discussion
 - Discuss and direct Staff to establish appropriate Public Hearing for Proposed FY '13 Budget

Election Timing of FMAA Officers

- In the May meeting the Board requested this item be placed on the June agenda for discussion.

NEW BUSINESS

Gifts, Refreshments & Retail Concession

- Due to irreconcilable differences, the partners of Runway Café, LLC have dissolved their LLC, and effectively terminated their concession agreement with the Airport.
- A Request for Proposals (RFP) for a gift shop/snack bar concession has been developed by Staff.
- Staff will review proposals received with the Lease/Finance committee and conduct interviews.
- Staff anticipates having a recommendation for the Board during the July Board meeting.

Approve Friedman Memorial Airport Authority Meeting Minutes

- May 1, 2012 Regular Meeting Minutes
 - Approval



Airport Staff Brief

Questions



Public Comment



Thank You