



Check SUN fares first when making travel plans  
Book early and save



# Friedman Memorial Airport Authority

## Regular Board Meeting

February 9, 2016



*1616 Airport Circle*



*Hailey, ID 83333*

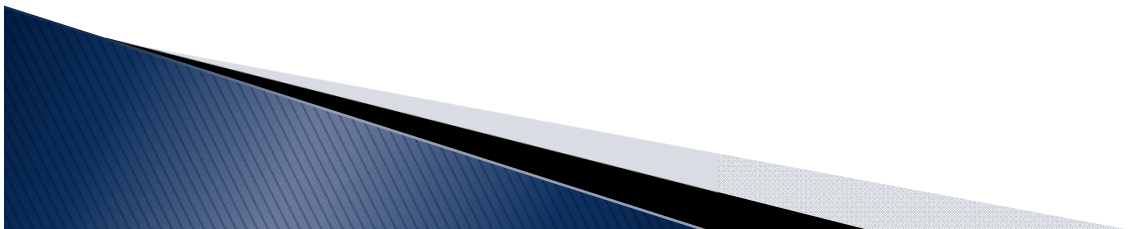


*208.788.4956*

» PUBLIC COMMENT

# FMAA Financial Statements & Other Financial Information

- Year Ended September 30, 201
  - Presented by:
    - Ms. Laurie Harberd, CPA  
Rexroat, Harberd & Associates, P.A.
    - Mr. Brad Hodges, CPA  
Simmons, Club, Hodges, CPAs, LLC
  - Approval





# UNFINISHED BUSINESS



# Friedman Memorial Airport Authority

## Master Plan Update

### Sage Grouse Plan Implementation





# Greater Sage-Grouse Plan Amendment

## IMPLEMENTATION



# Greater Sage-Grouse Plan Amendment

- **September 21<sup>st</sup>, 2015 - The Great Basin Record of Decision Approved**
- **September 22<sup>nd</sup>, 2015 – Sally Jewell - Secretary of Interior announces that US FWS has found the Greater Sage-Grouse Not Warranted for Listing**
- **September 24<sup>th</sup>, 2015 – The Record of Decisions are Published in the Federal Register**
- **Since September 25<sup>th</sup>, 2015 – Three Lawsuits have been Filed**





# Brief History

- **March 2010 – US FWS Find the Greater Sage-Grouse Warranted for ESA Listing but Precluded by Other Higher Priority Species**
- **July 2011 – BLM Announces the Greater Sage-Grouse Planning Strategy to Amend Western Land Use Plans to Incorporate Regulatory Mechanisms**
- **December 2011 – BLM Publishes Notice of Intent for EISs in Federal Register**
- **March 2012 – Governor Otter Charters the Sage-Grouse Task Force**
- **September 2012 – State of Idaho Submits Governor's Sage-Grouse Plan for Consideration**



# Brief History

- **November 2013 – BLM Issues Draft Environmental Impact Statements and Draft Plan Amendments**
- **May 2015 – BLM Issues Final Environmental Impact Statement and Proposed Plan Amendments**
- **September 2015 – BLM Upholds Plan Amendment of Protests and Plan Consistency Appeal and Approves Plan Amendment**



# Idaho Implementation Major Components

- **Desired Future Conditions – What are we trying to achieve**
  - **Goal SSS 1: Maintain and/or increase the abundance, distribution and connectivity of GRSG by conserving, enhancing and restoring GRSG habitat to maintain resilient populations by reducing, eliminating or minimizing threats to GRSG habitats.**





# Implementation Direction

- Department and Bureau Efforts
  - National Implementation Coordinator
  - Implementation Guide
  - Secretarial Order # 3336
  - Mineral Withdrawal EIS



# Implementation Direction

- **Regional**
  - **Regional Implementation Coordinators**
  - **Regional Sage-Grouse Support Teams**
    - **Rocky Mountain Team**
    - **2 Great Basin Teams**
  - **WAFWA Management Zone GRSG Conservation Team**



# Idaho Implementation Major Components

- **Conservation Areas**
  - **Mountain Valleys Conservation Area** – generally located north of the Snake River Plain
  - **Desert Conservation Area** – located north of the Snake River and south of the Mountain Valleys Conservation Area
  - **West Owyhee Conservation Area** – located south of the Snake River and west of the Bruneau River
  - **Southern Conservation Area** – located south of the Snake River and east of the Bruneau River

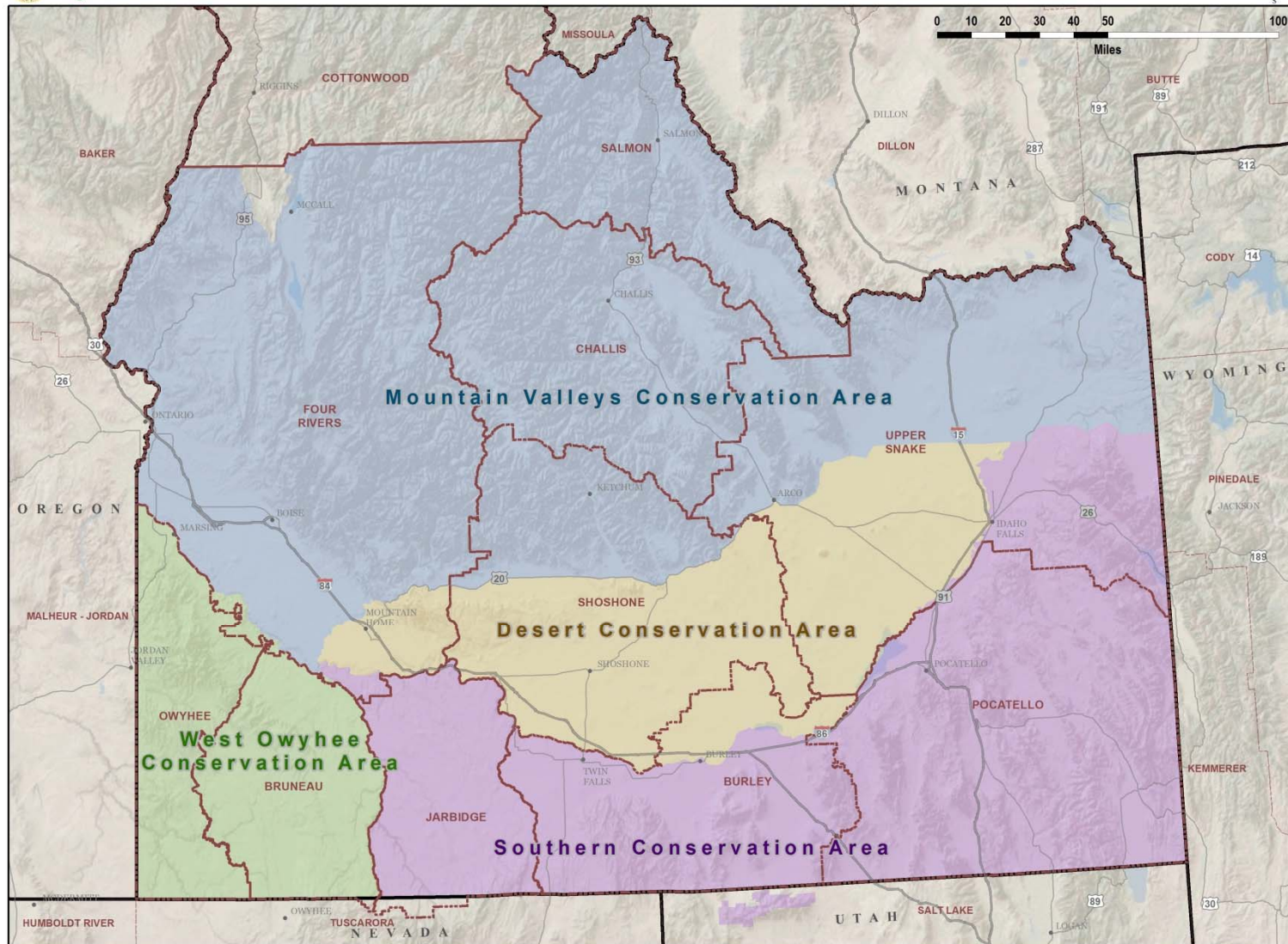




# Conservation Areas



Idaho Sage-grouse Conservation Areas



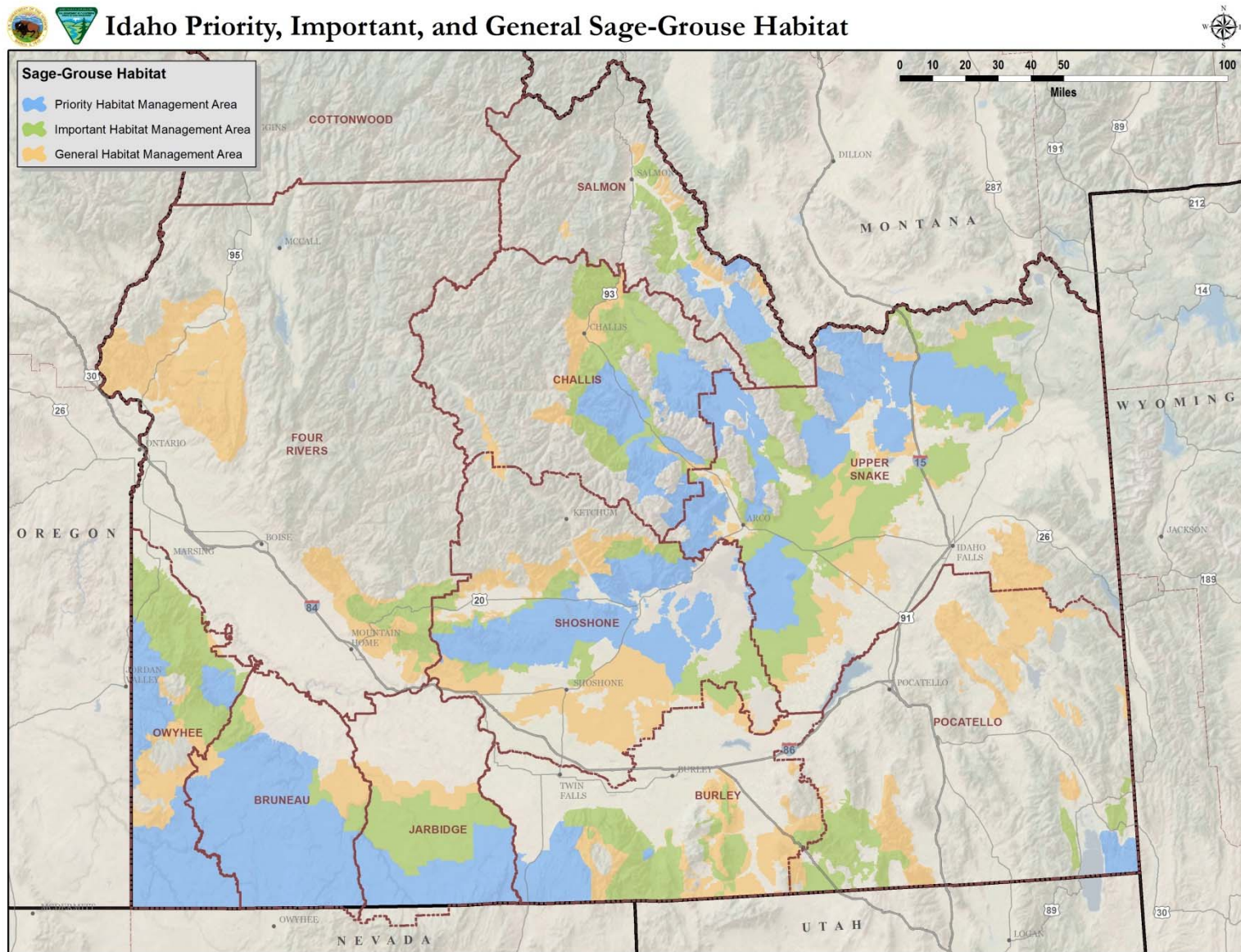
# Idaho Implementation Major Components

- **Habitat Management Designations**
  - **Priority Habitat Management Areas (PHMA)**
    - PHMA encompasses areas with the highest conservation value to GRSG, based on the presence of larger leks, habitat extent, important movement and connectivity corridors and winter habitat.
  - **Important Habitat Management Areas (IHMA)**
    - IHMA encompasses areas of generally moderate to high conservation value habitat and/or populations and in some Conservation Areas includes areas beyond those identified by USFWS as necessary to maintain redundant, representative and resilient populations
  - **General Habitat Management Areas (GHMA)**
    - GHMA contain approximately 10 percent of the occupied leks that are also of relatively low male attendance compared to leks in PHMA or IHMA. GHMA are generally characterized by lower quality disturbed or patchy habitat of low lek connectivity.





# Habitat Management Areas





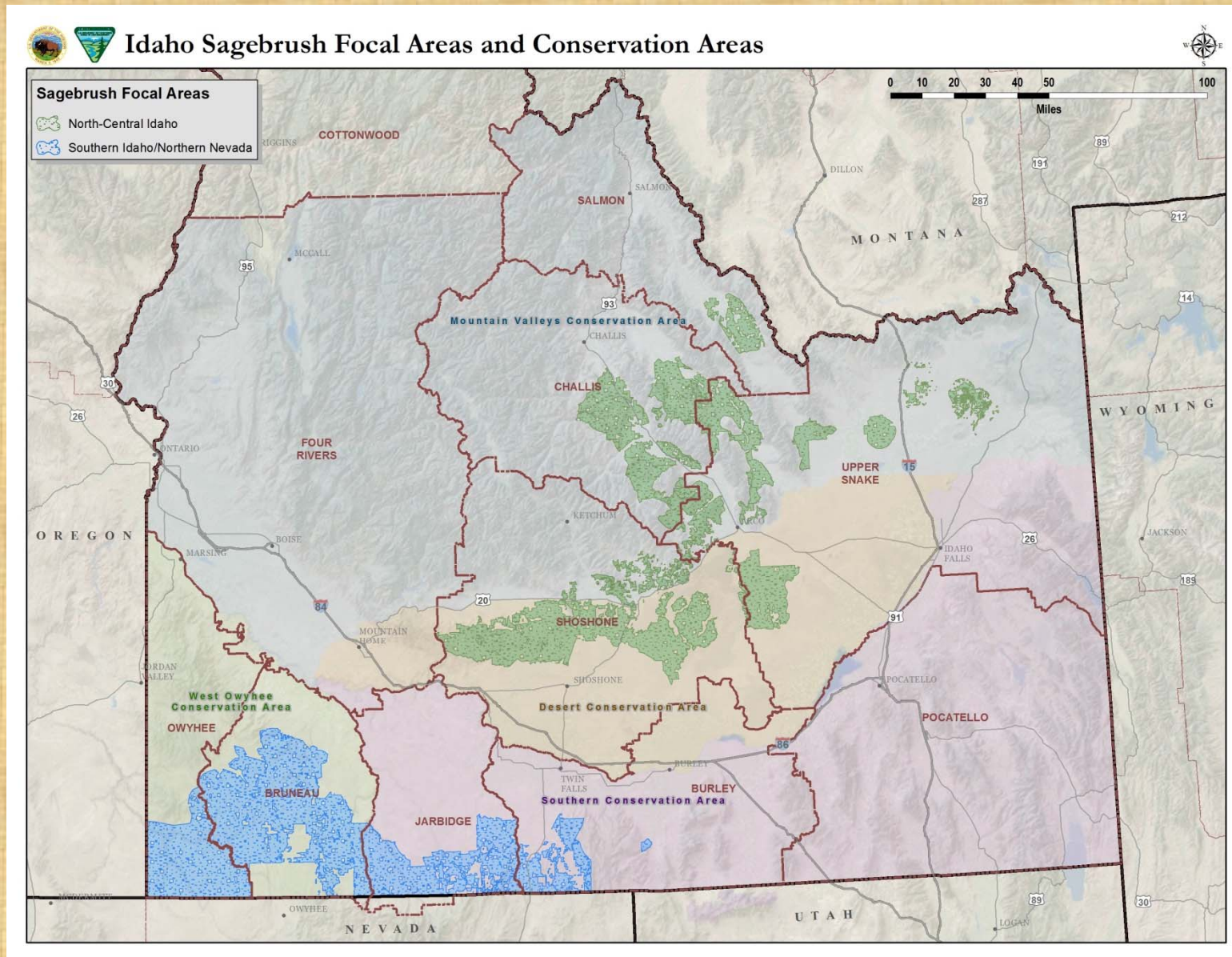
# Idaho Implementation

## Major Components

- **Sagebrush Focal Areas**
  - **MD SSS 10: Designate Sagebrush Focal Areas (SFA) as shown on Figure 1-2. SFA will be managed as PHMA, with the following additional management:**
    - **Recommended for withdrawal from the General Mining Act of 1872, as amended, subject to valid existing rights.**
    - **Managed as NSO, without waiver, exception, or modification, for fluid mineral leasing.**
    - **Prioritized for vegetation management and conservation actions in these areas, including, but not limited to land health assessments, wild horse and burro management actions, review of livestock grazing permits/leases, and habitat restoration (see specific management sections).**



# Sagebrush Focal Areas





# Next Steps

- **Increase Wildfire Suppression Effectiveness**
  - Secretarial Order #3336
  - Rangeland Fire Protection Associations
- **Implement Fire and Invasive Assessments**
  - Fuel Breaks and Fuel Reductions
  - Habitat Improvement Efforts
  - Post Fire Rehabilitation
- **Project and Proposal Consistency**
  - Ensure that Project Proposals follow Plan Guidance
- **Mineral Withdrawal EIS**
  - Public Meetings in December



# **Airport Specific Direction**

- **MD LR 3: PHMA: Development of commercial service airports and facilities (as defined by FAA 2014 – publically owned airports that have at least 2,500 passenger boardings each calendar year and receive scheduled passenger service) will not be allowed within PHMA. IHMA and GHMA are Avoidance and Open respectively for these types of ROW applications as described in MD LR 2.**
- **PHMA is Closed to new Commercial Airports and Facilities**
- **IHMA is an Avoidance area for Commercial Airports and Facilities.**
- **GHMA is an Open area for Commercial Airports and Facilities.**

# Considerations for putting an Airport in IHMA

- **Adaptive Management Triggers** (MD SSS 11-26)
  - Population
    - Loss of 20% or more sage-grouse within a BSU.
  - Habitat Hard Trigger
    - Loss of 20% or more sage-grouse habitat within a BSU.
- If a Hard Trigger is tripped all the IHMA in a Conservation Area will be treated as PHMA

# Considerations for putting an Airport in IHMA

- **Anthropogenic Disturbance** (MD SSS 27-30)
  - 3% limit on Disturbance within the BSU and at the Project scale.
  - Current Disturbance at the BSU Scale is between 0.5% and 0.7% in the Desert Conservation Area and the Mountain Valleys Conservation Area BSUs.
  - Anthropogenic Disturbance does not include wildfire, fuels treatments, or two track dirt roads with little or no maintenance.



# **Considerations for putting an Airport in IHMA**

- **MD LR 2:** ... IHMA: Designate and manage IHMA as ROW avoidance areas, consistent with MD SSS 30 and subject to RDFs and buffers.

# Considerations for putting an Airport in IHMA

## **Anthropogenic Disturbance Development Criteria** (MD SSS 30):

- a. The project cannot be achieved, technically or economically, outside of this management area; and
- b. The project siting and/or design should best reduce impacts on sage-grouse and other high value natural, cultural, or societal resources; and
- c. The project results in a net conservation gain to GRSG Key habitat or with beneficial mitigation actions reduces habitat fragmentation or other threats within the Conservation Area; and
- d. The project design mitigates unavoidable impacts through appropriate compensatory mitigation; and
- e. Development will be implemented adhering to the RDFs described in Appendix C.
- f. The project will not exceed the disturbance cap (MD SSS 27).

# Considerations for putting an Airport in GHMA

- **MD LR 2:** ... GHMA: Designate and manage GHMA as open with proposals subject to RDFs and buffers.
- RDFs are like best management practices. (Appendix C)
- Buffers are based on distance from leks and restrict the type of facilities and activities that can occur within those areas. (Appendix B)

# Greater Sage-Grouse Plan Amendment

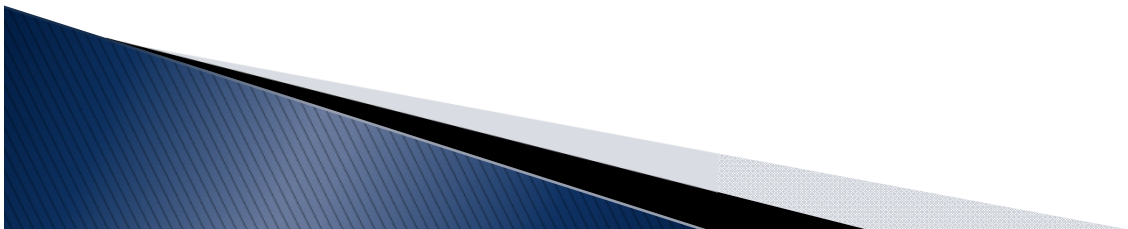
## QUESTIONS





# Approve Friedman Memorial Airport Authority Meeting Minutes

- January 12, 2016 Regular Meeting
  - Approval



# Reports

- ▶ Chairman Report
- ▶ Blaine County Report
- ▶ City of Hailey Report
- ▶ Airport Manager Report
- ▶ Communications Director Report (Centerlyne)
- ▶ Fly Sun Valley Alliance Report

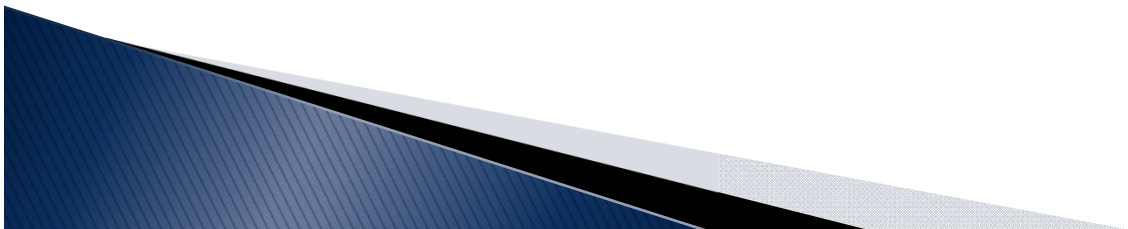




# Report Communications

## ► Communications Director Report

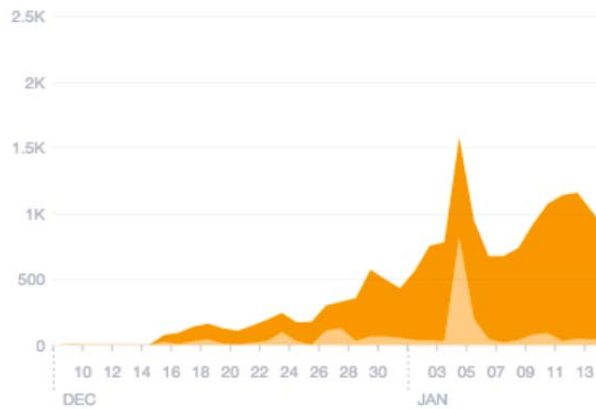
- Presented by:
  - Ms. Nancy Glick, Centerlyne
  - Airport Manager



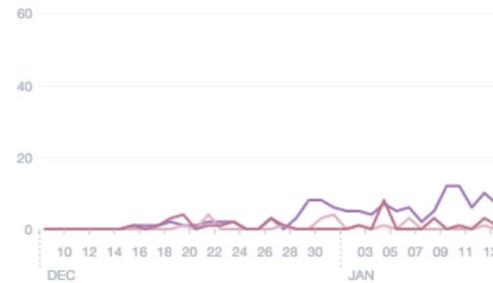
# FMAA Communications

February 2016

Social Media Stats – January  
2016



— Likes — Comments — Shares



**CENTERLYNE**

WEB & GRAPHIC DESIGN + SOCIAL MEDIA MARKETING + SEO

# FMAA Communications

February 2016

Social Media Stats – January  
2016



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WEB & GRAPHIC DESIGN + SOCIAL MEDIA MARKETING + SEO



# FMAA Communications

February 2016

## Friedman Memorial Airport 2016 Media Plan



FMA will use both local and regional advertising opportunities to promote the airports' two main messages regarding travelers.

- Check Sun Fares First
  - Decrease the number of travelers driving to Boise or Twin Falls to depart

To increase the exposure of this messaging, FMA will develop a joint advertising campaign with Fly Sun Valley Alliance that will run in several publications throughout the year.

# FMAA Communications

## February 2016

Developing a Photo and Video  
Inventory



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WEB & GRAPHIC DESIGN + SOCIAL MEDIA MARKETING + SEO



# FMAA Communications

February 2016

At its recent annual dinner and community awards event, The Hailey Chamber of Commerce presented Friedman Memorial Airport with a special recognition award for their continued commitment to the business community and residents of the Wood River Valley.



“Thank you, this is really about the airport staff and what they’ve been doing for the last few years.”

– Ron Fairfax

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WEB & GRAPHIC DESIGN + SOCIAL MEDIA MARKETING + SEO



# FMAA Communications

## February 2016

### Next Steps

Nearly Completed Interviews with FMAA Board and Community Leaders

SV Board of Realtors / Mountains Rides = First Tours of 2016

FMA Banner at Hailey Ice

Build Campaign Concepts

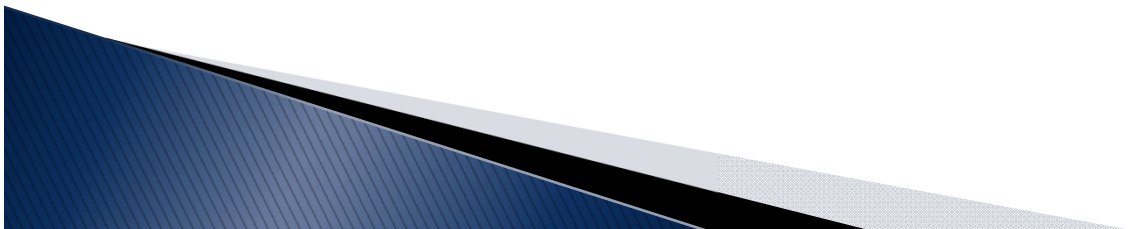
Continue to Create Assets

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# Retain/Improve/Develop Air Service

- ▶ Fly Sun Valley Alliance Report





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# FRIEDMAN MEMORIAL AIRPORT

## 2015 PASSENGER SURVEY – KEY HIGHLIGHTS

Results: Winter 2014/15 and Summer 2015



*Photo: © Carol Waller*



- Intercept survey conducted in SUN passenger waiting area
- 1,658 survey completes in winter 2014/15 and summer/fall 2015
  - Study period: Dec 2014 - Apr 2015; Jun - Oct 2015 (10 months)
  - 95% confidence interval +/-2.4 percentage points (larger for subgroups)
- Sampling plan designed to capture representative passenger mix by flight
  - Results weighted to be representative of actual passenger mix by flight and season
- Locals were surveyed, but most survey questions and presentation results focus on Visitors and Part-Time Residents (PTRs)
- Statistically significant year-over-year differences (95% confidence level) are asterisked in graphs (colorized by visitor segment)

# OVERVIEW OF KEY FINDINGS



- **2015 SUN PASSENGERS:**

- ▶ 79% Visitor/Part-Time resident, 21% Full-Time local resident  
*Breakdown: 19% new visitors, 44% repeat visitors, 16% part-time residents, 21% locals*
- ▶ Majority of Visitors and PT Resident travelers were from Western US

- **2015 ECONOMIC IMPACT:**

- ▶ \$115M estimated total direct spend of Visitors/PTRs (+0.3% from 2014)
- ▶ \$ 19M estimated direct spend of ~12,500 first-time visitors

- **2015 SUN IMPORTANCE & EVALUATION:**

- ▶ 70% of visitors/PTRs said availability of SUN flights was very-extremely important in their decision to visit (8-10 on 10 pt scale). All passenger groups cite convenience as top factor for choosing SUN.
- ▶ All passenger groups were more likely to have said they increased than decreased use of SUN in past yr
- ▶ Satisfaction with flight service improved (avg rating 7.4 in 2015 vs. 7.2 in 2014)

- **HOW TO IMPROVE SUN?**

- Top comment: More flights.

Also frequently mentioned: reduced delays/cancellations/diversions, lower fares, more food options in terminal, faster/improved security screening, faster baggage claim.

# VISITOR DEMOGRAPHICS



# ESTIMATED PASSENGERS BY TYPE

**SUN Air Passenger Survey 2015**  
All respondents: winter/summer fall

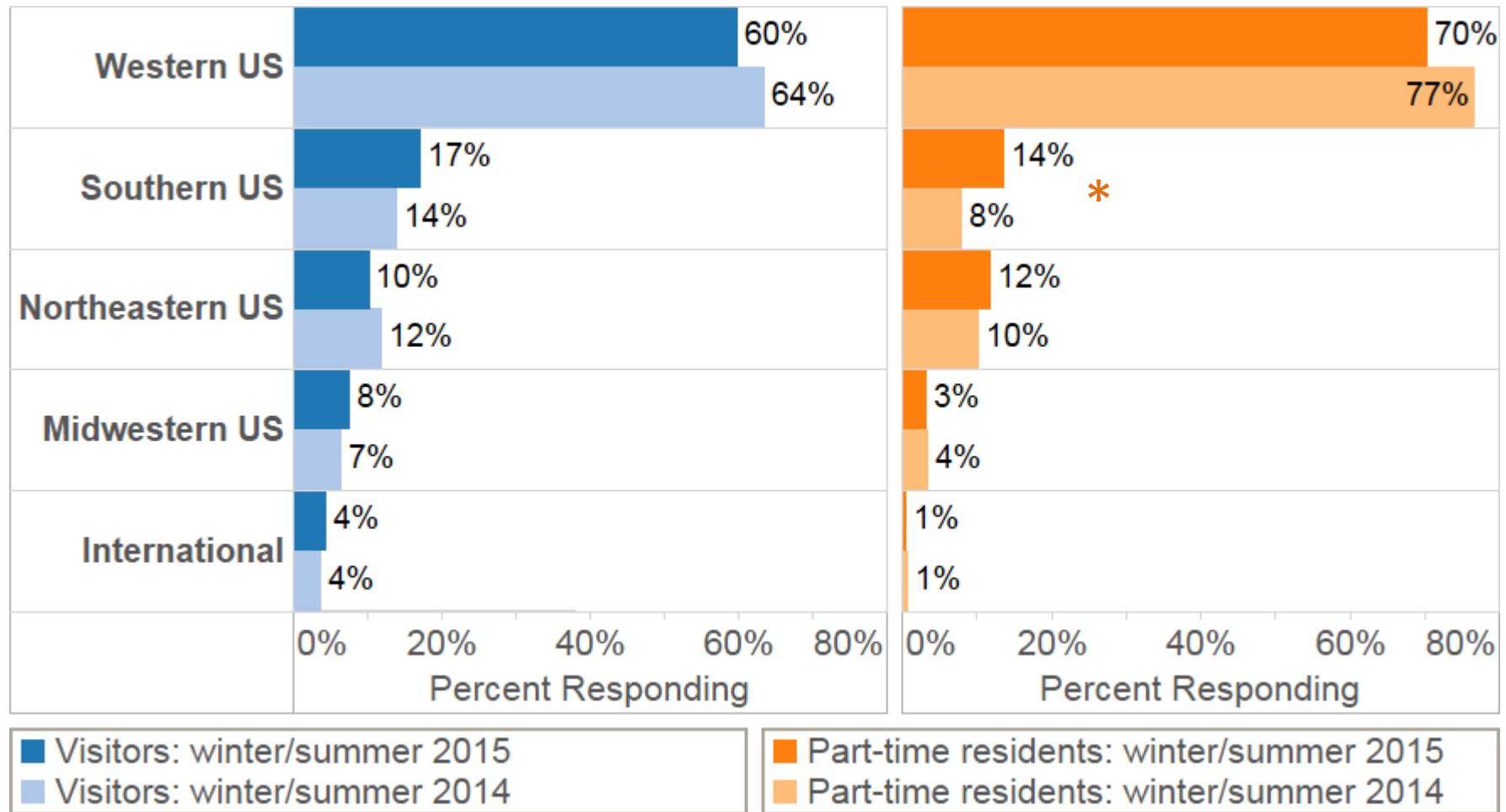


## 79% SUN Air Passengers were Visitors or PTR residents (2<sup>nd</sup> Homeowners)

\*Estimated from SUN Air Passenger surveys

- *Note: Enplanements during non-survey months (May, Nov) are primarily local residents, and other data shows ongoing growth in local resident passenger use of SUN.*

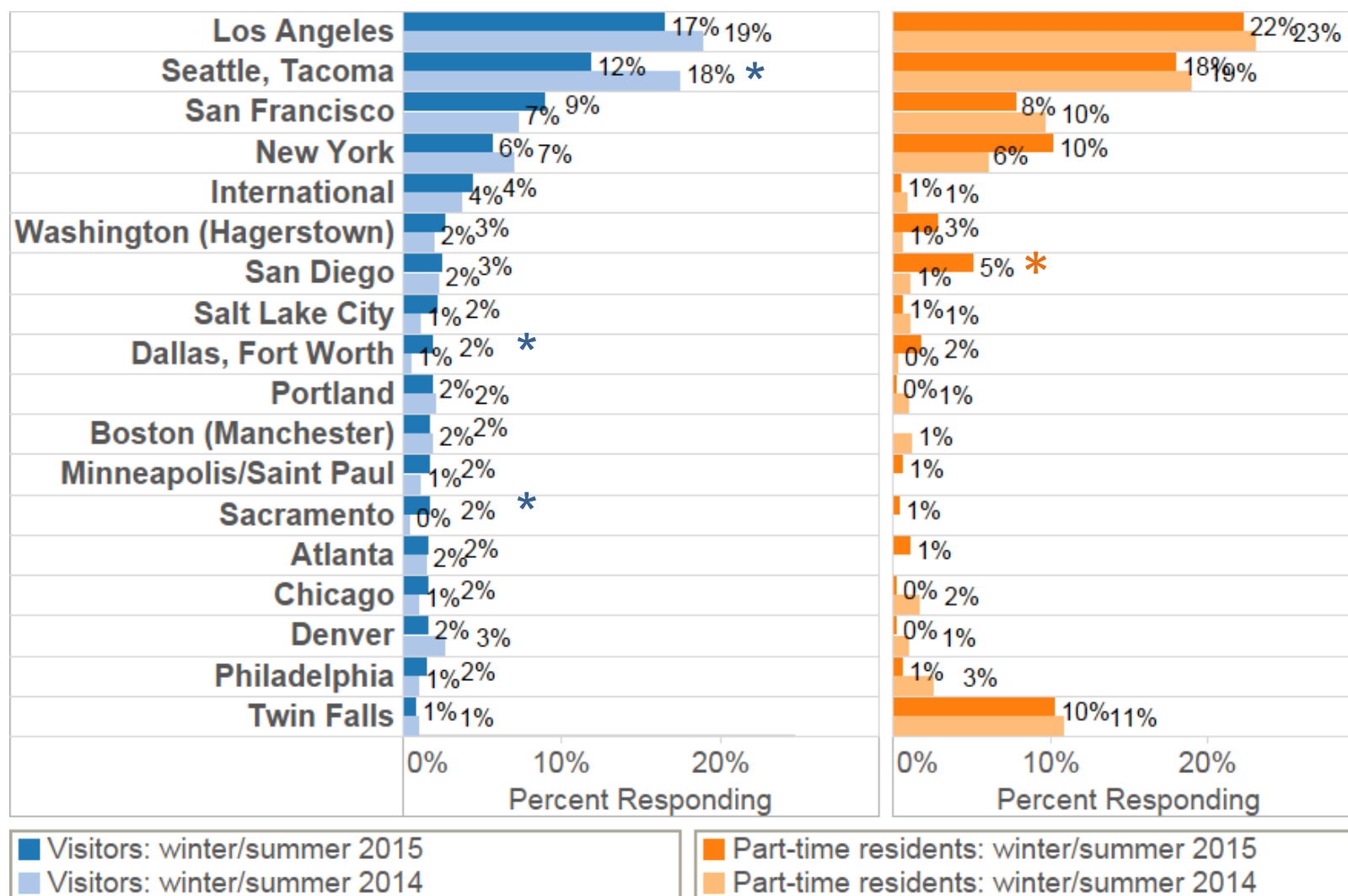
# VISITOR ORIGIN BY CENSUS REGION



- The majority of visitors & PTRs in both 2015 and 2014 were from the West.
- PTRs were somewhat more concentrated from the West (70% in 2015) than visitors (60%).
- The share of PTRs from the South increased a statistically significant 6 ppts from 2014 to 2015.

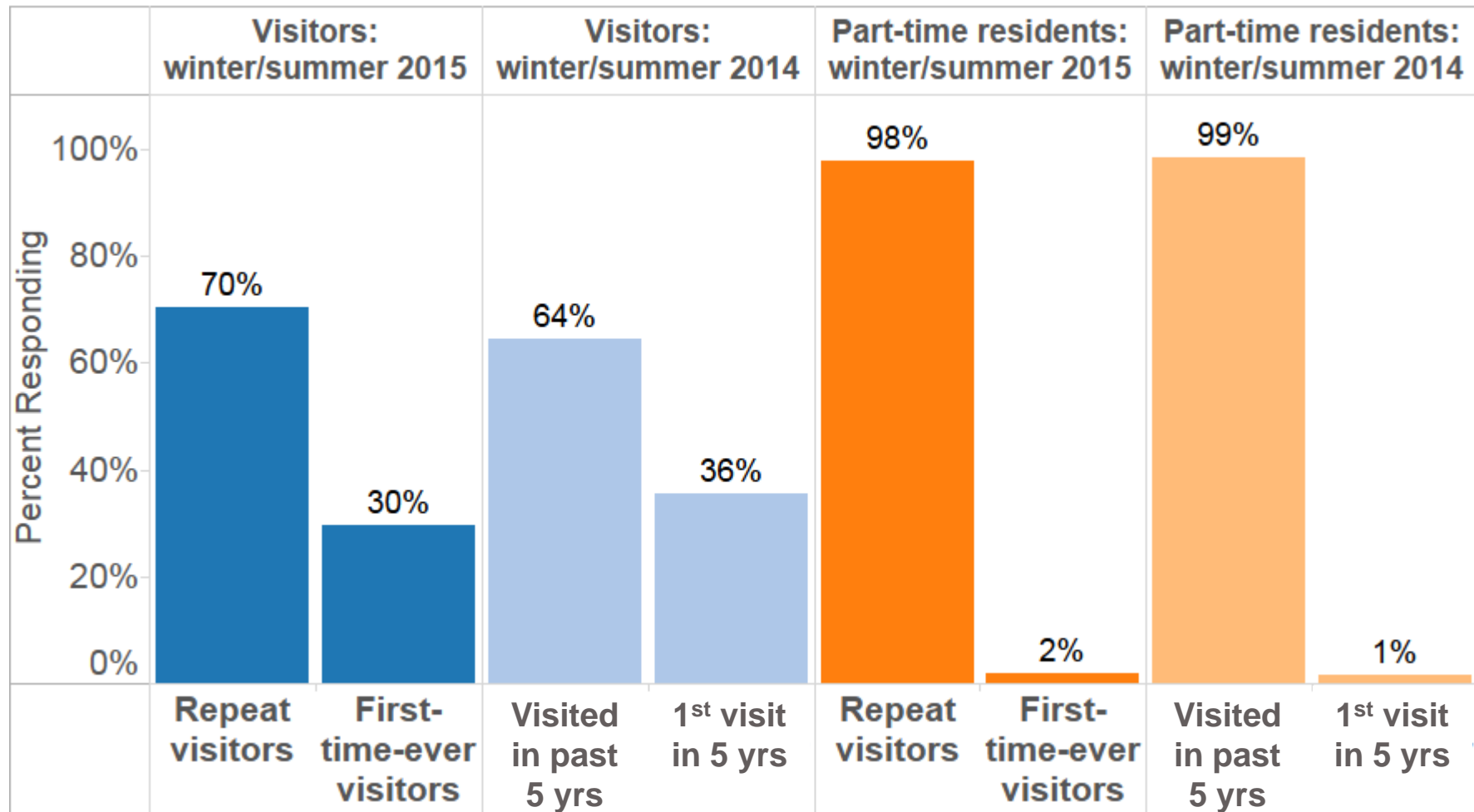
# TOP DESIGNATED MARKET AREAS

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- LA, Seattle, SF, and NYC are the top four out-of-area DMAs for visitors & PTRs.
- For visitors, Seattle dipped significantly this year, while Dallas & Sacramento edged up.
- For PTRs, San Diego increased this year.

# PREVIOUS VISITATION TO SV (IN EITHER WINTER OR SUMMER)



In 2015, 70% of visitors had been to SV previously, while 30% were visiting for the first time ever.

NOTE: 2015 first time visitors = no previous visits to SV ever.

2014 first-time visitors = no previous visits to SV in past 5 years.

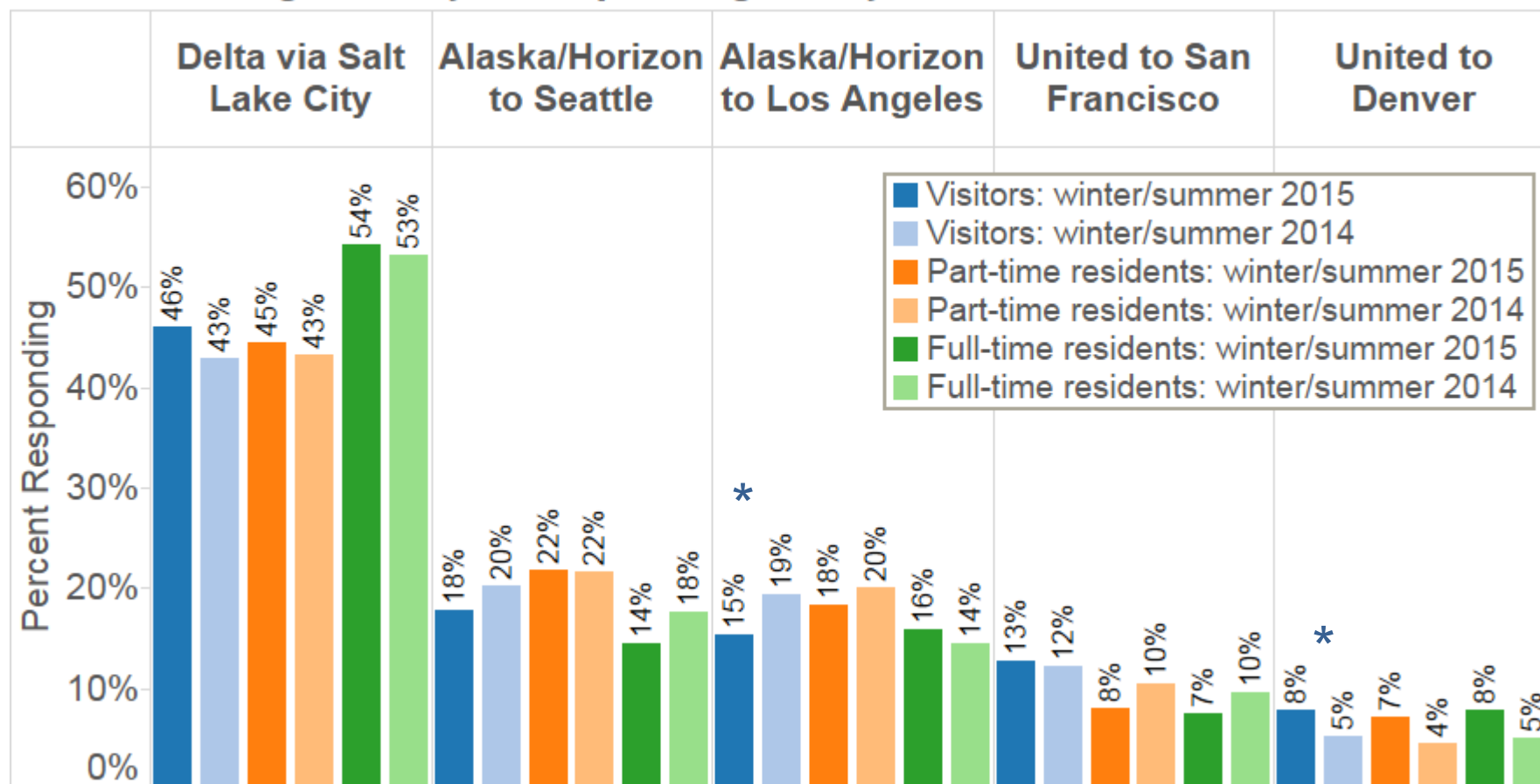
Thus, 2015 and 2014 results are not fully comparable, due to this wording difference.



# TRIP PLANNING

# DEPARTING FLIGHT

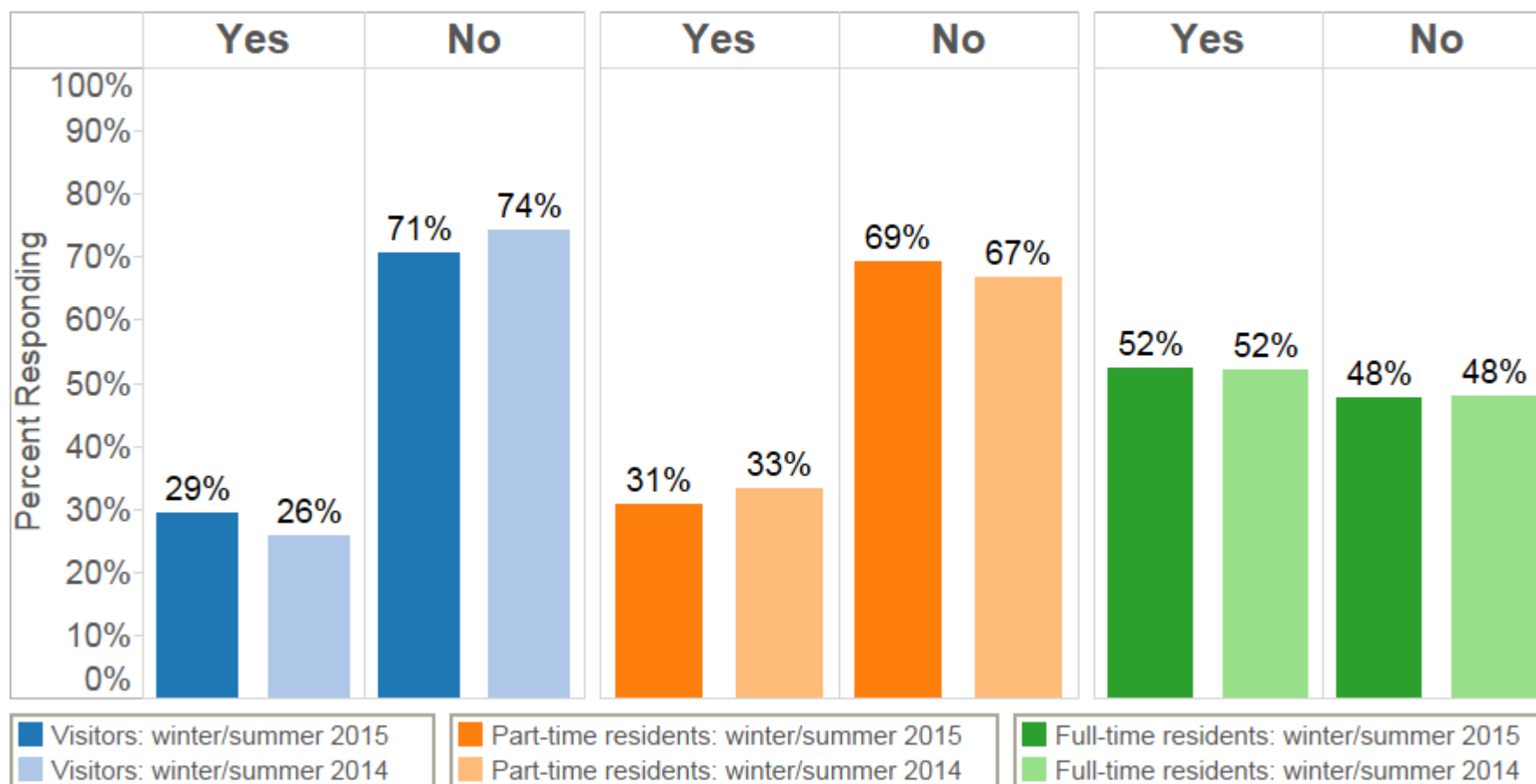
## On which flight are you departing today?



- The proportion of visitors flying to LAX dipped this year, while the proportion flying to DEN rose.
- The flight mix of PTRs and FTRs held relatively steady.
- FTRs have been more likely than other groups to use flights to SLC.

# AIRPORTS CONSIDERED

Did you consider other airports for this trip?

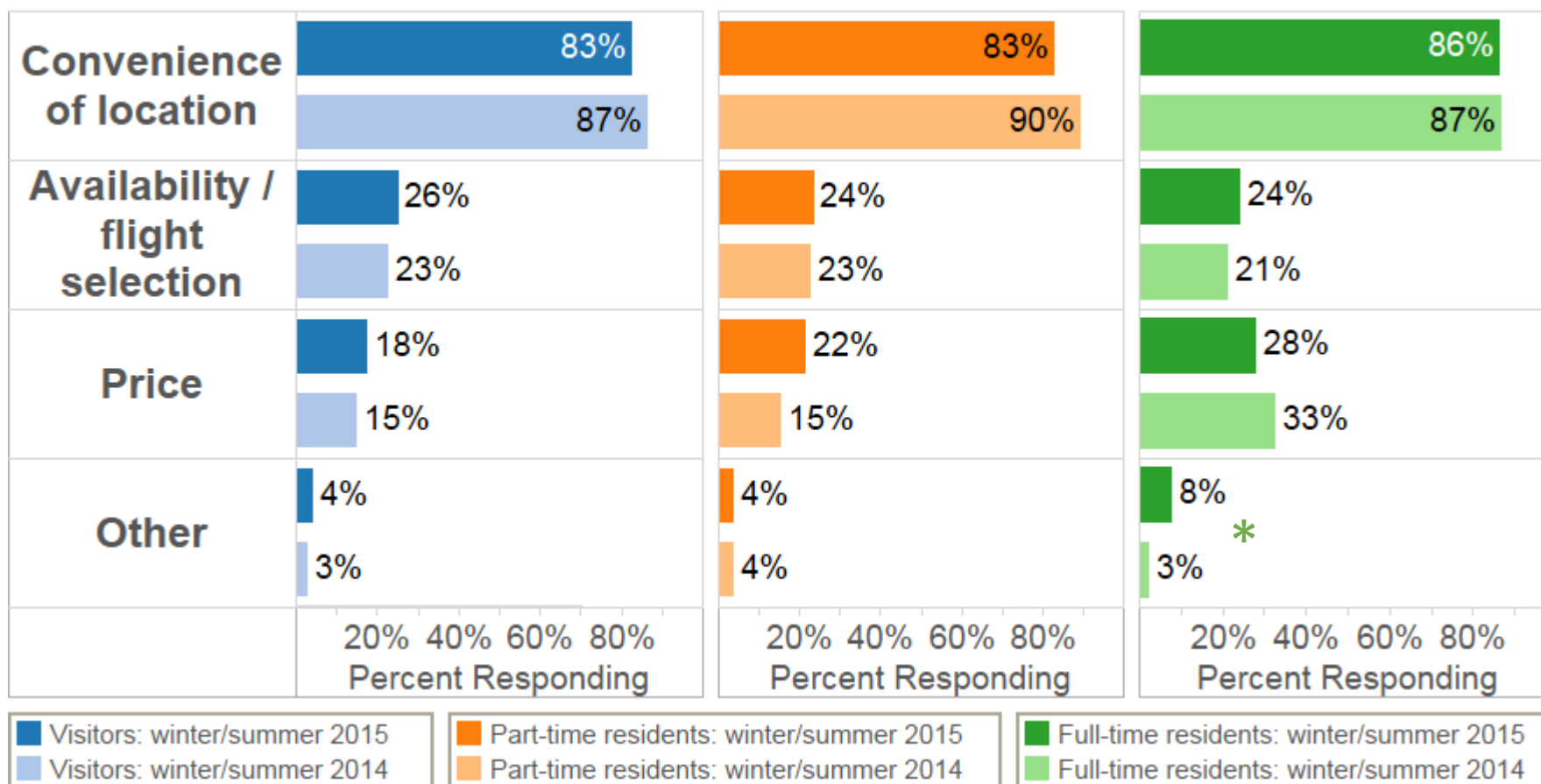


FTRs are most likely to consider using other airports (52%), followed by PTRs (31-33%) and Visitors (29-26%).

# AIRPORT SELECTION



If considered other airports, why did you choose SUN for this trip?



Among passengers who considered other airports, convenience of location remains the dominant reason cited for choosing SUN. Results were generally stable over the past two years, except for an uptick in FTRs citing “other” reasons.



# CHANGE IN AIRPORT USAGE

Has your usage of this airport increased, decreased, or remained the same in the past 12 months, relative to the preceding year?

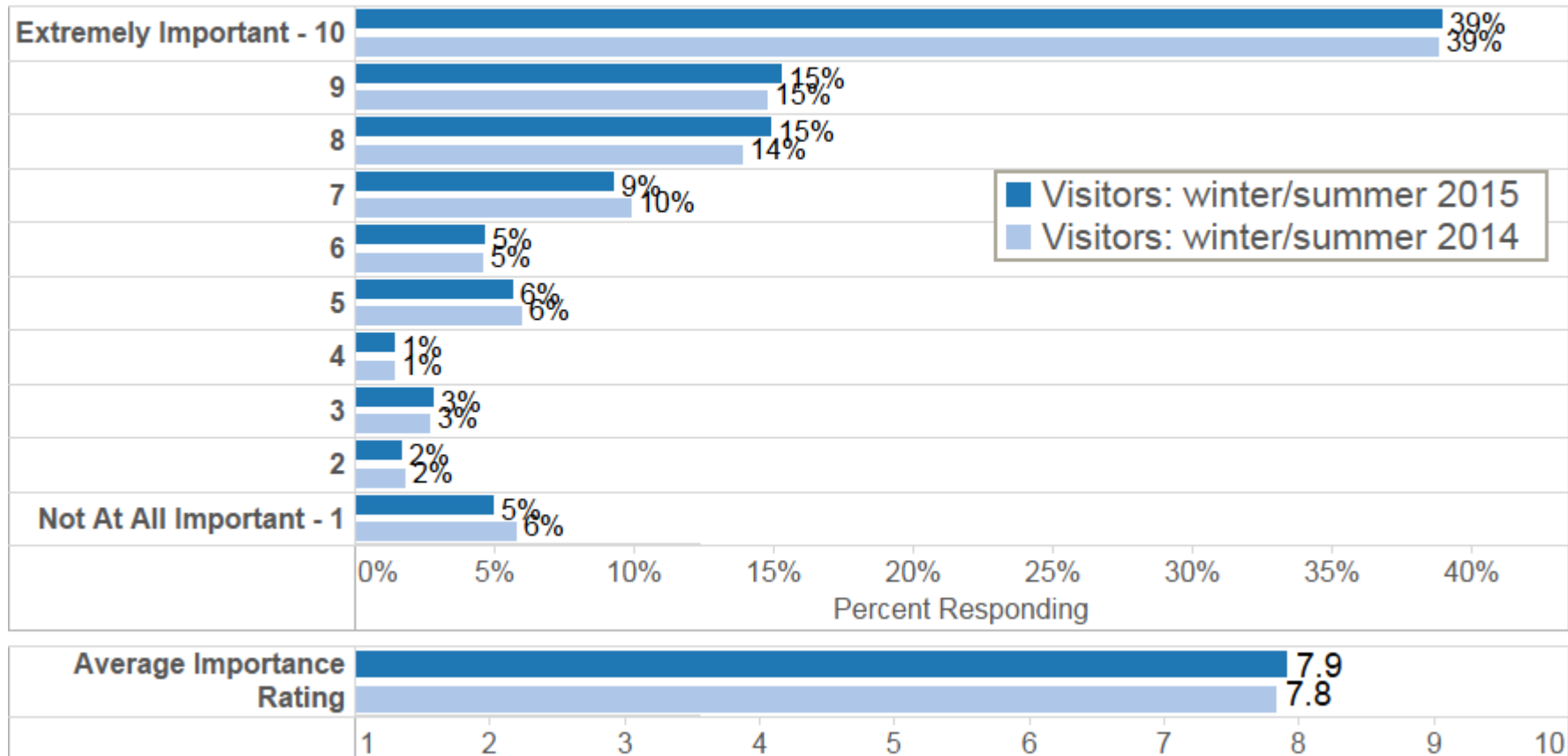


All groups were more likely to report increased than decreased use of SUN in 2015, including PTRs (33% vs. 7%), FTRs (30% vs. 9%), & visitors (16% vs. 1%). A larger share of PTRs and FTRs reported “no change in use” in 2015, while a smaller share reported “increased use” (perhaps related to the annualization of SFO & DEN flights, which began in Dec 13 & Jul 14 respectively).

# IMPORTANCE OF FLIGHT AVAILABILITY (VISITORS)



How important was the availability of flights to this airport in your decision to visit the Sun Valley area?

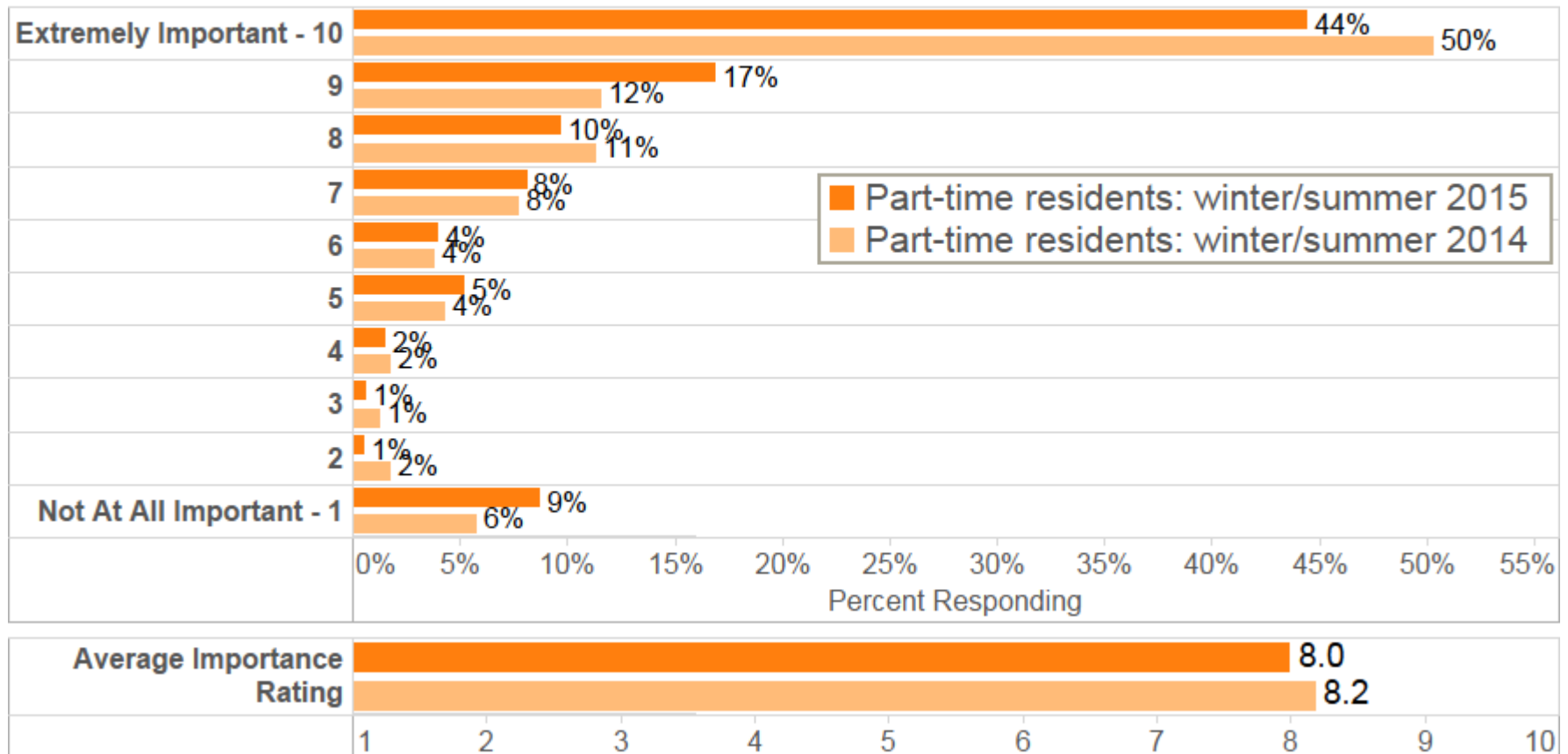


Availability of flights was very/extremely important (% 8, 9, 10) in the decision-making process of most visitors to Sun Valley (69% in 2015). Results were largely stable year-over-year.

# IMPORTANCE OF FLIGHT AVAILABILITY (PTRs)



How important was the availability of flights to this airport in your decision to visit the Sun Valley area?

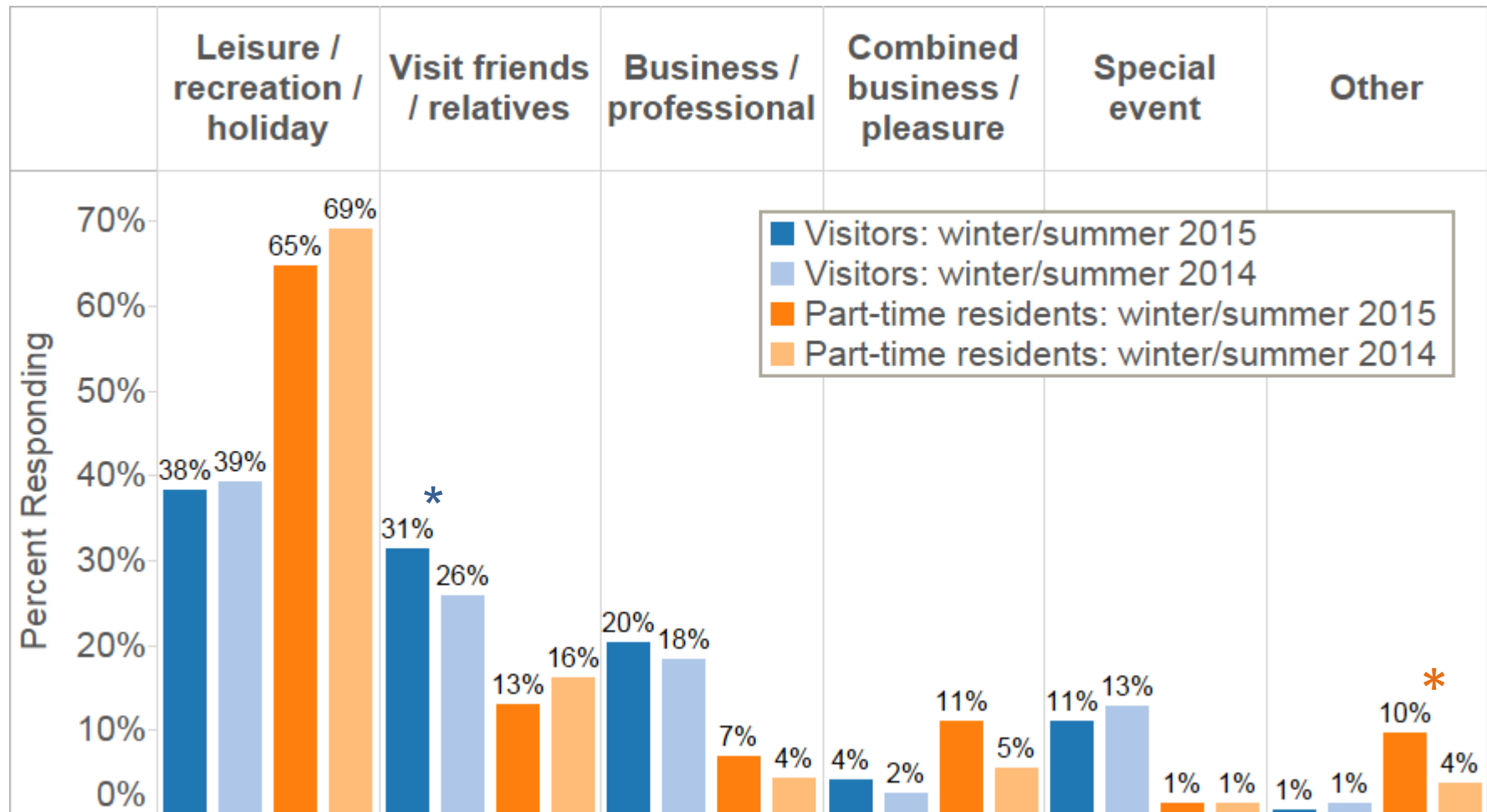


Availability of flights was very/extremely important (% 8, 9, 10) in the decision making process of most PTRs to Sun Valley (71% in 2015). The average importance rating was 8.0 in 2015.

# TRIP CHARACTERISTICS



# MAIN PURPOSE OF TRIP



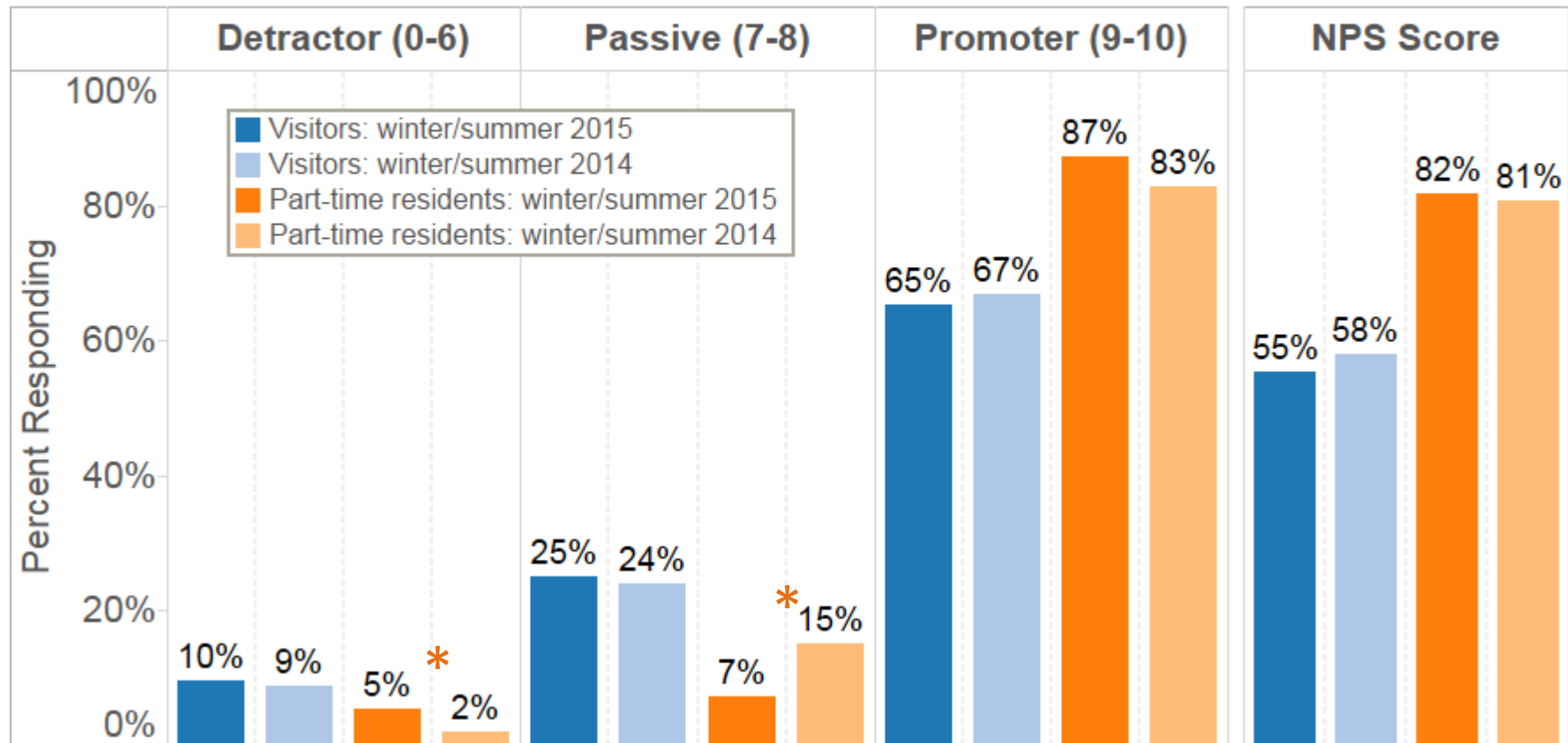
- Visitors have diverse trip purposes, led by leisure/rec/holiday (38%), visiting friends/relatives (31%), business (20%), and special event (11%). Uptick in VFR trips this year.
- PTRs primarily come for leisure/rec/holiday (65%). Uptick in "other" trips this year.

# RATINGS OF EXPERIENCE

# NET PROMOTER SCORE



How likely would you be to recommend the Sun Valley area as a travel destination to a friend or relative?



NPS (National Promoter Score) scores are significantly higher for PTRs (82% in 2015) than visitors (55%).

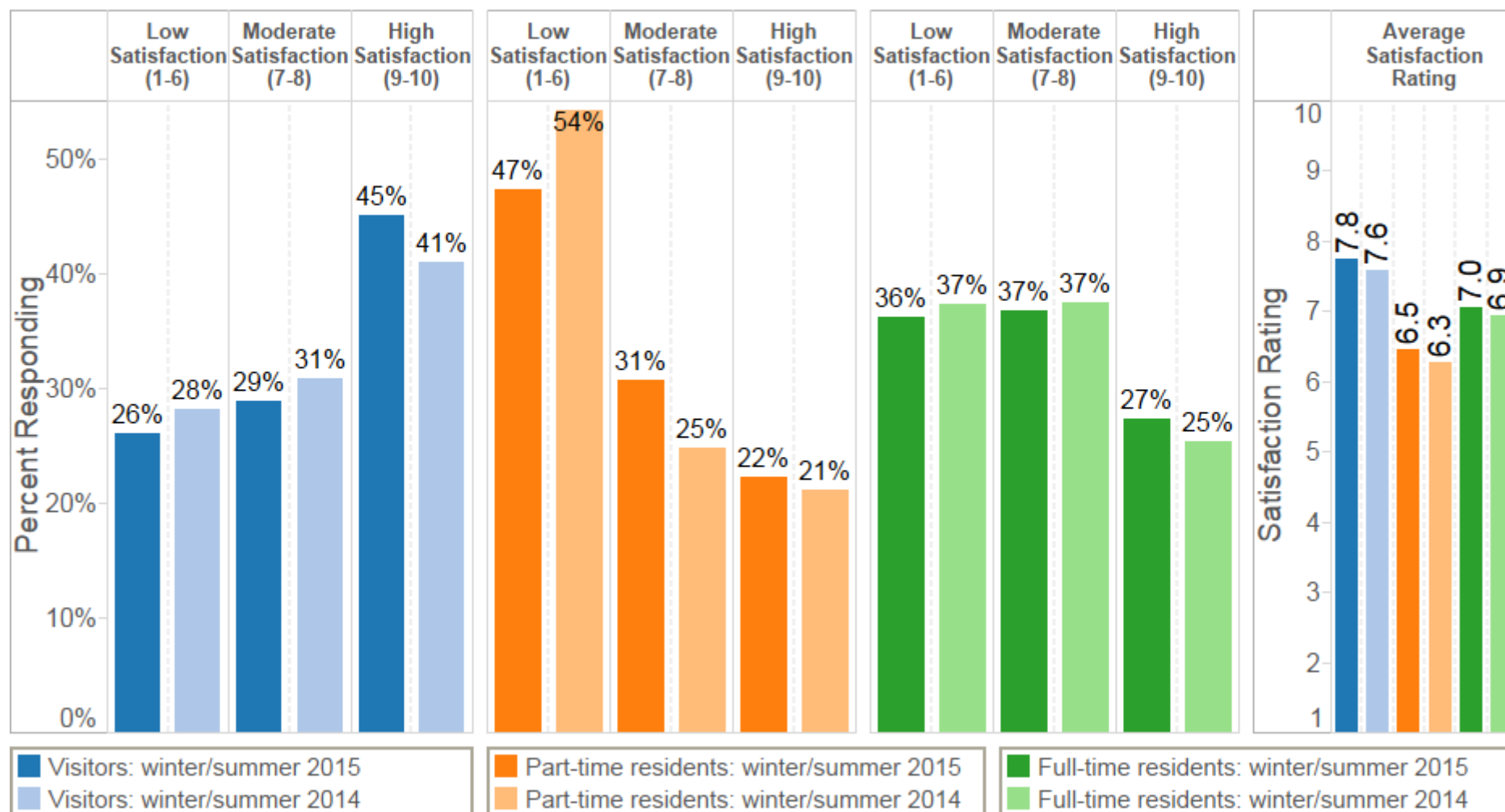
Roughly stable NPS scores year-over-year.

(Likelihood Scale: 0= Not at all likely, 10= Extremely likely)

(Net Promoter Score (NPS)= Promoters (% 9 & 10) minus Detractors (% 0-6))

# SATISFACTION: AIR SERVICE

Satisfaction with Air Service to Sun Valley (1=extremely dissatisfied / 10=extremely satisfied)

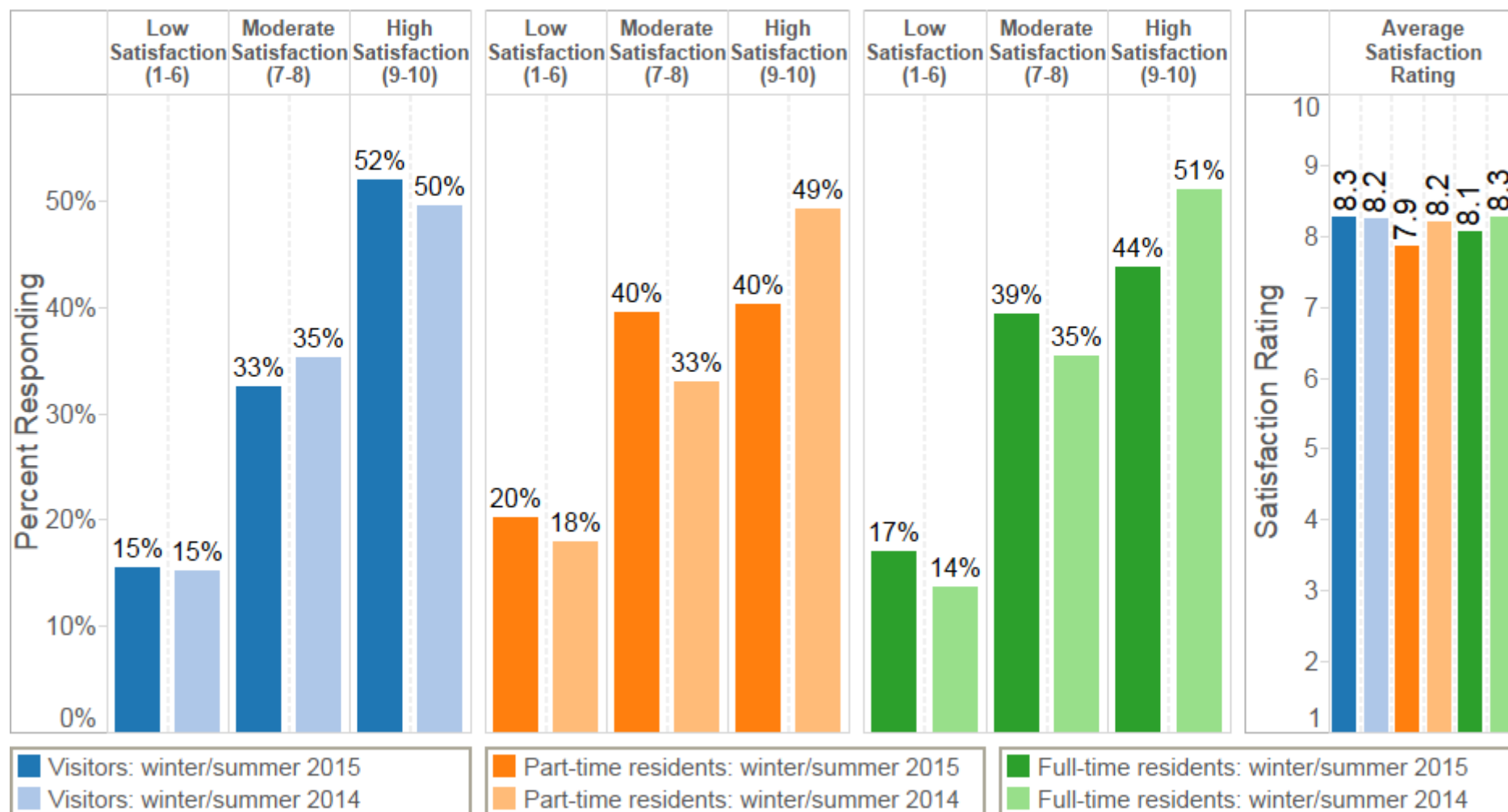


- Visitors exhibit highest satisfaction with air service (mean 7.8 in 2015) while PTRs exhibit the lowest satisfaction (mean 6.5). FTRs are intermediate (mean 7.0).
- Average satisfaction for all groups edged up slightly in 2015



# SATISFACTION: AIRPORT

Satisfaction with Friedman Memorial Airport (1=extremely dissatisfied / 10=extremely satisfied)



A large majority of all groups are highly or moderately satisfied with the Airport: visitors (85%), FTRs (83%), & PTRs (82%). Satisfaction held relatively steady for visitors, dipped for PTRs & FTRs.

# SUGGESTIONS: AIRPORT



1. Better/more food and beverage options
2. Improved TSA security speed / process
3. Better/cheaper ground transportation/taxi services, and parking closer to airport
4. Newspaper / magazine / merchandise sales
5. Faster baggage claim on arrival
6. Other
  - expanded/more comfortable seating
  - luggage carts
  - water bottle fill stations
  - better wi-fi
  - better signage in airport and way to airport

# SUGGESTIONS: FLIGHT SERVICE



1. Add nonstop flights to more cities
  2. Expand frequency of flights to existing destinations
  3. Extend seasonal flights / make year-round
  4. Reduce airfare & baggage costs
  5. Improve bad weather flight reliability/reduce diversions & cancellations
  6. Improve flight connections
  7. Improve flight arrival / departure times
  8. Better communication on weather changes / delays
-



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# FRIEDMAN MEMORIAL AIRPORT

## 2015 PASSENGER SURVEY – KEY HIGHLIGHTS

Results: Winter 2014/15 & Summer 2015

THANK YOU







# AIRPORT STAFF BRIEF QUESTIONS



# UNFINISHED BUSINESS – CONTINUED

# Airport Solutions Existing Site

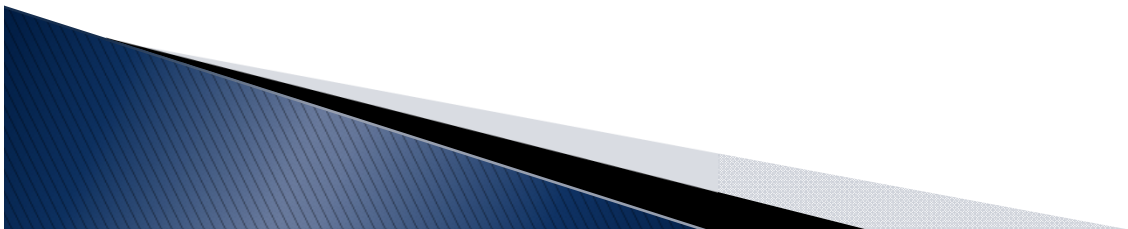
## ► Plan to Meet 2015 Congressional Safety Area Requirement

- Presented by:
  - Mr. Dave Mitchell, T-O Engineers
  - Airport Manager



# Tenant Finish Out

- ▶ All work essentially complete
- ▶ Minor punch list items remain



# Tenant Finish Out





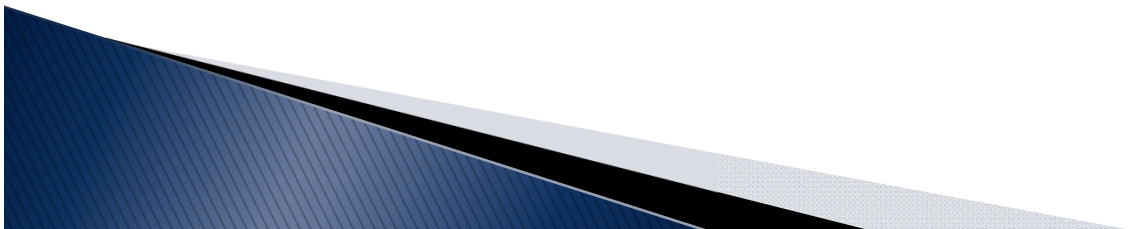
# Closeout

- ▶ AIP '040 closeout process is complete!
- ▶ Reimbursement has been received



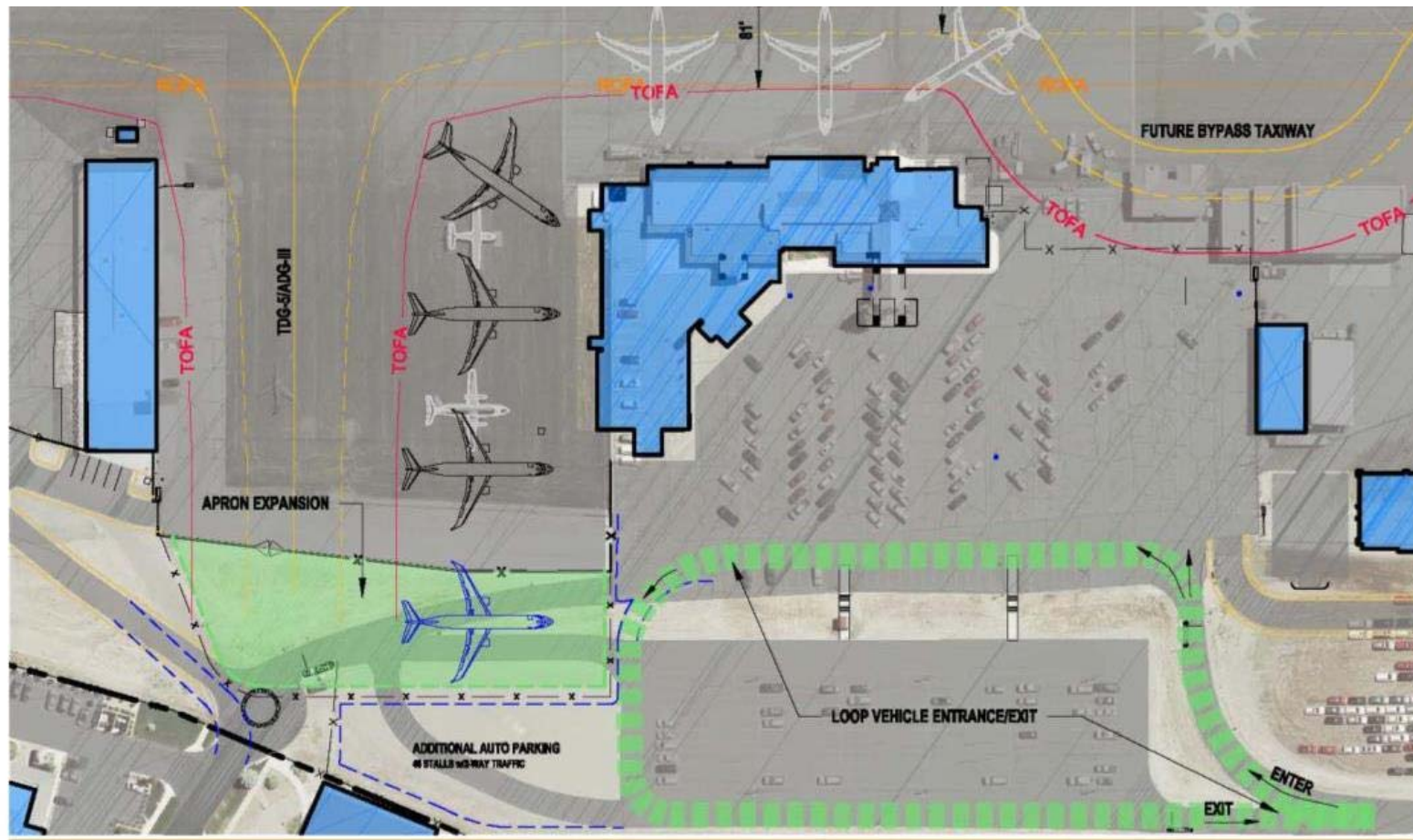
# Future Projects

- ▶ Terminal Aircraft Parking Improvements
  - Draft scope
- ▶ Terminal Parking Lot Improvements
- ▶ Airline Ticketing Office Improvements
  - Proposed Work Order



# Terminal Aircraft Parking Improvements

- Scope of work for design of improvements



# Terminal Aircraft Parking Improvements

## ► Schedule for 2016 design grant/2017 construction:

- |                    |                          |
|--------------------|--------------------------|
| ◦ January 15, 2016 | CATEX                    |
| ◦ March 2016       | Final Scope of Work      |
| ◦ April 2016       | Fee Negotiation          |
| ◦ May 2016         | Fee Negotiation Complete |
| ◦ June 30, 2016    | Design Grant             |
| ◦ March 2017       | Open Bids                |
| ◦ April 2017       | Construction Grant       |
| ◦ May–June 2017    | Construction             |



# Terminal Aircraft Parking Improvements

- ▶ CatEx Checklist approved last month
  - FAA approved
- ▶ Staff requested T-O prepare a draft Scope of Work for design
  - Additional apron space
  - Modifications to vehicle access and parking
  - Refine and develop the concept shown in Chapter D of the Master Plan

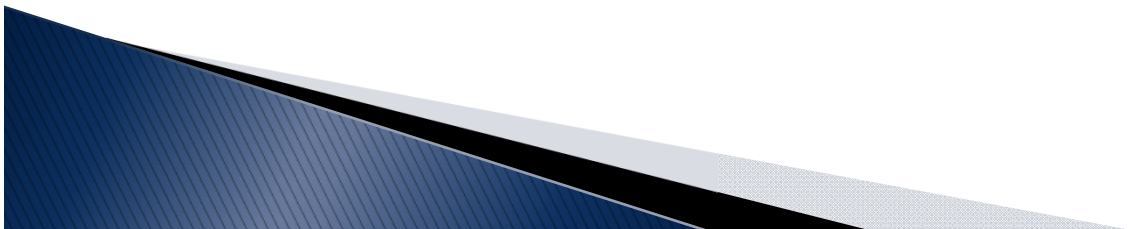




# Terminal Aircraft Parking Improvements

- ▶ Questions/discussion?
- ▶ Board action is optional, at this time
- ▶ Board action requested:

Approve draft scope of work and authorize staff to move forward with fee negotiations.



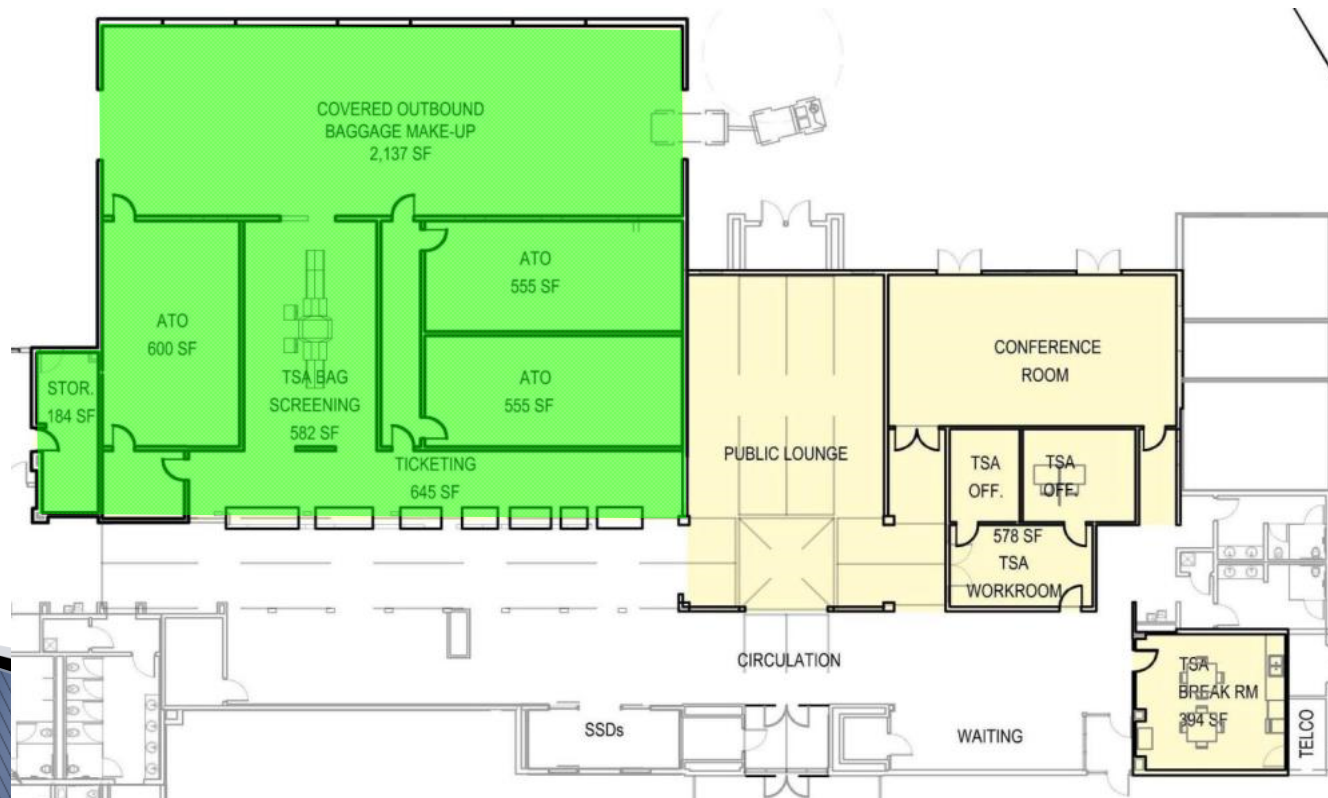
# Terminal Parking Lot Improvements

- ▶ Additional parking
- ▶ Improvements to flow
- ▶ Both will be considered in the apron expansion project



# Airline Ticketing Office Improvements

- ▶ Proposed Work Order to develop conceptual design options for this area.
- ▶ Goal: develop alternatives and costs



# Airline Ticketing Office Improvements





# Airline Ticketing Office Improvements





# Airline Ticketing Office Improvements



# Airline Ticketing Office Improvements





# Airline Ticketing Office Improvements



# Airline Ticketing Office Improvements

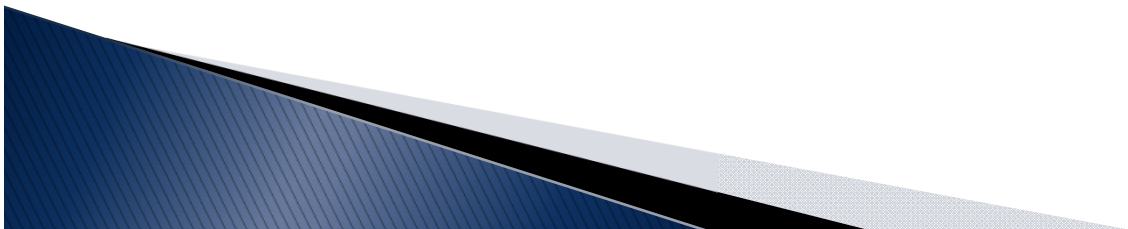




# Airline Ticketing Office Improvements

- ▶ Proposed fee: \$20,000 (lump sum)
- ▶ Proposal of this Work Order does not approve a project
- ▶ Board action requested:

Approve draft scope of work and fee not to exceed \$20,000





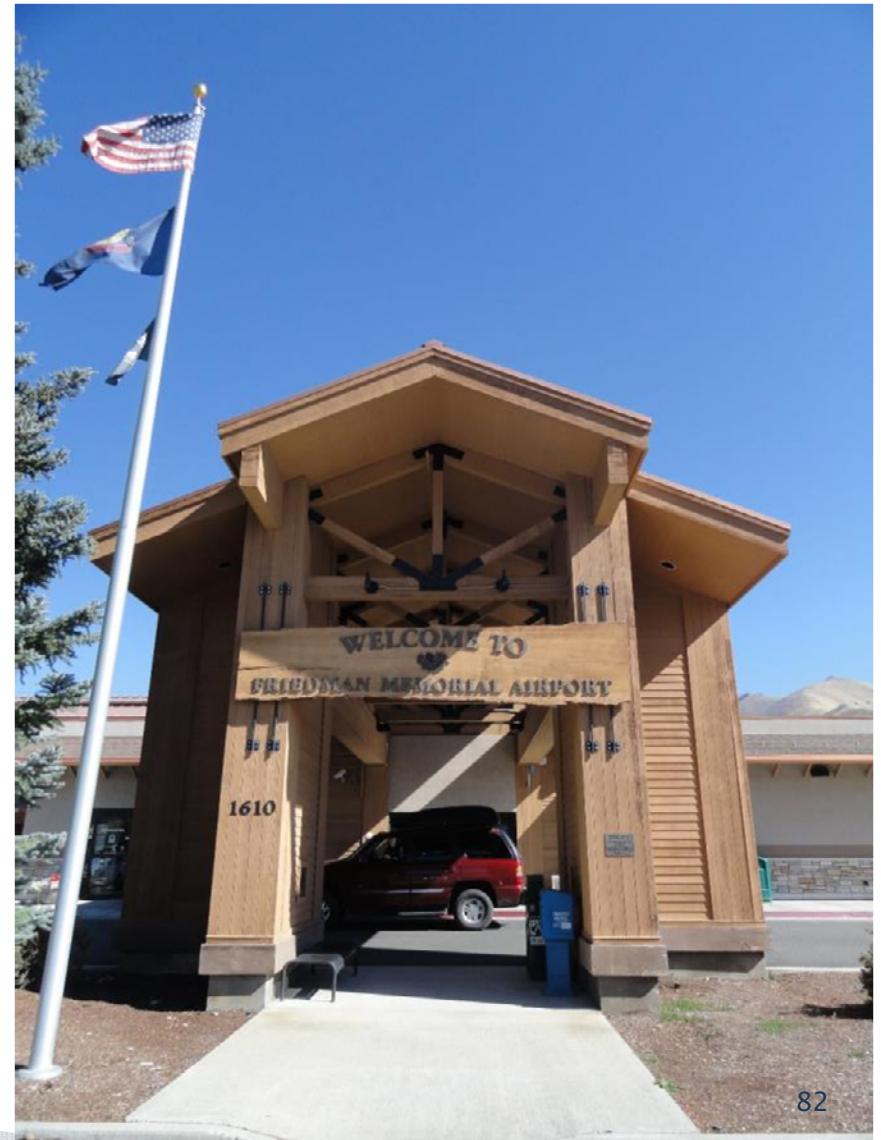
# Voluntary Noise Abatement/Runway Use Program Review Committee

- ▶ Recommended structure of a voluntary Noise Abatement Program Review Committee
- ▶ Staff is requesting the Board begin making committee appointments when appropriate
  - 1 Representative from the Hailey City Council
  - 2 At large representatives appointed by the City of Hailey
  - 1 Representative from the Blaine County Board of Commissioners
  - 2 At large representatives appointed by the Blaine County Board of Commissioners
  - A representative from the FBO, Atlantic Aviation Sun Valley
  - 3 Representatives from the Aviation Community, nominated by the Chair and Airport Mgr.
  - 1 Representative from the City of Bellevue
  - Airport Manager
  - Airport Operations Chief
  - Hailey ATCT Chief



# Friedman Memorial Airport Authority

## Master Plan Update



# Master Plan Update

- ▶ Consultant team is in the process of developing phasing plan & cost estimates for future project identified in Chapters D & E
- ▶ Chapter E revised delivered to the Board March
- ▶ Chapter F will be delivered to the Board in the Spring



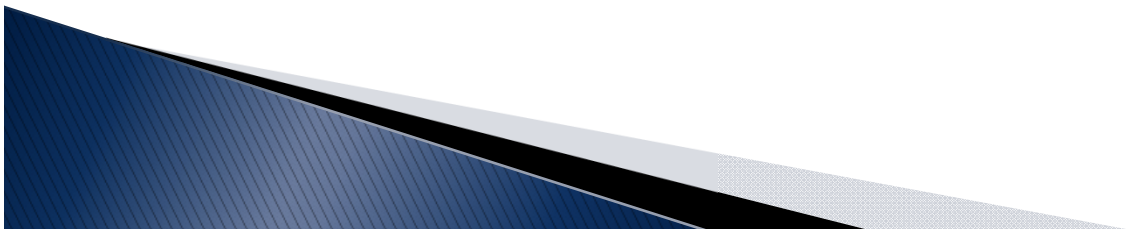
» NEW BUSINESS



» PUBLIC COMMENT

# Executive Session

- ▶ I.C §74-206 (c) To acquire an interest in real property which is not owned by a public agency
- ▶ I.C §74-206 (f) to communicate with legal counsel to discuss legal ramifications for controversy imminently likely to be litigated





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# Thank you



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