Aligning Community Expectations with Airport Roles

User Guide

Contents

Project Background

The roles airports play in their communities, in their region, and in the National Aviation System (NAS) are often misunderstood by the general public, elected officials, and business leaders. In recent years, that misunderstanding has, in many situations, contributed to a growing disconnect between the realities faced by airport management and community expectations for air service or other airport-related services and economic benefits. This disconnect has worsened with a decline in air service in many communities as evolving airline business models, high fuel costs, and less than robust economic growth have affected the industry. Recognizing these conditions, this website was developed to address the resulting need to provide guidance on how airports can communicate with the community and its leaders to "right-size" expectations about an airport's role.

This website was developed based on first-hand experience and knowledge gathered through extensive industry coordination. Input was collected from hundreds of people representing airports and community economic development organizations across the country to get both airport and community perspectives on where the "disconnects" occur and how they can be avoided or corrected. The results produced many of the action ideas that are included in the website. Initially this was envisioned as a traditional handbook with a supporting electronic tool, but it developed into one of ACRPs first websites supported by this brief *User Guide*.

In order to communicate about your specific airport, it's important to recognize the significant differences in the roles and responsibilities of these facilities. Communication and outreach to local communities can work to adjust expectations to reflect these differences. The specific needs of the local community vary and are an important part of developing the airport's outreach strategy and message. This website is organized into three parts called "Toolkits" which are focused on providing the user with background information on the many roles an airport can play (Role of the Airport), with information about how to communicate and connect with the local community (Media Toolkit), and information and communication strategies related to specific aviation topics (Aviation Toolkit).

Supported Browsers

Supported browsers for this website are the most recent versions of Edge, Safari, Firefox and Chrome. Please note that there may be navigation and page display issues in other browsers including Internet Explorer.

Introduction to the Website

The goal of this interactive website is to provide ways to align community expectations with an airport's role – to minimize conflict between the community and the airport, and to build community support for the airport.

The website is organized into the three following sections:

- Role of the Airport
- Aviation Toolkit
- Media Toolkit

Although the website includes information about aviation and communication topics, there are already many existing resources for all topics. Rather than repeat what has already been done, this website presents an introduction to the topic and then identifies other resources for the user to review.

Information about navigating through the website is provided in this User Guide.

A Note about Topic Content

During website development, the content of the topic pages was guided by several decisions. First was a decision to limit the length of the content on the topic pages so it could be reviewed with a limited amount of scrolling. Second was a decision that the content should provide enough information for the user to gather basic talking points for a conversation with an elected official or a community member. And third was a decision to "not reinvent the wheel." There are many resource documents available on both the aviation and the media topics. The goal was to produce a website that points to these resources rather than repeating them.

It is anticipated that a website user may access a single piece of the overall website or may use a number of the pages to address various issues. In either instance, it is important for the reader to know that these pages are meant to provide an initial explanation and offer more resources for additional information.

A Note about External Hyperlinks

At the time the website was created, the hyperlinks to external resource documents were all functional. But some of the hyperlinks may break over time because websites are updated and reorganized and documents are relocated. Anticipating this, **the hyperlink titles in the website were developed so they can be copied and pasted into an internet search engine to find the document if the hyperlink doesn't work**. The source of the document can be added from the resource description to improve the search functionality (ACRP, FAA, ACI-NA, AOPA, etc.). See figures on page 4 for instructions.

To copy the document title, select the text and use Ctrl+C or right-click and select Copy.
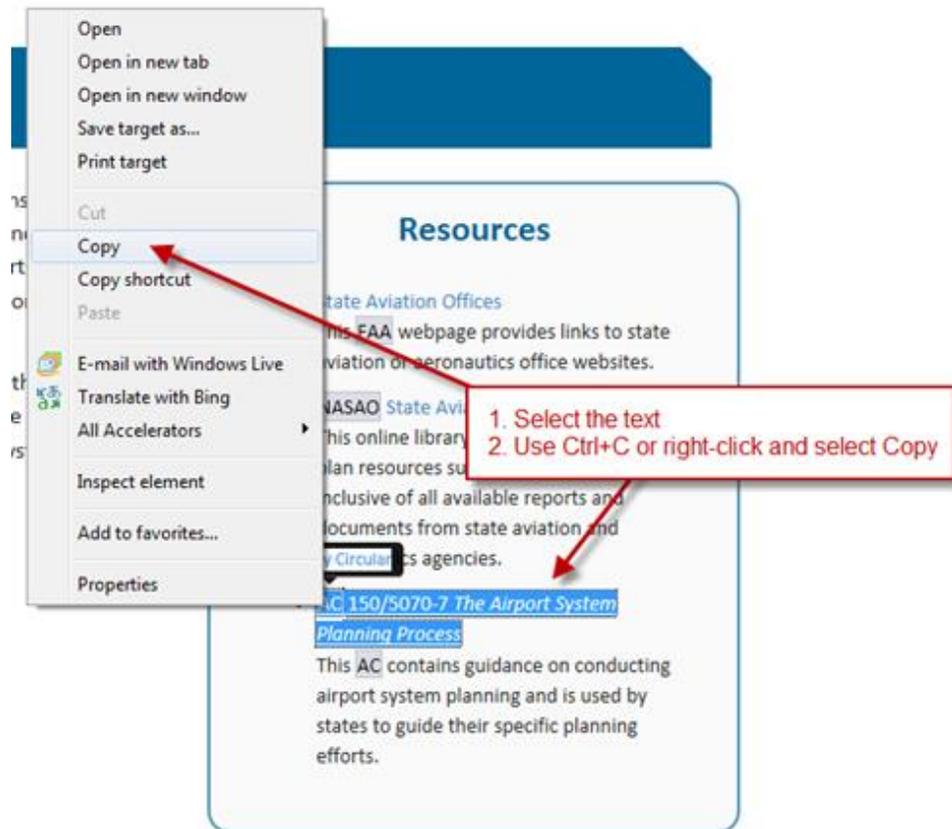

Then use Ctrl+V or right-click and select Paste into an internet search engine.
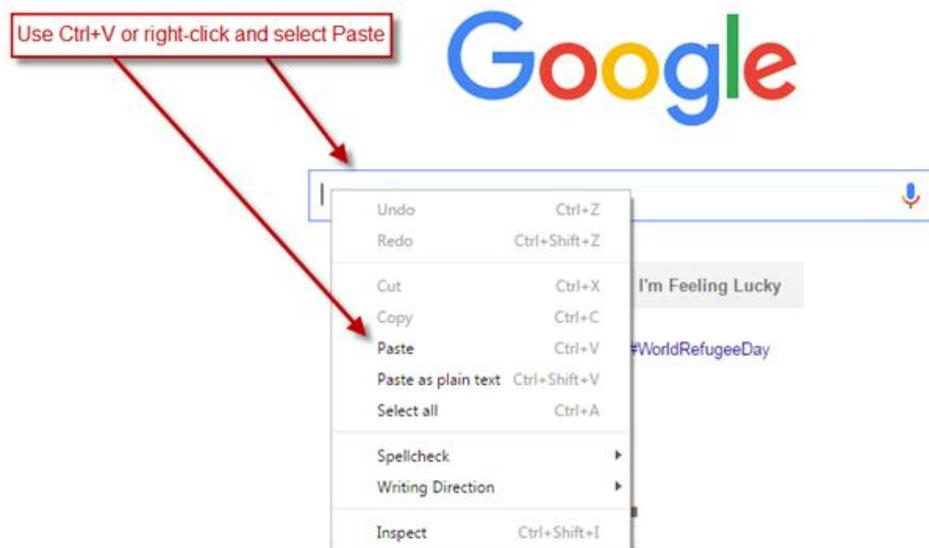
Landing Page

As the website opens, the initial screen is the landing page or home page.

Toolkits

The website is organized into three different toolkits. The toolkits are accessed by clicking on the toolkit titles from the main landing page.
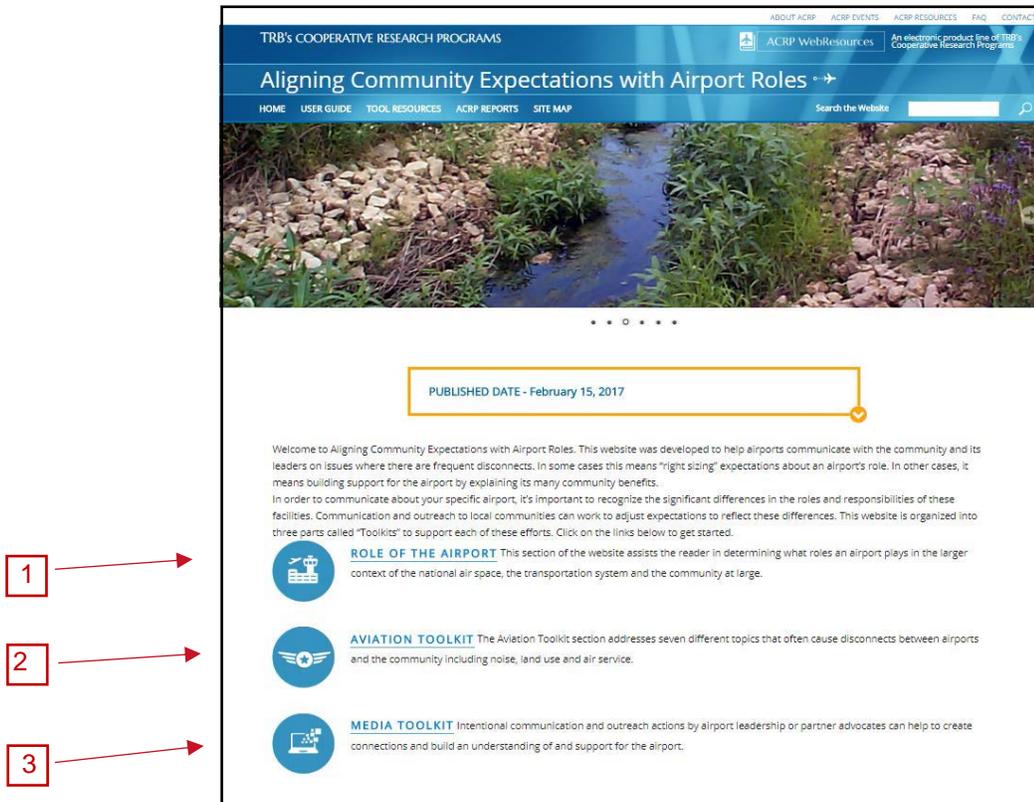
1 Role of the Airport

This toolkit is designed to help you understand the roles and functions of your airport in the national air transportation system and in the community. Here, you'll explore the airport classification that has been assigned to your airport at the federal level and determine the associated aviation and non-aviation roles of your airport. This is an important foundation for using the Aviation and Media Toolkits, helping to first identify the role your airport is currently fulfilling in the community and in a larger regional context.

2 Aviation Toolkit

This toolkit contains seven sections on topics identified through project research as the most common areas of disconnect between the community's expectations and the airport's role:

- Air Cargo
- Air Service
- Economic
- Environmental
- Finance
- Land Use
- Noise

3 Media Toolkit

This toolkit contains a basic media kit that introduces communication tools and strategies that are the 'nuts and bolts' of an airport advocacy effort. It also introduces ideas about how to proactively tell the airport's story in the community and build positive relationships.

Resource Buttons

To support the use of the three toolkits, four resource buttons are provided with links to helpful resources.
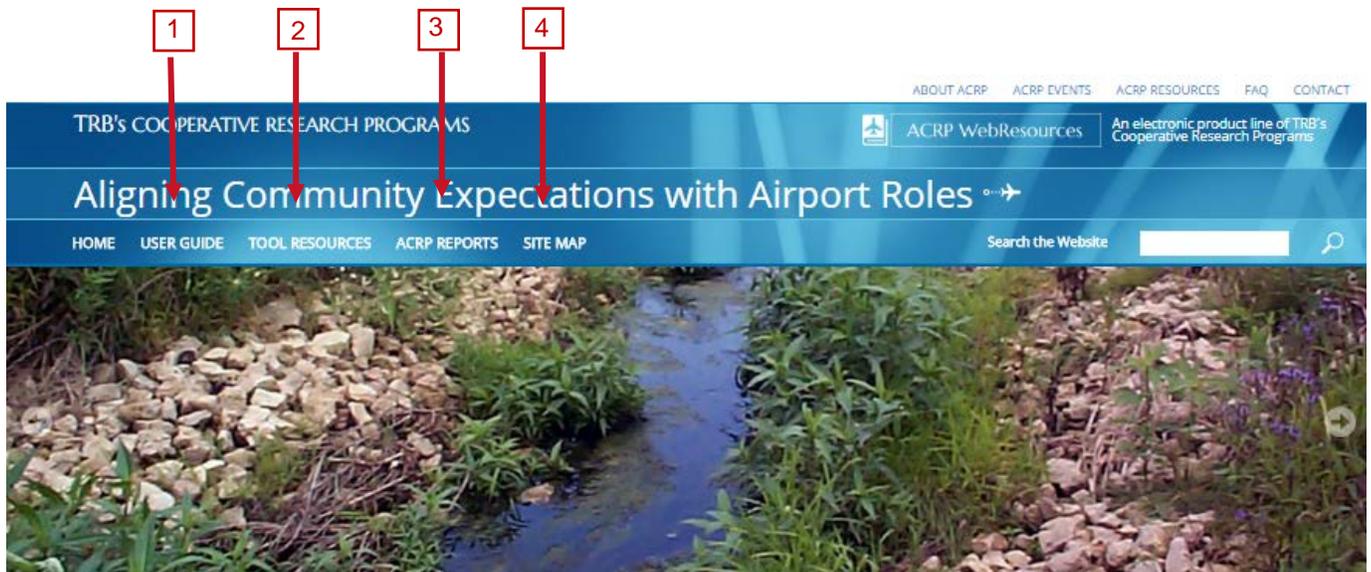
1 User Guide

This button provides a link to this document – the User Guide – from inside the website itself.

2 Tool Resources

This button provides a link to a bibliography of all of the resources in this website. The bibliography is provided in a simple list format by topic and contains only the document title with a hyperlink to the resource and a brief note to describe the resource.

3 ACRP Resources

This button provides a link to a *Compilation of Published Reports* document created by the ACRP. It contains a list of reports by year with hyperlinks to navigate to each individual report page on the ACRP website. This is a static report that is current as of January 26, 2016. A complete listing of all projects can always be found on the "All Projects" page of the ACRP website.

4 Site Map

This button provides a link to the site map –an outline of the website's organization.

Toolkit Landing Pages

Each of the three toolkits are organized in a similar fashion with a topic landing page for **Understand**, **Explore,** and **Take Action**.

The topic landing page is the starting point for a specific topic (Air Cargo landing page pictured here). The landing page provides a brief introduction to the topic and provides links to the **Understand, Explore, and Take Action** sections as noted below. In some cases, there are general resources provided which are applicable to the topic at a general level.

Home / Aviation Toolkit

Aviation Toolkit

| Air Cargo | Air Service | Economic | Environmental | Finance | Land Use | Noise |

Air cargo represents the movement of freight and mail by air. Air cargo activity at an airport depends to some degree on the airport itself and the air reliant businesses in the area but it can also be initiated or expanded as part of an overall airport marketing plan.

Introduction

The ability of an airport to support air cargo can be an important part of the economic growth and vitality of a region. Similar to commercial airline passenger service, air cargo service is typically driven by demand and air carrier decisions. The size of air cargo operations at an airport can vary drastically from large international freight hubs at Memphis International to a weekly flight on a small piston aircraft at a general aviation airport. The benefit of air cargo to a local economy includes additional jobs, wages, and economic activity.

This section provides tools and resources to help educate the community on air cargo and how it works and some additional items to explore when pursuing air cargo development. In addition, it provides information on how to work closely with a community to ensure that all parties understand the realities and constraints and obstacles to air cargo improvements.

- **1** • **Understand:** *The regulatory framework and associated airport responsibilities.*
  This section will provide a description of how air cargo works and what drives air cargo, an overview of the current air cargo environment, and the federal programs and regulations driving air cargo in the U.S.
- **2** • **Explore:** *The existing conditions at your airport.*
  This section will provide information, tools, and resources to understanding the air cargo situation and how to personalize your educational materials for the community and identify where opportunities for improvement lie.
- **3** • **Take Action:** *To improve existing conditions at your airport and prepare for future airport projects and programs.*
  Equipped with an understanding of the industry and your existing air cargo situation, this section will provide tools and resources for airports and communities to work together in educational efforts and help identify ways to improve or maintain air cargo.

1 Understand
The *Understand* section is a technical primer on the topic for users who wish to understand more about the topic in general.

2 Explore
The *Explore* section walks the user through an assessment of how the topic relates to a specific airport.

3 Take Action
The *Take Action* section contains suggested actions to establish or improve relationships and communication channels. In some cases, this is an initial action. In other cases, it is an action to improve on the current condition.

Topic Landing Page

From the Toolkit Landing Page, when a user selects **Understand, Explore,** or **Take Action,** the website is redirected to a Topic Landing Page. Each landing page includes a general introduction to the topic, a list of more detailed points associated with the topic, and it may also include general resources.

1 Information

The introduction provides a brief overview of the content and makes a connection to the overall goal of aligning community expectations with airport roles.

2 Topics

Specific topics are listed by title with a one sentence explanation and a hyperlink to reach the specific topic. The "Details" text is the hyperlink to the topic. Here's an example:

Identifying the Story: It is up to the airport to "tell the story" about the airport. The story will be a combination of the general benefits of aviation combined with the unique features of the individual airport.

[Details]

3 Resources

There may or may not be resources provided on the Topic Landing page. If there are resources, they are usually links to entire documents related to the general topic.

Specific Topic Page

From the Topic Landing Page, the user may select a specific topic. Each of the specific topic pages are organized in essentially the same way. The page includes information about the specific topic, resources, and tools. At this stage, the user is drilling deeper into the detail of the individual topic.

Home / Aviation Toolkit / Noise / Explore / Determine the Noise Concerns at Your Airport

Determine the Noise Concerns at Your Airport

Noise concerns are generated in response to a variety of conditions and activities and the airport can respond using a variety of different tools. It stands to reason that an understanding of the cause of complaints will help guide the selection of the most effective response actions.

To this end, ACRP Report 15 *Aircraft Noise: A Toolkit for Managing Community Expectations* includes a self-assessment tool titled: *Self-Assessment Form for Airports Not Having a Noise Mitigation Program, but Considering Implementation of One.* As part of the tool, the user is guided through a section to evaluate whether or not a noise assessment is needed. This is done by asking questions about what noise issues are present at the airport and what steps might be taken to define the conditions of noise exposure. In addition to the questions, a series of prompts for possible answers are included. Here is one example:

Are specific aircraft types identified as the sources of public concern about noise?

- Large commercial jet aircraft

Resources

- ACRP Report 15 *Aircraft Noise: A Toolkit for Managing Community Expectations* Chapter 6, *Noise Management and Public Response* includes a discussion of the legislative control of aviation including a list of congressional and federal regulatory actions.

Tools

- ACRP Report 15 *Aircraft Noise: A Toolkit for Managing Community Expectations* Tool 6-9, *Self Assessment Form for Airport Not*

1 Information

Information about the specific topic is concise but robust. As a rule, the text was kept brief with a goal to limit the need for scrolling. It is intended to give the reader a quick set of talking points and provide an immediate understanding of how the airport's role can be shared with the community. (It will not, however, make the user an instant expert).

2 Resources

Resources enhance and expand the information provided in the website. Resources on specific topic pages are often described as chapter references or report sections to connect the user with information that is very specific to the topic.

3 Tools

Tools are intended to help the reader understand and implement ideas presented in the section. They may include worksheets, checklists, flowcharts, presentations, and handouts related to that topic. Some are hosted within this website and others are provided through an external hyperlink. Tools may be found on any specific topic page but are not included on every page.

Tools that are provided inside the website are in a PDF format for printing. Some are also offered in formats that can be downloaded and modified electronically by the user. "Interactive Tools" are those that can be customized to the individual user. See "Interactive Tools" on page 13 for more information.

Acronyms

The website is interactive and is not expected to be read from beginning to end. So the traditional method of introducing acronyms – spell it out at the first use – does not work. Instead, this website has an electronic "acronym dictionary." Acronyms appear with dotted underline. If the user "hovers" over the underlined word, the definition appears. When the cursor is moved away, the definition disappears.

Home / Aviation Toolkit / Air Service / Understand / Federal Programs and Regulations Impacting Air Service

Federal Programs and Regulations Impacting Air Service

The commercial airline industry was deregulated in 1978, providing for additional competition for scheduled air service among air carriers. Although there are still a number of regulations in place to certify the air-worthiness of air carriers, decisions regarding air service routes and fares are in the hands of airlines. Since deregulation, airports had very little say in the level of service provided and airfares offered at their airports. There are several federal and state programs available for air service assistance. A summary of programs and additional resources are provided here.

EAS   Essential Air Service

The U.S. DOT has provided subsidies for scheduled service to the most rural U.S. airports, through the EAS Program since airline deregulation. 163 rural airports are currently served across the U.S. under this program. Basic information regarding the program and its requirements can be found on the U.S. DOT website. Changes to community eligibility and funding caps have recently been added to the program. A summary of the changes to the EAS program can be found in the "Tools" section below.

SCASDP

Resources

- ACRP Report 18 *Passenger Air Service Development Techniques* Chapter 3, *Understanding the Context for Air Service Development* includes a section titled, *"What are the key relevant regulatory issues?"*

- Regional Airline Association A discussion of EAS provided by the association.

Policy:

- 49 U.S.C. 411: Air Carrier Certificates Outlines the requirements to obtain air transportation certificates.

Navigation

There are several ways to navigate through the website.
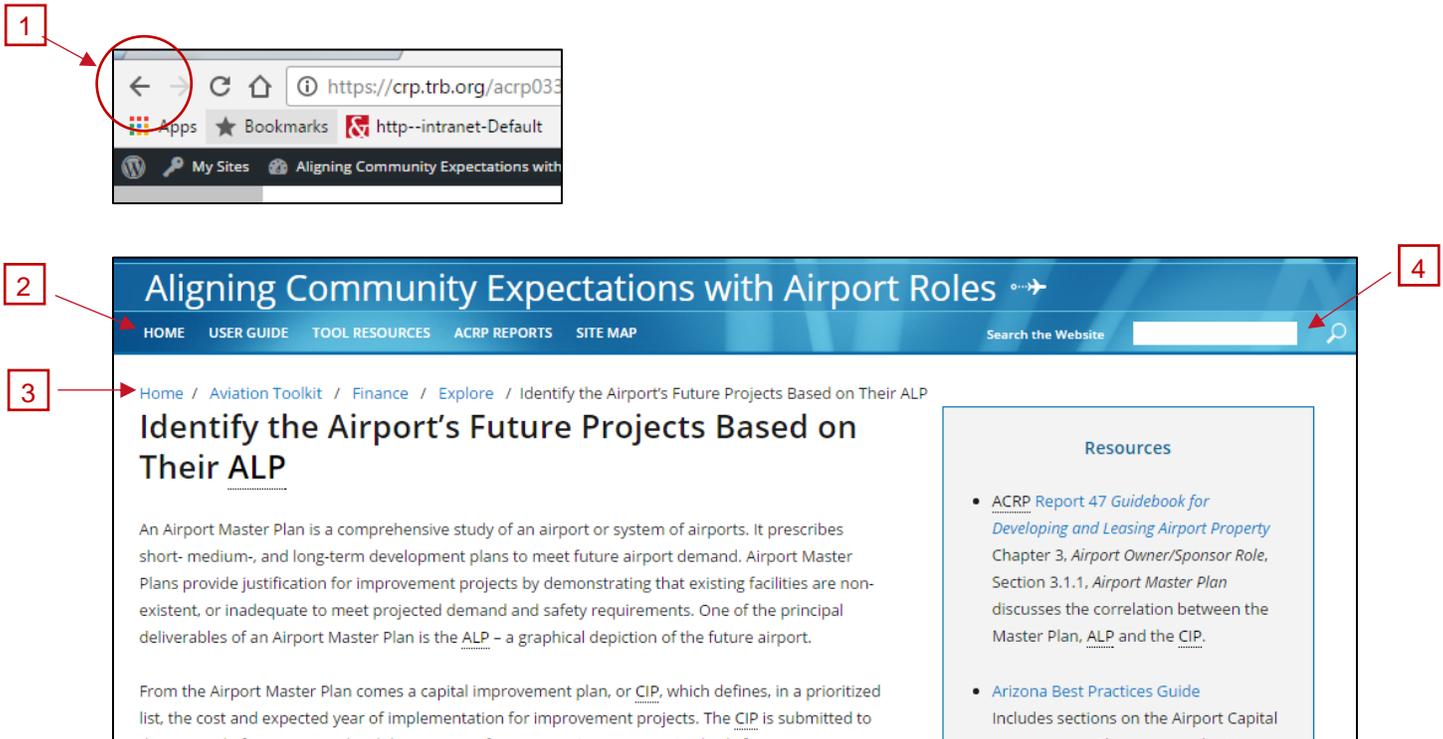
1 Back Arrow

Use the back arrow in the top left corner of the computer's address bar to return to the previous page.

2 Home

Click on **Home** on the tool bar at the top of the page to return to the home page.

3 Breadcrumb Navigation

Use the "breadcrumb" style navigation path that appears in the top left corner of the screen after leaving the main page. Click on any part of the "breadcrumb" string to move back to any page along the path.

4 Search Function

Type a word or a phrase into the white box next to the text "Search the Website" and then press "enter" or click on the magnifying glass. The search function will return a list of places where the word appears on the website with hyperlinks to each location.

Interactive Tools or "Wizards"

Interactive tools or "wizards" are special tools that can be specifically tailored to reflect the airport name, logo, contact information, and other specific information. They can be used to create a customized noise complaint form, an airport land use brochure, and a press release.

Because of the way these files are created, they are identified through a placeholder in the appropriate tool section. When a wizard tool is selected, the website redirects to a dedicated resource page. The wizard files can only be downloaded and launched from inside the website.

Wizard files will download in a ".zip" folder format. The folder will have a zipper on it and the file type will say "Compressed (zipped) Folder."

Tools

- Press Kit Checklist
  This checklist provides guidance for what is typically found in an airport's press kit. It is based on ACRP Report 28 *Marketing Guidebook for Small Airports* Section 6.6, *Essential Marketing Tools for All Airports.*

- Press Release Wizard
  This interactive tool can be used to create a press release for your airport.

- No Plane, No Gain
  This contains sample letters to the editor and Op Eds.

Name	Type
wizard.zip	Compressed (zipped) Folder
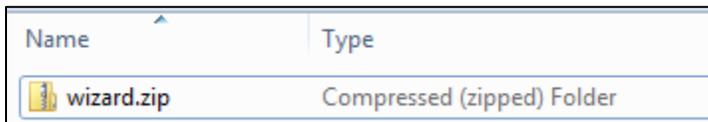
To "unzip" the folder, right-click and select "extract all."
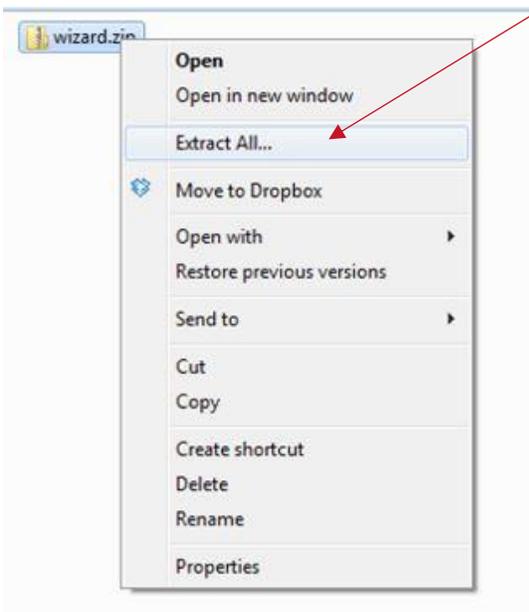
Specify the location to store the extracted files and then click on the "Extract" button. To confirm that the file extraction was successful, check the 'show extracted files when complete' button.
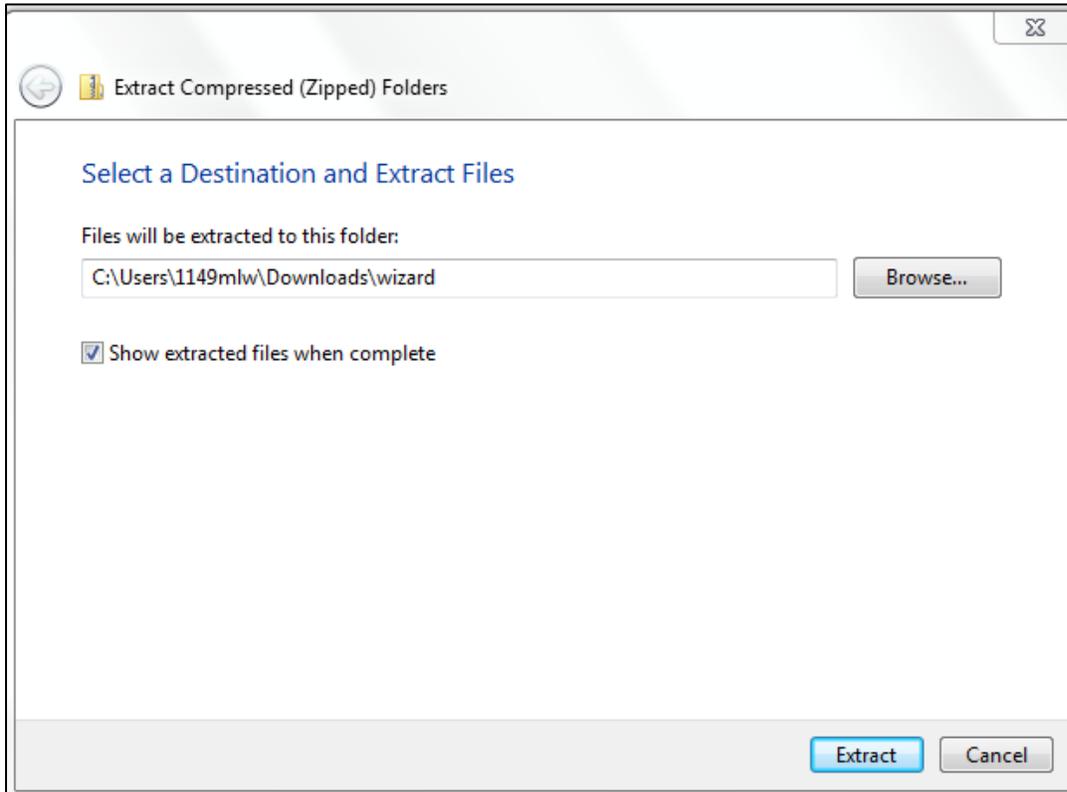
Go to that folder's location in Windows Explorer. The file type will be "File folder."
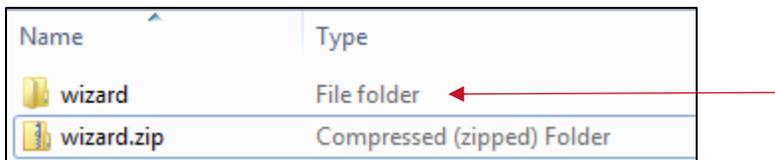
Some computers will automatically "unzip" the folder. In this instance, the wizard folder will not have a zipper on it and the file type will immediately be "File folder". While this saves a step, in some instances it will cause operational problems with the wizard files. If there are problems using the wizard files, go back to the original download file, find the zipped folder, and follow the instructions for unzipping the file.
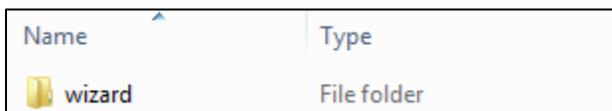
To launch the wizard tool, double-click on the "wizard" folder and then double-click on the "acrp_wizard.jar" file. It will open the application.

Name	Type
📁 Java Runtime	File folder
🖼 acrp_wizard.jar	Executable Jar File
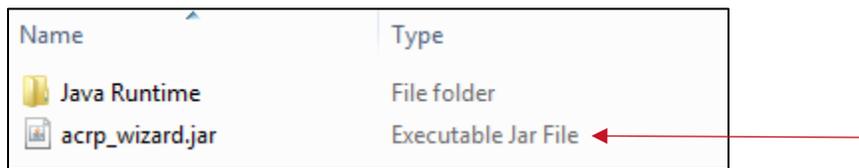
From there, the interactive tool file will produce a navigation screen with tool options like this to get started: