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NBAA COMMUNITY OUTREACH RESOURCES

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Founded in 1947 and based in Washington, DC, the National Business Aviation Association (NBAA) is the leading organization for companies that rely on general aviation aircraft to help make their businesses more efficient, productive and successful. The Association represents more than 8,000 Member Companies of all sizes and located across the country.

Supporting Members in their home communities and at general aviation airports across the country is among NBAA's primary objectives. NBAA's group of highly qualified, experienced regional representatives work with community leaders, NBAA Members and the larger business aviation community throughout the year on a range of local, state and regional issues. This document represents one way that NBAA works to provide support and resources for Members at the local level.

Checklists to Help You and Your Regional Group Get Started

These NBAA checklists can help you effectively advocate on behalf of issues involving your regional business aviation group, your company flight department or the general aviation airports you use – whether those issues are concerned with safety, noise or legislative actions that could negatively impact our industry.

Three NBAA checklists are available to assist you and your organization in getting started:

- **Airports.** For any issue involving your home airport, or airports you use frequently. GA airports have become an endangered species in many communities. In 1970, there were over 7,000 public-use U.S. landing facilities; today, there are barely 5,000, and the number continues to decline. This checklist will help you champion GA airports.
- **Operations.** Noise and safety are almost always at the top of the complaint list when airport neighbors start agitating for change. This checklist will help you address those concerns.
- **Legislation.** Well-intentioned but misguided political initiatives can devastate GA through restrictions on airports or operations, or through new taxes. This checklist will help you counter such efforts.

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NBAA Airports Checklist

General aviation airport issues usually center on land-use matters, noise or other aspects of flight operations. These vital GA airports deserve our support because they are an endangered species in many communities around the country. In 1970, there were over 7,000 public-use U.S. landing facilities; today, there are barely 5,000, and the number continues to decline. Here are some things you can do to help defend and support GA airports.

HOLD AN AIRPORT OPEN HOUSE

Start planning at least a year before the event is to take place. The steps are listed in order, but make sure all steps except the actual event are completed at least five months prior to event date.

Preflight: Do the Research

- Pull together a committee; decide on the type of event, date/time
 - Hint: Include representatives from every constituency on the airport
 - Hint: If you are planning outdoor activities, have a Plan B in case of inclement weather
- Gain the approval and participation of the airport sponsor (city, county, other owner)
- Check insurance requirements – yours and the airport's
 - Hint: The airport sponsor's insurance person can be a big help

Engine Start: Begin Event Planning

- Reach out for civic group participation
- Begin fundraising events
- Involve local airport tenants, businesses
- Design activities that will appeal to adults, children and the entire family
 - Hint: Air shows can be a big draw, but can be complicated to plan and execute
- Plan a budget, work on fundraising events and identify co-sponsors
 - Hint: Spread the work among other flight departments, pilot associations and the airport sponsor
- Plan a diverse array of static aircraft for broad appeal

Taxi: Assign Tasks

- Assign specific tasks to committee members; designate a media liaison
 - Hint: Keep a timeline for assigned tasks to ensure plans remain on track
- Assemble PR package for promotion
 - Hint: Beautiful PR packages are nice, but make sure they get effectively distributed
- Coordinate with the FAA Tower (if needed), airport management, airport businesses
- Make arrangements for security (TSA, local police), fire protection, concessionaires
- Develop an emergency/accident plan
 - Hint: Get advice from local public safety officials, including fire and police departments

Takeoff Run: Fine-Tune the Details

- Designate where on the airport events will be held
- Make arrangements with vendors, exhibitors
- Arrange for communications (radios, cell phones, etc)
- Contact local media people well in advance, design and implement a phased publicity plan
- Sign and train volunteers; contract for port-a-potties, food and water; designate and set up rest areas
- Develop for visitors information take-homes that emphasize the value of the airport to the community

Wheels Up: Promote It and Host It

- Promote heavily using press releases, signs, posters in public places, free community listings (both online/offline)
 - Hint: Don't be shy; if there's a local PR professional, enlist his/her help
 - Hint: Build relationships with local reporters, broadcasters

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- Send special invitations to people/groups who have been critical of airport
- Conduct planning meetings with all managers, vendors, volunteers
- Develop a volunteer schedule of assignments and reconfirm all other arrangements
- Hold a final briefing one week before the event
- On the event day itself, hope for good weather and enjoy!

OTHER WAYS TO BUILD COMMUNITY KNOWLEDGE, RAPPORT

Conduct School Tours

- Plan tours as age-appropriate; emphasize the airport's many contributions to the community
- Develop for children information take-homes on the airport's contributions
- Coordinate with school administration on students' ground transportation to the airport
- Consult with airport manager about providing security and safety precautions for tour groups
- Find, provide children with small, aviation-related take-home items to help them remember their tour
 - Hint: Future pilot pins, model airplanes as door prizes
- Issue invitations to teachers
 - Hint: If any teachers are pilots, recruit them to help!
- Keep groups small if possible

Hold "City Officials Day"

- Plan day for tours, emphasize the airport's contributions to the community's economy, quality of life
- Show off plans for airport improvements
- Have informational take-homes for officials
- Consider offering rides in aircraft
 - Hint: Consider insurance requirements
- Arrange media coverage (government officials will love that!)

Provide Media Incentives for Positive Airport Publicity

- Build ongoing relationships with local reporters, broadcasters
- Always alert media to positive events concerning the local airport (taxiway rehabilitation projects, installation of AWOS, airport operator participation in humanitarian efforts such as Haiti relief)
- Offer interested local reporters discounted flight training, or at least an intro flight
- Extend standing offer of flight services for local media to take aerial photos to support reporting on regional events.
- Publicize special projects or selected humanitarian/charitable flights
- Have a "media day" to showcase airport

Engage Public Speakers About Airport Contributions

- Identify good speakers on airport and offer them to speak before local civic organizations
 - Hint: Consider older, retired pilots, other aviation people; they can be among the most enthusiastic speakers
- Invite the local Chamber of Commerce, Kiwanis and other groups to have meetings at airport

NBAA Operations Checklist

The concerns of airport neighbors or local policymakers regarding airport operations, noise and safety should never be ignored, but addressed with openness and facts, as such concerns can easily escalate into ill-conceived attempts at regulation or legislation.

OPERATIONAL ACTIONS TO TAKE

Preflight: Educate Yourself and Build Relationships

- Build relationships with government officials and airport critics, sharing information about the value of the airport
- Identify individuals, groups most likely to be concerned about flight operations, such as residents of recently constructed residential areas near the airport, or local elected aviation opponents.
- Involve your company's communications and government relations staff
- Educate yourself on common concerns and appropriate responses
 - Hint: NBAA, other aviation organizations have a wealth of information on effectively addressing noise concerns from airport neighbors
- Review possible safety issues, your airport's safety record
 - Hint: NTSB accident database can be searched for all accidents near an airport
- Map out a strategy for building rapport with neighbors, local elected officials

Engine Start: Put Your Plan Into Action

- Involve your company management, and that of the airport and local aviation groups
- Find, recruit people willing to help
- Include PR-building ideas
 - Hint: NBAA is a good resource
- Form an ad-hoc committee to manage the issue

Taxi: Spread the Word

- Assign specific tasks to ad hoc committee members
- Get to know both pro-airport and anti-airport community leaders
- Build on the relationships you establish
 - Hint: NBAA can provide resources, advice
- Consider letters to the editor of the local paper, pointing out the economic and other community benefits of your airport; include all segments of aviation, not just your operation
- If talking to reporters, prepare yourself.
 - Hint: Check NBAA's resources on communicating with the media

Takeoff Run: Stay Informed and Work With NBAA

- Pull together your committee members from all constituencies on the airport
- Identify the real issues – local revenue, land use, neighbors' concerns, etc.
- Alert and work with your NBAA regional representative
- Check your regional business aviation association's library for resources
- Decide what facts, arguments best address the concerns

Wheels Up: Respond as Quickly as Practical

- If practical, involve local pilots, other airport supporters
- Provide them with facts and encourage them to write letters to the editor, call or e-mail local government officials
- Become a press liaison; don't be shy about calling reporters when you have news
- If the issue has to do with anti-business aviation complaints, prepare yourself with facts
- Check NBAA's existing advocacy letters or backgrounder information for sample responses to GA image and other issues

NBAA Legislation Checklist

Legislative issues can arise at any time, and they run the gamut from new tax and fee regimes, to efforts designed to address security, environmental or other issues. Getting to know your legislators and providing them with the facts about the economic and community benefits of business aviation is important to creating positive outcomes.

LEGISLATIVE ACTIONS TO TAKE

Preflight: Get to Know Decision-Makers

- Who are your local, state and federal public officials?
 - Hint: Most public official contacts are available on the Internet.
- Research their voting records for any indication of views about general aviation
 - Hint: Voting records for state, federal elected officials are also on the Internet
- For local or state officials, make sure you introduce yourself so the officials will know who to talk to when a GA issue arises

Engine Start: Keep Track of Potential Issues

- Stay alert for new or proposed taxes or restrictions, particularly on the state level
 - Hint: If you catch wind of tax or restriction proposals, notify NBAA immediately
- Daily newspapers usually report local proposals that could affect GA in your area
- Help form a statewide "umbrella" organization of GA interests, including pilots, aviation businesses, airport managers, and general aviation groups. A broader coalition can advocate more effectively

Taxi: Act When a Proposal Raises Concerns

- Immediately notify your NBAA regional representative
- Alert all contacts of the statewide aviation umbrella organization
- Call a meeting of individual organization leaders to strategize, develop plan
- Agree on cogent, fact-based arguments to use
- If you need more facts, make arrangements to conduct the necessary studies, research
- Raise funds to cover research, advocacy costs among coalition partners

Takeoff Run: Make Good Use of Your Legislative Connections

- Organize a letter-writing campaign from members of the aviation organizations
- Encourage personal visits to appropriate legislators, if feasible
- Particularly with state legislative activity, keep in close touch with NBAA regional representative for possible NBAA Member alerts

Wheels Up: Provide Rapid Response

- Monitor, encourage communication from affected members of the aviation community
- Most effective responses (in descending order) are personal visits, attendance/speaking at public meetings, letters, phone calls, e-mails
- Look for opportunities to suggest alternatives to additional regulation, restrictions
- Don't give up