

# ATTACHMENT #1

## Juneau International Airport Sustainability Master Plan

Summary from November 2014 Meetings



### MISSION AND VISION EXERCISES

During meetings at the airport on November 13, 2014 the members of the stakeholder committee and Airport Board were asked to list the things that came to mind when thinking of Juneau International Airport in order to serve as the basis for airport mission and vision statements. A draft mission statement has been developed that is organized by eight topics that came out of the work session. A draft vision statement, which basically includes a collection of vision statement ideas, has also been developed and is similarly organized under topics that came out of the work session. Note that these results are output from the workshop and that these statements will be further refined as the plan develops.

### DRAFT MISSION STATEMENT

- **Gateway and Vital Transportation Hub** -Juneau International Airport is a gateway to the State Capitol, and to northern Southeast Alaska. It functions as a vital regional transportation hub for passengers and air cargo, and provides a safe, dependable and welcoming facility for the residents of Juneau and Southeast Alaska.
- **Safe and Reliable Customer Service** - The Airport provides a safe and reliable level of service for its users and stakeholders. It has pursued innovative navigation improvements and prides itself in placing safety foremost in its operational priorities – for commercial and private pilots, employees, and the community.
- **Fiscal Responsibility** – As a municipally-owned facility, the Airport is fiscally responsible. It balances sources of public and tenant revenue, with expenditures, charges and fees, in order to provide essential services and airport improvements.
- **Sustainability** – The Airport strives to incorporate sustainability, through use of innovative technology such as geothermal energy for heat and recycling waste. It works to provide maximum levels of service with minimum impacts to the community and environment.
- **Environment and Recreation** - The Airport's setting and lands surrounding the active airfield are a resource highly valued by Juneau residents. Juneau balances public access with security, and works to minimize its footprint on surrounding lands and waters.
- **Operational Efficiency** – The Airport provides an airport/airfield design that works well for large and small air carrier operations and for recreational pilots. It makes best use of its employees and facilities as valued assets to run an efficient airport operation.
- **Economic Development** – The Airport is an economic driver for Juneau and Southeast Alaska. In supporting regional air cargo and tourism, the Airport is a hub that diversifies the local and regional economy.
- **Community Service** – The citizens of Juneau and State of Alaska take pride in their airport. It strives to be an integral part of the community framework.

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### DRAFT VISION STATEMENT (VISION STATEMENT IDEAS)

#### Gateway and Vital Transportation Hub

- Be the airport that customers remember when they transit, providing an efficient and high quality experience.
- Serve as a competitive regional hub for air cargo.

#### Safe and Reliable Customer Service

- Maintain reputation as a safe and technologically advanced airport
- Create a business environment that attracts and sustains aviation and aviation support tenants

#### Community Service and Fiscal Responsibility

- Grow with the community and regional needs, while respecting limits to growth
- Involve the community in airport planning and garner their support for airport improvement projects.

#### Sustainability

- Maximize full potential of lands/buildings and be able to adapt to changes in the business and natural environment.
- Minimize the Airports footprint on surrounding lands, waters, and neighborhoods.

#### Environment and Recreation

- Be the airport that can grow and balance the adjacent wetlands environment.
- Provide safe and secure access for recreational activities

#### Economic Development

- Become a primary driver for economic opportunity and jobs for Juneau and all of Southeast Alaska.
- Achieve economic stability based on sustainable and responsible practices.

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### Leadership

- Make Juneau Airport a great place to work; attract and retain great employees.
- Continue to pursue innovation and technological advances.
- Be the “best darned airport in Alaska”.
- Serve as a model airport for Alaska.

### SUSTAINABILITY FOCUS AREAS EXERCISE

During meetings at the airport on November 13, 2014, the members of the stakeholder committee and Airport Board also participated in an exercise to rank the importance of 23 possible sustainability focus areas. The following 17 Focus Areas have been identified as the highest ranking priorities (in decreasing order).

### DRAFT FOCUS AREAS

1. Economic Performance
2. Cost Control
3. Service quality
4. Indirect economic impacts
5. Business continuity and emergency preparedness
6. Procurement practices
7. Local communities
8. Effluents & Waste
9. Operations & maintenance
10. Energy
11. Transport
12. Training and Education
13. Employment
14. Materials
15. Water
16. Occupational Health and Safety
17. Customer health and safety

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**MISSION RESULTS SPREADSHEET**

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**JUNEAU AIRPORT SUSTAINABILITY MASTER PLAN  
MISSION STATEMENT WORK SESSION**

GATEWAY/HUB	COMMUNITY	CUSTOMER SERVICE	FISCAL SUSTAINABILITY	ENVIRONMENT
welcoming people to Alaska's capitol city	provide an Airport that the citizens of Juneau and Alaska can be proud of	high level of customer service	fiscal sustainability	environmental responsibility
continue as the region's air transportation hub	dependable access	"class act" Fixed based operations for tourism and private (jet) aircraft	fiscally responsible	monitor and balance the transportation need with the local environment
joining northern southeast communities	community	provide the best air transportation possible	ensure financial sustainability	maximum services with minimum impacts to environment and community
provide linkage to regional communities	improved communication with the community	solid infrastructure	fiscally responsible	keeping Alaska's beauty/scenery for all to enjoy
represent the state capital	opportunity for local residents to enjoy private, recreational, and personal aviation	economical air transportation		
serve southeast Alaska communities	provide recreation facility for the community	create customer experience, local feel for residents and visitors		
accessibility to capitol city and SE Alaska hub; make Juneau easily and safely accessible re: programs jaws/RNP	to make community communication effective so as to participate in an accountable process	provide an airport/airfield design that works well for large and small air carrier operations		
gateway to Southeast Alaska	be an integral part of the community framework	facility to operate from		
regional hub (southeast Alaska) for commerce	community relations	service flexibility		
Provide a gateway between Juneau and Seattle/Anchorage and points beyond		community service		
<b>Statements that fit into a second category</b>				
continue as a strong economic hub for the community and the region	community service	dependable access		use of natural resources?
economic driver for the community and the region				
continue being an economic driver for our community and the region				
Southeast Alaska commerce hub				

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**JUNEAU AIRPORT SUSTAINABILITY MASTER PLAN  
MISSION STATEMENT WORK SESSION**

SAFETY	EFFICIENT OPERATIONS	ECONOMIC DEVELOPMENT	INNOVATION
provide safe and secure area of operations	to be as efficient as possible for each defined task or product offering (broadly defined...)	continue as a strong economic hub for the community and the region	cutting edge for innovation of all types (such as RNP/JAWS) safety security efficiency "if it works in Juneau...:"
provide an environmentally safe area of operations	provide for efficient conduct of commerce	attract new air carriers and freight	
#1 key component of the mission must be safety 1st and last	provide infrastructure that allows the private sector to offer the public economical, efficient, and safe air transportation services	economic driver for the community and the region	
safety for flyers/employees/ community	efficient	movement of cargo and freight	
to provide the safest platform possible given fiscal constraint	efficient movement of people and goods	use of natural resources	
safe environment	enable efficient operations	economic diversity	
provide safe transportation for the community, the region, and the state	economical	expand opportunities for aviation and non-aviation business at the airport	
safe and reliable transportation		Southeast Alaska commerce hub	
safety		economic engine	
safety first and foremost		provide a hub for air cargo (in and out)	
		continue being an economic driver for our community and the region	
<b>Statements that fit into a second category</b>			
accessibility to capitol city and SE Alaska hub; make Juneau easily and safely accessible re: programs jaws/RNP	provide an airport/airfield design that works well for large and small air carrier operations	regional hub (southeast Alaska) for commerce	
cutting edge for innovation of all types (such as RNP/JAWS) safety security efficiency "if it works in Juneau...:"	cutting edge for innovation of all types (such as RNP/JAWS) safety security efficiency "if it works in Juneau...:"		

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**VISION RESULTS SPREADSHEET**

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## JUNEAU AIRPORT SUSTAINABILITY MASTER PLAN VISION STATEMENT WORK SESSION

AIRPORT AS GATEWAY/HUB	ECONOMIC DEVELOPMENT	TERMINAL & OTHER IMPROVEMENTS	CUSTOMER SERVICE
become a competitive gate for cargo	a primary driver for economic opportunity for Juneau and all of Southeast Alaska	want more amenities for comfort in the terminal	create a business environment that attracts and sustains aviation and aviation support tenants
gateway to the nation's capital	allow for growth of more airlines services	a facility that recognizes and respects its limitations of growth	curb-to-gate efficient and high quality customer experience
a tourism gateway skiing, fishing, whale watching, glacier, hunting getting on the cruise ships here gateway to Alaska	an economic engine for the community based on responsible practices (economically and socially) growth airport attract more business	1) complete terminal remodel renovation (IE north wing 135 carriers 2) covered parking facility 3) global access around the pond (a road all the way around it 4) more CMS ?/helicopter operations organized expansion	be remarkable (best damn airport) customers remember the when they transit
	economically stable	state of the art facilities	
		continuously updated infrastructure	
<b>Statements that fit into a second category</b>			
	jobs for the community		
	become a competitive gate for cargo		
be remarkable (best damn airport) customers remember the when they transit	a tourism gateway skiing, fishing, whale watching, glacier, hunting getting on the cruise ships here		
	create a business environment that attracts and sustains aviation and aviation support tenants		





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## **SUSTAINABILITY FOCUS AREA RESULTS**

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## Juneau International Airport Sustainability Master Plan

### Exercise 3 - Identify Sustainability Focus Areas

The following Focus Areas were ranked by attendees in each group (there were a total of 23 Focus Areas, not including 'Other' write-ins). Attendees had the opportunity to write in a Focus Area under 'Other' in each EONS category and rank that area. Each attendee ranked a total of 18 Focus Areas, including any 'Other' write-ins, leaving the rest blank. The Focus Areas were ranked (with a corresponding score) in the following manner: each attendee ranked six (6) Focus Areas as a high priority (corresponding score of '3'), six (6) Focus Areas as a medium priority (corresponding score of '2'), and six (6) focus areas as a low priority (corresponding score of '1'). The results were then tallied and averaged across each group. Any Focus Area that had an average group score above '1' was identified as a draft Focus Area.

**Date: Wednesday November 12, 2014**

	TAG	Airport Board
<b>Economic: (EONS: <u>E</u>conomic viability)</b>		
Economic Performance	2.4286	3.0000
Indirect economic impacts	2.0714	2.1111
Procurement practices	1.7143	2.1111
Other: Local partnerships	0.0000	0.1111

<b>Operational: (EONS: <u>O</u>perational Efficiency)</b>		
Cost Control	2.0000	2.4444
Operations & maintenance	2.0714	1.4444
Service quality	2.0714	2.3333
Business continuity and emergency preparedness	2.0714	1.7778
Other	0.0000	0.0000

<b>Environmental: (EONS: <u>N</u>atural Resource Conservation)</b>		
Materials	1.3571	0.8889
Energy	1.2143	2.2222
Water	0.8571	1.3333
Biodiversity	0.6429	0.7778
Emissions	0.8571	0.6667
Effluents & Waste	1.4286	2.1111
Transport	0.8571	2.3333
Inter-modality	0.7857	0.7778
Noise	1.0000	0.8889
Other	0.0000	0.0000

<b>Social: (EONS: <u>S</u>ocial responsibility)</b>		
Employment	1.5714	0.8889
Occupational Health and Safety	0.8571	1.1111
Training and Education	1.6429	1.3333
Diversity and Equal Opportunity	0.5000	0.7778
Alaska Native communities	0.6429	0.5556
Local communities	1.5714	2.1111
Customer health and safety	1.5000	0.4444
Other: prioritize investments and resources for local / regional residents	0.2143	0.0000

High priority (>2.5)	
Medium priority (1.5-2.5)	
Low priority (0.5-1.5)	
No priority (<0.5)	

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