



City of Arts & Innovation

RIVERSIDE AIRPORT COMMISSION

STRATEGIC PLAN

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Riverside, CA

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Riverside Airport Commission Strategic Plan

Commissioners Present

Ronald G. Courts

Daniel G. Robles

Sean H. Mill

Michael D. Combe

Dilesh R. Sheth

Table of Contents

- Mission Statement and Responsibilities
- Practical Vision
- “Victory”
- Current Reality
- Commitments
- 12-Month Calendar with Self-Assignments
- Tips for Keeping Your Plan on Track

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Riverside Airport Commission Strategic Plan

Mission Statement:

The City of Riverside is committed to providing high quality municipal services to ensure a safe, inclusive and livable community.

Airport Commission Responsibilities:

The Airport Commission has the power and duty to act in an advisory capacity to the City Council in all matters pertaining to the administration, operation, development, improvement and maintenance of the Riverside Municipal Airport and the Riverside Heliport.



Practical Vision

What do we want to see in place in 3 years as a result of our actions?

| FULL, ENTHUSIASTIC PARTICIPATION FROM ALL COMMISSIONERS | RESOURCES AND EXPERTISE | EFFECTIVE OUTREACH, PUBLIC RELATIONS AND MARKETING STRATEGIES | WELL FUNDED MASTER PLAN | AWARENESS OF CURRENT, NEW AND EMERGING TECHNOLOGY |
|--|---|---|--|--|
| <ul style="list-style-type: none"> • Realistic goals as commission (time) | <ul style="list-style-type: none"> • Access to talent, experts, experience | <ul style="list-style-type: none"> • Greater awareness and outreach to local community • Outreach: Youth, Community, Business, Aviation, Safety • S.T.E.M. and Aviation Day • Participation – Community & Business – Year round • Aviation safety training activities in Southern California | <ul style="list-style-type: none"> • Land use and infrastructure planning – increase/attract development • Aviation activity, business • Research new funding and grant opportunities | <ul style="list-style-type: none"> • Look for ways to take advantage of technology and shared economy |



VICTORY

Held event with other transportation
agencies

Greater community awareness

Created an outreach committee

Expanded on social media

Have full, enthusiastic participation

Understand the Master Plan

Mission Statement, goals and plans are
clearly defined

Identified other airports to talk to

Identified at least one community event to
hold at airport

Identified potential funding sources



CURRENT REALITY

| | |
|--|--|
| <p>STRENGTHS</p> <ul style="list-style-type: none"> ▪ Volunteers ▪ Varied knowledge base ▪ Connections to those in power ▪ Able to influence staff and City Council ▪ Good access to the community ▪ Enthusiasm to succeed ▪ Leadership qualities in many different areas ▪ Variety of ages and perspectives | <p>BENEFITS OF SUCCESS</p> <ul style="list-style-type: none"> ▪ Attract commerce to city ▪ Growth ▪ Community sees airport as resource ▪ Brand recognition ▪ More culture to city ▪ More money to city ▪ More people becoming interested in aviation as a career ▪ Good role models for youth and community |
| <p>WEAKNESSES</p> <ul style="list-style-type: none"> ▪ No actual power (advisory) ▪ Don't have full participation ▪ Funding and resources are insufficient ▪ Don't have a great understanding of Master Plan ▪ Lack of time ▪ All volunteers ▪ Not a lot of influence ▪ Bound by regulations – possible legal pitfalls ▪ Community misunderstanding of airport | <p>DANGERS OF SUCCESS</p> <ul style="list-style-type: none"> • Increased awareness leads to increased complaints • Through outreach we could discover a lack of demand • Increased non-aviation competition • Could overwhelm staff • Failure to adequately manage growth • Demand outpaces capacity • Lack of funding to follow through |



Riverside Airport Commission Strategic Plan

COMMITMENTS: ACCOMPLISHMENTS FOR 2016 - 2017

1. Decide on an event to hold at the airport
2. Each commissioner makes a commitment to fully participate
3. Mobilize Outreach Committee
4. Develop a Mission Statement
5. Help staff with Airshow
6. Review the Master Plan and identify opportunities and constraints



**RIVERSIDE AIRPORT COMMISSION
ONE YEAR CALENDAR OF ACCOMPLISHMENTS**

| Quarter I October - December | Quarter II January – March 2017 | Quarter III April – June 2017 | Quarter IV July - September |
|--|---|---|---|
| <ul style="list-style-type: none"> Decide on an event to hold at the airport (Daniel, Ron, Sean) Each commissioner makes a commitment to fully participate (Daniel, Ron, Sean, Mike, Dilesh) | <ul style="list-style-type: none"> Mobilize Outreach Committee (Sean, Daniel) Develop a Mission Statement (Mike, Sean, Ron) | <ul style="list-style-type: none"> Help staff with airshow (Ron, Daniel, Dilesh) | <ul style="list-style-type: none"> Review the Master Plan and identify opportunities and constraints (Ron, Mike, Dilesh) |



SAMPLE IMPLEMENTATION PLAN

Riverside Airport Commission

Accomplishment (What):

Intent (Why):

Implementation Steps (How)

Who

By When

Team Members:

Team Coordinator:

Resources Needed:

Collaborators:



Tips for Keeping Your Plan On Track

- Identify who is overall coordinator of plan.
- Have a Team Coordinator for each accomplishment.
- Develop an implementation plan for each accomplishment as soon as possible.
- Schedule regular progress reports from teams: online document sharing, conference calls, in person meetings.
- Build accountability, coordination and reporting into existing meetings.
- Create spontaneous celebrations when accomplishments are completed.
- Hold a 6-month evaluation & refinement session.