



City of Arts & Innovation

Airport Commission

TO: HONORABLE COMMISSIONERS

DATE: SEPTEMBER 13, 2017

FROM: GENERAL SERVICES DEPARTMENT

SUBJECT: PUBLIC OUTREACH AND TENANT ENGAGEMENT UPDATE

ISSUE:

Receive a report from the Airport Manager on the Riverside Municipal Airport public outreach and tenant engagement programs.

RECOMMENDATION:

That the Airport Commission:

1. Receive this report on Riverside Municipal Airport public outreach; and
2. Discuss tenant engagement programs and provide input on additional tenant engagement efforts.

BACKGROUND:

At the July 12, 2017 Airport Commission meeting, the Commission requested information on public outreach efforts to include an update on social media metrics and tenant engagement by staff. Additionally, Commissioner Bloch requested additional discussion on tenant engagement by the Commission. This report will focus on Airport staff outreach efforts.

DISCUSSION:

The Airport's public outreach program uses a variety of tools to provide information and gain feedback from Airport tenants, the pilot community, and Riverside residents and businesses.

Tenant Engagement

In recognition of the value of Airport tenants, tenant satisfaction is a priority. Staff is engaging with tenants through news bulletins (Attachment 1 – August Bulletin), email, direct mailings, Airport tours, and an Annual Tenant Appreciation Day.

In January 2017, the Airport sent out a tenant survey seeking feedback on service, pricing, safety and facilities (Attachment 2 – Tenant Survey).

Two highlights of survey results are:

- 91% of tenants are satisfied to very satisfied with how the Airport is managed and maintained; and
- 75% of tenants would recommend Riverside Municipal Airport to a friend. Survey results and comments are attached.

Public Outreach

Social Media: Social media is also an important method used by the Airport to connect with tenants and the general public. The following is a summary of the Airport's social media efforts:

- Airport Website: 12,969 page views (January 1, 2017 – August 16, 2017)
- Facebook: 909 followers; 917 page likes
- Twitter: 2,103 followers; 24,600+ likes

Events: Staff is working to engage the pilot community as well as local residents and businesses with the intent of raising awareness of the Airport through events. Upcoming events include:

- Trunk or Treat – Friday, October 27, 2017
- Pilot Fly-In Pancake Breakfast – Saturday, November 4, 2017
- A proposed STEM Fair – Fall 2017 (date TBD)

FISCAL IMPACT:

There is no fiscal impact associated with receiving this monthly activity report.

Prepared by: Kim Ellis, Airport Manager
Approved by: Carl Carey, General Services Director
Approved by: Marianna Marysheva, Assistant City Manager

Attachments:

1. August 2017 Bulletin
2. Tenant Survey, January 2017