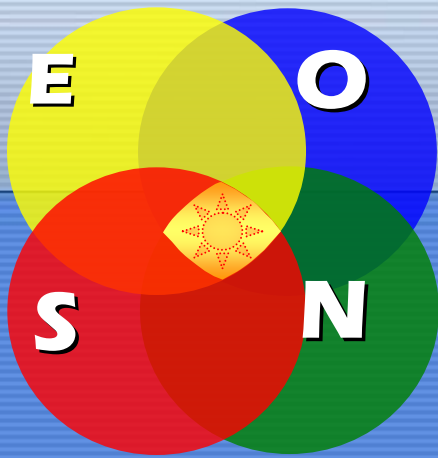


# Aim to Sustain Plan



Sustainability Subcommittee  
June 2, 2008

# Background

- Sustainability is:
  - Being embraced in business community
  - Achievable
  - Positively impacting the bottom line
- Airports are becoming leaders
  - SAN
  - Portland
  - Seattle
  - DFW
  - Chicago

# Proposed Project

- Develop and begin to implement a Leadership Plan to incorporate Sustainability into everything that we do at SDCRAA
  - Communication Plan
  - Training Plan
  - Accountability Plan
  - Measures of Success

# Proposed Project

- Leadership Plan will:
  - Align current processes with Sustainability practices (EONS)
  - Demonstrate Authority's commitment to Sustainability
  - Complement existing sustainability efforts (lead by David Boenitz)
- Ultimately enhance the culture and actions of the Authority

# EONS

- **E**conomic Viability
- **O**perational Excellence
- **N**atural Resource Conservation
- **S**ocial Responsibility



# Current Process Review

- Historical Processes:
  - Customers
  - Suppliers
  - Partners
  - Productivity
  - Cost Controls
- Future Processes:
  - Infuse EONS into process



# Customer / Stakeholder Involvement

- Who?
  - Authority Staff
  - Airline and tenant management
  - Authority Advisory Committees (ANAC, ATAG, etc.)

# Customer / Stakeholder Involvement

- Why?
  - World Class Airport (World's Top 10 in Customer Service and Sustainability)
  - Moral High Ground
  - Enhance Trusted Agency
  - Focus on Costs
  - Fully realize our Mission Statement
  - Avoid potential lawsuits
  - Meet future financial obligations

# Customer / Stakeholder Involvement

- How?
  - Establish ROI and ROP
  - Conduct surveys and Focus Groups
    - Understand attitudes
    - Determine best messages
  - Enroll Champions
  - CEO to incorporate into vision messages

# Strategic Goals and Sustainability

SDCRAA Goals	1	2	3	4	5	6	7	8
	Improve Operational Efficiency Safety and Security	Enhance Regional Partnerships	Create and Build Credible Community Image	Enhance Financial Position of Authority	Provide Optimal Solutions for Near & Long-term Regional Air Transportation Needs	Be Recognized as an Aviation Industry Leader	Anticipate & Exceed Internal & External Customer Service Expectations	Create, Nurture and Maintain a Diverse, High Performing & Energetic Team Environment
<b>Economic Vitality</b>	●	▲	■	●	●	■	■	■
<b>Operational Excellence</b>	●	▲	■	■	●	■	■	●
<b>Natural Resources Conservation</b>	●	■	●	■	■	■	■	▲
<b>Social Responsibility</b>	■	●	■	■	▲	■	■	●

INTERRELATIONSHIP	
●	High
■	Medium
▲	Low

# Financial / Economic Analysis

- Positive Benefit / Cost Analysis
  - Honor agreements / Help avoid lawsuits
  - Realize future efficiencies
  - Complete and holistic approach to planning
  - Support Board-approved Sustainability policy
  - Enhance Authority's public identity
  - Help realize Vision of World Class Airport

# Questions?

