

## Response to Recommendations

Citizen Review Committee: **Idaho Falls Regional Airport**

September 11, 2014

CRC Recommendation		Division Response/Action Taken
1.	Create an Airport Operations Manager position.	Position placed in the FY14/15 Airport Budget with plans to begin the selection process in the new FY. <i>Anticipated Completion Date: 11/2014</i>
2.	Establish a consistent, uniform policy toward leases.	Hired Airport Consultants (T-O Eng.) to perform a Standardized Leasing and Rates and Charges Study. Results will be analyzed and implemented where applicable in effort to increase airport revenues within FAA regulations and Grant Assurances. <i>Anticipated Completion Date: 6/2015</i>
3.	Due to some general aviation pilot concerns - Work to find ways to not close Runway 17/35 as recommended in the 2010 Airport Masterplan and to start an early review of the next scheduled update in 2020 with increased public review and comment opportunities.	Coordination has begun with the FAA Airport District Office (ADO) to try and find solutions to the existing FAA deviations to safety standards, in effort to not close runway 17/35. Staff will begin an early review (starting in 2019) of the next Masterplan update including ample public comment opportunities. <i>Anticipated Completion Date: Ongoing/TBD</i>
4.	To insure there is enough business at IFRA to support two FBO's (Fixed Based Operators - commercial fueling provider), the Airport should first solicit a Request for Information (RFI) to gauge the interest and capabilities of various potential FBO's. Multiple responses would be the best indication of market interest. Should the City Council and Mayor then decide to solicit a Request for Proposals, the request should be widely advertised and competitively bid in accordance with the IFRA Minimum Standards document.	Once the south quadrant hangar infrastructure improvements have been constructed, the Airport will confer with the Mayor and City Council on whether or not the CRC's recommendations will be implemented. <i>Anticipated Completion Date: Ongoing/TBD</i>
5.	As a strong General Aviation (GA) presence is good for the airport, consider constructing "T-Hangars" in the south quadrant expansion area and offer them for short term rentals (6-12	The 2014 south quadrant hangar infrastructure project will only accommodate the 6 or 7 private hangar buildings on our current waiting list. The ultimate build-out plan design does include

	months).	<p>multiple areas for future hangar development. However, additional infrastructure would need to be constructed to accommodate any future hangars. Furthermore, although it can be done, it is not current practice or typical for a commercial service Airport Sponsor to fund, construct and rent individual hangars. Additionally, since hangar construction is not eligible for federal funding, the cost for design, construction and leasing would be left to local Airport funds. The Airport will consider the feasibility of T-hangars in future phases of the south quadrant build-out.</p> <p><i>Anticipated Completion Date: Ongoing/TBD</i></p>
6.	Hire a commercial marketing and advertising firm to address passenger “leakage” going to SLC Airport.	<p>In May 2014, the Airport contracted with Sixel Consulting Group, LLC., to provide Airport and Air Service Development Marketing, Public Relations and Community Development efforts. Specific marketing and advertising campaigns will address the “leakage” to SLC. Note, within our existing Air Service Development (ASD) program, the addition of Frontier Airlines to DEN and Delta to MSP in June 2014 has already addressed some of the “leakage” to SLC Airport.</p> <p><i>Anticipated Completion Date: 10/15/2014 - Ongoing</i></p>
7.	Install a large welcome sign for arriving passengers in the terminal and have a marketing company address the aesthetics of the lobby and waiting areas. Explore the possibility of adding an interactive display in bag claim area for passengers to explore.	<p>The Airport’s contracted Marketing and Public Relations consultant (Sixel) will evaluate the possibility of adding a welcome sign and look for ways to improve aesthetics and displays for passengers in the terminal. Also, the Airport is currently in negotiations with our existing terminal advertising firm (Clear Channel) to add several large digital display screens that can be utilized for some of these purposes.</p> <p><i>Anticipated Completion Date: 3/2015</i></p>
8.	Provide volunteers to assist in providing passenger customer service in the terminal to add to the friendly, welcoming atmosphere needed at the airport.	<p>Staff will continue efforts to develop a volunteer customer service program within the terminal including: kiosk construction; recruitment and training. <i>Anticipated Completion Date: 6/2015</i></p>
9.	Increase free parking in the main parking lot from 20 minutes to 1 hour, in effort to address vehicular traffic and illegal parking issues in front of the terminal.	<p>The Airport is contracts with the Standard Parking company to provide these services. As a customer service initiative, the Airport currently offers 20 minutes free parking in all parking lots.</p>

		<p>Staff researched what the impact would be if the free parking was increase from 20 minutes to 1 hour and found that over 45% of all transactions typically occur within the first hour of parking. It is estimated the Airport would lose approximately \$45,000.00 per year in revenue. The Airport is tied to multiple Federal Aviation Administration (FAA) Grant Assurances. These Assurances require the Airport to be financially self-sustaining as possible. As parking is one of the larger revenue streams for the Airport, increasing the “free time” to one hour would not be beneficial to the Airport.</p> <p>However, to reduce the traffic congestion in front of the terminal and increase the passenger throughput, the Airport is currently implementing the following actions:</p> <ol style="list-style-type: none"><li>1. Added additional Law Enforcement Officer coverage to control traffic during peak after hour periods.</li><li>2. In spring of 2015, the Airport will construct a “Cell Phone/ Waiting” parking area that will allow people picking up passengers to remain in their vehicles near the terminal entrance and have their passengers call when ready to be picked (this will decrease traffic directly in front of the terminal).</li><li>3. Develop and implement a Ground Transportation plan to include separating taxi and commercial traffic from private vehicles in front of the terminal.</li></ol> <p>These combined actions will result in a more efficient flow of traffic during both arriving and departing operations and will allow passengers to get in and out of the airport in less time.</p> <p><i>Anticipated Completion Date: 8/2015</i></p>
--	--	---