

CHAPTER 1 INTRODUCTION

1.1 OVERVIEW

This study provided a comprehensive look at the facilities of the Southwest Oregon Regional Airport (OTH). It describes infrastructure plans that meet future aviation demands and provides the framework needed to guide Airport development.

1.1.1 Project Purpose

The purpose of an Airport Master Plan is to provide specific details and guidance for the future facility development of any individual airport to satisfy the aviation needs of the community and region it serves. In order to meet those needs, an analysis was done to examine the existing facilities and operations at the Southwest Oregon Regional Airport. Several methodologies were used to forecast future aviation growth and demands. Alternatives were developed to meet the projected growth, with an analysis done, in detail, to identify their potential strengths and weaknesses. This phase required extensive input from those involved in all facets of the Airport and the community.

Projections for growth, and the resulting demand on facilities, initially took a broad and long-term approach. However, in order to accurately predict facility needs, those projections included variations on a seasonal, monthly, daily, and hourly basis. Facility needs are based upon "peak levels" of activity, rather than relying on overall averages of demand. This study addressed three planning periods: short term (5-year); intermediate-term (10-year); and long-term (20-year).

Shorter planning horizons typically represent the more accurate projections and more detailed development plans. Longer horizons are more conceptual and the timing to implement projects in long range plans may vary according to need. Many of the recommendations were based on the concept that if a certain activity occurs, then identified alternatives should be implemented.

1.1.2 Project Goals

Airport Master Plans can range in topics they cover, from those that are fairly pointed to those that are comprehensive. Below are two areas which received greater emphasis within this Master Plan Update:

- The evaluation and justification for the need of additional runway length to meet critical aircraft need.
- The evaluation of the existing hangar development and the long range needs to maximize general aviation development.

1.2 PUBLIC INVOLVEMENT

Public involvement serves to ensure that the Master Plan benefits from the input of stakeholders, the general public, and other interested parties. Two phases of public involvement were included in this master plan:

- The Master Plan Advisory Committee
- One Public Information Workshop, which is a publicly advertised meeting to be held after the Master Plan has been drafted.

Public involvement was encouraged to help build support for the Master Plan's recommendations and facilitate subsequent environmental processing.

1.2.1 Advisory Committees

The Master Plan Advisory Committee (MPAC) was responsible for providing input and insight on technical issues, and understanding and guidance into the community's reaction, sensitivity, focus, and desires for OTH as it related to the greater community.

The MPAC was principally composed of key representatives of the following entities: Coos County Airport District, Port of Coos Bay, South Coast Development Council, Department of State Lands, the U.S. Coast Guard, city planners, local businesses, Municipal Department staff, tenants/operators at OTH, and the public at large.

The MPAC members were a vital part of the Master Plan process. The input and responses received during meetings, and other communications, were considered and evaluated by the MPAC members as a whole and were reflected in the final Master Plan Update Report.

1.2.2 Public Information Workshops

Public information workshops are an important element of public involvement. Three outreach opportunities were provided at key junctures. One public information workshop was held during the master planning process. The purpose of these workshops was to inform the public of the study processes and findings, obtain public response and input, and coordinate planning objectives with the needs and concerns of local community organizations and the public at large.

The workshop format included a brief project overview presentation, supported by a number of workstations presenting information relating to specific aspects of the project. The workstations were staffed by selected representatives to address public comments and questions on a one-on-one basis.

1.2.3 SWOT Analysis

A SWOT analysis is a commonly utilized planning tool used to vet and evaluate criteria in making business or planning decisions. The SWOT analysis reviews two internal (Strengths and Weaknesses) and two external (Opportunities and Threats) characteristics in the definition of successful objectives. Strengths and Weaknesses are internal to OTH as they are elements that the Airport generally has some measure of control. Conversely, Opportunities and Threats

are external as they are typically driven by the business economy and environment; they are beyond the Airport’s control.

In this case, a SWOT analysis was completed as part of the Master Plan Update to familiarize planning team staff with local knowledge pertinent to the Airport as well as to consider variable factors for objectives of the study. Often the SWOT exercise provided additional focus for airport management at the onset of the project to direct the team. As part of this Master Plan Update, the consulting team met with the Master Plan Advisory Committee (MPAC) and conducted a SWOT analysis at the Committee’s Master Plan Kick-Off Meeting on November 10th, 2011.

Capitalizing on varying perspectives and airport experience of committee members, the consulting team sought to simply capture the results of the session rather than to taint it by directing the conversation. The resultant lists of positive and detrimental criteria were extensive and may be reviewed in their entirety in Tab 4; *MPAC Meeting Summaries*. Subsequently, the MPAC was asked to evaluate their assessment of the Airport’s Strengths, Weaknesses, Opportunities, and Threats, and to rank and prioritize them. ***These are listed below and were used throughout to guide the planning process.***

Internal	External
Strengths	Opportunities
<ol style="list-style-type: none"> 1. Only Commercial Service Airport on the Oregon Coast 2. Terminal, ATCT, Runways, Aprons, Taxiways in good shape 3. US Coast Guard 4. Preliminary Environmental Documentation Completed 	<ol style="list-style-type: none"> 1. Increase Catchment Area/Capture Leakage 2. Projects in Adjacent Area (Jordan Cove LNG) 3. Balanced Recreational Opportunities in the Area
Weaknesses	Threats/ Challenges
<ol style="list-style-type: none"> 1. Dependency on Airline Service 2. Runway Length, Width, and Strength 3. Old WWII Hangar 4. Population Size vs. Annual Enplanements 	<ol style="list-style-type: none"> 1. Height Restrictions on Extending West 2. (New) Environmental Regulation 3. Cascadia Subduction Zone/Tsunami

The specific components of a master plan vary in complexity and degree of application depending on the size, function, and issues at a given airport. As such, the SWOT elements identified for OTH were incorporated into each chapter of the master plan where they proved to be pertinent and useful.

1.3 EXISTING CONDITIONS

The Existing Conditions chapter provides inventory data relevant to the present day condition at Southwest Oregon Regional Airport and the local vicinity. The inventory process is the initial step in the development of the Master Plan and provides the foundation on which all subsequent analysis within this document is conducted. The material collected and presented

provides essential background information and updates the information provided in the previous master planning effort.

1.4 AVIATION DEMAND FORECAST

Forecasts of aviation demand over a 20-year planning period provide a base for determining the type, size, and timing of aviation facility development. Forecasts involve both analytical techniques and subjective considerations. Regardless of the methodology used, assumptions must be made about how internal and external forces might change.

Forecasts for annual and peak hour operations, instrument approaches, and based aircraft were developed. These forecasts were based upon regional and national aviation growth rates, area demographics, and industry trends.

1.5 FACILITY REQUIREMENTS

The facility requirements analysis reviewed the existing facilities from a capability perspective to define the airfield and landside facility requirements for the future development of the Airport. The principal challenge facing Southwest Oregon Regional Airport is meeting the changes emerging in the commercial airline industry, as well as the future development requirements that these emerging changes may create.

It is important that airport owners/managers capitalize on opportunities to develop facilities and resources as well as look into the future to identify those trends and events occurring in the airport industry that may create opportunities or pose challenges for the future viability of the Airport.

1.6 IDENTIFICATION AND EVALUATION OF ALTERNATIVES

Airport development alternatives were identified and evaluated for Southwest Oregon Regional Airport that satisfy the facility requirements previously outlined; as well as, satisfy the strategic objectives and goals of OTH and adhere to safe operational standards set by the FAA. The result of this analysis was a cohesive plan for Airport development that functionally combines all recommended improvements with the existing facilities. This plan enables the Airport to effectively develop, protect for the future, and remain a leading transportation venue for the area.

The preferred development alternative is a conceptual layout that expresses the interrelationships among the various leading and trailing alternatives in order to logically combine them into a unified plan to carry forward. These major factors were considered in the initial review and the decisions made regarding these leading elements affected the alternative selection and evaluation of all remaining Airport elements

1.7 AIRPORT LAYOUT PLAN

The Airport Layout Plan creates a blueprint for airport development by depicting the proposed facility improvements consistent with the established strategic vision of the Southwest Oregon

Regional Airport. The plans provide a guideline by which the Airport can assure that development maintains FAA airport design standards and safety requirements, and are necessary to receive Federal and State financial assistance.

1.8 FACILITIES IMPLEMENTATION PLANS

The facilities implementation plan provides guidance on accomplishing the findings and recommendations of the Master Plan. The implementation plan considered the demand-driven need for facilities according to the Facilities Requirements and other chapters of the Master Plan, and provided the Airport Sponsor and FAA with the information needed to integrate the Master Plan's recommendations with the Airport's long-term capital development program. The implementation plan includes a basic master schedule for the major projects of the development plan, and a basic coordination plan outlining key activities and responsibilities for completion of each step of the process.

The implementation plan includes the development of the Airport Capital Improvement Program (CIP). This CIP presents critical planning information such as project schedule, dependencies and cost. The content and level of detail of the CIP was identified through coordination with OTH, FAA, and Oregon Department of Aviation (ODA).

1.9 WHAT'S NEXT

With the preferred development alternatives identified and Airport Layout Plan complete and approved by the FAA, it is important to consider the tasks that are necessary to keep the process moving forward. The Master Plan is the first step in the airport development process. Once the Master Plan is completed, a number of activities must occur before the Airport Development Plan can be fully realized. Some of these activities will need to occur very quickly in the 20-year planning period, while others may not take place until late in the planning period, if at all.

In general a few of the next steps following the Master Plan Update are identified below:

- Prioritize planning and design for future development
- Identify funding sources and opportunities
- Environmental documentation/mitigation
- Federal Aviation Administration (FAA) coordination (concurrent)
- Implementing development projects