



City of Sparks Council Meeting

March 10, 2014



Reno-Tahoe
Airport Authority

Establish a vision – RTAA Comprehensive Strategic Plan

✈ RTAA Board and Staff established a vision
for the future: Five Strategic Priorities

- ☐ Five-year plan with flexibility and forethought
- ☐ Serve as a compass for the future
- ☐ Public process
 - airport committees
 - user groups
 - board and staff
 - public



Strategic Priorities

✈ Increase Air Service

- ☐ Maintain service and strengthen relationships with existing carriers
- ☐ Build new air service or expand air service opportunities
- ☐ Maintain a low cost airport within the lowest medium hub airports
- ☐ Ensure a safe and secure environment from curb to plane and back
- ☐ Optimize facilities, meeting market demand in a cost-effective manner
- ☐ Facilitate community collaboration and partnerships to increase opportunities for air service



Flights from Reno-Tahoe International Airport



Alaska Airlines

allegiant

American Airlines

DELTA

SOUTHWEST

UNITED

U.S. AIRWAYS

Visit www.renoairport.com for an online searchable flight tool.



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Strategic Priorities

✈ Where We Stand... Air Service Cont.

Reno - Tahoe Passenger Service Comparison | 2013 vs. 2005

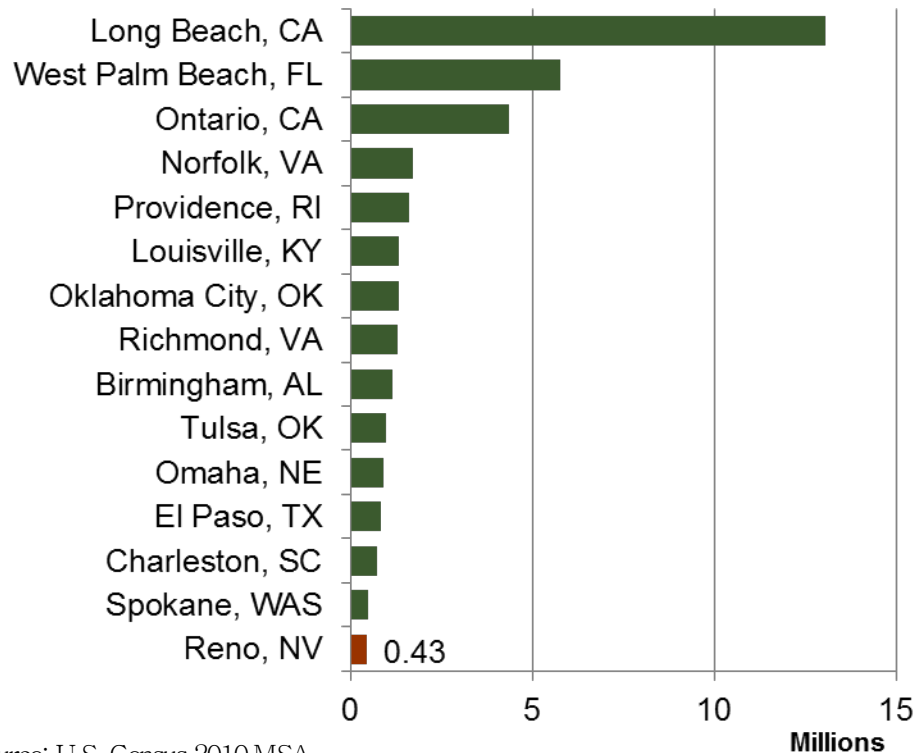
	2013	2005	% Change
Airline Partners	7	11	-36.4%
Destinations Served	15	20	-25.0%
Daily Departures	61	90	-32.2%
Daily Departing Seats	6,920	10,904	-36.5%
Southwest Daily Departures	26	42	-38.1%
Southwest Daily Departing Seats	3,718	5,754	-35.4%

Source: Scheduled Carrier Data, Sample Friday July 2013 vs. July 2005 via Diio Mi

Strategic Priorities

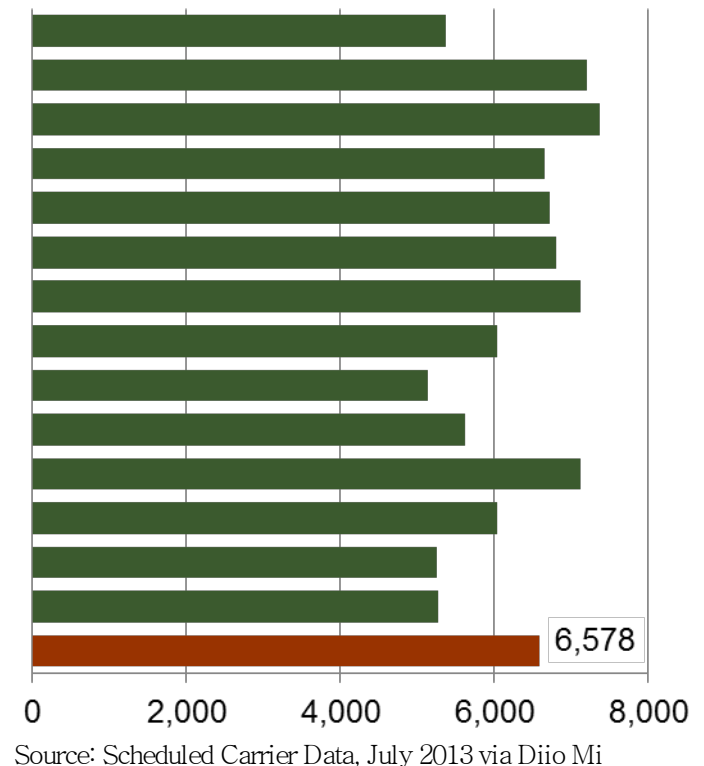
Where We Stand... Air Service

Population Comparison



Source: U.S. Census 2010 MSA

Average Daily Departing Seats



Source: Scheduled Carrier Data, July 2013 via Diio Mi

Southwest Airlines: Network Changes

- ✈ Southwest continues to cut less profitable shorter haul routes from its network.
- ✈ Flights 250 miles or less have been cut 45% systemwide since October 2004, from roughly 450 daily flights to less than 250...
 - ...while flights between 251-500 miles decreased only 4%
 - ...flights between 501 and 750 miles increased by 56%
 - ...and flights 751 miles or longer increased 88%, from roughly 650 daily flights to over 1,200.
- ✈ Focused on 15% Return on Invested Capital
- ✈ Example – Oakland in 2012 was 57% the size it was in 2008

Strategic Priorities

✈️ Optimize General Aviation Operations and Services

- ❑ Support a vibrant GA community and optimize the GA customer service experience
- ❑ Encourage GA support at both airports through a variety of service vendors
 - Fixed Based Operator
 - Maintenance Repair Operator
 - Other



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Strategic Priorities

✈ Progress...General Aviation Operations and Services

- ☐ We have developed a well received tenant relations and marketing plan to build a better relationship with the GA community and to increase general aviation activity.
- ☐ Conducted a SWOT analysis with GA community
- ☐ New general aviation web site planned



Strategic Priorities

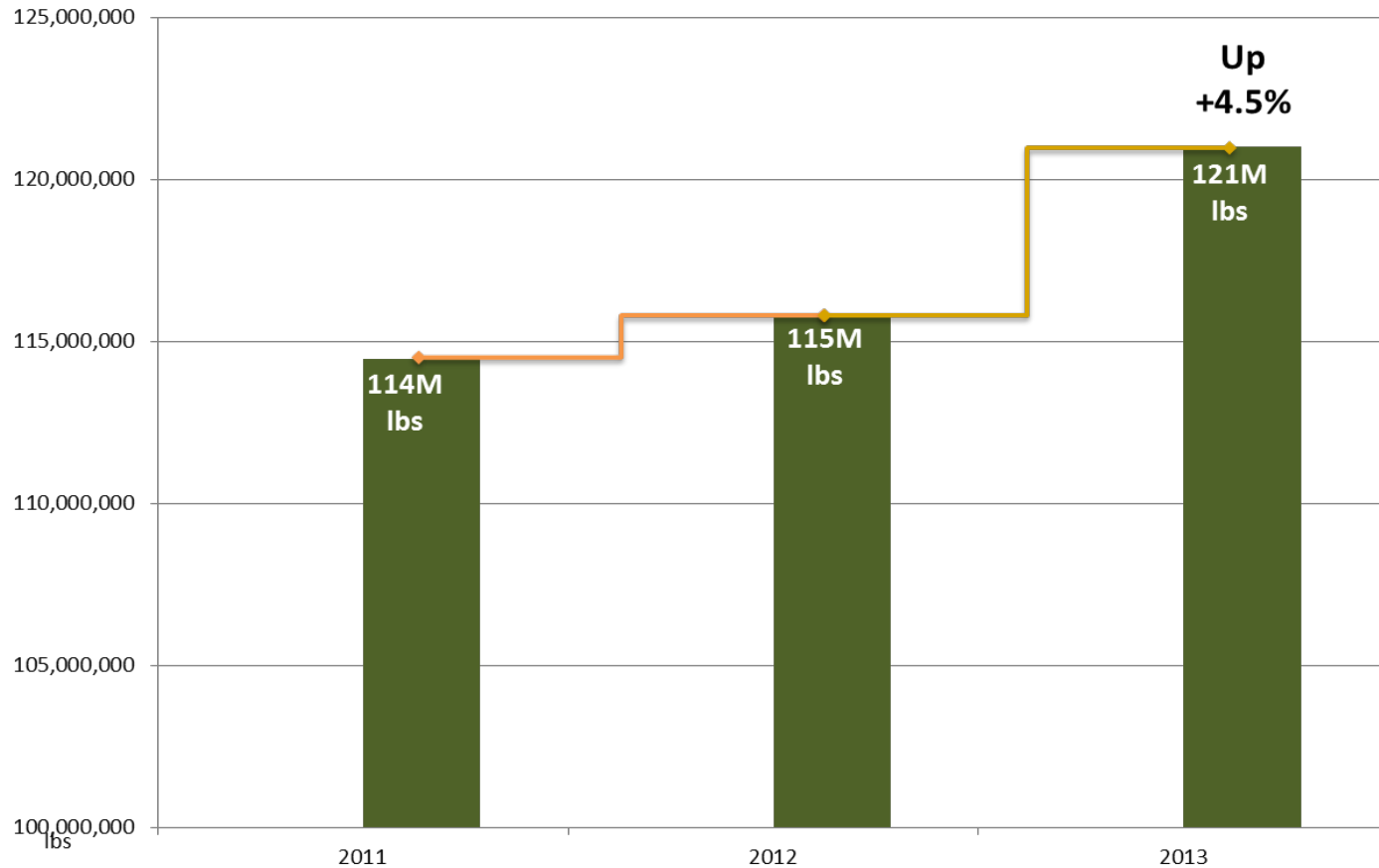
✈️ Expand Cargo Development & Service

- ☐ Maintain existing cargo to retain cargo volume
- ☐ Actively grow cargo development position region as a West Coast distribution point
- ☐ Optimize infrastructure to address market demand in a cost-effective manner
- ☐ RNO Cargo increased 4.5% in calendar year 2013 compared to a flat national average at 0.0%*



**National average report includes January – October 2013 only*

Where We Stand... Air Cargo



**Reno-Tahoe
Airport Authority**



Strategic Priorities

✈ Facilitate Economic Development at Both Airports

- ☐ Facilitate airport land development and building occupancy at RTIA to optimize and diversify revenue portfolio
- ☐ Facilitate airport land development and building occupancy at Reno-Stead to optimize and diversify revenue portfolio
- ☐ Maximize all non-airline revenue at both airports to optimize and diversify revenue portfolio
 - parking
 - concessions
 - rental cars
 - land and building rents



Reno-Stead Airport and UAVs

✈ New Terminal and EOC Building

- ❑ Opened Dec. 16, 2013
- ❑ 12,000 sq. ft.
- ❑ \$6 M – on time & under budget
- ❑ Pilot's Lounge, EOC, Conference Room, Administrative Office



✈ UAV/UAS Development

- ❑ Ready to land new technology
- ❑ 5,000 general aviation airport



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Strategic Priorities

✈ Provide a Positive Environment & Experience for All

- ☐ Continually improve customer convenience and service; create a welcoming feeling for all customers
- ☐ Strengthen the professional development, skills and abilities of the RTAA staff and Board of Trustees
- ☐ Stay proactive in industry changes, demands, best practices and strategic shifts
- ☐ Foster trust and a collaborative, supportive environment between staff and Board of Trustees
- ☐ Maintain and enhance the positive RTAA environment and organizational values



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Gateway to the Region

- ✈ \$100M in terminal improvements in the last five years
 - ❑ Employed 500 local construction workers
 - ❑ Created an airport that provides a sense of place
 - ❑ You know you are in Reno-Sparks when you land



Strategic Priorities

✈ Positive Environment

- ☐ New Social media plan has already added 46% growth in followers since November
- ☐ Kindness takes flight program
- ☐ Therapy Dogs
- ☐ Airport wedding



Questions

