

To: Development Services Committee

From: Paul Ralph, BES, RPP, MCIP, Commissioner,
Development Services Department

Report Number: DS-18-70

Date of Report: March 22, 2018

Date of Meeting: March 26, 2018

Subject: Improved Communication Plan for the Oshawa Executive
Airport and Airport Community Liaison Committee

File: F-2510-0001

1.0 Purpose

The purpose of this report is to respond to the following December 11, 2017 City Council direction:

“That in an effort to improve our openness, transparency, accountability and communication with the public on airport matters, the Development Services Department with input from the Airport Manager and the Director of Corporate Communications, be directed to review both the Airport’s and the Airport Community Liaison Committee’s communication plan and report back to the Development Services Committee in the First Quarter 2018.”

2.0 Recommendation

That the Development Services Committee recommend to City Council:

That Report DS-18-70 dated March 22, 2018 regarding the Improved Communication Plan for the Oshawa Executive Airport and Airport Community Liaison Committee be received as information.

3.0 Executive Summary

In 2015, City Council established the Airport Community Liaison Committee with the mandate to undertake initiatives and provide input, ideas, feedback and discussion in all areas of community awareness and outreach relating to the Oshawa Executive Airport. The Airport Community Liaison Committee members are appointed for the term of Council.

On December 5, 2017, the Airport Community Liaison Committee held a Town Hall meeting to provide information to the public as well as obtain public input on airport

matters. At the Town Hall meeting, residents provided feedback on the operations of the Airport as well as a request for enhanced communications to the public.

The purpose of this Report is to outline an improved communication plan for the Oshawa Executive Airport and Airport Community Liaison Committee with the objective of increasing communications throughout the year using a variety of communication methods. Examples include the distribution of media releases, public service announcements, social media messages, emails, updates to the airport webpage and airport phone voice mail messages. Additionally, flyers distributed by Canada Post will be utilized when appropriate.

The communication plan will be continually reviewed by staff and updated as necessary to ensure that the City is effective in communicating news about the airport as well as promoting public events at the airport. For example, staff will investigate the possible use of Facebook in the future.

In order to make the community around the airport aware of the improved communication plan including the ability to subscribe for news and notices, subscribe for the distribution list for A.C.L.C. meetings and to use the Twitter Account, flyers will be sent via Canada Post to every property owner in the area bounded by Rossland Road West, Simcoe Street North, the Oshawa-Whitby border and Taunton Road West/east-west portion of the Oshawa Creek to Simcoe Street North. In addition, the City Page in the local newspapers will also be used to get the message out to the public.

The improved communication plan will begin to be implemented after Council considers this report.

4.0 Input From Other Sources

The following have been consulted in the preparation of this report:

- City Manager
- Airport Manager
- Airport Community Liaison Committee
- Corporate Communications
- Service Oshawa
- A selection of other Ontario airports

5.0 Analysis

There is a need to improve communications for the residents that may be affected by the airport as well as airport businesses and community stakeholders. The following communication action items form the improved communication plan for the Airport Community Liaison Committee and Oshawa Executive Airport.

5.1 Airport Community Liaison Committee Communication (A.C.L.C.)

An Annual Open House will continue to take place and will continue to include a bus tour of the airport as the bus tour has been an important component of the open house in the past.

In January 2018, as directed by City Council, a bus tour for Town Hall meeting attendees and those invited to the Town Hall meeting was held. The bus tour was well received and attended by approximately 30.

As directed by City Council on December 11, 2017, the A.C.L.C. will host an annual Town Hall meeting to obtain public input and share information about the airport.

5.2 Oshawa Executive Airport Communication

5.2.1 City's Website

Airport Web page – City's website: It is proposed that the content on the airport webpage be updated and reorganized to find information more easily. The following changes are planned:

- Home Page Photo Carousel
 - Created new photo carousel highlighting community events and key airport images.
- About
 - Created an About section that includes:
 - General information
 - Frequently Asked Questions (e.g. cost to run the airport, nighttime flights, urban canopy and tree trimming plan, land use decisions and planning around the airport, etc.)
 - Runway information
 - Weather conditions
 - Report An Issue
 - YouTube videos
 - Contact Us
- News and Notices
 - Modified the webpage so that it displays information through a newly developed Oshawa Executive Airport online newsfeed including emailing subscribers and posting information on social media accounts.
- Business Plan
 - Updated the Business Plan section to include posting the following:
 - Highlights for the Business Plan

- The Operating and Options agreement with the Federal Government dated March 21st 1997
- Information relating to the South Field Master Plan
- Information and a link to the Southern Ontario Airports Network (SOAN)
- Airport Community Liaison Committee
 - Created a new webpage that includes committee meetings dates, meeting agendas and minutes. In addition, dates of the meetings will be added to the City's website calendar under Events & Meetings – Community Meetings.
 - The A.C.L.C. meetings agendas, minutes and presentations will be emailed to those on the Airport Email Distribution Lists, which currently includes approximately 200 names in total representing residents, businesses and community stakeholders. Those individuals on the email distribution list will also be encouraged to sign-up for the news and notices online subscription.
- Noise Management
 - Remained the same
- Airport Rates and Charges
 - Fees are increased annually as per current practice
- Social Media
 - Added Twitter account to view the three most recent information postings.

5.2.2 Social Media

5.2.2.1 YouTube Videos

A series of YouTube videos (approximately one minute in length) will be developed to address common information requests. The videos will be posted on the City's website airport page and communicated to the public through the use of media releases, social media messages and email distribution. Video topics include matters such as the following:

- Who's in charge of the airport?
- What determines which runway aircraft use?
- What is an aircraft movement and how many do we have?
- What is a standard aircraft departure path for Oshawa?
- What is a touch and go landing?
- What does it cost to run the airport?

5.2.2.2 Twitter Account

A review was conducted of municipal airports in Ontario to determine the use of Twitter accounts. The Twitter accounts communicated airport related information as well as

'retweeting' various industry news from stakeholders such as Transport Canada, Southern Ontario Airport Network (S.O.A.N.), etc. The airport review included the following:

- Buttonville (@CYKZ) - 129 followers
- Hamilton (@flyyhm) - 3,117 followers
- Lindsay (@KLairportcnf4) - 183 followers
- London (@london_airport) - 1,736 followers
- Niagara (@NiagaraAirport) - 191 followers
- Peterborough (@PtboAirport) - 2,042 followers
- Sudbury (@FlySudbury) - 449 followers
- Toronto Island (@BBishopAirport) - 11,100 followers
- Toronto Pearson (@TorontoPearson) - 50,600 followers
- Waterloo (@FlyYKF) - 6,874 followers
- Windsor (@YQG_Airport) - 2,002 followers

In keeping with industry standards as noted above, the Oshawa Executive Airport will be establishing their own Twitter account to further enhance airport communications. Information that would be posted includes both operational and community event news. The twitter handle will be (@OshExecAirport).

5.2.3 Transport Canada Letter

As directed by City Council, a letter dated February 16, 2018 was sent to Transport Canada by the Airport Manager advising them that members of the public are concerned with the height that the aircrafts are flying over their homes while landing and taking off at the airport. A copy of this letter has been posted on the airport page of the City web site. When a response is received from Transport Canada it will also be posted on the airport page of the City web site and provided to City Council.

5.3 Oshawa Executive Airport Business Plan

The Airport Business Plan will be updated in 2020. A public meeting will be held to receive community input to help inform the updated Airport Business Plan. In addition, as directed by City Council, an updated air quality assessment study will be undertaken, the airport fees and charges will be reviewed and the airport noise and traffic management plan will be reviewed and these will form part of the next Oshawa Executive Airport Business Plan.

6.0 Financial Implications

The improved Communication Plan for the Oshawa Executive Airport and Airport Community Liaison Committee will be implemented using resources which are included in the approved 2018 Oshawa Executive Airport operating budget and other Departmental budgets.

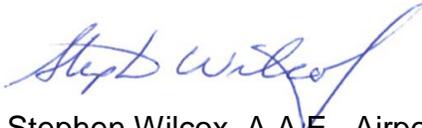
Any costs associated with updating the Airport Business Plan will be brought forward as part of a future annual budget process.

7.0 Relationship to the Oshawa Strategic Plan

The recommendation advances the Economic Prosperity and Financial Stewardship and Accountable Leadership goals of the Oshawa Strategic Plan.



Tracy Adams, Director
Corporate Communications



Stephen Wilcox, A.A.E., Airport Manager,
Oshawa Executive Airport



Paul Ralph, BES, RPP, MCIP, Commissioner,
Development Services Department