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ASHLAND MUNICIPAL AIRPORT — WHITE PAPER

Date: March 8, 2011 Project #: 10633.07

To: Jim Olson, City of Ashland

From: Marc Butorac, P.E., Susan Wright, P.E. and Matt Bell

cc: Project Management Team, Planning Commission, Transportation Commission

DIRECTION TO THE PLANNING COMMISSION AND TRANSPORTATION COMMISSION

Five sets of white papers are being produced to present information on tools, opportunities, and potential strategies that could help Ashland become a nationwide leader as a green transportation community. Each white paper will present general information regarding a topic and then provide ideas on where and how that tool, strategy, and/or policy could be used within Ashland. You will have the opportunity to review the content of each white paper and share your thoughts, concerns, questions, and ideas in a joint Planning Commission/Transportation Commission meeting. Based on discussions at the meeting, the material in the white paper will be: (1) revised and incorporated into the alternatives analysis for the draft TSP; or (2) eliminated from consideration and excluded from the alternatives analysis. The overall intent of the white paper series is to explore opportunities for Ashland and increase the opportunities to discuss the many possibilities for Ashland.

ASHLAND MUNICIPAL AIRPORT

Attached is a recent fact sheet about the Ashland Municipal Airport prepared by David Wolske, Ashland Airport Commissioner, which summarizes the airport's existing facilities, current and forecast demand, and economic impact. The fact sheet highlights the airport's role in the overall transportation system as well the significant role it has in Ashland's economy. The fact sheet also identifies several ways in which the Transportation System Plan can support the long-term growth and economic vitality of the airport through planning for improved multi-modal access to and from the airport.

The fact sheet points out that existing public access to the airport problematic. Due to its location near the city limits it is not served by transit, bicycle lanes, or transit service. In addition, the airport has no rental cars and taxi and shuttle services are either not available or are prohibitively expensive.

Currently, fixed route bus service is provided to the intersection of Ashland Street/East Main Street/Green Springs Highway. The current draft future bicycle network identifies bicycle lanes out to the intersection of OR 66 and Dead Indian Memorial Road with a shared roadway on Dead Indian Memorial Road. A multi-use trail is proposed along the southern edge of the airport to Dead Indian Memorial Road.

The recommendations in the fact sheet to enhance public access to the airport include:

- Provide regularly scheduled public transit service to the airport
- Provide bicycle lanes to the airport
- Provide pedestrian access to the airport

NEXT STEPS

Depending on input from the Project Management Team, Technical Advisory Committee, Planning Commission and Transportation Commission, the recommendations for enhanced multi-modal access to the Ashland Municipal Airport listed above will be identified as: 1) projects to evaluate further and potentially include in the TSP update; or 2) projects to remove from further consideration.

Ashland Municipal Airport – Sumner Parker Field– Fact Sheet
March 7, 2011

Provided by: David Wolske, Ashland Airport Commissioner

This Fact Sheet is presented as an informational and support document for Ashland citizens, City staff, City Council members, Commissioners, and consultants, in their consideration of transportation needs, goals and objectives, to be incorporated in an updated Transportation System Plan (TSP) for Ashland.

Excerpts, including economic data and projections are taken from the Oregon Aviation Plan 2007, developed and funded by the Oregon Department of Aviation. This report is a combination of three studies which will guide the development of the aviation system in Oregon for years to come. This report provides each community with information intended to guide the development of each facility in an orderly, economic, and environmentally friendly manner.

Historical Development
Ashland Municipal Airport-Sumner Parker Field is owned and operated by the city of Ashland, and is included in the National Plan of Integrated Airport Systems (NPIAS), making this airport eligible for federal funding. Ashland Municipal Airport is designated by the airport identifier code S03, and occupies approximately 93 acres of land at the base of Dead Indian Memorial Road, in Ashland.
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Sumner Parker Field was developed in the late 1940's and was leased to the City of Ashland as a public airport. The city continued to lease the property and make improvements to the Airport until the 1960's. The community soon began to realize the importance of the Airport and in 1963 the city decided to purchase the property, receiving Federal approval in 1964. The city continues to invest in the Airport today, and the Airport is now a self-supporting resource.

Existing Airport Facilities
Existing airport facilities are presented in three categories: airside, landside, and support facilities. The airside facilities include such areas as the runways, taxiways, aprons, aircraft parking and storage areas, airfield lighting, and navigational aids. The landside facilities include items such as the airport terminal building, vehicular access, auto parking, and support facilities. The support facilities may include fuel facilities, aircraft rescue and firefighting (ARFF) facilities, airport maintenance, snow removal equipment (SRE) and facilities, and utilities. The existing airside, landside, and support facilities are detailed below.

Airside Facilities
The airfield consists of many components that are required to accommodate safe aircraft operations. This consists of runways, taxiways, and an apron network; the visual and electronic navigational aids associated with runways; runway protection zones; and general aviation facilities.

General Aviation Facilities
The Airport has a full service fixed based operator (FBO), offering fuel, maintenance, flight training, aircraft rental, and charter services. The Airport has hangar storage for 53 aircraft. A terminal building provides a pilot lounge, restroom, telephone, and food vending. For ground transportation the Airport has car rental services available.

Support Facilities

Parking
The Airport has a moderate amount of automobile parking located on the east end of the field near the FBO building.

Fuel Facilities
The Airport provides both 100 LL and Jet A fuel. Fuel is available 24-hours per day by a card lock self service fuel system.

Current and Forecast Demand
This element of the report provides projections of future aviation demand at the Airport. Projections of short-, intermediate-, and long-term activity at the Airport are based on 5-,10-, and 20-year milestones, using 2005 as the base year of analysis as it was the most recent year for which a full year of activity data was available.

Projections of aviation demand are an important element of the system planning process as they provide the basis for several key analyses, including:

- Determining the role of the Airport with respect to the type of aircraft to be accommodated in the future

- Evaluating the capacity of existing airport facilities and their ability to accommodate projected aviation demand
- Estimating the extent of airside and landside improvements required in future years to accommodate projected demand

This analysis uses the most recent aircraft activity available to project future levels of aviation demand through the year 2025. The forecast analysis contained in this section includes methodologies based on historical aviation trends at the Airport, as well as other socioeconomic trends related to the state of Oregon. National projections of aviation activity developed by the FAA were also reviewed within the context of this forecast analysis, where available.

Community Information
Currently, agriculture and tourism are the primary industries in the Ashland area. The Airport is perceived to be a valuable economic asset and is viewed as an essential mode of transportation to the community. If there was no longer an airport available to the public, the community would use the next closest airport or substitute with other transportation modes. Expansion of the Airport and noise were noted as the main citizen concerns regarding the Airport.

Economic Development
The importance of aviation for growth from an economic perspective is ranked moderately high. Airport upgrades would increase economic growth for the surrounding communities. The most important items that Ashland Municipal Airport – Sumner Parker Field could do to promote economic growth is to increase hangar space and additional navigational aids. Also, it was perceived that the impact to the economy would be negative if the Airport was no longer available. Without an airport, business growth would reduce causing businesses to relocate or close; travelers would use the next closest airport, make fewer trips, or substitute with other modes of transportation.

Airport Development and Use
The airport users for Ashland Municipal Airport – Sumner Parker Field are recreation, tourism, local business, out-of-town business, and agriculture. Surrounding communities rely on the Airport for medical rescue flights, fire protection, delivery of mail/cargo, and weather relief.

Respondents indicated numerous operational limitations at the Airport:
- Runway length
- Terminal amenities
- FBO services
- Hangar space
- Taxiways
- Navigational aids
- Inclement weather significantly reduces the “usability” of the Airport
- Land use protection measures are in place but respondents were unsure if there are existing issues which may pose a threat to the future of the Airport. Incompatible land use, tall structures, and a lack of political interest were noted as concerns that could pose a threat to the future of the Airport.

Economic Impact Analysis
The economic impact analysis of airports in Oregon was developed for each airport, measuring economic impacts of airport facilities, within regions and throughout the state. Airports that are part of the Port of Portland were not part of this study, except for the regional-based analysis of aviation dependent businesses. This study used the five regions of *ConnectOregon* to measure local/regional economic impacts of airports and for dependent non-aviation businesses.

Total economic impacts are the sum of on-airport economic activities, off-airport spending by visitors who arrive by air, and spin-off impacts (multiplier effect). Airport impacts are provided by region and state to show the contribution of each airport to the regional and state economies. In addition, aviation dependent

impacts are provided by region to show the importance of airports in each region to non-aviation businesses. All impacts reported represent a base year of 2005.
Each type of impact is defined in the following paragraphs.

On-Airport direct impacts represent economic activities that occur on airport grounds. By separating aviation related activities from non-aviation activities, The *OAP 2007* illustrates the regional economic contribution of aviation by airport in the regional and state economies, as well as the overall impact of each airport as a facility. Aviation related activities are those that would not occur without the airport, such as airlines, fixed base operators (FBO), government, and other tenants located at the airport or directly dependent on the airport. This category also includes airport management and other individuals employed directly by the airport, as well as retail and service operations for passengers, pilots, and other airport employees. In some cases, airports provide land or building space for companies that are not affiliated with aviation. These tenants are not related to the aviation mission of the airport, but are using the facility as a convenient and affordable business or industrial parks.

Off-Airport visitor spending (Direct Impacts) are expenditures made by air travelers who are visiting from outside the region, and occurs off the airport-in the regional economy. Visitor spending includes lodging, food, entertainment, retail purchases and ground transportation (retail purchases and on-airport car rentals are captured by on-airport impacts). Visitor spending is analyzed for commercial passengers as well as for general aviation pilots and passengers. Visitors flying into Oregon from another state or nation contribute to the airport's regional economy as well as to the state. However, passengers flying within Oregon, from one region to another, contribute to the region of their destination airport, but are not bringing additional money into Oregon. Therefore, in regions with air carrier airports, the direct impact of visitor spending for the region is higher than the impact of visitor spending for the state.

Airport dependent impacts represent area businesses that are dependent on an airport for incoming and outgoing, and for business travel. These businesses may relocate or suffer substantial loss if the airport were not available. This impact is not included in traditional economic impact methodology and is analyzed and reported by region for this study. Thus the economic dependence of a region on aviation represents the cumulative impacts of all airports within a region. The analysis is provided as an indicator of the importance of airports to regional economies.

Spin-off impacts (Multiplier Affect) are calculated using impact multipliers, which are used to reflect the recycling of dollars through both the regional and state economy. A dollar spent in the economy does not disappear; rather, it continues to move through the local economy in successive rounds until it is incrementally exported from the community. As the expenditures described above are released into the economy, they circulate among other industry sectors, creating successive waves of additional economic benefit in the form of jobs, payroll, and output (expenditures). These successive rounds of spending are known as spin-off impacts, and help to represent the full impact of each dollar spent in a region. An example would be an airport employee spending his or her salary for housing, food, and other services. Spending occurring outside the area is considered economic leakage and is not reflected in the multiplier. Spin-off impacts are often reported as indirect and induced impacts. Indirect impacts reflect the purchase of goods and services by businesses. Induced impacts reflect worker making consumer purchases.

The project team analyzed the economic contributions of 91 airports under the jurisdiction of the Oregon Department of Aviation (ODA). In addition, the Port of Portland commissioned a separate economic impact studies of Portland International Airport, Portland Hillsboro Airport and Portland Troutdale Airport, which are administered by the Port. The sum of economic impacts derived from the OAP 2007 and the Port of Portland studies account for economic impacts generated by all public use airports in Oregon.

Contribution of Airports to the Economy of Oregon

As shown in **Table 4.1 (below)** from the Ashland Municipal Airport Individual Airport Report, Oregon public-use airports contributed a total economic impact of $8.3 billion to the state economy, including $3 billion from ODA airports and more than $5 billion from Port of Portland airports. Following Table 4.1 is a summary entitled *Airport Role in Economy*, which illustrates the individual airport economic impact.

Additional study highlights include:

- Oregon ODA public-use airports, including airport tenants, directly employ 7,000 people for aviation related activities and expend $259 million in wages
- Oregon ODA public-use airport employees and tenants earned an average annual salary of $36,000 per year for aviation activities and $35,000 per worker, when including nonaviation jobs
- Off-airport visitor industry employees earn an average annual salary of $15,000 per year.

Table 4.1 Economic Contribution of Airports to the Oregon Economy

	Jobs	Wages	Business Sales
Direct Effects of ODA On-Airport Aviation Activities and Visitor Spending			
On-Airport, including FBO & air related tenants	7,273	$262,147,000	$827,475,000
Off-Airport: visitor spending	6,762	$101,641,000	$324,097,000
Subtotal of Direct Effects From ODA Airports	14,035	$363,788,000	$1,151,572,000
ODA Spin-off Effects of Supplier and Income Re-spending			
Due to On-Airport Aviation	12,029	$305,851,000	$883,988,000
Due to Visitor Spending	3,558	$94,459,000	$310,756,000
Subtotal of Spin-off Effects	15,587	$400,310,000	$1,194,744,000
Total ODA Airport Aviation Related Impacts	29,621	$764,098,000	$2,346,316,000
ODA Airport Generated Impacts of Non-Aviation Activities			
On Airport Non-Aviation Activities	2,177	$67,294,000	$320,530,000
Spin-offs due to Non-Aviation Activities	3,374	$96,239,000	$332,084,000
Total ODA Airport Non-Aviation Impacts	5,551	$163,533,000	$652,614,000
ODA Airports Total Aviation and Non-Aviation Related	35,172	$927,631,000	$2,998,930,000
Port of Portland Totals*			
Airport Generated	20,005	$941,244,000	$3,533,456,000
Visitor Generated	39,418	$907,718,000	$1,740,344,000
Total Impact Port of Portland Airports	59,423	$1,848,862,000	$5,273,300,000
Grand Total – All Airports	94,595	$2,776,493,000	$8,272,630,000

Source: Airport and Tenant Surveys, EDR Group and Mead & Hunt Analyses, IMPLAN econometric package.
Note: Numbers may not add due to rounding.
*Port of Portland Airports include Portland International Airport, ,Portland Hillsboro Airport and Portland Troutdale Airport. Data for the Port of Portland airports was provided by the Port.

Conclusions

- Ashland Municipal Airport is a significant resource, an economic asset important to our local, regional, state and national economies and transportation system.
- The economic impact of aviation activities in Oregon is over $8 billion dollars per year.
- The combined direct and indirect economic impact of our Municipal Airport to Ashland and the region is over $1.7 billion dollars per year.

Oregon Aviation Plan 2007
Version OR 2.1 5/22/07

Airport Role in Economy

Airport: Ashland Municipal
Airport Code: S03

County: Jackson

Region: Southwestern Oregon

Evaluated for Year: 2005

Activity Data

Total Commercial Operations:	0
Total Commercial Enplanements:	0
Total Commercial Visitors:	0
Total GA Operations:	31,300
Total GA Passengers:	62,600
Total GA Visitors:	17,748
Total Military Operations:	0

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On-going Contribution to the Regional and State Economies

	Jobs		Wages		Business Sales	
	Local	State	Local	State	Local	State
Direct Effects of On Airport Activities and Visitor Spending						
1. On Airport (incl. FBO and air related tenants)	82	82	$1,767,000	$1,767,000	$6,005,000	$6,005,000
2. Off-Airport: Visitor Spending	51	51	$770,000	$770,000	$2,391,000	$2,391,000
Total Direct	132	132	$2,537,000	$2,537,000	$8,396,000	$8,396,000
Spin-off Effects: Supplier and Income Re-spending						
3. Due to On Airport Aviation	58	75	$1,435,000	$1,673,000	$4,541,000	$6,038,000
4. Due to Visitor Spending	22	27	$538,000	$710,000	$1,717,000	$2,321,000
Total Spin-off	81	102	$1,973,000	$2,383,000	$6,258,000	$8,359,000
Total Airport Aviation Related Impacts	213	234	$4,510,000	$4,920,000	$14,654,000	$16,755,000
Total Airport Generated Impacts - Not Aviation						
5. On Airport Non-aviation Activities	85	85	$2,596,000	$2,596,000	$12,179,000	$12,179,000
6. Spin-offs due to Non-aviation Activities	91	164	$2,378,000	$4,033,000	$8,049,000	$12,966,000
Total Airport Non-aviation Impacts	176	249	$4,974,000	$6,629,000	$20,228,000	$25,145,000
Total Aviation and Non-aviation Related	389	484	$9,484,000	$11,549,000	$34,882,000	$41,900,000
Regional Off-Airport Aviation Dependent Business Activity						
7. Direct Business Activity	3,206	3,206	$136,203,000	$136,203,000	$927,556,000	$927,556,000
8. Spin-offs due to Dependent Activity	6,258	6,892	$171,331,000	$184,960,000	$620,399,000	$827,308,000
Total Off-airport Aviation Dependent Activity	9,465	10,099	$307,534,000	$321,163,000	$1,547,955,000	$1,754,864,000

Note: Regional Off-airport Aviation Dependent Business Activities account for business activity in the region that rely on aviation for business travel and cargo, and do not reflect a specific airport.

Recommendations

With regard to the Municipal Airport's place in the Ashland Transportation System, the TSP representative from the Airport Commission is interested in providing several inputs:

- **Increased Awareness:** The Airport is a transportation resource that warrants substantial inclusion in Ashland's Transportation System Planning. At present, the Airport is not even depicted on the consultants' maps used for this transportation planning process.
- **Public Access:** Public access to the Airport is problematic, and needs to be improved. The Airport is located at the edge of the City, in a location that does not lend itself to safe or easy walking or bicycling to the rest of the community. There are no sidewalks, bicycle lanes, or public transportation routes that connect the Airport to the rest of the community. Taxi and shuttle services are either not available or are prohibitively expensive and not timely. Rental cars are not available at the Airport.
- **Economic Impact:** Improved access to-and-from the Airport is a good investment for increased economic impact on the City and region. Other linkages with the City can provide even more economic benefits.

An immediate request that can be incorporated into the updated Transportation System Plan is to provide public transportation access to the Airport on a regular schedule. Further goals can include the development of safe walking and bicycling access to the Airport.

Although Ashland's Municipal Airport may never become a commercial aviation center, it continues to provide a valuable link in the Transportation System that we all rely upon.