

Service Area Plan

Department of Aviation

Aviation Communication and Education (65502)

Service Area Background Information

Service Area Description

This service area is designed to increase aviation awareness; promote and expand aviation development opportunities by informing Congress and the General Assembly; participate in industry trade shows, conferences and conventions; distribute media; and evaluate commercial air service development. Functions also include expanding the utilization of general aviation through new technology, increasing potential for operations at airports and enhancing the efficiency and safety at airports. The components within this service area are to enhance the Commonwealth's economic development efforts by promoting aviation; educating the public about the benefits of aviation; promoting commercial and general aviation to state, national and international business leaders; assisting with the development of commercial air service, both passenger and cargo; and informing young people about the wide variety of current and future aeronautical careers

Service Area Alignment to Mission

This service area aligns with the Department's mission, which is to:

- cultivate an advanced, market driven aviation system that is safe, secure and provides for economic development;
- promote aviation awareness and education; and
- provide executive flight services for the Commonwealth Leadership.

Service Area Statutory Authority

Section 5.1-1.5 and 5.1-1.6 of the Code of Virginia specify the powers of the Department of Aviation. The Department is responsible for administering the provisions of Chapters 1, 3, 5, and 8.1 of the Code; planning for the development of a state aviation system; promoting aviation in the Commonwealth in the interest of the public; licensing aircraft, airports and landing areas; and providing assistance to cities, towns, counties and other governmental subdivisions for the planning, development, construction and operation of airports, landing fields and other aviation facilities.

Service Area Customer Base

Customer(s)	Served	Potential
Aircraft Owners	3,148	5,710
Aircraft Pilots	19,000	19,000
Educational Institutions	3,500	3,500
General Public and Businesses	7,100,000	7,100,000
Public-Use Airport Sponsors	67	70

Anticipated Changes In Service Area Customer Base

No changes are anticipated to the customer base of this service area.

Service Area Partners

Educational institutions

The Department partners with educational institutions, government organizations (e.g. NASA), and aviation organizations to increase awareness of aviation benefits and career opportunities.

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Service Area Products and Services

- Direct legislative and government affairs
- Administer commercial air service development activities
- Review public relations and marketing plans
- Support economic development initiatives
- Participate in aviation industry special events
- Support air service and airport market studies
- Produce aviation industry publications
- Provide aerospace/aviation education programs
- Support aerospace/airport research
- Participate in demonstrations of innovative airport and aircraft facilities and equipment

Factors Impacting Service Area Products and Services

- the stability of commercial air service providers
- changes in federal, state and /or local leadership
- the growth/decline of the aviation industry

Anticipated Changes To Service Area Products and Services

No changes are anticipated to the products and/or services of this service area.

Service Area Financial Summary

This service area is supported by the Aviation Special Fund and by the Aviation Education Facilities Fund. The Aviation Special Fund derives its resources from aircraft sales and use tax, aviation fuels tax, charges for client use of agency executive aircraft, and miscellaneous sources such as aircraft and airport license fees. The Aviation Education Facilities Fund derives its resources from the sale of aviation-oriented license plates by the Department of Motor Vehicles.

	<u>Fiscal Year 2007</u>		<u>Fiscal Year 2008</u>	
	General Fund	Nongeneral Fund	General Fund	Nongeneral Fund
Base Budget	\$0	\$595,588	\$0	\$595,588
Changes To Base	\$0	\$23,580	\$0	\$23,580
SERVICE AREA TOTAL	\$0	\$619,168	\$0	\$619,168

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Service Area Objectives, Measures, and Strategies

Objective 65502.01

Increase Aviation Awareness

Plans and programs that increase aviation awareness are designed to inform citizens, business leaders, educators, government officials, special interest groups and decision makers about the benefits of aviation and the advanced system of air transportation facilities in the Commonwealth. This objective includes actions taken to enhance the overall use, understanding and support of Virginia's commercial and general aviation infrastructure.

This Objective Supports the Following Agency Goals:

- Perceptions - To increase positive awareness of the agency mission through education and communication.

This Objective Has The Following Measure(s):

- **Measure 65502.01.00**

Participation in industry-related events to optimize gross impressions

Measure Type: Outcome **Measure Frequency:** Annually

Measure Baseline: 900,000 event attendees in Calendar Year 2005

Measure Target: 900,000

Measure Source and Calculation:

Gross impression data will be provided by major event sponsors.

- **Measure 65502.01.01**

Access to electronic and written aviation awareness publications

Measure Type: Output **Measure Frequency:** Annually

Measure Baseline: New measure - baseline will be established using FY 2006 data

Measure Target: FY 2007 target will be established using baseline data

Measure Source and Calculation:

Number of hits on agency's website and number of written publications distributed.

Objective 65502.01 Has the Following Strategies:

- Participate with and seek feedback from the aviation community, media, local, state and federal agencies, legislators, private industry and the citizens of Virginia regarding outreach effectiveness.

Objective 65502.02

Develop and administer Aviation/Aerospace Education programs

The Department develops and administers aviation and space education programs throughout the Commonwealth for the benefit of citizens of all ages. The programs include a variety of activities from kindergarten through post secondary aviation programs, teacher's grants or aviation scholarships.

This Objective Supports the Following Agency Goals:

- Perceptions - To increase positive awareness of the agency mission through education and communication.

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This Objective Has The Following Measure(s):

- **Measure 65502.02.01**

Number of students reached through the Teachers Grant Program

Measure Type: Outcome **Measure Frequency:** Annually

Measure Baseline: New measure - baseline will be established using FY 2006 data

Measure Target: FY 2007 target will be established using baseline data

Measure Source and Calculation:

Teachers will submit data in accordance with Department requirements.

- **Measure 65502.02.02**

Access to electronic and written aviation education publications

Measure Type: Output **Measure Frequency:** Annually

Measure Baseline: New measure - baseline will be established using FY 2006 data

Measure Target: FY 2007 target will be established using baseline data

Measure Source and Calculation:

Number of hits on agency's website and number of written publications distributed.

Objective 65502.02 Has the Following Strategies:

- Interact with the aviation community, media, local, state and federal agencies, legislators, private industry and the citizens of Virginia.