Alberni-Clayoquot Regional District
Long Beach Airport Advisory Committee
Meeting Agenda

Meeting Date: Monday, October 24th, 2016   **Location:** District of Tofino Council Chambers
Time: 10:30 am   121 3rd Street, Tofino

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1.   <u>**CALL TO ORDER**</u>

Recognition of Traditional Territories.

2.   <u>**APPROVAL OF AGENDA**</u>

3.   <u>**ADOPTION OF MINUTES**</u>

Long Beach Airport Advisory Committee Meeting held September 21st, 2016
THAT the minutes of the Long Beach Airport Advisory Committee meeting held on September 21, 2016 be received.

4.   <u>**DELEGATION**</u>

Climate Action Project Proposal – Jill Doucette, Synergy Sustainability

5.   <u>**FOLLOW-UP ITEMS**</u>

Request For Decision – Airport Naming Recommendations

6.   <u>**REPORTS**</u>

Update on Airport activities – Mark Fortune (verbal)

Alberni-Clayoquot Regional District
Long Beach Airport Advisory Committee
Meeting Minutes

Meeting Date: Wednesday, Sept. 21st, 2016	**Location:** District of Tofino Council Chambers
Time: 9:30 am	121 3rd Street, Tofino

In Attendance:

Josie Osborne, Dianne St. Jacques, Mark Fortune, Russell Dyson, Tony Bennett, Andrew McGifford, Wendy Thomson, Elmer Frank, Sandy Rantz, Jennifer Steven

Guests:
Rob Dodds, Via-Teleconference
Brent Hohlweg, Tourism Ucluelet

Absent:

Alan McCarthy, Charles McDiarmid, Jackie Godfrey

1. **CALL TO ORDER 9:40 am**

   Recognition of Traditional Territories

2. **BRANDING AND MARKETING OF CYAZ**

   a. Request for Decision on Primal Communications renaming recommendations.

   b. Primal Communications Renaming Recommendations 2016

   THAT the Long Beach Airport Advisory Committee recommend that CYAZ be branded as the Tofino Airport.

   R. Dodds, Primal spoke to the report prepared on renaming the Tofino-Long Beach Airport. The Committee discussed re-naming the Airport and recommended names. D. St. Jacques recommends Pacific Rim Regional Airport.

   TB/DSJ

   THAT the Committee request Regional District staff to investigate a possible name change and cost implications of renaming the Long Beach Airport name.

   CARRIED

DSJ/TB to adjourn at 10:11 am

Tofino-Long Beach Airport (YAZ) Climate Action Project Proposal

Journey to Carbon Neutral 2018

Project Understanding:

The Tofino-Long Beach Airport offers access to two incredible wilderness destinations: Ucluelet and Tofino. The airport is located within the Pacific Rim National Park and remains mostly forested for that reason.

Travelers arriving at YAZ are visiting to experience the natural beauty and unique destinations offered by the community. These areas and their ecosystems are impacted by climate change. In order to protect these areas for the future, leadership from the local governments and businesses can spark change and set a positive example.

We are proposing a step-by-step process to achieve a vision of a Carbon Neutral Airport at YAZ by 2018. We have outlined four key milestones, for the next two years. These steps align with the Airport Carbon Accreditation Framework, an internationally recognized certification program for airports around the world. Should YAZ choose to pursue the ACA certification, Synergy Enterprises will serve as third-party verifier for all required reporting.

See Appendix B for the four levels of certification through ACA.

Synergy's Mission and Service Offering:

Synergy's Corporate Sustainability Management service delivers CSR metrics, data management, policy development, programs and communication for organizations and businesses who aim to be leaders in sustainability.

We believe that measuring environmental impact empowers organizations to make a difference and make choices that reflect a strong bottom line, and reduced carbon footprint. We also believe that it is important for sustainable organizations to tell their story in order to educate customers and raise the bar throughout their industry.

Through Synergy's services, our clients have won numerous awards, achieved 25-80% reduction in carbon impact, reached zero waste, impacted their supply chain, built a culture of sustainability, and educated their customer base. These organizations include Oughtred Coffee, The Truffles Group, AXYS Technologies, Carmanah Technologies, Hootsuite, YYJ Airport, WildPlay, Inn at Laurel Point, and many others.

Synergy is completing the ACA Verifier Certification in order to better service Air and Marine Port clients and provide all services required for airports to reach carbon neutrality.

Program Outline & Costs

Deliverable #1: Carbon Footprint Report Timeline: Q3-Q4 2016 (June-Oct 2016) Synergy will complete the baseline carbon footprint assessment for YAZ Scope 1 and 2 (direct and indirect emission sources) in accordance with the Greenhouse Gas Protocol and ACA level 1: Mapping. Should YAZ wish to gain ACA Certification, Synergy will assist YAZ with the completion of the GHG Inventory, and verify the report. (*This process will be discussed in more detail*)	**$2,945** 31 hours, $95/hr
Deliverable #2: Sustainability Action Plan Timeline: Q4 2016 (Complete: Nov 2016) With knowledge of the key emission sources areas in the baseline assessment, Synergy will develop a sustainability action plan with recommended short and long term initiatives that will reduce and mitigate further emission sources. Action areas include but are not limited to: • Energy use and building efficiency • Transportation emissions reductions • Local transportation infrastructure • Land use planning • Engaging airlines and ground transport companies • Alternative energy use opportunities	**$1,710** 18 hours, $95/hr

November 2016-May 2017: YAZ Implements Key Emission-Reduction Actions

Deliverable #3: Second Annual Carbon Footprint Report – expanded scope Timeline: Q3- Q4 2017 (Complete 2nd report October 2017) Synergy will conduct a second carbon footprint assessment to compare to baseline and detect emission reductions. In accordance with ACA, the second assessment will expand scope to include Scope 3 indirect emissions sources such as: • Take-off and landing emissions • Ground transportation for passengers and staff • Waste management • Purchasing	**$3,420** 36 hours, $95/hr

Deliverable #4: Facilitate Offset Purchase
Timeline: Complete Purchase by Q1 2018

Synergy will assist YAZ in choosing a suitable offset project in order to achieve carbon neutrality. A list of all available offset projects available at the time of purchase will be provided to the Airport Authority.

$380
4 hrs, $95/hr

PROJECTED COSTS

2016	$3,800
2017	$4,275
2018	$380 + Offset Costs
Total Cost	$8,455 +GST

PAYMENT TERMS

All prices are subject to GST. Invoices will be sent on a monthly basis. Payment must be received within 30 days of invoice date. Payment is accepted via Paypal, e-transfer or cheque.

Sincerely,

Jill Doucette, Founder, Synergy Enterprises
(250) 589 – 2599
jill@synergyenterprises.ca

APPENDIX A: SCOPE OF EMISSIONS
 (International Greenhouse Gas Protocol)

- SCOPE 1: Direct Emissions (Airport Vehicles, Building Heating & Cooling)
- SCOPE 2: Indirect Emissions (Purchased Electricity)
- SCOPE 3: Indirect Emissions (passenger ground Travel, Staff Commuting, Aircraft Landing and Take-off., Waste Management, Purchasing)

APPENDIX B: Airport Carbon Accreditation Four Levels of Certification

MAPPING: Determine emissions sources within the operational boundary of the airport company.Calculate the annual carbon emissions. Compile a **carbon footprint report**.Engage an independent third-party to verify the carbon footprint report.

REDUCTION: All of the above plus:
Provide evidence of effective **carbon management procedures.** Show that reduction targets have been achieved

OPTIMISATION: All of the above plus:
Widen the scope of carbon footprint to include **third party emissions**. Engage third parties at and around the airport.

 NEUTRALITY: All of the above plus:
 Offset remaining emissions to achieve carbon neutral operations for all emissions over which the airport has control.

REQUEST FOR DECISION

To: Long Beach Airport Advisory Committee

From: Mark Fortune, Airport Superintendent

Meeting Date: October 24, 2016

Subject: Long Beach Airport (CYAZ) – Naming Recommendations

Recommendation:

THAT the Long Beach Airport Advisory Committee recommend that CYAZ be branded as the Tofino Regional Airport.

Summary:

In March of 2016, staff advertised a Request for Proposals for Branding and Marketing of CYAZ. The goals and objectives of this RFP was to enter into an agreement for services that would provide branding and marketing services to CYAZ, including, but not limited to: Identify Airport "brand" (logo and tag messages) and development of a branding strategy.

1. Investigate the possible renaming of the airport;
2. Develop a branding strategy;
3. Create and design a color palette, tag line and brand standards;
4. Identify ways to incorporate new brand to market to public;
5. Develop content that could assist in media/marketing.

Primal Communications was awarded the contract and has provided naming recommendations, their report is attached. There are a lot of opinions on the final decision on the name, but it is important to finalize the name so we can proceed with the branding and marketing as soon as possible.

The airport name should include a recognizable physical feature / anchoring name to locate the airport, much the same way as the Federal Government indexes physically locate the airports and aerodromes to the nearest community.

To provide clarity to the anchoring name I would like to use an example of a BC airport that has similar geographical issues to CYAZ, The Canadian Rockies International Airport, CYXC. Can you name the closest community or where the airport is located? In this case we are talking about the Cranbrook Airport, located 15km from Cranbrook and 20km from Kimberley BC.

Primal recommends that the name of the airport change back to Tofino Airport from the current name, Long Beach Airport. This would be consistent with the terminology used for official aeronautical purposes.

The Advisory Committee asked staff at the September 21 meeting to investigate costs associated with changing the airport name. There will be no costs associated with a name change besides the costs associated with changing physical assets at the airport and associated staff time updating internal documents.

Transport Canada recommends that it would be wise to retain the word "Tofino" in the new name as this is how the airport is physically located within Transport Canada and Nav Canada indexes.

As noted in the Cranbrook CYXC example an anchoring name or nearest established community name becomes very important in locating the airport. It is possible to change the airport name but the regional recognition usually suffers. I have included a couple of airport names with reference to physical communities for your review.

- Trail Regional Airport - "Gateway to the West Kootenays"
- Penticton Regional Airport - "Gateway to the South Okanagan"
- Toronto / Lester B. Pearson International
- Billy Bishop Toronto City Airport
- Montreal / Pierre Elliott Trudeau International

Background:

Royal Canadian Air Force (RCAF) base Tofino was established in the early 1940's to solidify an aerial defense plan for the West Coast of Canada. RCAF Station Tofino was a land based station to take advantage of the advancements in aircraft design encountered during WWII. The assets of RCAF Seaplane base in Ucluelet were transferred to RCAF Tofino in 1944 when the Ucluelet station was closed.

RCAF Station Tofino assets were transferred to the Department of Transport after WW II as the Tofino Airport. The Department of Transport issued the former RCAF Station an alphabet identifier for the Tofino Airport, CYAZ. The all alphabetic airport identifier CYAZ signifies an early Canadian airport.

Transport Canada shifted into an alpha numeric identifier system for airports established at a later date CAT4 = Qualicum Beach and CBS8 = Port Alberni to name a few local sites.

Over the decades Department of Transport has developed into Transport Canada with various federal Aviation related organizations including Environment Canada and Nav Canada. All the agencies in the aviation sphere reference CYAZ as the Tofino Airport.

Weather observations were started on the RCAF Tofino in the early 40's and are continued to this day. A reference to the Environment Canada weather site will indicate weather and historic information from the Tofino Airport.

All flight service information, flight planning and Federal documents indicate the location as Tofino. If you search out the Long Beach Airport in the Canadian Air Pilot (CAP) or Canadian Flight Supplement (CFS) you will search under the closest community, Tofino and locate the Tofino / Long Beach Airport.

Options Considered:

There are numerous options presented in the Primal report and the name could remain as Long Beach. There is a strong local desire for the name to represent the broader service area.

The following are a list of names that were considered for renaming CYAZ:

1. Tofino Regional Airport
   This name provides the clarity requested by Transport Canada and also includes the outlying communities supporting the operation. The name would also harmonize with the other airport operated by the ACRD the "Alberni Valley Regional Airport".

2. Tofino / Ucluelet Regional Airport
   This name has been used in the past but with the addition of the regional component could be revitalized.

3. Tofino / Wickaninnish Regional Airport
   This name identifies the airport location and also honors one of the Tlaoquiaht first nation's great chiefs. The use of this name will require pre approval from the Tlaoquiaht first nation.

4. Tofino / Pacific Rim Airport Regional Airport
   This name identifies the location and brings in the Pacific Rim regional component into the name

For clarity and simplicity I would recommend the Tofino Regional Airport as the new / old name of CYAZ. The name has historical significance, easy recognition and by adding the word "regional" supports all of the current and future communities associated with its location.

Time Requirements – Staff & Elected Officials:

Minimal.

Financial:

The budget for marketing is limited. It is important to determine the name and continue with the branding and marketing project.

Submitted by: _____
Mark Fortune, Airport Superintendent

Approved by: _____
Russell Dyson, Chief Administrative Officer

Renaming Recommendations 2016

Tofino-Long Beach Airport

Prepared by Primal Communications Ltd.

Summary

The purpose of this report is to provide an analysis of the possible renaming opportunities for the Long Beach Airport and to provide options and recommendations for moving forward with our brandSTORMING™ process and the development of a marketing plan for the airport to benefit the stakeholders in the region.

Primal has spent time reviewing and evaluating the benefits and drawbacks for the naming options presented on the following pages. The following pages will provide the recommendations and suggestions for effective naming to move forward with creating the brand for the airport.

Renaming

Existing: Long Beach Airport (www.acrd.ca)

                       Tofino-Long Beach Airport (YAZ) (www.tofinoairport.com)

Options: 1. Tofino Airport (since 1944)

                       2. Pacific Rim Airport

                       3. Tofino - Ucluelet Airport

                       4. Clayoquot Airport

                       5. Tuff City Airport

                       6. YAZ Airport

                       7. Tofuke Airport

                       8. TLA-O-QUI-AUT Airport

The options listed above are in no particular order. They were chosen out of many other options as being the closest in potential that match the region and popular online searches.

Options, URL's and Search Results (Web Mentions)

Name	URL	Search Results
1. Tofino Airport	www.TofinoAirport.com (Current)	3,740,000
2. Pacific Rim Airport	www.PacificRimAirport.com	30,200,000
3. Tofino-Ucluelet Airport	www.Tofino-UclueletAirport.com	393,000
Clayoquot Airport	www.ClayoquotAirport.com	599,000
Tuff City Airport	www.TuffCityAirport.com	2,850,000
YAZ Airport	www.YAZairport.com	129,000,000
Tofuke Airport	www.TofukeAirport.com	1,040,000
TLA-O-QUI-AHT Airport	www.tla-o-qui-ahtairport.com	39,200

Each of the URL's are available for the options above. The results are from a simple google search for the first wording in each name, such as "Pacific Rim" for the Pacific Rim Airport option. The purpose of the results are to show the relative popularity and frequency of the names in searches.

Choice 1

Name   **URL**

Tofino Airport   www.tofinoairport.com (Current)

BENEFIT(S)

Keeping with the Tofino-Long Beach Airport name has many benefits.

1. Tofino is the most recognizable name in the region.
2. Your current website is www.tofinoairport.com.
3. The name is easy to remember, easy to read and write.
4. Search results for tofino are relatively high, with room to grow.

DRAWBACK(S)

1. Tofino-Long Beach Airport does not speak to all areas serviced by the airport.
2. The name is quite long.

OPTION

Switch and simplify to Tofino Airport, removing the Long Beach part of the name. This matches your
current website URL, shortens the name and provides clarity.

Choice 2

Name   **URL**

Pacific Rim Airport   www.pacificrimairport.com

BENEFIT(S)

1. Pacific Rim represents all areas in the region.
2. The website URL is available. *
3. The name is easy to remember, easy to read and write.
4. Search results for Pacific Rim are very strong and recognizable.

DRAWBACK(S)

1. The search results are extremely high, which causes competition in searching.
2. A large level of investment will be needed to raise brand awareness against other Pacific
   Rim companies.
3. Pacific Rim doesn't pinpoint the exact region that the airport is in, as it is a broad area that
   spans multiple continents.
4. Pacific Rim doesn't speak to the flight options available to and from the airport, which may cause
   confusion amongst visitors. The area is too large and isn't serviced by the airport.

* At time of search

Choice 3

Name   **URL**

Tofino-Ucluelet Airport   www.tofino-uclueletairport.com

BENEFIT(S)

1. Tofino-Ucluelet represents all areas in the region.
2. The website URL is available.*
3. Search results for Tofino-Ucluelet are lower and easily dominated.
4. The name is close to the current name and the transition would be smooth.

DRAWBACK(S)

1. The search results are low, which shows a lack of searching.
2. An additional level of investment will be needed to raise brand awareness.
3. The hyphenated name can be confusing to searching and typing the web address.

* At time of search

Considerations

Name	URL
Clayoquot Airport	www.clayoquotairport.com

BENEFIT(S)

1. Clayoquot represents all areas in the region.
2. The website URL is available.*
3. Search results for Clayoquot are lower and easily dominated.
4. The name speaks to the region as a whole.

DRAWBACK(S)

1. The search results are low, which shows a lack of searching.
2. An additional level of investment will be needed to raise brand awareness.
3. The name can be confusing to spell, searching and typing the web address can be difficult.
4. The name awareness is quite a bit lower than Tofino, which will cause unnecessary questions about the location, service area.

* At time of search

Considerations

Name	URL	Search Results
Tuff City Airport	www.tuffcityairport.com	2,850,000

BENEFIT(S)

1. Tuff City is a unique and humorous name.
2. The website URL is available.*
3. Search results for Tuff City are high and the name is popular.

DRAWBACK(S)

1. The name is more specific to slang for Tofino.
2. An additional level of investment will be needed to raise brand awareness.
3. The name can be confusing to understand and be associated with an airport.
4. The name awareness is quite a bit lower than Tofino, which will cause unnecessary questions about the location, service area.

* At time of search

Considerations

Name	URL	Search Results
YAZ Airport	www.yazairport.com	129,000,000

BENEFIT(S)

1. YAZ is the call name for the airport.
2. The website URL is available.*
3. Search results for YAZ are very high and the name is popular.
4. YAZ is fun, exciting and new.

DRAWBACK(S)

1. The name is Primarily known for it's use as a birth control pill.
2. A high level of investment will be needed to raise brand awareness towards the airport.
3. The name can be confusing and hard to associate with an airport due to it's current use.
4. The name doesn't speak to the region, service areas or partners.

* At time of search

Considerations

Name	URL	Search Results
Tofuke Airport	www.tofukeairport.com	1,040,000

BENEFIT(S)

1. Tofuke is a unique and connects Tofino and Ucluelet.
2. The website URL is available.*
3. Search results for Tofuke are moderate.
4. Tofuke is fun, exciting and different.

DRAWBACK(S)

1. The name could be confusing.
2. A high level of investment will be needed to raise brand awareness towards the airport.
3. The name doesn't easily connect with the region, service areas or partners without an investment in branding.

* At time of search

Considerations

Name   **URL**

TLA-O-QUI-AHT Airport   www.tla-o-qui-ahtAirport.com

BENEFIT(S)

1. The name is a unique and connects to the First Nations heritage and history.
2. The website URL is available.*
3. Search results are low and easily dominated.

DRAWBACK(S)

1. The name could be confusing and hard to remember for tourists.
2. A high level of investment will be needed to raise brand awareness towards the airport.
3. The name is hard to spell and pronounce.

At time of search

Primal Recommendation - Tofino Airport

Primal recommends changing back to the name Tofino Airport, the original name from 1944. This name has the most marketability, brand equity and recognition in the region.

1. This name has the built in brand recognition.
2. Most popular and recognizable search name of Tofino.
3. Uses the existing URL of www.tofinoairport.com and it's search equity.
4. Has existing brand equity.
5. Easy to understand and search online.
6. Easier to spell.
7. Great marketing potential and opportuntity for increased awareness.

Please review the entire recommendations document and provide us with your thoughts, ideas and feedback.

Thank you