

Texas Aviation Association Initiatives



- The mission of TXAA is to preserve, promote and protect airports and to educate the public about the benefits of general and business aviation.

TXAA INITIATIVES GAP-TX

- **G**OVERNMENT/REGULATORY INITIATIVE
- **A**IRPORT FACILITY INITIATIVE
- **P**UBLIC RELATIONS INITIATIVE
- **T**RAINING/PROFICIENCY-EDUCATION INITIATIVE

GOVERNMENT/REGULATORY INITIATIVE

Objective and Strategy

- **OBJECTIVE**

Develop a campaign to alert the TXAA membership of new and pending government regulatory actions with General Aviation impacts.

- **STRATEGY**

Engage the TXAA membership to be aware of government regulator actions and potential impact on their ability to have the freedom to fly and take action to prevent restriction of General Aviation operations.

GOVERNMENT/REGULATORY INITIATIVE Tactics

- **TXAA to identify issues through position papers.**
- **TXAA to speak before civic groups and other aviation groups on government regulatory actions.**
- **Contact State and Congressional Representatives to make them aware of the TXAA membership position on regulatory actions based on membership surveys.**

AIRPORT FACILITY INITIATIVE

Objective and Strategy

- **OBJECTIVE**

Develop a strategy and plan that protects existing airports, facilities and infrastructure and facilitates the development of new airports.

- **STRATEGY**

Create a committee consisting of existing stake holders to develop a plan of action to address the threats against existing airports, their facilities and infrastructure. Also, address the barriers for the development of future airports, their facilities.

AIRPORT FACILITY INITIATIVE

Tactics

- **Identify potential stake holders and committee members.**
- **Recruit interested individuals from the aviation community.**
- **Identify current regulations and rules currently in place that could be used to protect existing airports.**
- **Include Texas Aviation Funding with the redirection of sales tax on aviation related product from the general fund to dedicated airport development fund.**

PUBLIC RELATIONS INITIATIVE

Objective and Strategy

- **OBJECTIVE**

Increase public understanding and acceptance of General Aviation as a major impact to state and local economic development.

- **STRATEGY**

Form steering committee to develop a public relations campaign to increase the awareness of the general public as to the benefits of General Aviation in Texas.

PUBLIC RELATIONS INITIATIVE

Tactics

- **Form steering committee.**
- **Gain support of individuals/firms with public relations experience.**
- **Develop a state wide public relations campaign with special emphasis on state/local airport facility development activities and economic development impact at the local level.**

TRAINING/PROFICIENCY-EDUCATION INITIATIVE

Objective and Strategy

- **OBJECTIVE**

Promote the development of General Aviation training and education programs.

- **STRATEGY**

Create a task force to identify the future General Aviation workforce needs for airport management and operation, General Aviation aircraft and avionics maintenance, and flight instruction.

TRAINING/PROFICIENCY-EDUCATION INITIATIVE

Tactics

- **Identify training organizations, facilities and curriculum that currently exist in Texas.**
- **Develop a Training and Education Promotional Program that identifies opportunities and educational facilities.**
- **Develop a scholarship program supported by potential employers.**