



2018-2023 Strategic Direction

Oregon Department of Aviation Board Meeting

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Coraggio Group

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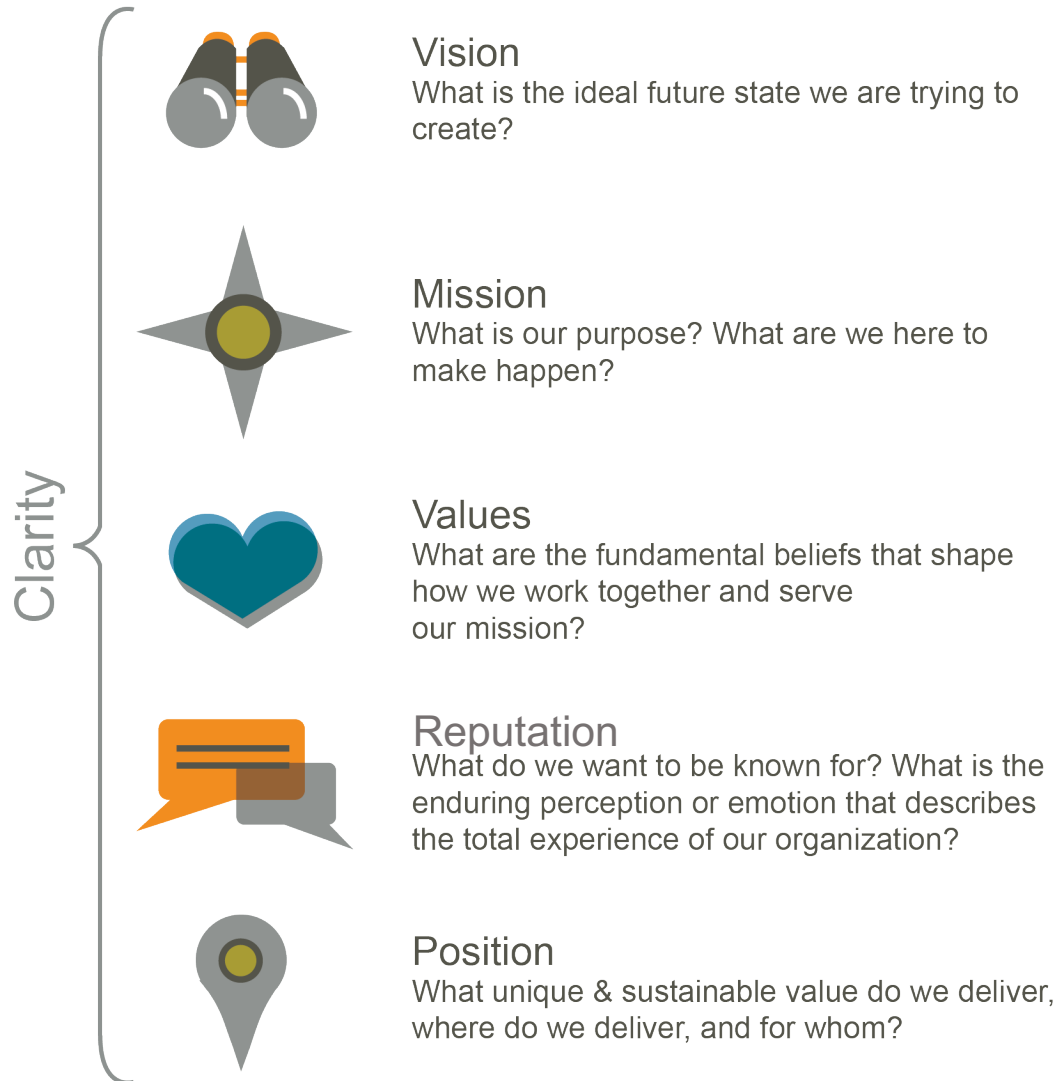


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Approach: Timeline



Approach: Strategic Framework



Vision

An Integrated Aviation System Benefiting all Oregonians.



Mission

Provide infrastructure, financial resources, and expertise to ensure a safe and efficient air transportation system



Values

- Customer Service
- Collaboration
- Integrity
- Passion
- Healthy Relationships



Reputation

- Knowledgeable
- Proactive
- Solutions Oriented
- Dedicated
- Trustworthy



Position

ODA is the State's Aviation Specialist providing:

- Airport management and operations of state airports
- Leadership that connects communities and the state
- Advocacy for airports, pilots, and aviation related businesses
- Facilitation of state and federal aviation funding programs
- Oversight of aviation policy and assets as part of the emergency management system



Imperatives

Ensure a fiscally stable agency



Objectives

- Maintain sustainable funding
- Improve ratio of revenues to expenditures
- Baseline and increase number of new financial partnerships



Initiatives

- Identify and cultivate financial partnerships that align with department goals and strengthen overall funding
- Create and maintain flexible central services through legislation
- Advocate for the sustainability of long-term core agency funding streams
- Develop/solidify internal controls for financial expenditures and revenues



Provide pro-active oversight of Oregon's aviation system

- Increase percentage of aviation projects funded by state grants
- Baseline and increase number of airport engagement visits beyond required inspections
- Baseline and increase statewide economic impact of airports

- Evaluate and optimize agency controlled assets
- Pursue and expand sustainable program funding for current or future aviation programs
- Develop and complete an economic impact study
- Strengthen aviation integration into Oregon's emergency management system
- Update Oregon's Aviation Plan

Increase advocacy and awareness for state aviation

- Baseline and increase stakeholder satisfaction/response rate
- Marketing and communications plan launched

- Develop and implement a marketing and communications plan
- Cultivate industry partnerships to strengthen aviation messages and lobbying
- Evolve and utilize key metrics (KPM) as a tool to communicate progress

Pursue agency operational excellence

- Baseline and grow customer satisfaction rates
- Baseline and grow staff/board engagement
- Administrative compliance updated

- Create an inviting and fun office environment
- Enhance use of tools for internal and external customer outreach
- Strengthen board governance and overall effectiveness
- Align internal resources and capacity to match external demand
- Update internal policies and Oregon Administrative Rules