UNDERSTANDING ATTITUDES & POSSIBILITIES

Point C Scope & Results Summary
POINT C SCOPE SUMMARY

Initial Phase of Work
• Research & develop relationships with stakeholders & potential participants in public engagement

Conversations
• Involve an expanded group to build foundation for an informed & inclusive dialogue

Understanding
• Understanding perspectives & needs of current & potential users essential for framing discussion
WHAT WE DID

What
• Conversations & Surveys

When
• March – July 2011

How
• In-Person Conversations
• Phone Conversations
• Online Survey

Who
• Stakeholders identified by City & Consultants
• Self-identified stakeholders invited by City

Why
• Understand perspectives & establish possibilities
WHAT WE HEARD

Community History
- Value of Airport’s History
- Educational Resources
- Airport Museum

Perception of Change
- Jet Operations
- Noise
- Recreational Opportunities

Compatibility
- Noise
- Pollution
- Safety

Aesthetics & Function
- Recreation & Community Uses
- Improvements to grounds & facilities
- Accessibility
BIG TAKEAWAYS

FAA: The 3rd party not in the room

Little understanding of constraints

Willingness to identify alternative futures

SMO: Not consistent with other aspects of life, policy & community in Santa Monica

Critical need to build & maintain trust
WHAT WE LEARNED
SMO Can + Should Be a Place of Civic Pride

• FAA
  - A compatible, quieter, & safer airport

• Santa Monica’s DNA
  - A place to grow & show off Santa Monica’s art community

• Alternative Futures
  - Leader in green aviation technology

• Critical need for trust
  - A place for education

• Civic gathering space