

## **Mission, Vision and Strategic Priorities**

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### **MISSION**

To provide a safe, secure and efficient airport that enhances economic and social benefits for our region.

### **GUIDING PRINCIPLES**

#### **SAFETY, SECURITY AND THE ENVIRONMENT**

Safety, security and the environment are paramount in everything we do.

#### **CUSTOMER SERVICE**

Deliver exceptional levels of service and value.

#### **PARTNERSHIPS AND ACCOUNTABILITY**

Work openly and constructively with our stakeholders and community.

#### **EMPLOYER OF CHOICE**

Treat all employees with fairness, dignity and respect.

## **RESPONSIBLE STEWARDSHIP OF ASSETS**

Manage our finances and infrastructure prudently.

## **ECONOMIC DEVELOPMENT**

Promote sustainable economic development and tourism of the region.

## **LEADERSHIP AND INNOVATION**

Foster leadership and innovation.

## **VISION**

To be the best airport anywhere.

## **STRATEGIC GOALS**

1. Provide and operate a safe and secure airport.
2. Retain and attract a talented and motivated team of employees.
3. Be a leader in environmental protection and management.
4. Provide exceptional airport facilities and customer service.
5. Attract and maintain air service.
6. Operate in a financially responsible manner.

## **PERFORMANCE MEASURES 2015 - 2019**

- 1. Provide and operate a safe and secure airport**
  - a. Zero preventable accidents and security violations.
  
- 2. Retain and attract a talented and motivated team of employees.**
  - a. Employee satisfaction score  $\geq$  3.5.
  
- 3. Be a leader in environmental protection and management**
  - a. Clean environmental audits.
  - b. Zero breaches of environmental regulations.
  - c. 5% reduction in GHG emissions on a per square meter basis.
  
- 4. Provide exceptional airport facilities and customer service**
  - a. Top 15% ranking in ACI customer satisfaction surveys.
  - b. Complete Five Year Capital Plan on time and on budget.
  
- 5. Attract and maintain air service**
  - a. Year round schedule:
    - 8 BC services.
    - 5 major Canadian hubs including 2x daily Toronto.
    - 3 major U.S. hubs.
  
  - b. Seasonal schedule:
    - 5 Mexico destinations.
    - 4 U.S. destinations.
  
  - c. Growth in passenger traffic to 1.9 million.

**6. Operate in a financially responsible manner**

- a.** Clean financial audits.
- b.** Non-aeronautical revenues to be at least 65% of revenues.
- c.** Stay within lowest quartile of airline fees and charges among Canadian NAS airports.
- d.** Fixed charge coverage ratio not less than 1.2 : 1.0.