

FY16 – SAAS Strategic Plan Summary



SAAS Vision Statement:

“The Gateway for South Central Texas.”

Overarching Strategic Result for the Vision:

“Our vision statement conveys our intent and desire to become the recognized air transportation gateway for South Central Texas. In recent years, we have noticed a substantial increase in air service, especially from markets in Mexico. It is our intent to capitalize on that opportunity and strive to become the airport system that people desire to utilize when traveling domestically and internationally to and from South Central Texas. We will measure our progress toward achieving our vision by the growth we realize in the number of general aviation aircraft clearing U.S. Customs at SAT and the growth we see in airline seat capacity to and from Mexico. Our goal is to increase our airline seat capacity to and from Mexico to 360,000 seats by the end of CY 2018 and increase our number of GA U.S. Customs clearances to 5,600 by the end of CY 2018. Additionally, our goal is to have reduced our leakage to Austin to 290,000 passengers per year by the end of CY 2018.”

~ Frank Miller, Aviation Director

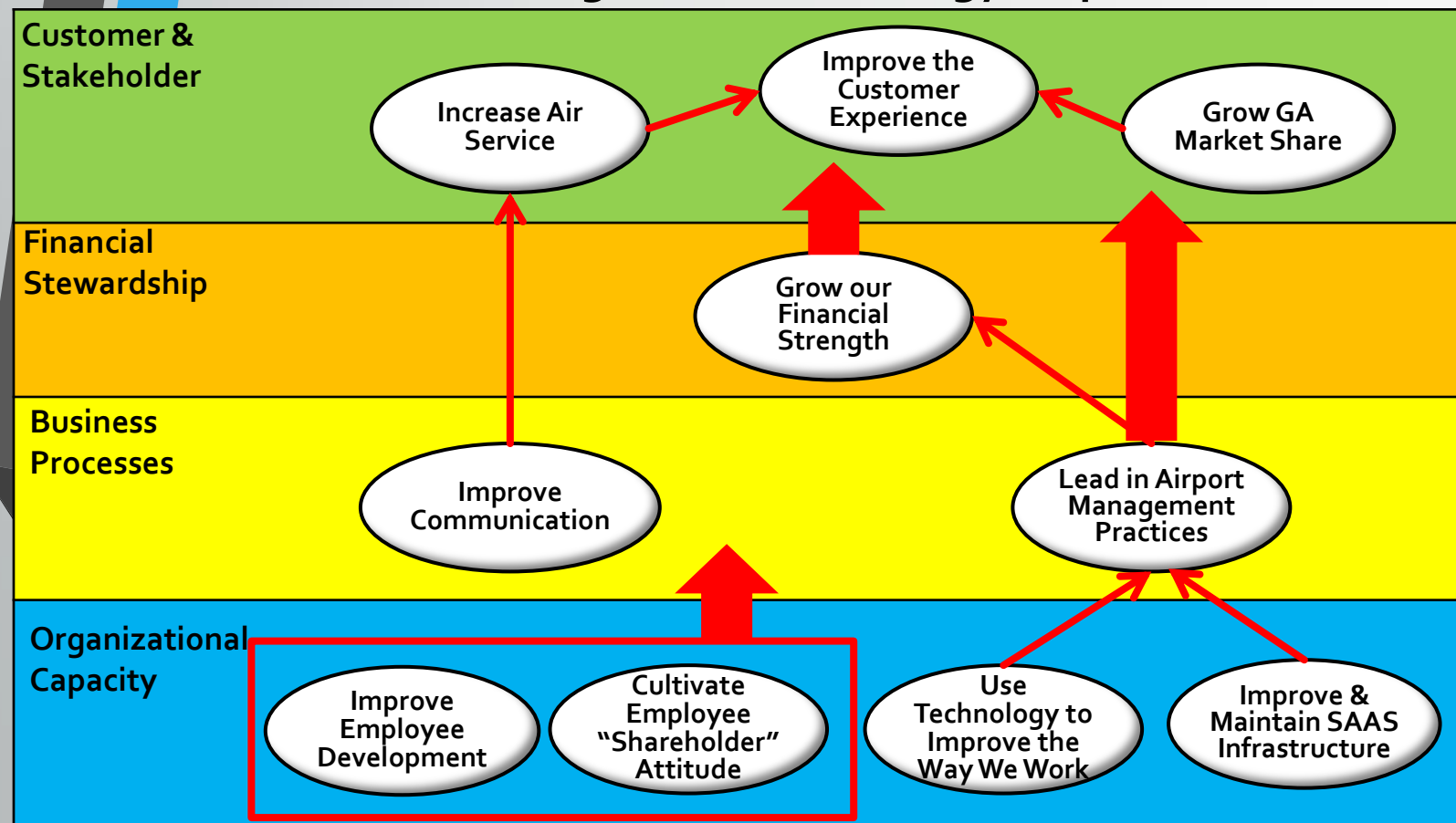
SAAS Mission Statement:

“To innovatively manage our airports to provide a positive customer experience while supporting economic development.”

“Our purpose for existing as an Aviation Department is to manage our airports in a manner that provides our customers with a positive experience and supports our community’s goal of furthering economic development. Notice that the statement says to “innovatively” manage our airports. To effectively provide positive customer experiences and support economic development, we must always be asking ourselves how we can manage our airports better. What can we do to improve them?”

~ Frank R. Miller, Aviation Director

Our Strategic Goals & Strategy Map:



Our Culture Statement:

Our culture is the foundation of our success as an organization. It details the beliefs and attitudes we must demonstrate every day to achieve our vision and fulfill our mission. This is our culture:

- **Living Our Core Values:**
 - Trailblazing – We bring creative ideas to the table to make our airports better and become an industry leader
 - Excellence – We give 100% everyday
 - Respect – We treat others the way we would want to be treated
 - Integrity – We are honest and forthright in all that we do
 - Positive Attitude – We approach our work each day with a “Can do” attitude
- **Being “Invested” in SAAS:**
 - Being good stewards of our facilities, resources, and the environment
 - Being relentless and adaptable in getting the job done
 - Taking care of each other
- **Focusing on Safety & Security:**
 - Always being proactive
 - Finding and reporting safety or security concerns immediately – “See Something. Say Something”
- **Focusing on Our Customers:**
 - Meeting the needs of our tenants and passengers
 - Acting to improve the customer experience

For more information on the Strategic Plan go to: http://sharepoint/sites/Aviation/Strategic_Planning/default.aspx