



*alliance in support of airport progress in the 21st century*

402 West Broadway, Suite 1000, San Diego, California 92101 619.544.1361 [www.ASAP21.net](http://www.ASAP21.net)

## **ASAP 21 Media Kit Backgrounder**

“Foresight. Vision. Prudence.”

Are these old fashioned values in our modern world? Perhaps, but the Alliance in Support of Airport Progress in the 21st Century (ASAP 21) and its member organizations embrace these ideas. Its member organizations want to escape the political obsession with ‘now,’ and look to the future without current political prejudices.

ASAP 21 examines the future of San Diego County with a critical eye-- the eyes of the children who will live and do business in this region. ASAP 21 will ensure that the regions’ quality of life and standard of living are not negatively impacted by an inadequate airport.

ASAP 21 is a broad-based umbrella organization committed to developing a world-class, environmentally sound international airport in San Diego County by the year 2020. ASAP 21 believes it critical to build a large group of diverse stakeholders, from throughout the County, who are committed to ensure San Diego's economic future by constructing a new airport.

ASAP 21 believes that no airport related problem—either technical, environmental, or economical—exists that could not be successfully mitigated to significantly reduce any negative impact. Traffic and congestion on the I-15 and I-5 corridor has the potential to be reduced substantially—an environmental and quality of life improvement that benefits everyone. The increased efficiency of a better transportation system could also potentially contribute to improved air and water quality. But, improvements such as this will not happen without foresight and planning for the future--Lindbergh Field, unexpanded, may reach its capacity by 2010.

ASAP 21’s early commitment to ensuring the region’s future prosperity will allow it to sustain support throughout the arduous process of selecting a preferred site and exploring options to realize that vision.

ASAP 21 studied previous failed attempts to expand Lindbergh Field, as well as notable success stories across the nation. Unsuccessful attempts included

premature announcements of relocation sites, and were driven by narrow special interests. On the contrary, successful airport developments had broad based support at the earliest stages, championed by a formal, politically diverse group motivated to support airport development. From this realization, ASAP 21 was born.

ASAP is "agnostic" when it comes to site selection. The alliance's members agree that the importance of constructing a new airport transcends parochial interests in promoting any specific airport site before the San Diego County Regional Airport Authority completes a review of the technical, economic and environmental issues.

San Diego's economic future, as well as its children's future standard of living and quality of life, is directly tied to addressing and resolving the "the airport problem". ASAP 21 is already working to create a political environment that will allow civil conversation and objective analysis of the issues that will shape San Diego County's future.

The state laws that created the San Diego County Regional Airport Authority also mandated that the airport expansion issue be put to a public vote at the 2004 or 2006 general elections. ASAP 21 is working now to learn the issues that San Diego County citizens consider important, and to educate the public and public officials on why a new regional airport is not just a good idea, but imperative to San Diego's future.

A new airport will require a minimum of 10 years to fund, permit, and build—and that doesn't account for any time lost to lawsuits. There is no time to lose in preparing for our children's future.

ASAP 21 seeks the support of San Diego County's citizens, businesses and civic organizations in its efforts to promote a positive, productive political discourse and a win-win solution to the airport issue. Volunteers are welcome.

*"Quality of Life" and "Standard of Living" are dominant issues that touch everyone.*

**Member organizations include:**

AFL-CIO Labor Council, San Diego-Imperial Counties  
American Electronics Association - San Diego  
Associated General Contractors (AGC) /San Diego  
BIOCOM / San Diego

Citizens Coordinate for Century 3 (C3)  
Downtown San Diego Partnership  
Oceanside Chamber of Commerce  
San Diego Convention & Visitors Bureau  
San Diego Council of Design Professionals  
San Diego Lodging Industry Association  
San Diego Regional Chamber of Commerce  
San Diego Regional Economic Development Corp.  
San Diego World Trade Center  
South County Economic Development Corp.