



alliance in support of airport progress in the 21st century

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ASAP 21 Media Kit

Frequently Asked Questions

What does ASAP 21 stand for?

ASAP 21 is an acronym for The Alliance in Support of Airport Progress in the 21st Century. More broadly, ASAP 21 stands for vision, forward thinking, and civil discourse on a contentious issue—San Diego's future airport.

What is ASAP 21?

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 is critical to build a large group of diverse stakeholders, throughout the County, who are committed to ensure San Diego's economic future through the construction of a new airport.

What is ASAP 21 not?

ASAP 21 is not a planning organization that will "choose" a preferred site. ASAP 21 has confidence in the work of the new airport authority and believes that this entity is best able to weigh the technical, environmental and economic factors that go into responsibly choosing a site for a new airport. ASAP 21 believes that the Authority's work needs to be supported and, once a site is identified that can accommodate future demand, ASAP21 will champion its development as the home of San Diego's new international airport.

Who Formed ASAP 21?

The San Diego Regional Chamber of Commerce, the San Diego Regional Economic Development Corporation, and the San Diego Convention & Visitors Bureau formed ASAP 21. These business organizations have successfully worked together in the past to advance important regional policies and programs. ASAP 21 is actively recruiting additional members.

Why did they form ASAP 21 now?

San Diego is poised at a unique period in its history--Progress on the "airport issue" seems possible, even probable. The completion of the Airport Economic Analysis demonstrated that the region's economy would suffer without a new airport. The completion of the San Diego International Airport Master Plan showed that beyond 2020, SDIA would not be able to meet the region's demand for air transportation. Finally, the establishment of the San

Diego County Regional Airport Authority provides, for the first time, a single government entity focused solely on addressing the airport issue.

In such an environment, it is critical that supporters and stakeholders of a new airport come together to support the new authority and champion the importance of this issue. ASAP 21 studied previous failed attempts to expand Lindbergh Field, as well as notable success stories across the nation. Unsuccessful attempts relied on surprise tactics, premature announcements of expansion sites, and narrow political interests. On the contrary, successful airport expansion initiatives had broad based support at the earliest possible stages, championed by a formal, politically diverse group chartered with supporting airport expansion. Such an alliance must be solidified before the planners focus on a particular site. By organizing early, ASAP21 will be more effective in advocating for airport development once a preferred site is identified.

What is ASAP 21's role in the airport development process?

ASAP21 will lead a broad-based, inclusive group of stakeholders from throughout the county and coordinate their efforts to develop a world-class, 21st Century, environmentally sound international airport benefiting the economy and quality of life of San Diego County and its citizens.

Under what assumptions does ASAP 21 operate?

Airports matter to regional competitiveness and the region's economy; the airport plays a key role in preserving, even improving, the region's standard of living and therefore, its quality of life. Moreover, by 2020, San Diego County's airport infrastructure will be insufficient to meet the needs of the region.

Given this, ASAP 21 supports the development of a world-class, environmentally sound international airport. The new airport should be located within San Diego County, and needs a minimum of 3,000 acres of level land.

A new airport will not meet all the region's transportation, so, concurrently, San Diego County needs to build an integrated, world-class surface transportation system.

What Are The Privileges And Responsibilities Of Membership?

ASAP 21 is a member driven coalition. It has established a board of directors, including an administrative committee. ASAP 21 provides organizations with

a forum to address issues and to unite with other groups, creating a stronger voice for airport development. Members of ASAP21 are, however, asked to "check their baggage at the door" concerning particular airport sites.

Members are asked to share the following assumptions: Lindbergh Field won't meet the region's demand for air transportation beyond 2020 and that no combination of existing infrastructure assets can be configured to meet the long-term needs of our region. Members also believe that the airport should be located in San Diego County; have a minimum size of 3,000 acres to accommodate long-term growth; and that a surface transportation system should be integrated into airport planning.

Where Can I Learn More about ASAP 21?

ASAP 21 would be happy to sit down with the leadership of your organization or company to explain ASAP 21 in depth. For more information, ASAP 21 can be reached via email at asap21@sandiegobusiness.org or telephone at 619-234-8484.