

WEBTRAK

ENHANCE COMMUNITY ENGAGEMENT



Community Web Replay

"Aircraft noise will continue to represent the most significant environmental impediment to airport expansion in the U.S. Despite an exceptional record over the past three decades, reducing the number of Americans exposed to significant aircraft noise by over 90%, aircraft noise remains a principal focus for community concerns and opposition for airport expansion".

- Carl Burleson Director, FAA Office of Environment and Energy in Airport Noise Report, December 19 2008.

PROVIDE EASY & ACCURATE INFORMATION FOR EVERYONE

Positive community engagement is having an increasing impact on the ability of airports to operate effectively and to grow. The challenge is how to manage this continuous engagement to deliver the best results for both external stakeholders and the airport.

WebTrak is a proven solution, implemented at over 30 airports. WebTrak enables airports to:

- ▶ engage positively with the local community;
- ▶ demonstrate awareness of its environmental impact;
- ▶ build community trust;

ultimately resulting in a happier community.



www.bksv.com/WebTrak

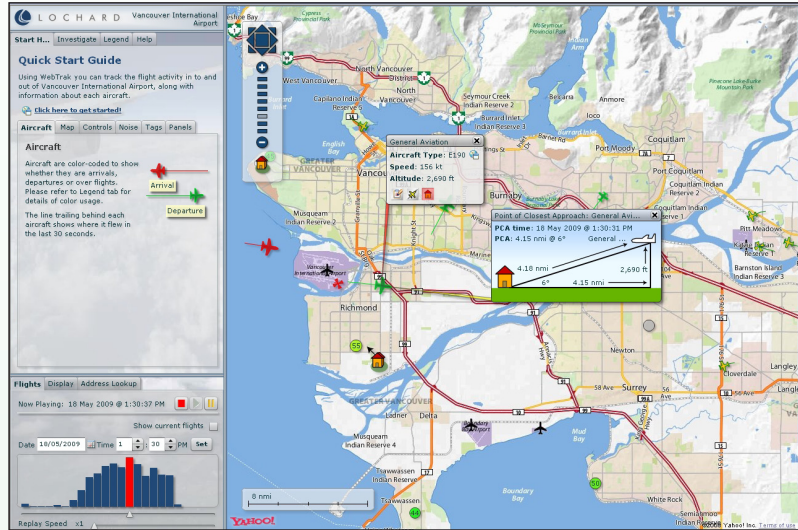
TRACKING THE WORLD

- ▶ 8 Australian Airports
- ▶ Boca-Raton
- ▶ Bournemouth
- ▶ Columbus
- ▶ East Midlands
- ▶ Long Beach
- ▶ Gatwick
- ▶ Heathrow
- ▶ Oakland
- ▶ Portland
- ▶ Seattle
- ▶ San Jose
- ▶ Stansted
- ▶ Sacramento
- ▶ Southampton
- ▶ 13 Swedish Airports

WebTrak provides near live and replayed aircraft movements. It gives the community access to flight information and noise data (where available), and reduces the need and time for airport employees to explain where aircraft actually fly, how often, who they are and where they go.

WebTrak is provided as a hosted service and is:

- ▶ low cost
- ▶ easily and rapidly deployed, with minimal overhead required from the airport
- ▶ continually enhanced to provide incremental benefits to the community
- ▶ accessible 24/7 for constant transparency
- ▶ designed to free staff from reactive tasks and enables them to focus on strategic activities



WEBTRAK ELEMENTS

Real Time Tracks and Noise

The airport can choose to display their track and noise information in real time, or delayed.

Self-Investigation

Local communities can find out for themselves what's happening around the airport.

Online Complaint Entry

Saves time for complainants and staff.

Reports Library

A repository of the Airport's published noise and environment reports.

My Neighborhood

Research tools for the local community and those thinking of moving into the area.

HOW DOES THIS MAKE LIFE EASIER?

WebTrak gives the community access to real flight and noise data, educating them about actual airport operations and improving the perception of the airport to the public. This ability to self-investigate empowers stakeholders with facts. It gives them the knowledge they need to have higher quality dialog with the airport and thereby reduces conflict.

Unlike paper based or downloadable reports, WebTrak is dynamic, live and interactive enabling ANY user to replay, pause, accelerate, zoom and pan all on a map down to street level. It is user-friendly and designed to integrate simply into your current public access website

WebTrak is continually enhanced, with recent rollouts including:

- ▶ satellite and hybrid maps
- ▶ the ability to publish WebTrak in languages other than English
- ▶ Digital Elevation Model support which shows the actual height of aircraft above ground
- ▶ user interface changes to enhance the attractiveness and functionality for the community
- ▶ the ability for authorized users to instantly filter out specific flights for security or other reasons, either by time, SSR code or, in an emergency situation, for all flights

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