



## Frequently Asked Questions About ASAT

### **Q: What Is ASAT?**

A: The Alliance for Sustainable Air Transportation (ASAT) is a non-profit public-private partnership. It is an independent legal entity, a 501(c)(6) tax-exempt membership organization incorporated in the state of Delaware in the United States. ASAT members are a diverse group of federal, state, regional and local governments, industry organizations, associations and academic institutions.

### **Q: What Is ASAT's Mission and How Will It Be Achieved?**

A: Our mission is to realize the early economic and environmental benefits of sustainable air transportation — for everyone in the air and on the ground — by helping to drive the transition to the *Next Generation Air Transportation System* (NextGen). The partners will accomplish this mission by educating stakeholders, defining metrics, developing a blueprint for implementation, and facilitating the development of prototypes.

### **Q: What Is NextGen?**

A: NextGen is a wide-ranging initiative to transform the nation's air transportation system. It involves the transformation of airports that are state-regulated and locally controlled, aircraft that are owned and operated by businesses, and airspace, the Federal Aviation Administration's domain. NextGen focuses on leveraging new technologies, such as satellite-based navigation, surveillance, and networking.

### **Q: Why Is NextGen Needed?**

A: NextGen is needed because America's air transportation system is stretched to the limit. The Federal Government estimates suggest that the current system will reach capacity by 2025, and many industry leaders suggest that gridlock is even closer. For example, multiple metropolitan regions are forecast to be at capacity as soon as 2015.

### **Q: How Will NextGen Benefit People?**

A: An integrated NextGen system will help expand air transportation as a sustainable economic resource and eliminate waste. NextGen will mean increased air travel solutions, renewed community-based economic development opportunities, lower carbon footprint, lower fuel consumption, lower community noise impact and dramatic cost savings.

### **Q: What Will ASAT Do?**

A: ASAT will provide guidance, coordination and collaboration to engender nationwide momentum for NextGen. The partners will facilitate early implementations of NextGen prototypes across airports, airspace and aircraft as a path toward sustainable air transportation and the realization of benefits, beginning now.

### **Q: Aren't There Other U.S. Groups Already Working on These Issues?**

A: Yes. ASAT seeks to operate in the most efficient manner possible. It will not duplicate work currently being performed by government, industry, academics and associations. ASAT will publicize and showcase efforts that make a positive contribution toward achieving the ASAT vision and mission. ASAT strives to synchronize airports, airspace and aircraft industries in order to achieve a balanced, sustainable air transportation system.



**Q: How is this different from the NGATS Institute?**

A: The Next Generation Air Transportation Institute is essentially a public-private partnership for planning NextGen. ASAT represents a public-private partnership for implementation of NextGen through a prototyping strategy

**Q: Will ASAT Lobby Federal, State or Local Governments?**

A: No, ASAT will not do any lobbying, but will educate and inform people in every sector.

**Q: Is This a PR Effort That Will Fade Away After the Headlines?**

A: No. ASAT's leaders are committed to changing the world for the better, and already have track records of successful efforts in many areas, from bridging the Digital Divide to offsetting carbon emissions. ASAT's founders have led organizations that have changed the direction of entire industries, and their desire and their ability to bring about a sustainable air transportation system are real.

**Q: When NextGen Is Implemented, Will ASAT Disband?**

A: We don't have a crystal ball, but we believe that even after the transition to NextGen, there will continue to be a need for partnership between the public and private sector in air transportation.

**Q: How Is ASAT Organized?**

A: ASAT is a member-driven group. Representatives from member organizations serve on its Board of Directors and comprise ASAT's Working Groups. Using the principles of self organization, task forces (also called communities of interests) are formed through self-sorting around common problems, goals or interests. The working groups host both online and physical forums for discussion about a particular problem, goal or interest. Out of such a forum, like-minded individuals from both sides of the supply/demand equation become more tightly coupled into a community of interest (COI).

Some COIs may stay within the working group, while others, such as large scale technology prototype implementations, will occur in separate partnerships outside ASAT. These separate, non-ASAT partnerships are then free to share intellectual capital, financial transactions and other assets and resources as necessary to accomplish the identified user goals of the COI.

**Q: What are ASAT's Working Groups?**

A: We will initially have four Working Groups: Communications, Sustainability, Blueprint and Implementation.

**Q: Who Are the ASAT Leaders?**

A: Visionary individuals from across air transportation created the ASAT partnership as a framework to bring together public and private partners. Representatives of the partners serve on the Board and lead working groups and task forces, also called communities of interest (COIs).

In the ASAT partnership, there is shared success and leadership at all levels. For example, the Board of Directors, Officers and Working Group Chairs ensure that the partnership infrastructure enables the COIs to fulfill their objectives and facilitate communication and integration with other working groups. The COI leaders ensure that the COIs complete the work necessary to achieve the COI goals, and communicate the high-level results to ASAT.



**Q: Who Are the ASAT Members?**

A: ASAT's 2008 members include federal and state governments and agencies, companies in the private sector, and educational institutions in the United States. A complete list of members is posted on the ASAT Web site, at [www.sustainableair.org](http://www.sustainableair.org).

**Q: Can Anyone Join ASAT or Is Membership Only by Invitation?**

A: ASAT membership is open to any organization in the public or private sector that shares our vision, wants to help make it reality. Though we have reached out to organizations that have a natural interest in our mission and invited them to join during the ramp-up to ASAT's public launch, we welcome all who want to participate in this partnership.

**Q: What Are Membership Levels and Dues?**

A: ASAT offers four membership categories, with annual dues as follows:

Board-level — \$30,000

Principal — \$15,000 for organizations with revenue less than \$1 billion; \$25,000 with revenue more than \$1 billion

Associate — \$7,500

Non-profit — \$2,000

**Q: What Are the Membership Benefits?**

A: In general, by joining ASAT, your organization will help drive the early and successful implementation of NextGen and transform the future of the air transportation system.

Other benefits include:

For Government:

- Increase economic development opportunities
- Play a leadership role and guide your aviation stakeholders toward sustainable air transportation
- Benefit from aggregation and collective knowledge of extensive national and international activities

For Industry:

- Participate in nationwide prototype deployment strategies
- Demonstrate your existing NextGen products and services through prototypes
- Provide input into the development of sustainable air transportation blueprints based on those prototypes

For all:

- Accelerate the successful implementation of NextGen and sustainable air transportation
- Partner with federal, state, regional and local governments, industry and academics
- Have access to ASAT research and other resources
- Be a part of a global effort for sustainable air transportation.

There are additional benefits for specific categories of membership, which can be seen in detail on our Web site, [www.sustainableair.org/](http://www.sustainableair.org/).



**Q: What Will Be Expected of My Organization If We Join?**

A: As with any endeavor, what you get out of it is directly related to what you invest. You can participate as little or as much as you want – from monitoring to keep current on NextGen implementation or sustainable air transportation-related activities, to leading and staffing a prototype team.

**Q: How Can We Join?**

A: Download the membership application from our Web site at [www.sustainableair.org/](http://www.sustainableair.org/), complete it, and return it as directed. When your dues payment is received, your membership will be activated.

**Q: How Can I Learn More About Membership?**

A: We will be happy to answer any questions about ASAT membership and activities. You may use the email form on our Web site at [www.sustainableair.org/](http://www.sustainableair.org/), or get in touch at [admin@sustainableair.org](mailto:admin@sustainableair.org) or +1 (781) 876-8944.

**Q: How Can I Talk to an ASAT Spokesperson on Press Matters?**

A: ASAT welcomes inquiries and interaction with the press and industry analysts. To schedule an interview, get in touch with our media liaison:

Ruth Cassidy, Virtual, Inc.  
[rcassidy@virtualmgmt.com](mailto:rcassidy@virtualmgmt.com)  
+1 (781) 876-6239

###