



**Thirty Fourth Pan American – Regional Aviation Safety Team Meeting  
(PA-RAST/34)**

Miami, 13 to 14 November 2018

**Agenda Item 3: Results from the ESC/31 Meeting**

**RASG-PA Communication Plan**

(Presented by Secretariat)

**EXECUTIVE SUMMARY**

This working paper presents for approval of the ESC the first version 1.0 of RASG-PA Communication plan (V 1.0) in follow up the agreement of the ESC 29th meeting of October 2017, regarding the preparation and implementation of the RASG-PA communication plan for the correct and efficient handling of information.

The communication plan will provide a framework to manage and coordinate the wide variety of RASG-PA information as part of the permanent activities for strengthening aviation safety in the Pan-American region. The communication plan covers who will receive the communications, how will be delivered, what information, who communicates, and the frequency. This document seeks to improve the reach of the information and the impact that it has on all stakeholder.

|                              |   |
|------------------------------|---|
| <i>Strategic Objectives:</i> | <ul style="list-style-type: none"> <li>• Safety</li> <li>• Air Navigation Capacity and Efficiency</li> </ul>        |
| <i>References:</i>           | <ul style="list-style-type: none"> <li>• RASG-PA Procedural Handbook</li> <li>• GASP</li> <li>• ANNEX 19</li> </ul> |

**1. Introduction**

1.1 Communication Management represents the activities associated with the creation, collection, distribution, storage, and end disposition of project or activities information, and the identification of responsibilities for project team members and other project stakeholders who participate in project communication management. It provides the critical links among people, ideas, and information that are necessary for project management success.

1.2 In the ESC 29th meeting held in Mexico City in October 2017, it was agreed on the preparation and implementation of the RASG-PA communication plan for the correct and efficient handling of information related to the work of the group in the Pan-American region. In follow up this agreement, the Secretariat initiated the development of the first draft of the document and identified six main areas for improvement with the implementation of the Communication Plan:

- i. To increase the participation of the States of the NAM/CAR and SAM Regions: The attendance of the States representatives to RASG-PA meetings and the participation in the workgroups has diminished during the last years. It is necessary to improve the communication with the States Authorities to encourage the involvement in the meetings and work of the teams.
- ii. Improvement in the results obtained from RASG-PA products and activities: Although a considerable number of products have been developed, such as circulars, information kits, bulletin and other tools for safety improvement; the Secretariat has identified some stakeholders whom these RASG-PA advances have not reached. It is necessary to improve the communication strategy to increase the impact of RASG-PA developments.
- iii. Improved communication with stakeholders for preparation and meeting development: It is essential to strengthen communication with internal and external stakeholders, before, during and after the RASG-PA meetings to enhance the results from these reunions.
- iv. Improvement in the tasks follow-up progress of the working groups: One of the primary roles of the Secretariat is the follow-up to the tasks progress, it is necessary to improve communication to strengthen the monitoring from the Secretariat to obtain better results in the task development.
- v. Establishment of a process to measure the stakeholder satisfaction and to receive feedback that will allow the identification of areas of strength and areas for improvement.
- vi. Strengthening the image of the RASG-PA in the Pan-American Region: Through the use of existing electronic tools such as professional networks, and the participation of RASG-PA representatives in safety events and other activities to increase the exposure of the group to strengthen the image.

## **2. The Plan**

2.1 The implementation of the communication plan will provide to the secretariat and all involved in the RASG-PA process guidance for exchanging, coordinating, and collaborating on information management.

2.2 Scope: The communications plan address:

- a. Stakeholder Management - identification of RASG-PA stakeholders, analysis of their communication requirements, and planning for their needs.
- b. Communication Planning - the communication and information needs of stakeholders. Who needs what information, when, in what format, by what means and how to receive input and feedback.
- c. Information Distribution - how information will be distributed to all stakeholders.

## 2.3 Stakeholders

2.3.1 Stakeholders are the individuals who have some type of vested interest in achieving a successful project outcome. These individuals can be internal or external to the performing organization, and it is essential that their responsibilities, affiliations, and participation be identified as a means to understanding the nature of their project or business interests. While stakeholders normally have a common interest in achieving a successful project outcome, it should be noted that various stakeholders could also have different views or perspectives with regard to how project success is achieved.

2.3.2 RASG-PA has a long list of stakeholders both internally and externally; the communication plan identifies all interested parties and the role and the relationships to implement a well-organized and targeted communication strategy. The communication plan includes a matrix of the RASG-PA key stakeholders. Table I, Appendix I.

## 2.4 Feedback and Satisfaction surveys

2.4.1 The communication plan proposes the establishment of a feedback monitoring mechanisms to ensure and measure the ongoing effectiveness of RASG-PA. By monitoring and responding to feedback regularly, the group can continue addressing the needs and concerns of key stakeholders.

2.4.2 It is essential to establish a process to measure the satisfaction of stakeholders; this measurement will allow identifying areas for improvement. Once a year the Secretariat will conduct a satisfaction survey, the results will be presented at the first ESC meeting where the respective actions will be agreed depending on the results obtained in the evaluation.

## 2.5 Communication Matrix

2.5.1 The communication matrix is one of the main elements included in the communication plan, which identifies the audience, the type of communication, the frequency, responsible and the method for delivering the information. The communication Matrix is included in Table II, Appendix I.

## 3. Process

3.1 The secretariat with the support of a development team has ended the first version (V 1.0) of the RASG-PA Communication Plan. The development of the document consisted of the proposal of a first draft of the communication plan for the analysis and comments of the development team, at the end of the period, the secretariat received contributions and comments from:

- a) Brazil
- b) Transport Canada
- c) FAA

3.2 The secretariat incorporated these contributions and comments to the document and was sent again for analysis of all the members of the communication plan work team. In version 1.0 all the comments have been included, which has made it possible to obtain a robust document that would support the activities as part of the RASG-PA mission.

3.3 The ESC/31 Meeting approved the RASG-PA Communications Plan.

**4. Conclusion**

4.1 The communication plan will provide a framework to manage and coordinate the wide variety of RASG-PA communications, improving the reach of the information and the impact that it has on all stakeholder.

**5. Suggested actions**

5.1 The PA-RAST34 meeting is invited to:

- a) Take note of the information presented regarding the Communication Plan; and
- b) implement the RASG-PA Communications Plan.

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**Appendix I**

Table I - Stakeholders

| Stakeholder                 | Comments  |
|-----------------------------|---|
| ACI                         |   |
| AIRBUS                      |   |
| ALTA                        |   |
| ATR                         |   |
| Boeing                      |   |
| CANSO                       |   |
| CASSOS                      |   |
| ECCAA                       |   |
| EMBRAER                     |   |
| ESC Members                 |   |
| Flight Safety Foundation    |   |
| IATA                        |   |
| IFATCA                      |   |
| ANSP                        |   |
| ICAO                        | Including but not limited to:<br><br>Secretariat<br>ICAO Council<br>Regional Directors<br>PIRGS |
| States Aviation Authorities |   |
| Other Aviation Organization |   |
| General Public              |   |



Table II – Communication Matrix

| ID | Item   | Target Audience                   | Description/Purpose  | Frequency  | Responsible | Channel       | Authority to release | Comments |
|----|--|-----------------------------------|--|--|-------------|---------------|----------------------|----------|
| 1  | RASG-PA Plenary Meetings invitation                  | All stakeholders                  | To invite stakeholders to the meeting.                     | Issue at least 90 days before the meeting  | Secretariat | Website email | Secretariat          |          |
| 2  | WP/IP for RASG-PA Plenary Meetings                   | All stakeholders                  | WP/IP with the issues to be include in the meeting Agenda. | Received by the Secretariat at least 20 days before the meeting, and uploaded to the website 15 days before the meeting. | Secretariat | Website email | Secretariat          |          |
| 3  | RASG-PA Plenary Meetings                             | All stakeholders                  | To address the issues included in the Agenda               | Every two years.   | Secretariat | Face to face  | Secretariat          |          |
| 4  | RASG-PA Plenary Meetings reports                     | All stakeholders                  | Update stakeholders on progress                            | Every two years.   | Secretariat | Website email | Secretariat          |          |
| 5  | Executive Steering Committee ESC Meetings invitation | All RASG-PA internal stakeholders | To invite RASG-PA internal stakeholders to the meeting.    | Issue at least 90 days   | Secretariat | Website email | Secretariat          |          |

|    |   |                                   |   |   |  |             |               |             |  |
|----|---|-----------------------------------|---|---|--|-------------|---------------|-------------|--|
|    |   |                                   |   |   | before the meeting   |             |               |             |  |
| 6  | WP/IP for Executive Steering Committee ESC Meetings | All RASG-PA internal stakeholders | WP/IP with the issues to be include in the Agenda |   | Received by the Secretariat at least 20 days before the meeting, and uploaded to the website 15 days before the meeting. | Secretariat | Website email | Secretariat |  |
| 7  | Executive Steering Committee Meetings ESC           | All RASG-PA internal stakeholders | To address the issues included in the Agenda      | Twice a year.                             |  | Secretariat | Face to face  | Secretariat |  |
| 8  | Executive Steering Committee Reports (ESC)          | All RASG-PA internal stakeholders | Update RASG-PA internal stakeholders on progress  | After ESC Meeting                         |  | Secretariat | email         | Secretariat |  |
| 9  | PA-RAST Meetings invitation                         | All stakeholders                  | To invite stakeholders to the meeting.            | Issue at least 90 days before the meeting |  | Secretariat | Website email | Secretariat |  |
| 10 | WP/IP for PA-RAST Meetings                          | All stakeholders                  | WP/IP with the issues to be include in the Agenda |   | Received by the Secretariat at least 20 days before  | Secretariat | Website email | Secretariat |  |

|    |   |                  |   |  |             |                        |             |   |
|----|---|------------------|---|--|-------------|------------------------|-------------|---|
|    |   |                  |   | the meeting, and uploaded to the website 15 days before the meeting. |             |                        |             |   |
| 11 | PA-RAST Meetings  | All stakeholders | To address the issues included in the Agenda  | Four meetings during the year.                                       | Secretariat | Face to face           | Secretariat |   |
| 12 | PA-RAST Summary of Discussions                            | All stakeholders | To Update stakeholders on task progress and other significant issues                            | After PA-RAST Meeting  | Secretariat | Website email          | Secretariat |   |
| 13 | Information Analysis Team Summary Meetings of Discussions | All stakeholders | To Update stakeholders on task progress and other significant issues                            |  | Secretariat | Website email          | Secretariat |   |
| 14 | RASG-PA Safety Advisory (RSA)                             | All stakeholders | To present to stakeholders safety information on technical matters analyzed within the RASG-PA. | As required  | Secretariat | Website Email Networks | Secretariat | The secretariat will be responsible for annually evaluating the validity of the document and discarding it or identifying it appropriately if it is outdated. |

|    |                             |                   |   |             |             |  |             |  |
|----|-----------------------------|-------------------|---|-------------|-------------|--|-------------|--|
| 15 | RASG-PA Procedural Handbook | All Stakeholders  | Establishes the RASG-PA procedures                                    |             |             |  | Secretariat |  |
| 16 | Network Posts               | All stake holders | To share safety information   | Monthly     | Secretariat | Networks                               | Secretariat |  |
| 17 | Feedback                    | All stake holders | Receive information or inputs regarding RASG-PA activities            | As required | Secretariat | Email<br>Telephone<br>Mail<br>Networks | Secretariat |  |
| 18 | Satisfaction surveys        | All stake holders | To assess stakeholder satisfaction related to the activity of RASG-PA | Yearly      | Secretariat | Email                                  | Secretariat |  |