



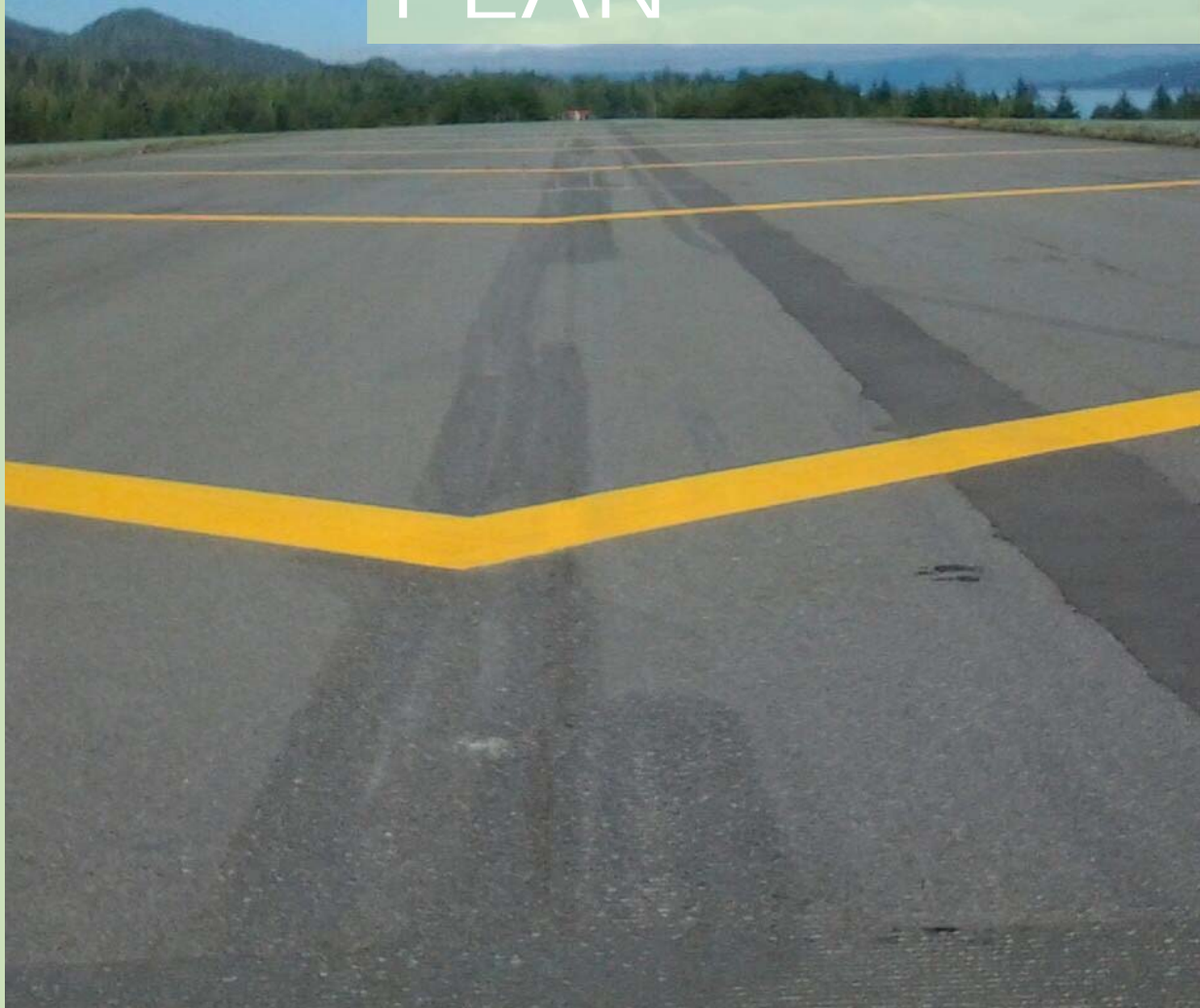
ALASKA

Aviation System Plan



PUBLIC INVOLVEMENT PLAN

2014



ALASKA AVIATION SYSTEM PLAN
PUBLIC INVOLVEMENT PLAN

Prepared for:

State of Alaska
Department of Transportation and Public Facilities
Division of Statewide Aviation
Post Office Box 196900
Anchorage, Alaska 99519-6900

Prepared by:

DOWL HKM
4041 B Street
Anchorage, Alaska 99503
(907) 562-2000

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LIST OF ACRONYMS

AASP.....	Alaska Aviation System Plan
CIMP.....	Capital Improvement and Maintenance Program
DOT&PF.....	State of Alaska Department of Transportation and Public Facilities
FAA.....	Federal Aviation Administration
PIP.....	Public Involvement Plan
PIT.....	Public Involvement Team

1.0 PUBLIC INVOLVEMENT PLAN

1.1 General Information

This document outlines the Alaska Department of Transportation and Public Facilities’ (DOT&PF) Public Involvement Plan (PIP) for updating and completing the Alaska Aviation System Plan (AASP). The purpose of the AASP is to examine the existing rural aviation system, analyze future trends, identify and prioritize airport improvements, propose aviation policy, and provide a centralized database system. The FAA recommends that statewide aviation system planning be a continuous process, addressing statewide aviation needs and issues on an ongoing basis over multiple years and phases of work.

The current AASP is continuing the work started under the 2008-2013 AASP. The goal of this update (2013-2018) is to review and refine work previously accomplished, develop and assist with implementing a strategic plan for Alaska’s rural aviation system, continue development of the Capital Improvement and Maintenance Program (CIMP) and conduct research and work groups on current issues. Figure 1 shows the anticipated schedule for Phase 1 of the AASP.

Alaska Aviation System Plan Phase 1 Schedule														
TASKS	2013		2014											
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
KICKOFF MEETING														
Task 1 Scoping														
Task 2A System Plan Evaluation														
Task 3 Public Involvement														
Task 4 Website														
Task 5 Strategic Planning														
Task 6A Airport CIMP														
Task 7 Work Groups and Research														

Figure 1: Phase 1 Schedule

1.2 Purpose of the Public Involvement Plan

The DOT&PF believes in the importance of informing the public and gathering input from stakeholders, and that an open dialogue of information among transportation users and

government officials leads to better decision-making. This PIP will guide the Public Involvement Team (PIT) in ways to involve the public during the completion of the AASP.

1.3 Identification of Stakeholders

Stakeholders include DOT&PF staff, FAA staff, airport owners, airport tenants/users, airport user groups, and the general public. Appendix A identifies key stakeholders.

1.4 Public Involvement Research

1.4.1 Background

The PIT conducted a survey of state aviation departments outside of Alaska to determine how aviation system plans in other states conducted outreach, as input to the AASP PIT. The effort was intended to identify effective methods of communication used by other states and lessons learned from less effective methods.

1.4.2 Survey Results

Survey questions were created by DOWL HKM and DOT&PF Aviation Planners. The surveys were sent to five Department of Transportation aviation department managers in Florida, Illinois, North Carolina, Ohio, and Minnesota. Appendix B contains all survey responses. The following is a list of the survey questions and a summary of responses:

1. What types of public outreach tools do you use for system planning? Traditional? Non-traditional?

All departments use traditional outreach tools for system planning, including listening posts, technical advisory groups, websites, email blasts, newsletters, and surveys. Two departments also use non-traditional outreach tools, including Twitter, Facebook, and YouTube. The two departments using the non-traditional tools stated that the non-traditional tools were only used temporarily and were not as effective as the traditional methods.

2. How do you reach out/get documents to internal staff?

All departments disseminate documents to internal staff via email, meetings, hard drive, Sharepoint sites, telephone, or website.

3. Who is responsible for managing public outreach initiatives – staff or consultant?

All departments typically hire a consultant for their system plan project. Included in each contract is a public outreach task. The public outreach task is developed and managed by the consultant during the life of the project. Once the contract is over, staff is expected to assume the management responsibilities of the public outreach tool implemented by the consultant.

4. What is the most effective public outreach tool your organization utilizes?

All departments agreed that the most effective public outreach tools include technical advisory groups, presentations, websites, newsletters, email blasts, and personal conversations, either in-person or over the phone.

5. What is the least effective public outreach tool your organization utilizes?

Surveys via return mail, a comment box on the website, and Twitter.

6. What marketing methods are used to attract the public to utilize the public outreach tool?

All departments prefer marketing public outreach methods by linking their announcements on other popular sites, making presentations at conferences, sending email blasts to their contacts, posting website announcements, or mailing hard-copy notifications via United States Postal Service (USPS) mail.

Department managers emphasized the importance of using the right words that will grab the public's attention, when marketing public outreach. The strategy when marketing is extremely important, in order to receive successful public input and feedback. The following sentence was used as an example of a successful marketing announcement:

“Your input on the aviation system plan is critical for the possibility of the state or your community receiving future funding for capital projects.”

7. How does your organization deal with negative comments when submitted on public social media sites?

All departments have a public information officer. Comments regarding the system plan are most often received by email. Comments, negative or positive, are responded to after coordination between the program/project manager and the public information officer.

8. Do you have any lessons learned from the use of social media?

Responses from all departments indicated that social media tools, such as Twitter and Facebook, have not been effective tools to use for the system plan projects. Contributing factors for this include the short duration of the project and public outreach efforts and the required ongoing management of the tool by staff in order for it to be effective.

1.4.3 Results

In conclusion, the survey confirmed that traditional methods of public outreach are the most effective and are widely used. State departments are not opposed to using non-traditional methods, such as social media, for system plan projects; however, in order for state departments to effectively utilize social media tools, there needs to be more staff education regarding managing the tool.

1.5 Public Involvement Methods

Public involvement methods for the AASP will generally continue in a manner similar to the prior AASP and will include:

- AASP Website:
 - AASP Public Website – The existing AASP website will be used to provide project updates, facility information, and important documents for the public to review. The site will also provide a method for the public to submit comments and feedback to the PIT.

- AASP Internal Website – The existing internal AASP website will be used to provide facility information, project data, CIMPs, performance measures, and report generation for “internal” use by the DOT&PF, the Federal Aviation Administration (FAA) and selected other stakeholders.
- Presentations – The PIT will present and gather feedback at AASP presentations:
 - Quarterly Aviation Meetings, with other departments invited, at a minimum of twice per year.
 - Stakeholder Groups, such as the Alaska Air Carriers Association and the Alaska Coordination Council, as needed or as requested.
- Events - The PIT will distribute AASP information, make presentations in some cases, and gather public input at the following conferences/tradeshows. The PIT will work with the AASP Project Manager to confirm the proper level of involvement before each event. For example, some venues may be attended every year (e.g., the Great Alaska Aviation Gathering) and others may not (e.g., air shows).
 - Alaska Air Carriers Association Convention – in Anchorage
 - Great Alaska Aviation Gathering – at the FedEx Hangar in Anchorage
 - Kenai Air Show – at the Kenai Municipal Airport in Kenai
 - Valdez Air Show – at the Valdez Airport in Valdez
 - Mat-Su Borough Transportation Fair – at the Menard Sports Center in Wasilla
 - Southeast Conference – in Juneau
 - Southwest Alaska Municipal Conference – at the Hotel Captain Cook in Anchorage
 - Aviation Appreciation Day – at the Fairbanks International Airport in Fairbanks
 - Other DOT&PF Meetings – The PIT will piggyback on other DOT&PF meetings and events
- E-Newsletter – The PIT will distribute a bi-monthly e-newsletter to stakeholders identified in Appendix A, throughout the life of the project. The e-newsletter will provide updates on the project’s progress, identify projects and their results relevant to each

division within the DOT&PF (Planning, Design, Maintenance and Operations, Leasing, State Equipment Fleet/Facilities), and announce upcoming public involvement events.

- Interviews – The PIT will identify key stakeholders to interview to gather input for the AASP, as needed for specific tasks.
- Aviation Advisory Board – The PIT will provide updates to the Aviation Advisory Board (actual presentations may be made by DOT&PF staff).
- Work Groups – Work Groups will engage stakeholders within the DOT&PF, the FAA, and aviation user groups to work on current issues.

1.6 Project Communication

DOWL HKM is the lead consultant for the AASP and will be responsible for assisting the DOT&PF Division of Statewide Aviation in developing, implementing, and managing the PIP and all communication relating to the project. Comments regarding the AASP will be collected by DOWL HKM, summarized, reported to the DOT&PF, responded to, and incorporated into the planning effort. Table 1 includes the PIT's role and contact information.

Table 1: Public Involvement Team

Name	Agency	Role	Phone	E-mail
Jessica Della Croce	DOT&PF	Project Manager	907-269-0728	Jessica.DellaCroce@alaska.gov
Tom Middendorf	DOWL HKM	Public Involvement Primary Support	907-562-2000	tmiddendorf@dowlhkm.com
Leah Henderson	DOWL HKM	Public Involvement Lead	907-746-7600	lhenderson@dowlhkm.com
Sara Mason	DOWL HKM	Public Involvement Primary Support	907-562-2000	smason@dowlhkm.com
Adison Smith	DOWL HKM	Public Involvement Support	907-562-2000	adsmith@dowlhkm.com
Dwight Stuller	DOWL HKM	Public Involvement Support	907-562-2000	dstuller@dowlhkm.com
Leslie Lepley	DOWL HKM	Public Involvement Support	907-562-2000	llepley@dowlhkm.com
Linda Snow	Southeast Strategies	Public Involvement Support	907-780-6106	ljsnow@ak.net

1.7 Plan Evaluation

After each public involvement event, DOWL HKM will evaluate the public’s response and input. DOWL HKM will measure the success of the method and will adjust the PIP accordingly, to ensure the PIP and public involvement methods are effective.

APPENDIX A

Key Stakeholders Contact List

Activity	Organization	Pre-fix	First Name	Last Name	Title, Division	Address	City and State		Zip	Email
ARDOR	Anchorage Economic Development Corporation	Ms.	Ruth	Glenn	Development Director	510 L Street, Suite 603	Anchorage	AK	99501	rglenn@aecdweb.com
ARDOR	Bering Strait Development Council	Mr.	Bryant	Hammond	Community Planning & Development Director	Kawerak, Inc. PO Box 948	Nome	AK	99762	bhammond@kawerak.org
ARDOR	Copper Valley Economic Development Association, Inc.	Mr.	Jason	Hoke	Executive Director	PO Box 9	Glennallen	AK	99588	jhoke@coppervalley.org
ARDOR	Fairbanks North Star Borough Economic Development Commission	Dr.	Kathryn	Dodge, PhD	Economic Development Specialist	PO Box 71267	Fairbanks	AK	99707	kdodge@fnsb.us
ARDOR	Kenai Peninsula Economic Development District	Ms.	Kristine	Holdridge	President	14896 Kenai Spur Highway, No. 103A	Kenai	AK	99611	kholdridge@kpedd.org
ARDOR	Lower Kuskokwim Economic Development Council	Mr.	Lyman	Hoffman	Board Member	PO Box 2021	Bethel	AK	99559	senator.lyman.hoffman@akleg.gov
ARDOR	Mat-Su Resource Conservation & Development, Inc.	Mr.	Marty	Metiva	Executive Director	991 N Hermon Rd, Suite 250	Wasilla	AK	99654	info@matsudevelopment.org
ARDOR	Northwest Arctic Borough Economic Development Commission	Mr.	Noah	Naylor	Planning Director	205 3rd Ave.	Kotzebue	AK	99752	nnaylor@nwabor.org
ARDOR	Prince William Sound Economic Development District	Ms.	Sue	Cogswell	Executive Director	2207 Spenard Rd, Suite 207	Anchorage	AK	99503	sue_cogs@yahoo.com
ARDOR	Southeast Conference	Ms.	Shelly	Wright	Executive Director	PO Box 21989	Juneau	AK	99802	shellyw@seconference.org
ARDOR	Southwest Alaska Municipal Conference	Mr.	Andy	Varner	Executive Director	3300 Arctic Boulevard, Suite 203	Anchorage	AK	99503	avarner@swamc.org
Aviation Interest	Alaska Air Carriers Association	Ms.	Joy	Journeay	Executive Director	2301 Merrill Field Drive, Suite A-3	Anchorage	AK	99501	joy@alaskaaircarriers.org
Aviation Interest	Alaska Airmen's Association	Ms.	Dee	Hanson	Executive Director	4200 Floatplane Drive	Anchorage	AK	99502	dee@alaskaairmen.org
Aviation Interest	Alaska Airports Association	Ms.	Jane	Dale	Executive Director	Po Box 344	Willow	AK	99688	chair@akairports.org
Aviation Interest	Alaska Aviation Safety Foundation	Mr.	Jim	Cieplak	Board of Directors	2811 Merrill Field Drive	Anchorage	AK	99502	aasfonline@gmail.com
Aviation Interest	Anchorage Metropolitan Area Transportation System	Mr.	Jerry	Weaver	Director	4700 Elmore Road	Anchorage	AK	99507	WeaverJT@ci.anchorage.ak.us
Aviation Interest	Matanuska-Susitna Borough Aviation Advisory Board	Mr.	Brad	Sworts	Transportation Manager	350 Dahlia Ave	Palmer	AK	99645	Brad.Sworts@matsugov.us
Aviation Interest	Matanuska-Susitna Borough Aviation Advisory Board	Mr.	Archie	Giddings	Chairman	290 E. Herning Ave	Wasilla	AK	99654	agiddings@ci.wasilla.ak.us
Aviation Interest	Alaska Aviation Coordination Council	Mr.	Dave	Palmer	Chairman	N/A	N/A	N/A	N/A	arcticatc@mtaonline.net
Aviation Interest	Fairbanks Metropolitan Area Transportation System	Ms.	Donna	Gardino	FMATS Coordinator	800 Cushman St.	Fairbanks	AK	99701	donna.gardino@fmats.us
Aviation Interest	Anchorage Air Cargo Association	Mr.	Bob	Barndt	Acting President	PO Box 190082	Anchorage	AK	99519	BARNDT@lvnden.com
Aviation Interest	AOPA	Mr.	Tom	George	Regional Representative	PO Box 83750	Fairbanks	AK	99708	tom.george@aopa.org
Aviation Interest	Experimental Aircraft Association	Mr.	N/A	N/A	Director of Government Affairs	4621 Caravell Drive	Anchorage	AK	99502	larsgleitsmann@gmail.com
Aviation Interest	Fairbanks General Aviation Association	Mr.	N/A	N/A	President	N/A	N/A	N/A	N/A	gaa.fairbanks@gmail.com
Aviation Interest	Governor's Aviation Advisory Board	Mr.	Lee	Ryan	Chairman	550 West 7th Avenue, Suite 1700	Anchorage	AK	99501	Lryan.air@gmail.com
Aviation Interest	Medallion Foundation	Mr.	Bob	Gastrock	Program Manager	1520 Post Road	Anchorage	AK	99501	bob@medallionfoundation.org
Aviation Interest	Seaplane Pilots Association	Mr.	John	Pratt	Field Director	1557 Sunrise Dr.	Anchorage	AK	99508	pas@alaska.net
Aviation Interest	UAA, Aviation Technology Division	Mr.	Rocky	Capozzi	Director of Aviation Technology Division	2811 Merrill Field Drive	Anchorage	AK	99501	rpcapozzi@uaa.alaska.edu
Consultant	Mead and Hunt	Mr.	Brad	Rolf	Senior Environmental Planner	1743 Wazee Street, Suite 400	Denver	CO	80202	Brad.Rolf@meadhunt.com
Consultant	CH2M Hill	Mr.	Bud	Alto	Planner	949 E. 36th Ave.	Anchorage	AK	99508	bud.alto@ch2m.com
Consultant	CH2M Hill	Mr.	James	Potts	Planner	949 E. 36th Ave.	Anchorage	AK	99508	james.potts@ch2m.com
Consultant	DOWL HKM	Ms.	Kristen	Hansen	Manager, Environmental Services	4041 B Street	Anchorage	AK	99503	khansen@dowlhkm.com

Activity	Organization	Pre-fix	First Name	Last Name	Title, Division	Address	City and State		Zip	Email
Consultant	DOWL HKM	Mr.	Brian	Hanson	Transportation Engineer	4041 B Street	Anchorage	AK	99503	bhanson@dowlhkm.com
Consultant	DOWL HKM	Mr.	Dwight	Stuller	Transportation Planner	4041 B Street	Anchorage	AK	99503	dstuller@dowlhkm.com
Consultant	DOWL HKM	Ms.	Leah	Henderson	Transportation Planner	4041 B Street	Anchorage	AK	99503	lhenderson@dowlhkm.com
Consultant	DOWL HKM	Mr.	Tom	Middendorf	Manager, Transportation Planning	4041 B Street	Anchorage	AK	99503	tmiddendorf@dowlhkm.com
Consultant	DOWL HKM	Ms.	Colleen	Wilt	Aviation Engineer	4041 B Street	Anchorage	AK	99503	cwilt@dowlhkm.com
Consultant	DOWL HKM	Mr.	Tor	Anderzen	Aviation Engineer	4041 B Street	Anchorage	AK	99503	tanderzen@dowlhkm.com
Consultant	Panther International	Mr.	Chase	Stockon	Manager	2841 Executive Drive, 2nd Floor	St. Petersburg	FL	33762	chase@pantherinternational.com
Consultant	CDM Smith	Mr.	Mike	Maynard	Manager	1218 3rd Avenue Suite 1100	Seattle	WA	98101	maynardmk@cdmsmith.com
Consultant	Orion Aviation	Mr.	Bill	O'Halloran	Owner	5159 Bethany Drive	Hahira	GA	31632	villagersbp@yahoo.com
Consultant	Northern Horizon	Mr.	Steve	Pavish	Owner	PO Box 1075	Willow	AK	99688	stevepavish@gmail.com
Consultant	Northern Economics	Mr.	Jonathan	King	Principal, Senior Economist	880 H Street Suite 210	Anchorage	AK	99501	jonathan.king@norecon.com
Consultant	HDL	Mr.	Scott	Hattenburg	President	3335 Arctic Boulevard, Suite 100	Anchorage	AK	99503	shattenburg@hdlalaska.com
Consultant	HDR	Mr.	Duane	Hippe	Senior VP, Director of Aviation	2525 C Street, Suite 305	Anchorage	AK	99503	dhippe@hdrinc.com
Consultant	HDR	Mr.	Carl	Siebe	Senior Airport Engineer	2525 C Street, Suite 305	Anchorage	AK	99503	Carl.Siebe@hdrinc.com
Consultant	RS&H	Mr.	Steve	Domino	Regional Planning Service Group Leader	337 North 2370 West, Suite 218	Salt Lake City	UT	84116	Steven.Domino@rsandh.com
Consultant	PDC	Ms.	Royce	Conlon	President	1028 Aurora Drive	Fairbanks	AK	99709	rovceconlon@pdceng.us
Consultant	R&M Consultants, Inc.	Mr.	Frank	Rast	Senior Vice President	9101 Vanguard Drive	Anchorage	AK	99507	frast@rmconsult.com
Consultant	USKH	Mr.	Zane	Shanklin	Principal, Vice President	2515 A Street	Anchorage	AK	99503	zshanklin@uskh.com
Consultant	WHPacific	Ms.	Nicole	McCullough	Associate Director, Planning	300 W 31st Avenue	Anchorage	AK	99503	NMcCullough@whpacific.com
Consultant	SMS 4 Airports	Ms.	Joanne	Landry	Principal	4433 28th Place West	Seattle	WA	98199	landry@sms4airports.com
Corporate	Alyeska Pipeline Service Company	Mr.	Casey	Ahksvaluk	Aviation & Facilities Lead	PO Box 196660 MS 530B	Anchorage	AK	99519	ahksvalukc@alveska-pipeline.com
Corporate	ConocoPhillips Shared Services Aviation	Mr.	Dennis	Parrish	Stakeholder Business Manager					D.Parrish@conocophillips.com
Economic Dev. Group	Sitka Economic Development Association	Mr.	Garry	White	Executive Director	329 Harbor Drive	Sitka	AK	99835	admin@sitka.net
Government	DOT&PF, Headquarters	Mr.	Alex	Moss	Planning, AIAS	P.O. Box 196900	Anchorage	AK	99519	alex.moss@alaska.gov
Government	DOT&PF, Northern Region	Mr.	Jeremy	Worrall	M&O, Aviation Manager	2301 Peger Road	Fairbanks	AK	99709	jeremy.worrall@alaska.gov
Government	DOT&PF, Northern Region	Mr.	John	Olsen	M&O, Rural Airport Foreman	PO Box 367	Barrow	AK	99723	john.olsen@alaska.gov
Government	DOT&PF, Central Region	Mr.	David	Cummings	M&O, Airport Manager	PO Box 505	Bethel	AK	99559	david.cummings@alaska.gov
Government	DOT&PF, Headquarters	Ms.	Jennifer	Bailey	Aviation Leasing, Chief	P.O. Box 196900	Anchorage	AK	99519	jennifer.bailey@alaska.gov
Government	DOT&PF, Central Region	Mr.	Stephen	Ryan	Construction, Chief	P.O. Box 196900	Anchorage	AK	99519	steve.rvan@alaska.gov
Government	DOT&PF, Central Region	Mr.	Randy	Vanderwood	M&O, Chief	P.O. Box 196900	Anchorage	AK	99519	randy.vanderwood@alaska.gov
Government	DOT&PF, Headquarters	Mr.	Pat	Kemp	Commissioner	PO Box 112500	Juneau	AK	99811	pat.kemp@alaska.gov
Government	DOT&PF, Central Region	Mr.	Sean	Holland	D&ES	P.O. Box 196900	Anchorage	AK	99519	sean.holland@alaska.gov
Government	DOT&PF, Northern Region	Mr.	Jason	Hill	Construction	2301 Peger Road	Fairbanks	AK	99709	jason.hill@alaska.gov

Activity	Organization	Pre-fix	First Name	Last Name	Title, Division	Address	City and State		Zip	Email
Government	DOT&PF, SE Region	Ms.	Latina	Bergam	Construction	P.O. Box 112506	Juneau	AK	99811	tina.bergam@alaska.gov
Government	DOT&PF, SE Region	Mr.	Charles	Correa	Construction	P.O. Box 112506	Juneau	AK	99811	chuck.correa@alaska.gov
Government	DOT&PF, Headquarters	Mr.	John	Binder	Deputy Commissioner	P.O. Box 112500	Juneau	AK	99811	john.binder@alaska.gov
Government	DOT&PF, Northern Region	Mr.	David	Miller	M&O, Division Director	2301 Peger Road	Fairbanks	AK	99709	david.miller@alaska.gov
Government	DOT&PF, Headquarters		Judy	Chapman	Statewide Aviation, Division Operations Manager	P.O. Box 196900	Anchorage	AK	99519	judy.chapman@alaska.gov
Government	DOT&PF, Headquarters	Mr.	Mike	Coffey	M&O, Division Operations Manager	P.O. Box 112500	Juneau	AK	99811	mike.coffey@alaska.gov
Government	DOT&PF, Headquarters	Mr.	Todd	Hanley	M&O, Training	P.O. Box 196900	Anchorage	AK	99519	todd.hanley@alaska.gov
Government	DOT&PF, Central Region	Mr.	Robert	Greene	M&O, Rural Airport Foreman	1500 Anton Larson Road	Kodiak	AK	99615	robert.greene@alaska.gov
Government	DOT&PF, Headquarters	Ms.	Lynette	Campbell	Aviation Leasing, Southeast Region Chief	P.O. Box 112506	Juneau	AK	99811	lynette.campbell@alaska.gov
Government	DOT&PF, Central Region	Mr.	Clint	Anelon	M&O, Rural Airport Foreman	PO Box 187	Iliamna	AK	99606	clint.anelon@alaska.gov
Government	DOT&PF, Central Region	Mr.	Todd	Vanhove	M&O	P.O. Box 196900	Anchorage	AK	99519	todd.vanhove@alaska.gov
Government	DOT&PF, Central Region	Mr.	Jeffrey	Doerning	M&O, Regional Safety & Airport Security	P.O. Box 196900	Anchorage	AK	99519	jeffrey.doerning@alaska.gov
Government	DOT&PF, SE Region	Mr.	Paul	Khera	M&O, Regional Safety & Airport Security	PO Box 112506	Juneau	AK	99811	paul.khera@alaska.gov
Government	DOT&PF, SE Region	Mr.	William	Bloom	M&O, Rural Airport Foreman	P.O.Box 1351	Wrangell	AK	99929	william.bloom@alaska.gov
Government	DOT&PF, SE Region	Mr.	Tim	Lacour	M&O, Rural Airport Foreman	PO Box 91	Craig	AK	99921	tim.lacour@alaska.gov
Government	DOT&PF, SE Region	Mr.	Michael	Pedersen	M&O, Rural Airport Foreman	PO Box 239	Gustavus	AK	99826	michael.pedersen@alaska.gov
Government	DOT&PF, SE Region	Mr.	Mike	Etcher	M&O, Rural Airport Foreman	PO Box 1108	Petersburg	AK	99835	mike.etcher@alaska.gov
Government	DOT&PF, SE Region	Mr.	Scott	Gray	M&O	P.O. Box 112506	Juneau	AK	99811	scott.gray@alaska.gov
Government	DOT&PF, SE Region		Teresita	Sangster	M&O	P.O. Box 112506	Juneau	AK	99811	teresita.sangster@alaska.gov
Government	DOT&PF, Headquarters	Mr.	Jeremy	Woodrow	Communications Officer	P.O. Box 112500	Juneau	AK	99811	jeremy.woodrow@alaska.gov
Government	DOT&PF, Central Region	Ms.	Colette	Foster	Aviation Leasing, Central Region Chief	P.O. Box 196900	Anchorage	AK	99519	colette.foster@alaska.gov
Government	DOT&PF, Central Region	Mr.	Tom	Dougherty	Construction Engineer	P.O. Box 196900	Anchorage	AK	99519	thomas.dougherty@alaska.gov
Government	DOT&PF, Headquarters	Ms.	Angela	Parsons	D&ES, Research Engineer	5800 E Tudor Road	Anchorage	AK	99507	angela.parsons@alaska.gov
Government	DOT&PF, Central Region	Ms.	Barbara	Beaton	D&ES	P.O. Box 196900	Anchorage	AK	99519	barbara.beaton@alaska.gov
Government	DOT&PF, Central Region		Terry	Canfield	D&ES	P.O. Box 196900	Anchorage	AK	99519	terry.canfield@alaska.gov
Government	DOT&PF, Central Region	Mr.	Wolfgang	Junge	D&ES	P.O. Box 196900	Anchorage	AK	99519	wolfgang.junge@alaska.gov
Government	DOT&PF, Central Region	Mr.	Luke	Bowland	D&ES	P.O. Box 196900	Anchorage	AK	99519	luke.bowland@alaska.gov
Government	DOT&PF, Central Region	Mr.	Morgan	Merritt	D&ES	P.O. Box 196900	Anchorage	AK	99519	morgan.merritt@alaska.gov
Government	DOT&PF, Central Region	Mr.	Tom	Schmid	D&ES	P.O. Box 196900	Anchorage	AK	99519	tom.schmid@alaska.gov
Government	DOT&PF, Central Region	Mr.	Aaron	Hughes	D&ES	P.O. Box 196900	Anchorage	AK	99519	aaron.hughes@alaska.gov
Government	DOT&PF, Northern Region	Mr.	Ryan	Anderson	D&ES	2301 Peger Road	Fairbanks	AK	99709	ryan.anderson@alaska.gov
Government	DOT&PF, Northern Region	Mr.	John	Bennett	D&ES	2301 Peger Road	Fairbanks	AK	99709	john.bennett@alaska.gov
Government	DOT&PF, Northern Region	Mr.	Al	Beck	D&ES	2301 Peger Road	Fairbanks	AK	99709	albert.beck@alaska.gov

Activity	Organization	Pre-fix	First Name	Last Name	Title, Division	Address	City and State		Zip	Email
Government	DOT&PF, Northern Region	Mr.	R.J.	Stumpf	D&ES	2301 Peger Road	Fairbanks	AK	99709	ri.stumpf@alaska.gov
Government	DOT&PF, Northern Region	Mr.	Tim	Henry	D&ES	2301 Peger Road	Fairbanks	AK	99709	tim.henry@alaska.gov
Government	DOT&PF, SE Region	Mr.	Nate	Geary	D&ES	P.O. Box 112506	Juneau	AK	99811	nate.geary@alaska.gov
Government	DOT&PF, SE Region	Mr.	Charles	Tripp	D&ES	P.O. Box 112506	Juneau	AK	99811	chuck.tripp@alaska.gov
Government	DOT&PF, SE Region	Mr.	Victor	Winters	Construction	P.O. Box 112506	Juneau	AK	99811	vic.winters@alaska.gov
Government	DOT&PF, Central Region	Ms.	Jennifer	Witt	Planning, Central Region Director	P.O. Box 196900	Anchorage	AK	99519	jennifer.witt@alaska.gov
Government	DOT&PF, Central Region	Ms.	Joselyn	Biloon	Planning	P.O. Box 196900	Anchorage	AK	99519	joselyn.biloon@alaska.gov
Government	DOT&PF, Central Region	Mr.	Allen	Kemplen	Planning	P.O. Box 196900	Anchorage	AK	99519	allen.kemplen@alaska.gov
Government	DOT&PF, Central Region	Mr.	Donald	Fancher	Planning	P.O. Box 196900	Anchorage	AK	99519	donald.fancher@alaska.gov
Government	DOT&PF, Central Region	Mr.	Bart	Rudolph	Planning	P.O. Box 196900	Anchorage	AK	99519	bart.rudolph@alaska.gov
Government	DOT&PF, Central Region	Ms.	Rebecca	Rauf	Planning	P.O. Box 196900	Anchorage	AK	99519	rebecca.rauf@alaska.gov
Government	DOT&PF, Northern Region	Ms.	Alexa	Greene	Planning	2301 Peger Road	Fairbanks	AK	99709	alexa.greene@alaska.gov
Government	DOT&PF, Northern Region	Ms.	Shelley	Potter	Planning	2301 Peger Road	Fairbanks	AK	99709	shellev.potter@alaska.gov
Government	DOT&PF, Northern Region	Mr.	Jeff	Roach	Planning	2301 Peger Road	Fairbanks	AK	99709	jeff.roach@alaska.gov
Government	DOT&PF, Northern Region	Ms.	Margaret	Carpenter	Planning	2301 Peger Road	Fairbanks	AK	99709	margaret.carpenter@alaska.gov
Government	DOT&PF, Northern Region	Mr.	Duane	Hoskins	Planning	2301 Peger Road	Fairbanks	AK	99709	duane.hoskins@alaska.gov
Government	DOT&PF, SE Region	Mr.	Andy	Hughes	Planning	P.O. Box 112506	Juneau	AK	99811	andy.hughes@alaska.gov
Government	DOT&PF, SE Region	Mr.	Verne	Skagerberg	Planning	P.O. Box 112506	Juneau	AK	99811	verne.skagerberg@alaska.gov
Government	DOT&PF, Central Region	Mr.	Aaron	Jongenelen	Planning	P.O. Box 196900	Anchorage	AK	99519	aaron.jongenelen@alaska.gov
Government	DOT&PF, Northern Region	Ms.	Tammi	Schreier	M&O, Regional Safety & Airport Security	2301 Peger Road	Fairbanks	AK	99709	tammi.schreier@alaska.gov
Government	DOT&PF, Northern Region	Ms.	Rose	Martell- greenblatt	D&ES/Right of Way	2301 Peger Road	Fairbanks	AK	99709	rose.martell-greenblatt@alaska.gov
Government	DOT&PF, Central Region	Mr.	Dale	Ruckman	M&O, Rural Airport Foreman	P.O. Box 920525	Unalaska	AK	99692	dale.ruckman@alaska.gov
Government	DOT&PF, Central Region	Mr.	Harold	Kremer	M&O, Rural Airport Foreman	Box 97	Cold Bay	AK	99571	Harold.kremer@alaska.gov
Government	DOT&PF, Central Region	Mr.	Norman	Heyano	M&O, Rural Airport Foreman	P.O. Box 250	Dillingham	AK	99576	norman.hevano@alaska.gov
Government	DOT&PF, Central Region	Mr.	Kyler	Hylton	M&O, Rural Airport Foreman	P.O. Box 65	King Salmon	AK	99613	kyler.hylton@alaska.gov
Government	DOT&PF, Central Region	Mr.	Kevin	Jones	M&O, Rural Airport Foreman	2336 Kachemak Dr.	Homer	AK	99603	kevin.jones@alaska.gov
Government	DOT&PF, Central Region	Mr.	Vince	Tutiakoff	M&O, Rural Airport Foreman	P.O. Box 1952	Adak	AK	99546	vincent.tutiakoff@alaska.gov
Government	DOT&PF, Northern Region	Mr.	Bob	Madden	M&O, Rural Airport Foreman	P.O. Box 1048	Nome	AK	99762	robert.madden@alaska.gov
Government	DOT&PF, Northern Region	Mr.	Rob	Mattson	M&O, Rural Airport Foreman	Box 598	Cordova	AK	99574	robert.mattson@alaska.gov
Government	DOT&PF, Northern Region	Mr.	Tim	Parault	M&O, Rural Airport Foreman	Pouch 340002	Prudhoe Bay	AK	99734	tim.parault@alaska.gov
Government	DOT&PF, Northern Region	Mr.	Calvin	Schaeffer	M&O, Rural Airport Foreman	P.O. Box 55	Kotzebue	AK	99752	calvin.schaeffer@alaska.gov
Government	DOT&PF, Northern Region	Mr.	Steve	Searles	M&O, Rural Airport Foreman	Box 507	Valdez	AK	99686	steve.searles@alaska.gov
Government	DOT&PF, SE Region	Mr.	Robert	Lekanof	M&O, Rural Airport Foreman	P.O. Box 186	Yakutat	AK	99689	robert.lekanof@alaska.gov

Activity	Organization	Pre-fix	First Name	Last Name	Title, Division	Address	City and State		Zip	Email
Government	DOT&PF, SE Region	Mr.	Dave	Luchinetti	M&O, Rural Airport Foreman	605 Airport Road	Sitka	AK	99835	dave.luchinetti@alaska.gov
Government	DOT&PF, Northern Region	Ms.	Penelope	Adler	Aviation Leasing, Northern Region Chief	2301 Peger Road	Fairbanks	AK	99709	penny.adler@alaska.gov
Government	DOT&PF, Central Region	Mr.	Carl	High	M&O, Supervisor	P.O. Box 1327	Soldotna	AK	99669	carl.high@alaska.gov
Government	DOT&PF, Central Region	Mr.	Troy	LaRue	M&O, Supervisor	P.O. Box 196900	Anchorage	AK	99519	troy.larue@alaska.gov
Government	DOT&PF, Northern Region	Mr.	Robert	Dunning	M&O, Supervisor	PO Box 507	Valdez	AK	99686	robert.dunning@alaska.gov
Government	DOT&PF, Northern Region	Mr.	Evan	Booth	M&O, Supervisor	PO Box 1048	Nome	AK	99762	evan.booth@alaska.gov
Government	DOT&PF, Northern Region	Mr.	Jeff	Russell	M&O, Supervisor	2301 Peger Road	Fairbanks	AK	99709	jeff.russell@alaska.gov
Government	DOT&PF, SE Region	Mr.	Gregory	Patz	M&O, Supervisor	P.O. Box 112506	Juneau	AK	99811	greg.patz@alaska.gov
Government	DOT&PF, Central Region	Mr.	Robert	Campbell	Regional Director	P.O. Box 196900	Anchorage	AK	99519	rob.campbell@alaska.gov
Government	DOT&PF, Northern Region	Mr.	Steve	Titus	Regional Director	2301 Peger Road	Fairbanks	AK	99709	steve.titus@alaska.gov
Government	DOT&PF, SE Region	Mr.	Al	Clough	Regional Director	P.O. Box 112506	Juneau	AK	99811	al.clough@alaska.gov
Government	DOT&PF Statewide Aviation	Ms.	Karen	Felts	Statewide Aviation, Alaska Aviation Safety Project	P.O. Box 196900	Anchorage	AK	99519	karen.felts@alaska.gov
Government	DOT&PF Statewide Aviation	Mr.	Nick	Mastrodicasa	Statewide Aviation, Digital Mapping Project Mgr	P.O. Box 196900	Anchorage	AK	99519	nick.mastrodicasa@alaska.gov
Government	DOT&PF Statewide Aviation	Ms.	Megan	Byrd	Statewide Aviation, Admin Assistant	P.O. Box 196900	Anchorage	AK	99519	megan.bvrd@alaska.gov
Government	DOT&PF Statewide Aviation	Mr.	Roger	Maggard	Statewide Aviation, Planning	P.O. Box 196900	Anchorage	AK	99519	roger.maggard@alaska.gov
Government	DOT&PF Statewide Aviation	Ms.	Linda	Bustamante	Statewide Aviation, Development Specialist	P.O. Box 196900	Anchorage	AK	99519	linda.bustamante@alaska.gov
Government	DOT&PF Statewide Aviation	Mr.	Richard	Sewell	Statewide Aviation, Planning	P.O. Box 196900	Anchorage	AK	99519	rich.sewell@alaska.gov
Government	DOT&PF Statewide Aviation	Ms.	Jessica	Della Croce	Statewide Aviation, Planning	P.O. Box 196900	Anchorage	AK	99519	jessica.dellacroce@alaska.gov
Government	FAA, Air Traffic Organization	Ms.	Diane	De Borde	System Support Specialist, AJ02-W2	1601 Lind Ave. SW	Renton	WA	98057	diane.deborde@faa.gov
Government	FAA, Air Traffic Organization	Mr.	Sam	Shrimpton	Specialist, Air Traffic, Airspace, & A/G Comm Requirements	1601 Lind Ave. SW	Renton	WA	98057	sam.shrimpton@faa.gov
Government	FAA, Air Traffic Organization	Mr.	Kevin	Nolan	Team Manager, System Support Group	1601 Lind Ave. SW	Renton	WA	98057	kevin.nolan@faa.gov
Government	FAA, Airports Division	Mr.	Jim	Lomen	Deputy Division Manager	222 W. 7th Ave., #14	Anchorage	AK	99513	Jim.Lomen@faa.gov
Government	FAA, Airports Division	Ms.	Pat	Oien	Planning	222 W. 7th Ave., #14	Anchorage	AK	99513	Pat.Oien@faa.gov
Government	FAA, Airports Division	Mr.	Mike	Edelmann	Planning	222 W. 7th Ave., #14	Anchorage	AK	99513	Mike.Edelmann@faa.gov
Government	FAA, Airports Division	Ms.	Katrina	Moss	Planning	222 W. 7th Ave., #14	Anchorage	AK	99513	katrina.moss@faa.gov
Government	FAA, ANC FPO	Mr.	Kyle	Christiansen	Sr. Airspace Evaluation Program Specialist	222 W. 7th Ave., #14	Anchorage	AK	99513	kyle.r.christiansen@faa.gov
Government	FAA, ATO WSA	Mr.	James (Kimo)	Villar	Requirements Specialist	1601 Lind Ave. S.W.	Renton	WA	98057	kimo.villar@faa.gov
Government	Lockheed Martin NISC	Mr.	Robert	Arrell	Air Traffic Control Specialist, Requirements Team	1601 Lind Ave. SW	Renton	WA	98057	Bob.CTR.Arrell@faa.gov
Government	U.S. Fish and Wildlife Service	Mr.	Leonard	Corin	Fisheries and Ecological Supervisor	1011 E. Tudor Rd.	Anchorage	AK	99503	leonard_corin@fws.gov
Military	US Air Force	Mr.	Rob	Peck	Representative to the FAA AK Region	N/A	JBER	AK	99508	robert.peck@us.af.mil
Military	US Army	Mr.	Dave	Meeker	Representative to the FAA AK Region	N/A	JBER	AK	99508	david.k.meeker@faa.gov
Municipal	Craig SPB	Mr.	Jon	Bolling	City Manager	PO Box 725	Craig	AK	99921	jbolling@aptalaska.net
Municipal	Delta Junction City Airport	Mr.	Mike	Tvenge	City Administrator	PO Box 229	Delta Junction	AK	99737	city@ci.delta-junction.ak.us

Activity	Organization	Pre-fix	First Name	Last Name	Title, Division	Address	City and State		Zip	Email
Municipal	Egegik Airport	Attn:	Airport	Management	City of Egegik	PO Box 189	Egegik	AK	99579	cityofegegik@starband.net
Municipal	Haines SPB	Mr.	Phil	Benner	Harbormaster	PO Box 1209	Haines	AK	99827	pbenner@haines.ak.us
Municipal	Homer Airport, Terminal Building	Mr.	Walt	Wrede	City Manager	491 E. Pioneer Avenue	Homer	AK	99603	terminalmanager@cityofhomer-ak.gov
Municipal	Juneau Int'l Airport	Ms.	Patricia	DeLaBruere	Airport Manager	1873 Shell Simmons Dr., Suite 200	Juneau	AK	99801	Patricia_deLaBruere@ci.juneau.ak.us
Municipal	Kenai Municipal Airport	Ms.	Mary	Bondurant	Airport Manager	305 North Willow, Suite 200	Kenai	AK	99611	mbondurant@ci.kenai.ak.us
Municipal	City of Kodiak Airports	Mr.	Mark	Kozak	Airport Manager	2410 Mill Bay Road	Kodiak	AK	99615	mkozak@city.kodiak.ak.us
Municipal	Merrill Field Airport	Mr.	Alex	Jumao-as	Assistant Airport Manager	800 Merrill Field Drive	Anchorage	AK	99501-4129	Jumao-asAB@ci.anchorage.ak.us
Municipal	Merrill Field Airport	Mr.	Paul	Bowers	Airport Manager	800 Merrill Field Drive	Anchorage	AK	99501-4129	bowerspd@muni.org
Municipal	Nenana Municipal Airport	Mr.	Jason	Mayrand	Mayor	BOX 70	Nenana	AK	99760	nenana1@nenana.net
Municipal	North Slope Borough Airports	Mr.	Tom	Nicolas	Airport Manager	PO Box 69	Barrow	AK	99723	president@akairports.org
Municipal	Palmer Municipal Airport	Mr.	Jon	Owen	Director of Public Safety	231 W. Evergreen Ave.	Palmer	AK	99645	jcowen@palmerpolice.com
Municipal	Pelican SPB	Mr.	David	Duffey	Harbormaster	PO Box 737	Pelican	AK	99832	cityhall@pelicancity.org
Municipal	Quinhagak Airport	Mr.	Henry	Mark	Airport Manager/ Tribal Administrator	PO Box 149	Quinhagak	AK	99655	hmark.nvk@gmail.com
Municipal	Seldovia SPB	Ms.	Layla	Pedersen	Harbormaster	Drawer B	Seldovia	AK	99663	harbormaster@cityofseldovia.com
Municipal	Sitka SPB	Mr.	Stan	Eliasan	Airport Manager	PO Box 79	Sitka	AK	99835	stan@cityofsitka.com
Municipal	Soldotna Airport	Mr.	Kyle	Kornelis	Airport Manager	177 North Birch Street	Soldotna	AK	99669	kkornelis@ci.soldotna.ak.us
Municipal	Arctic Village & Venetie Airports	Attn:	Airport	Management	Venetie Tribal Government	P.O. Box 81080	Venetie	AK	99781	venetietribal@yahoo.com
Municipal	Wasilla Municipal Airport	Mr.	Archie	Giddings	Public Works Director	290 E. Herning Ave	Wasilla	AK	99654	agiddings@ci.wasilla.ak.us
Municipal	Wrangell SPB	Mr.	Greg	Meissner	Harbormaster	PO Box 531	Wrangell	AK	99929	harbor@wrangell.com
State Airport	Ketchikan Int'l Airport	Mr.	Mike	Carney	Airport Manager	1000 Airport Terminal Way, Suite 10	Ketchikan	AK	99901	mcarney@kgbak.us
State Airport	Ketchikan Int'l Airport	Mr.	Jeff	Langkau	Fire Chief	1000 Airport Terminal Way, Suite 10	Ketchikan	AK	99901	jeff@kgbak.us
State Airport	Fairbanks Int'l Airport	Mr.	Jesse	VanderZanden	Airport Manager	6450 Airport Way, Suite 1	Fairbanks	AK	99709	jesse.vanderzanden@alaska.gov
State Airport	Fairbanks Int'l Airport	Ms.	Melissa	Osborn	Director of Operations	6450 Airport Way, Suite 1	Fairbanks	AK	99709	melissa.osborn@alaska.gov
State Airport	Ted Stevens Anchorage Int'l Airport	Mr.	John	Parrott	Airport Manager	P.O. Box 196960	Anchorage	AK	99519	john.parrott@alaska.gov
State Airport	Ted Stevens Anchorage Int'l Airport	Ms.	Teri	Lindseth	Planning	P.O. Box 196960	Anchorage	AK	99519	teri.lindseth@alaska.gov
State Airport	Lake Hood	Mr.	Tim	Coons	Airport Manager	P.O. Box 196960	Anchorage	AK	99519	tim.coons@alaska.gov
State Airport	Ted Stevens Anchorage Int'l Airport	Mr.	John	Johansen	Engineer	P. O. Box 196960	Anchorage	AK	99519	john.johansen@alaska.gov
Special Interest	Missionary Aviation Repair Center	Attn:	Airport	Users	Pilots	P.O. Box 511	Soldotna	AK	99669	marc@marcalaska.org
Special Interest	Christian Pilots Association of Alaska	Mr.	Danny	Davidson	President	12145 Avion St.	Anchorage	AK	99516	davidson@alaska.net
Special Interest	Native Village of Kwigillingok	Mr.	Andrew	Kinunya	Tribal Administrator	P.O. Box 49	Kwigillingok	AK	99622	kwktribal@yahoo.com
Special Interest	Alaska Inter-Tribal Council	Ms.	Delice	Calcote	Office Manager	1569 Bragraw St., Suite 102	Anchorage	AK	99508	aic.dcalocote@gmail.com
Special Interest	Tanana Chiefs Conference	Mr.	Jerry	Isaac	President	122 First Avenue, Suite 600	Fairbanks	AK	99701	jerry.isaac@tananachiefs.org
Special Interest	Alaska Tribal Transportation Workgroup	Ms.	Julianne	Baltar	President	PO Box 792	Dillingham	AK	99576	chair@attwg.org

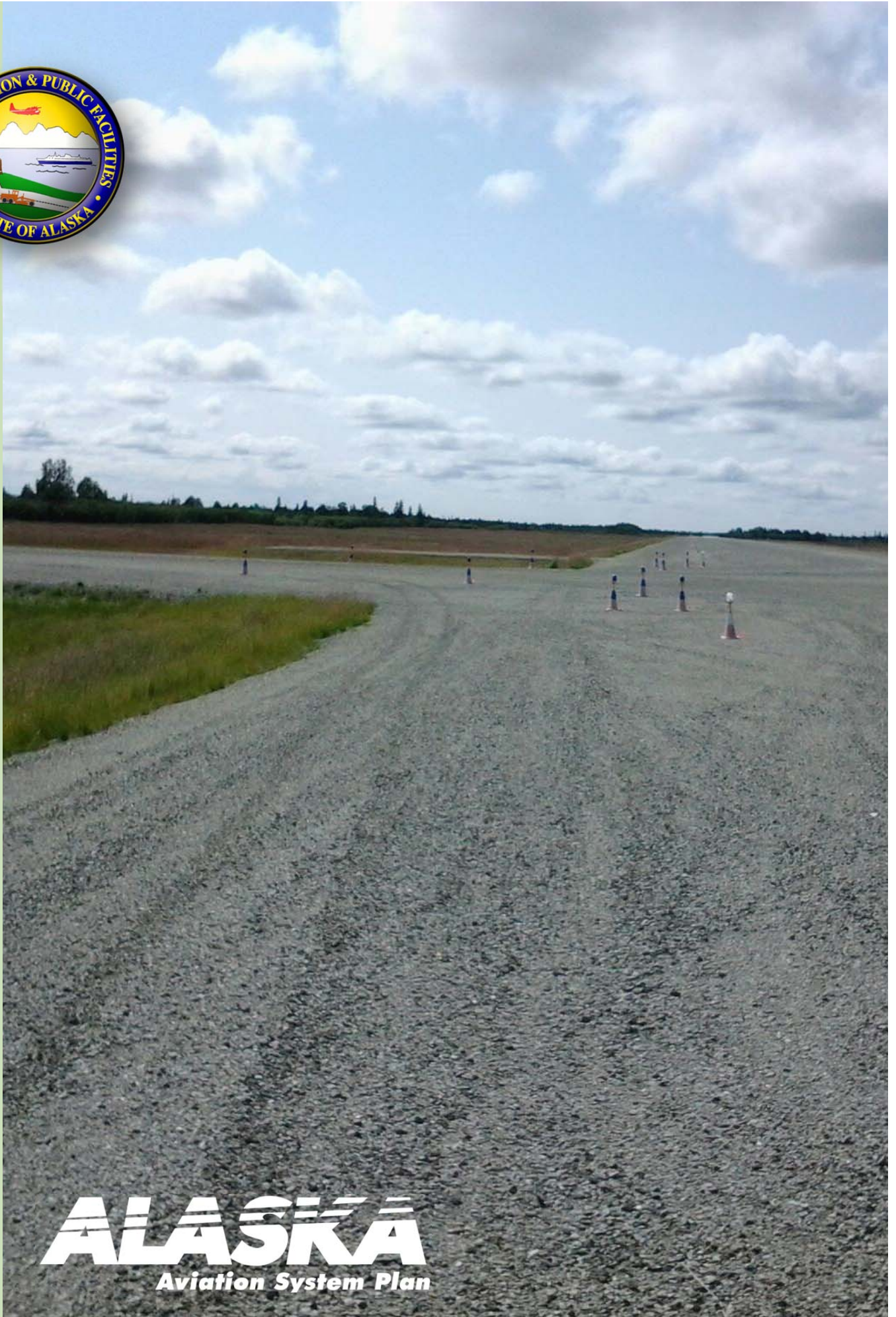
Activity	Organization	Pre-fix	First Name	Last Name	Title, Division	Address	City and State		Zip	Email
Special Interest	Alaska Region Bureau of Indian Affairs	Mr.	Stuart	Hartford	Transportation Director	3601 C. Street, Suite 1100	Anchorage	AK	99503	stuart.hartford@bia.gov
Special Interest	Alaska Federation of Natives	Ms.	Julie	Kitka	President	1577 C. Street, Suite 300	Anchorage	AK	99501	AFNInfo@nativefederation.org
Special Interest	Intertribal Transportation Association	Mr.	Howard	Mermelstein	Primary Representative	PO Box 61147	Fairbanks	AK	99706	hmermelstein@hotmail.com
Special Interest	Alaska Tribal Technical Assistance Center	Mr.	Byron	Bluehorse	Program Manager	PO Box 756720	Fairbanks	AK	99775	bdbluehorse@alaska.edu
Special Interest	Institute of the North	Mr.	Nils	Andreassen	Executive Director	1675 C St. Suite 106	Anchorage	AK	99501	nandreassen@institutenorth.org
Special Interest	National Business Center	Mr.	Harry	Kieling	Alaska Regional Director	4700 BLM Road	Anchorage	AK	99507	harry_kieling@nbc.gov
Special Interest	National Weather Service	Mr.	Carven	Scott	Acting MIC	6930 Sand Lake Road	Anchorage	AK	99502	carven.scott@noaa.gov
Special Interest	National Weather Service	Mr.	Jeff	Osiensky	Deputy Chief	222 West 7th Avenue No. 23	Anchorage	AK	99513	jeffrey.osiensky@noaa.gov
Special Interest	USPS	Mr.	Robert	Lochmann	Transportation Manager	4141 Postmark Drive	Anchorage	AK	99530 -9731	robert.e.lochmann@usps.gov
Special Interest	USPS	Mr.	Joe	McDonald	Network Operations Specialist	4141 Postmark Drive	Anchorage	AK	99530 -9731	joefjr.mcdonald@usps.gov
Special Interest	Lake and Peninsula Borough	Mr.	Nathan	Hill	Borough Manager	P.O. Box 495	King Salmon	AK	99613	manager@lakeandpen.com

ARDOR – Alaska Regional Development Organization
 AIAS – Alaska International Airport System
 M&O – Maintenance and Operations
 D&ES – Design and Engineering Services

APPENDIX B

Other States' Survey Responses

State	Types of Public Outreach	Internal Document Processing	Public Outreach Management	Most Effective Public Outreach	Least Effective Public Outreach	Public Outreach Marketing Methods	Handling Negative Comments	Lessons Learned
Florida	Continuing Florida System Planning Process (CFASPP) includes meetings, subcommittees, and a website: www.cfaspp.com ; FDOT website: www.dot.state.fl.us/aviation	Internal office server; SharePoint Site; Florida Aviation Database; monthly task team teleconference	CFASPP Program is managed by Aviation Office staff and supported by a consultant. The Florida Aviation Database is managed by a consultant with supervision of aviation office staff; other outreach efforts specific to projects are typically managed by consultants.	CFASPP	Survey	Linking websites to popular sites such as myflorida.com	Comments are typically provided via email; responses are handled through coordinating with PIO and PM.	Social Media has not been an effective tool for the FDOT Aviation Office.
Illinois	Project websites: www.illinoisairportsmeanbusiness.com	Email or SharePoint Site	Typically, a consultant will create the project website. Then, when the project contract is complete, the Aviation Office will manage the project website.	Project website and pamphlets	No response	Email and USPS Mail (pamphlets)	No response	There is an IT component to consider when a consultant sets up and manages a website and transfers the site to the Aviation Office once the contract is done.
North Carolina	Newsletters, meetings, workshops, conferences, websites	Email, SharePoint Site, Internal office server	Typically, a consultant will create the project website. Then, when the project contract is complete, the Aviation Office will manage the project website.	Personal conversations via phone or in person	Website	Announcements at events	Comments are typically provided via email; responses are handled through coordinating with PIO and PM.	Social Media is becoming more popular, but has not been explored.
Ohio	Stakeholder (Public and Project Advisory Committee) meetings; project website; press releases; email blasts; Twitter	Email and phone	Typically, a consultant will create the project website, the Aviation Office approves and monitors all outreach efforts	Stakeholder (Public and Project Advisory Committee) meetings; project website; press releases; email blasts	Twitter	Email blasts, highlighting the online questionnaires at all public meetings, press releases	All comments are forwarded to our consultant team where a response is prepared. ODOT approves or modifies the response and forwards it to the person who submitted the comment or question	There are a variety of stakeholder groups interested in aviation
Minnesota	Listening posts; Technical Advisory Committees; project website; email blasts; surveys	Email and project website	Staff manages public outreach efforts	Presentations with Q&A at local organizations	The comment box on the project website	Presentations	The comment box mentioned previously was on a webpage within the MnDOT site. We didn't get any negative comments. We got a few "rants" about unrelated topics, to which we did not respond.	We did not use social media for the SASP project (although we do have availability on Facebook and Twitter now, we did not at the time we were working on the SASP).



ALASKA

Aviation System Plan