



Phase III

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Public Involvement Plan

FINAL

January 2021

Prepared for:

**Alaska Department of Transportation & Public Facilities
Statewide Aviation**

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Public Involvement Plan

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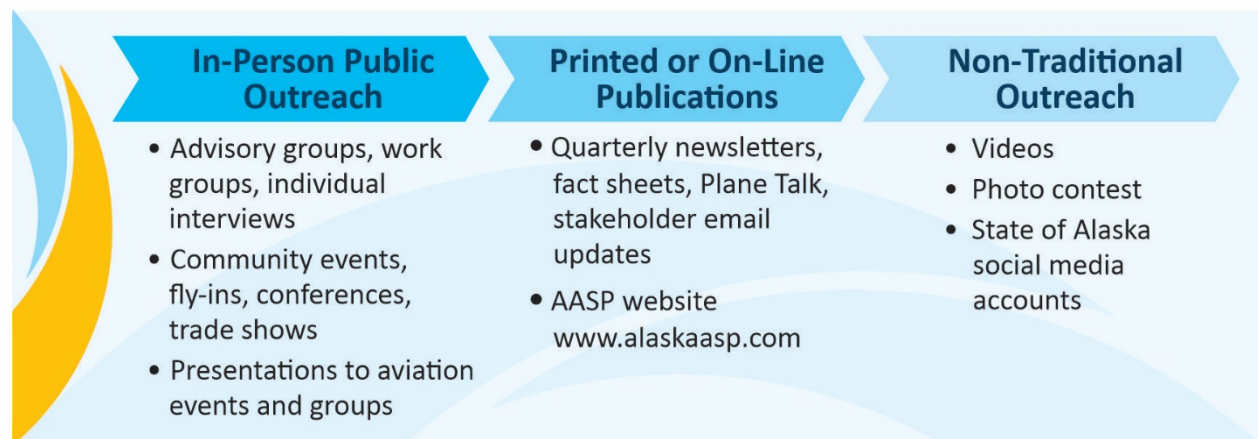
Appendix 2 AASP 2014 Public Involvement Plan

Public Involvement Plan

I. Project Overview

The Alaska Department of Transportation and Public Facilities (DOT&PF) is updating the Continuing Alaska Aviation System Plan (AASP) in accordance with FAA System Planning Advisory Circular (AC) 150/5070-7. The AASP was initiated in 2008 with Phase I concluding in 2013. Phase I primarily focused on goals, measures, classifications, forecasts, inventory and the creation of a centralized aviation database. Phase II kicked off in 2013 and ran through 2019. Major accomplishments of Phase II include internal and external website enhancements, creation of a Capital Improvement & Maintenance Program (CIMP), digitization of the Airport Project Evaluation Board (APEB) process, establishment of several industry workgroups, and adoption of digital performance measures. Phase III is anticipated to run from 2020 through 2025 and will update the inventory, implement recommendations from prior years, improve the website and data search technology, analyze new data, conduct special studies, and make recommendations for improving the Alaska aviation system. The process needs dynamic public involvement to ensure that the analysis and final recommendations best meet the needs and safety of all stakeholders.

The AASP provides airport system planning for the largest single aviation system in North America, where 82% of Alaska communities are located off the contiguous road system and a significant portion of the stakeholders depend on air travel for basic needs and services. These factors, combined with a vast landscape and unique population groupings, result in a large, diverse group of stakeholders. Keeping this stakeholder group engaged in a continual system planning process spanning many years is a challenge. In order to achieve the goal of active public participation in this expansive project, the public involvement process must be as innovative and diverse as the population it serves. Phases I and II accomplished excellent results through traditional and non-traditional outreach strategies. The Phase III Public Involvement Plan (PIP) will build on current successes, existing workgroups, advisory committees, and outreach strategies, with the addition of new approaches to reinvigorate the existing participants and reach out to new groups.



The PIP for AASP Phase III incorporates the experience of previous phases, guidance from FAA, best practices published by Transportation Research Board of the National Academies (TRB), and recent studies on virtual channels for public participation to reach, engage, capture, and report on stakeholder involvement.

Public Involvement Plan

II. Purpose of the Public Involvement Plan

The people of Alaska depend on aviation for access to the national transportation system, health care, education, goods, and services. Alaska businesses rely on our aviation system to enable them to operate safely and successfully and to be able to expand. It is the mission of the State of Alaska DOT&PF to “Keep Alaska Moving through service and infrastructure.” The AASP is a critical planning tool for achieving this mission, and DOT&PF is committed to open dialog with the public. This PIP will serve as a “flight plan” to guide robust, inclusive, and relevant stakeholder engagement.

One goal of the public outreach for this third phase of the AASP is to ensure the products are more accessible and relevant to more users. The PIP team believes that the users of the AASP are the best source of information on how to make meaningful improvements and that non-users of the plan are the best source of ideas to make the plan pertinent and useful to a broader range of individuals and groups.

The PIP provides for documentation of the public engagement process. This serves several purposes:

- ▶ Facilitates an open and transparent process
- ▶ Encourages dialog between stakeholders
- ▶ Documents the diversity of priorities and needs
- ▶ Identifies issues for future infrastructure projects
- ▶ Assesses effectiveness of different outreach strategies
- ▶ Informs a dynamic process to update PIP strategies throughout the process

The documentation process for the PIP is detailed in Section VI – Evaluation of Efforts.

III. Public Involvement Plan (PIP) Team Members

The public involvement effort for an area one-fifth the size of the Lower 48 states is monumental. Aviation is extremely important throughout Alaska, and while the stakeholders vary greatly in why aviation matters to them, what type of aircraft they fly, and the size of airport they utilize most frequently, there is common ground in the desire to improve safety and infrastructure. The goal of the PIP is to provide tools that allow all stakeholders a voice in the planning process.

In order to reach the broadest possible number of stakeholders, the PIP Technical Advisory Team will consist of members that bring expertise in the field of public involvement, communications, and aviation. The PIP Technical Advisory Team will be responsible for developing outreach efforts, providing advice on strategies, implementing programs and developing communication products. This team will rely on the advice, expertise, and physical location of the broader team of planners and engineers within DOT&PF to assist with outreach. The PIP Technical Advisory Team will strategize with the planning leads in all three regions to identify opportunities and attendance at as many public meetings as practical.

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Public Involvement Plan Technical Advisory Team

1. Consultant (PDC, A RESPEC Company)
2. Regional Program Development / Aviation Planners
3. Statewide Aviation Development Specialist
4. DOT&PF Public Involvement Specialists (PIOs)

The Public Involvement Management Team is responsible for oversight of the PIP process to ensure State and FAA guidelines are followed and project budget is allocated appropriately.

Public Involvement Plan Management Team

1. DOT&PF AASP Project Manager
2. PDC, A RESPEC Company Project Manager
3. PDC, A RESPEC Company Assistant Project Manager
4. DOT&PF Planning Chief

IV. Identification of Stakeholders

The PIP team will start with the current Key Stakeholder Contact List (Appendix A) from AASP Phase II and add new contacts as they are identified or engaged through proactive outreach.

Past records and interviews with DOT&PF planners will identify groups on the existing list that have not actively engaged in the process in recent years and any additional groups or individuals that should be invited. The PIP team will reach out to these groups, particularly tribal governments, other local sponsor airport managers, and aviation consultants, to ask how we might better reach their colleagues.

Aviation consultants working on projects in the State of Alaska constitute a user group that is not only actively utilizing the data gathered by the system plan, but also a highly knowledgeable group that can make significant contributions to the betterment of the plan. The PIP team will reach out to this group early in the process in hope of soliciting constructive criticism and new ideas to make the reports and database more user-friendly and meaningful to all.

The public AASP website review will include exploration of ideas and technologies that might further engage the public and allow new participants to be included in stakeholder groups. The project team will continually provide website updates and explore other technologies to engage the public and streamline access.

The PIP team understands that not every stakeholder shares the same level of interest or commitment to the continuous planning effort. Participation opportunities will be tailored to the various interest levels, encouraging broader participation with the goal of inclusivity at any level of interest.

Public Involvement Plan

Initial research has identified several possible groups that may have been underrepresented or uninformed during past phases:

- ▶ Non-state-owned airports: municipal or local-sponsor airports
- ▶ Other agencies: Alaska Department of Natural Resources (DNR), U.S. Forest Service (USFS), Bureau of Land Management (BLM), Alaska State Parks
- ▶ Commercial drone users
- ▶ Tribal governments
- ▶ Aviation-dependent businesses: commercial and charter fishing, eco-tourism, etc.
- ▶ Aviation consultants
- ▶ Aviation interest groups: AOPA, Alaska Airmen's Association, Alaska Aviation Safety Foundation
- ▶ Regional transportation advisory boards
- ▶ Military

Key Stakeholder Groups from Phases I & II that continue to play a crucial role:

- ▶ DOT&PF Internal Advisory Group
- ▶ Aviation Advisory Board
- ▶ FAA
- ▶ DOT&PF staff

V. Outreach Techniques

Phase III of the AASP is planned as a five-year project with numerous sub-tasks and focus areas. To effectively maintain the highest level of stakeholder engagement, the PIP needs to be flexible and dynamic. DOT&PF will monitor the PIP process, the success of stakeholder engagement methods and modify the plan as appropriate to reach the target audience. Every effort will be made to provide information in alternative formats and/or languages by request. A list of outreach events will be available on the public AASP website: <http://www.alaskaasp.com>.

Public safety is the highest priority. The State of Alaska's and DOT&PF's specific guidance for COVID-19 mitigation shall be followed for all meeting and public events. Current guidance is posted and updated at <http://www.dot.state.ak.us/covid19info/wop/>. This public involvement plan will remain flexible and compliant as new guidance and direction is given by the State Emergency Operations Center, the Governor's Office, and the Department of Health and Social Services. Initially, all meetings and events shall be held virtually.

Advisory Stakeholder Committees/Workgroups

Existing committees include the AASP DOT&PF Internal Advisory Group, AASP Oversight Committee, Public Involvement Technical Advisory Team, Aviation Advisory Board, and FAA. Scheduled meetings occur with these groups, and they play a crucial role in the development and implementation of the planning efforts. Additional technical committees or groups may be formed for specific tasks; for example, the Aviation Advisory Board has contributed significantly in Phases I & II and will continue their work in Phase III. Additional studies/reports relied on the expertise of the following workgroups: Aviation Weather, Adopt

Public Involvement Plan

an Airport, Improving Approaches, and Rural Rates and Fees Working Group. Phase III intends to utilize these existing groups and form new focus groups as special studies are identified and included in the scope of the project. These groups typically meet several times a year to review progress, provide comments, and suggest work scope. In addition to the significant role these groups play in final reviews and decision-making through in person or video conferences, they will:

- ▶ Act as a sounding board for ideas and concepts
- ▶ Provide a forum for creative problem solving
- ▶ Help balance regional, industry, community, and agency views
- ▶ Provide perspective on differing viewpoints
- ▶ Work productively with DOT&PF project staff and community members, even when experiences and opinions may differ

Each group will be no larger than 5–10 members to keep conversations focused and allow everyone to be heard. Proposed Teams, Committees and Workgroups are outlined in Appendix 1. Additional groups will be added as needed.

Individual Stakeholder Briefings/Interviews

Throughout the process, it will be necessary to gather specific information on different aspects of aviation; thankfully, many of the best subject matter experts are already found on our existing stakeholder list. Formal or informal surveys and interviews will be used to integrate this expertise into reports and documents.

Pilot Focus

To reach out to the end users of the Alaska aviation system, the team will utilize their presence at fly-ins, conferences and trade shows with specific comment cards for pilots to articulate their ideas on the website and how it could be more useful to pilots. When practical, displays will include computer terminals to allow exploration of the website and hands-on learning.

PIP Press Kits

The PDC consultant team, in coordination with DOT&PF, will develop region-specific press kits that include talking points, informational handouts, posters, videos, brochures, and other AASP information as appropriate. The contents of the press kits will be stocked and updated throughout Phase III. Individual DOT&PF regional planners will assist in developing the list of contents for the kits and may require different kits for different venues: for example, a small, lightweight bundle for easy transport to meetings in rural villages vs. larger kits with displays, posters, maps, and heavier components for events on the road system and at larger venues. These press kits enable DOT&PF planners and engineers to assist in the public outreach process at meetings and events they are attending for other aviation projects. This effort increases the number of communities and individuals contacted with consistent information in an extremely cost-effective manner.

Public Involvement Plan

Community Events/Fly-Ins/Conferences/Trade Shows

The PIP team will build on the list of tradeshows, conferences, and public events developed in Phase II and attend events when feasible or provide PIP Press Kits so that DOT&PF employees already attending may easily share information about the system plan.

To determine a list of events, the PIP team will reach out to the regional planning sections for suggestions and prioritize those events with the most attendance in each region. Larger events may warrant yearly attendance. The team will strive to provide a presence at each of the events in the state at least once during the planning timeline.

List of Events from Phase II

- ▶ Alaska Air Carriers Association Convention
- ▶ Great Alaska Aviation Gathering
- ▶ Kenai Air Show
- ▶ Valdez Air Show
- ▶ Mat-Su Borough Transportation Fair
- ▶ Anchorage Transportation Fair
- ▶ Southeast Conference
- ▶ Southwest Alaska Municipal conference
- ▶ Aviation Appreciation Day – Fairbanks

With numerous event cancellations occurring due to COVID-19, the PIP team will defer updating the anticipated Phase III events list until 2021 when more guidance is available on holding public gatherings.

Airport Pop-Up Discussions

The best place to find everyday users of our airports is at an airport itself. The team believes that a significant sector of airport users may not attend formalized airport events, and therefore, the best way to reach them is to show up at an airport. The vision is for these pop-up discussions to occur later in the timeline and focus on gathering information and ideas to inform the next phase of the AASP. A small group of project staff will visit a general aviation airport and engage in one-on-one conversations with individual users. These discussions are not intended to reach a large audience but will provide detailed interaction and perspectives on the system.

Tribal Government Outreach

Consultation with tribal governments will guide the approach to more meaningful inclusivity of these important stakeholders. The team anticipates that relevant outreach may differ by region or village and is committed to listening to local representatives in order to craft specific programs that will best engage these users who often depend on aviation to access basic necessities.

Public Involvement Plan

Business-Based Outreach

The project team will work with regional planners to identify non-aviation companies that utilize the aviation system to conduct their everyday business. The team will then reach out to these businesses individually or through surveys to gather input on the system and how improvements or additional data might help grow commerce across the state and in specific locations.

AASP Newsletter

The project team will publish an online quarterly newsletter containing information and updates on the AASP, plans, reports, and database (internal website) upgrades. The newsletter target audience includes all stakeholder groups and any other interested individuals. The newsletter itself will be generally engaging and informative while also including specifics and technical information. Distribution methods include email, website, and printed copies for distribution at events and meetings.

Photo Contest

The PIP team envisions a photo contest highlighted in the AASP newsletter to attract both DOT&PF employees and aviation enthusiasts across the state. In addition to drawing a larger audience to the newsletter and the AASP in general, the newsletter will direct readers to the AASP website to view additional photos. The process intends to attract more viewers to the newsletter and the website with a goal of increasing readership and ultimately expanding participation in the planning process.

Plane Talk Newsletter

DOT&PF's Division of Statewide Aviation (SWA) periodically publishes a newsletter to which the AASP team may contribute articles. This is a cost-effective way to reach the aviation community, and the PIP team goal is to have an article published in each issue.

Fact Sheets

Prior phases of the AASP received positive feedback from stakeholders on the use of fact sheets. These publications summarize statistics, graphically demonstrate data points, and/or briefly outline aviation programs and issues derived from longer studies or reports that the reader may refer to for more in-depth information. The goal is to present important issues in a digestible format that enables stakeholders to quickly gain a basic understanding of key elements that impact the Alaska aviation system. Fact sheets published in Phases I & II include:

- ▶ 2019 FAA Aviation Fact Sheet
- ▶ 2017 Backcountry Airstrips of Alaska
- ▶ 2014 Aviation Lifeline – Counting the Cost
- ▶ 2012 Aviation – Alaska's Lifeline
- ▶ 2010 Impacts of Rising Airport Commodity Prices
- ▶ 2010 Rural Airport Deferred Maintenance Fact Sheet
- ▶ 2010 Cost of Federal Regulatory Requirements
- ▶ 2010 What is the Alaska Aviation System Plan?

Public Involvement Plan

Phase III will continue to publish new and updated fact sheets throughout the project. Stakeholders shall be consulted on ideas for new subject matter and to help identify needed updates. Fact sheets are published on the AASP public website and printed for distribution at public events and meetings.

Video Production

Phase I of the AASP created two informative videos: *2012 Aviation – Alaska’s Lifeline* and *2014 Aviation Lifeline – Counting the Costs*. Both videos were well received, and stakeholders have expressed interest in additional videos in Phase III. Additional stakeholders’ input will be solicited and new videos developed.

Postcards, Newsletters, and Other Hard Copy Mailings

Printing and mailing hard copy material can be costly and time-consuming but may be the preferred formal tool for documenting outreach to state and federal agencies or rural communities where internet access is limited. The PIP team will monitor the response of groups, regions, and individual communities to determine if and when it is most appropriate to utilize mailings or post flyers in rural communities.

Website

The AASP public website and internal website are the primary repositories of information gathered in the process. The PIP team will work collaboratively to update the websites for greater appeal and dissemination to a larger audience. Survey results, public meetings, and interviews throughout the project life will enable the PIP team to constantly evaluate the usability and effectiveness of the website. Information gathered will be used to make periodic updates and add new functionality enabling the website to remain fresh and relevant. The PIP team believes consistently adding new information and relevant data keeps users coming back to the website and attracts new users. The website is a critical component of the plan and the most transparent and efficient way to distribute the extensive amount of data compiled by the planning process. For these reasons, maintaining an up-to-date and interesting website will remain a primary focus throughout the project.

Web Surveys

Engaging and gathering input from individuals once they are drawn to the website will be accomplished by continually running brief online surveys. Recent research has postulated that people are more apt to take a quick survey than to email comments to the project manager. Surveys may contain an option for comments but engaging the reader with a few multiple-choice questions first is thought to garner higher response levels and more AASP targeted comments.

Stakeholder Email Updates

This email group will receive progress updates, participation requests, notifications of public events, opportunities to review documents and other communications intended to inform and engage. The PIP team recognizes the value of email contacts and the importance of not overusing this resource. Email communication shall be carefully vetted, relevant, and infrequent. The PIP team understands that an overabundance of emails may cause recipients to disengage; therefore, the minimum goal is to email notification of quarterly newsletters, and the maximum goal is a monthly email update.

Public Involvement Plan

State of Alaska Social Media Accounts

DOT&PF Public Information Officers (PIOs) maintain several social media accounts. The PIP team will provide updates on milestones, new publications, and public events to the appropriate staff for dissemination on social media.

Newspaper Articles, Local Radio and Television Programs

The PIP Team, working with regional PIOs and planners, will develop key messages, talking points, and project highlights and then coordinate with DOT&PF PIOs to utilize availability of live local radio programs or local newspapers. Later in the project we will develop video presentations and make those available to rural community public television stations.

VI. Evaluation of Efforts

The project team shall track the PIP effort and document activities and responses throughout the project. A map format will be utilized to track in-person meetings, events, and air shows, ensuring geographic diversity and guiding the team to areas of the state where stakeholder involvement is lacking.

Results and deliverables of outreach activities including, but not limited to, surveys, meetings, comments from public events, and summaries of presentations will be documented and included as an appendix to the PIP as a PIP Engagement Report.

The PIP Engagement Report shall be reviewed yearly by the PIP Team and used to make improvements and ensure a continually responsive and dynamic process. Stakeholder comments and survey results pertaining specifically to outreach efforts will be documented and included as an appendix to inform future phases.

APPENDIX 1

AASP Phase III Advisory Groups, Teams, and Committees

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Proposed Teams, Committees and Workgroups

AASP Oversight Committee

1. DOT&PF AASP Project Manager
2. DOT&PF Aviation Operations Manager
3. DOT&PF Planning Chief
4. Aviation Advisory Board Chair

Consultant Team

5. PDC, A RESPEC Company Project Manager
6. PDC, A RESPEC Company Asst. Project Manager
7. Panther International Website Project Manager

Public Involvement Plan Management Team

The PI management team is responsible for oversight of the PIP to ensure state and FAA guidelines are followed and project budget is allocated appropriately.

1. DOT&PF AASP Project Manager
2. DOT&PF Planning Chief
3. PDC, A RESPEC Company Project Manager
4. PDC, A RESPEC Company Asst. Project Manager

Public Involvement Plan Technical Advisory Team

1. DOT&PF Regional Program Development /
Regional Aviation Planners
2. DOT&PF Statewide Aviation
Development Specialist
3. DOT&PF Public Information Officers
4. Consultant (PDC, A RESPEC Company)

AASP Internal Advisory Group

There should be a primary and an alternate for each position. It shall be the responsibility of the primary to copy "cc" the alternate on papers and progress so there is always someone ready to step up. Members will be selected from all the regions to ensure broad representation.

This is a 5-year process; consistency is crucial.

1. DOT&PF Commissioners
2. DOT&PF M&O Specialist
3. DOT&PF M&O Superintendent
4. DOT&PF Aviation Planner
5. DOT&PF Environmental Analyst
6. DOT&PF State Equipment Fleet Specialist
7. DOT&PF Statewide Facilities Specialist
8. DOT&PF AIP Manager
9. DOT&PF UAS Coordinator
10. DOT&PF Aviation Design Engineer
11. DOT&PF PFAS Coordinator
12. DOT&PF Leasing Chief
13. DOT&PF Airport Security Specialist

AASP External Aviation Advisory Group

1. Municipal Airport Manager
2. Local Sponsor Airport Manager
3. Airline/Air Cargo/AACA
4. AOPA
5. Alaska Airman's Association
6. Tourism
7. North Slope Borough
8. Fishing Industry (Cargo)
9. Bypass Mail Representative
10. Other

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APPENDIX 2

AASP 2014 Public Involvement Plan

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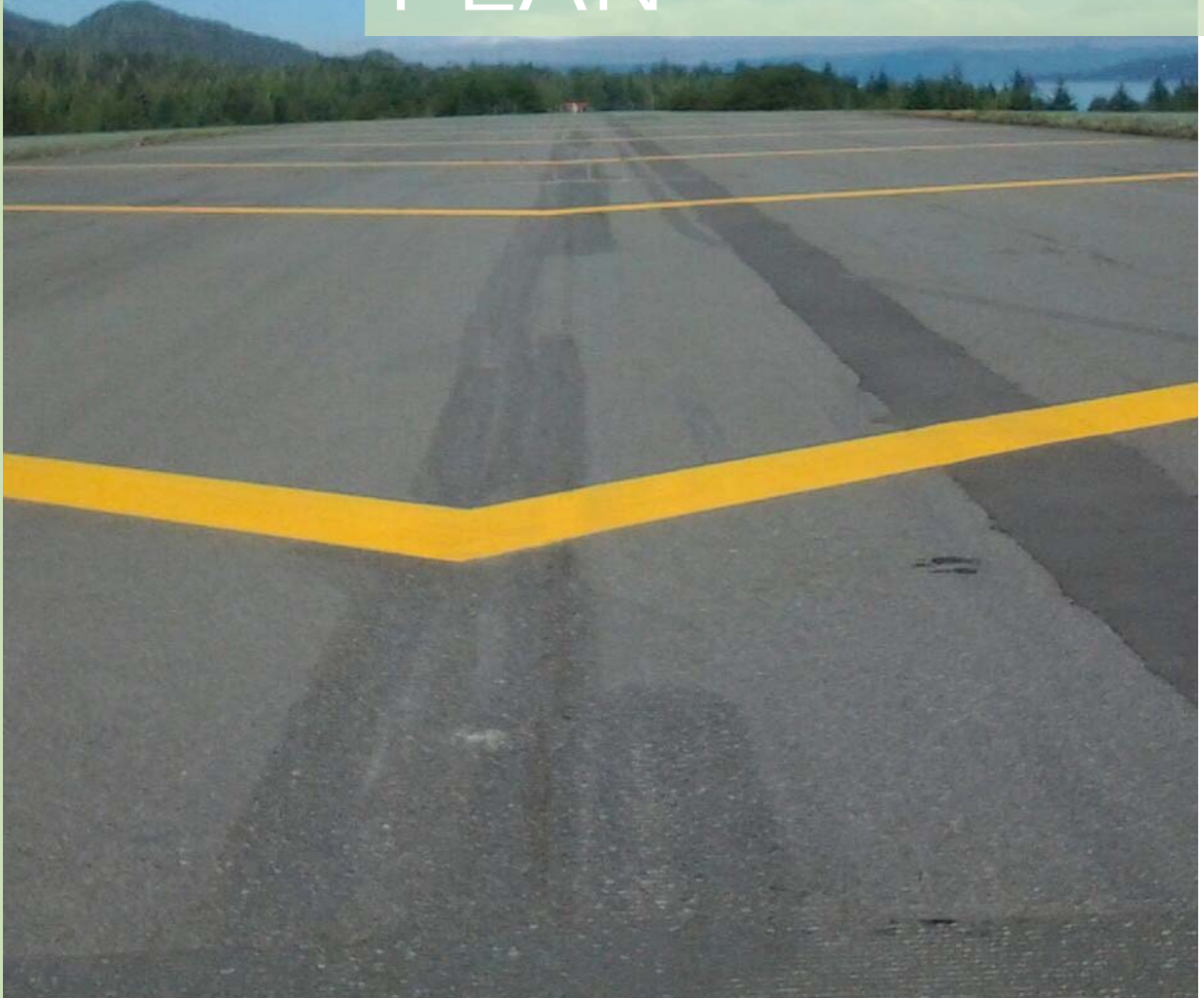
ALASKA

Aviation System Plan



PUBLIC INVOLVEMENT PLAN

2014



ALASKA AVIATION SYSTEM PLAN
PUBLIC INVOLVEMENT PLAN

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APPENDICES

Appendix A.....	Key Stakeholders Contact List
Appendix B.....	Other States' Survey Responses

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

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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, CIMP, 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.

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APPENDIX B

Other States' Survey Responses

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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.cfasp.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).



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