



City of Palmer Palmer Airport Master Plan Update

Public Involvement Plan

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Introduction

The City of Palmer (City) wishes to update the Palmer Airport Master Plan (AMP) for the Palmer Municipal Airport (Airport). This Public Involvement Plan (PIP) was developed in collaboration with HDL, Anne Brooks and Associates and the City of Palmer, and is a key component of the master planning process.

The airport is one of the City's key assets and serves general, government, and commercial aviation activities. The primary Runway 16-34 was built in the 1970s and designed to support heavy aircraft. Its pavement is at the end of its service life and needs to be rehabilitated. In 2007, the crosswind Runway 9-27 was strengthened and its lighting system improved to support a Global Positioning System (GPS) instrument approach. The City maintains over 3 million square feet of pavement at the airport. Between 2003 and 2006, aviation activity at the Airport declined from 17,206 annual flights to 13,183 annual flights. Increased activity from larger aircraft calls requires a new look at the airport to update flight forecasts; appropriate design aircraft; and the project needs associated with both.

Purpose

The purpose of this Public Involvement Plan (PIP) is to set forth strategies for communicating with the public, other interested parties, and regulatory and permitting agencies about the project. It defines the tools, timing, and strategies for obtaining public and agency input. The plan presents a range of strategies that may be used during the course of project scoping and development. The project team will use this document to guide the process of conducting public and agency outreach for the project.



Figure 1. Palmer Airport Aerial

Project Team	Name	Title	Address	Contact Information
City of Palmer: Owner	Tom Healy	Palmer Public Works Director	231 W. Evergreen Ave, Palmer, AK 99645	(907) 745-3400 thealy@palmerak.org
	Jeff Combs	Palmer Airport Manager		(907) 761-1334 jjcombs@palmerak.org
FAA	Leslie Grey	Lead Environmental Program Manager	222 West 7th Ave #14, Anchorage, AK 99513	(907) 271-5453 leslie.grey@faa.gov
	Mike Edelmann	Planner / Project Manager		(907) 271-5026 mike.edelmann@faa.gov
Hattenburg Dilley & Linnell (HDL): Prime Consultant	Scott Hattenburg, P.E.	Project Manager	202 W. Elmwood Ave, Suite 1, Palmer, AK 99645	(907) 564-2120 shattenburg@hdlalaska.com
	Heather Campfield, B.A.	Environmental Lead		(907) 564-2120 hcampfield@hdlalask.com
Brooks & Associates (BA): Public Involvement Sub-consultant	Anne Brooks, P.E.	Public Participation Coordinator	1704 Rogers Park Court Anchorage, AK 99508-4070	(907) 272-1877 anne.brooksalaska@gmail.com
	Camden Yehle	Public Participation Associate		(907) 272-1877 camden.brooksalaska@gmail.com
Homestead Graphics (Web Design, Graphic Support)	Jan Hazen	Graphics Coordinator	9401 Homestead Trail, Anchorage, AK 99507	(907) 344-0410 homesteadgraphics@gmail.com
Sheinberg Associates	Barbara Sheinberg	Land Use	2401 N. Franklin St, Suite 1, Juneau, AK 99801	(907) 586-3141 barbara@sheinbergassociates.com
Northern Economics	Michael Fisher	Financial Analysis	880 H St, Suite 210 Anchorage, AK 99501	(907) 274-5600 michael.fisher@norecon.com
Lundeby Consulting	David Lundeby	Operations, Maintenance, and Leasing Analysis	3850 Doroshin Avenue Anchorage, AK 99516	907-317-6837 lundebyconsulting@gmail.com
Schilling Commercial	Paul Schilling	Revenue Enhancement	730 I St, Suite 101, Anchorage, AK 99501	(907) 561-7326 paul@schillingak.com
CRC	Mike Yarborough	Senior Archaeologist	3504 E. 67 th Ave, Anchorage, AK 99507	(907) 349-3445 mry@crcalaska.com

Goals

- Provide timely and accurate information to the public regarding the project through a variety of means, such as public meetings, advertisements, email, telephone, written correspondence, and social media. In addition, make public meeting materials available on the project website prior to meetings.
- Acknowledge comments and concerns in the format received and provide feedback on how the input influenced project decisions.
- Share information in a transparent way so that members of the public become familiar with the issues and the team's response to them.
- Clearly state how, when, and where people can be involved in project decision-making.
- Clearly outline the project development process.
- Seek out and engage applicable federal, state, and local government entities in project development.

Identifying Stakeholders

Creating and maintaining a project mailing list is an integral part of identifying stakeholders and obtaining public participation. Project mailings will typically be sent to stakeholders using a U.S. Postal Service "All Box Holders" mailing label to the Palmer zip code 99645 (approximately 7,356 residents and businesses).

Additionally, materials will be sent to the following key stakeholders. Others will be identified and added to outreach lists as the project develops.

General Public

- Palmer residents
- Area aircraft owners
- Area licensed pilots
- Airport leaseholders and tiedown holders
- Alaska Airmen's Association
- Business owners
- Property owners
- Residential and businesses tenants adjacent to airport
- Aircraft Owners and Pilots Association (AOPA)
- Transportation/cargo providers
- Alaska Fuel Haulers
- Bush Air Cargo

Local Government Entities

- City of Palmer Airport Advisory Commission (AAC)
- Mat-Su Borough Aviation Advisory Board (AAB)
- Area legislators and elected officials
- City of Palmer Board of Economic Development
- City of Palmer Department of Public Safety
- City of Palmer Planning and Zoning Commission
- City of Palmer Department of Community Development
- Mat-Su Borough School District

State Agencies

- Alaska Aviation Advisory Board

- Alaska Department of Environmental Conservation
- Alaska Department of Fish and Game
- Alaska Department of Natural Resources/State Parks-State Historic Preservation Officer
- Alaska Department of Transportation and Public Facilities
- Alaska Division of Forestry
- Alaska State Troopers
- State Agencies

Federal Agencies

- Federal Aviation Administration
- National Marine Fisheries Service
- National Park Service
- Transportation Security Administration and Department of Homeland Security
- U.S. Army Corps of Engineers/Regulatory
- U.S. Bureau of Land Management, Branch of Energy Minerals in Alaska
- U.S. Coast Guard
- U.S. Department of Homeland Security
- U.S. Department of Interior, Bureau of Land Management
- U.S. Fish and Wildlife Service
- U.S. Geological Survey Energy Resources Program
- U.S. Natural Resources Conservation Service

Tribal Entities

- Chickaloon Native Village
- Knik Tribal Council

FAA

- Airports District Office
- Air Traffic Organization
- Regional Technical Operations
- District Office
- Regional Flight Standards
- Runway Safety Office
- Flight Procedures Office
- Engineering Services
- Flight Service Station

Media

- Anchorage Daily News
- Mat-Su Valley Frontiersman
- Mat-Su Edition

Utilities

- Alaska Communications System (ACS)
- ENSTAR Natural Gas Company (ENSTAR)
- GCI Telecommunications (phone, cable) (GCI)
- Matanuska Electric Association (MEA)

Hotels

- Alaska Choice Inn Motel

- Eagle Hotel
- Peak Inn
- Pioneer Motel
- Valley Hotel
- Valley View Colony Inn

Other

- Greater Palmer Chamber of Commerce

Anticipated Issues

Table 1 summarizes potential issues that may arise during the development of the AMP and outlines the approach to addressing the issue.

Table 1 – Potential Public Participation Issues

Issue	Public Involvement Approach
Noise	Develop noise contour map per FAA standards and display on the website and at public meetings for education and feedback.
Classifying the airport to a B-II from a B-III	Develop an FAA-approved forecast and design aircraft and present to the public how this affects development.
Need for more commercial lease lots and commercial apron	Quantify future tenants and their needs.
Helicopter operations	Quantify future helicopter operations in the forecast and noise contour map. Present to the public
Need for additional public facilities at airport including public restrooms	Public comments will be used to gauge public support for this.
Runway 16-34 Object Free Area (ROFA)	Eight hundred (800) feet of Palmer Golf Course fence is inside of the ROFA. Moving the fence would effectively close the golf course. Evaluate frangible fence systems and present to the FAA and public for approval.
Increase awareness of the project development process and why the airport master plan must be updated	Airport master plan updates are required by FAA as a condition of receiving federal funding for airport improvements. Explain need for updated ALP, forecast and design aircraft.
Wind	Consider hangars and wind shelters in the alternatives analysis. Public comments will be used to gauge public support.
Land Use	Analyze zoning changes needed to resolve conflicts with noise, airspace protection and non-compatible uses.

Agency Scoping Methods

Various regulatory agencies will be consulted during project development to determine issues and concerns, and give feedback on project alternatives to be addressed through environmental documentation.

Public Involvement Tools

Table 2 lists the tools to be used to reach the project stakeholders.

Table 2 – Public Participation Tools

Tool	Description
Chronological list of scoping and public involvement activities	Provide a comprehensive list of activities undertaken to deliver information and seek input from the public.
Comment and response summary	Provide a comprehensive list of issues brought forth by stakeholders and track their resolution during project development.
Facebook	Create Facebook page and target Facebook users by zip code and/or demographic to advertise public meetings. Direct official comments to the website and public meetings
Public Meetings	Provide three open-house style meetings that allow the opportunity to share information regarding the current status of the project, explain any developments or changes, and receive feedback.
Government-to-Government Consultation	Assist FAA with consultation with two nearby tribal entities: Chickaloon Native Village and Knik Tribal Council.
Small group meetings and briefings	Set up informal meetings to discuss issues related to a specific group, i.e., airport leaseholders, aircraft owners, adjacent businesses, residents, etc.
Informational factsheets, newsletters and postcards	Prepare and distribute to provide project background, give notice of public involvement opportunities. Delivered at meetings, via postal mailing list, email and website.
Interactive GIS Map	Using Google Earth, the team may develop a system to allow internet users to tie comments to a particular location by placing their comments on a map. This tool would be available on the project website.
Interviews	Conduct personal interviews with the AAC, airport leaseholders, and the aircraft operators that use the Palmer Airport or provide oversight on airport activities. The list may include: State of Alaska Division of Forestry, Mat-Su Borough, the Alaska Department of Natural Resources, and resource agencies.
Mailing and email lists	To allow the project team to inform interested entities, regulatory and environmental agencies, and the public about the project.
Present the project to groups that meet regularly	Provide briefings at regularly scheduled meetings of organizations in the area, such as the City AAC, Mat-Su Borough Aviation Advisory Board and the Palmer City Council.
Routine communications	Regular communications via telephone, email, and U.S. mail will be responded to in-kind according to established protocols in the Project Communications section of this PIP. All project communications will be archived for project records. Project email address: comments.brooksalaska@gmail.com

Tool	Description
Comment/response summary	Archive and log a comment response summary to ensure completeness of project communications.
Surveys	Conduct surveys of interested groups as determined by the City of Palmer, surveys could go to groups such as airport lessees, Greater Palmer Chamber of Commerce, Mat-Su Borough Planning Department, FAA Flight Service Station, local realtors, City of Palmer Planning and Zoning Commission, residents and businesses located adjacent to the airport, the downtown business district, and the local aviation community.
Website	Develop, maintain and update a website for contract duration. Post all project documents, project background, photos, schedule, and contact information.

Website

A website will be developed for the project (www.palmerairport.com) and it will be hosted at <http://www.brooks-alaska.com/PalmerAMP> with a link to the City of Palmer website. The site will be developed using the City of Palmer website template. The content will include:

- Home/Project Overview
- Schedule
- Public Involvement
- Documents
- Contact Us

Meetings

Three public meetings are planned at the time of this PIP development:

- Scoping
- Alternatives Analysis
- Proposed Development, (see Table 3).

Table 3 – Public Involvement Meeting Schedule

Public Involvement Event/Date	Purpose of Event/Agenda Items
Public Meeting #1, August 14, 2014	Public and agency scoping kick-off
Mat-Su Transportation Fair October 2014	Continue public scoping and awareness building
Public Meeting #2, January 2015	Public discussion of alternatives
Public Meeting #3, April 2015	Public discussion of proposed development

Public meetings will be held in an open house format. Informal meetings will be held with City and government officials, and other stakeholders as dictated by project needs. Meeting notes will be prepared that document all meetings for project records and will be posted on the project website. The records will indicate attendance, meeting materials, and outreach as well as written comments and a summary of oral comments.

Regularly-scheduled community meetings offer additional opportunities to present the project. Table 4 lists reoccurring monthly community meetings and is useful for participating in existing meetings and for avoiding conflicting days and times with other locally planned events.

Table 4 – Area Events Calendar

Week	Monday	Tuesday	Wednesday	Thursday
1st	MSB Planning Commission	MSB Assembly	MSB Platting Board	
2nd		Palmer City Council		
3rd	MSB Planning Commission	MSB Assembly	MSB Platting Board Palmer Planning and Zoning Board	
4th		Palmer City Council		City of Palmer Airport Advisory Commission
Last			MSB Transportation Advisory Board	

Other scheduling considerations include the Alaska State Fair, which is August 21 to September 1, 2014; and the Palmer Board of Economic Development that meets quarterly on Mondays.

Mailing List

A postal mailing list and an email list will be developed for the project. The postal mailing list will allow the project team to sort by location, business, or interested parties. Where possible, the list will be carrier-route certified to reduce costs when preparing bulk mailings. The initial list includes the local, state, and federal agencies listed above, property owners, businesses, and others as determined by HDL, BA and the City. The list will be updated throughout the project.

The initial list of agency contacts for local, state, and federal entities included in this PIP was compiled based on their special interests in the project, or their jurisdiction over resources within or near the project area.

The proposed public mailing list boundary for the project is shown in Figure 2. Because of the project’s regional effect, the mailing list zip code used will be 99645, which includes approximately 7,356 mailboxes for residents and businesses. The mailing area is shown in blue.

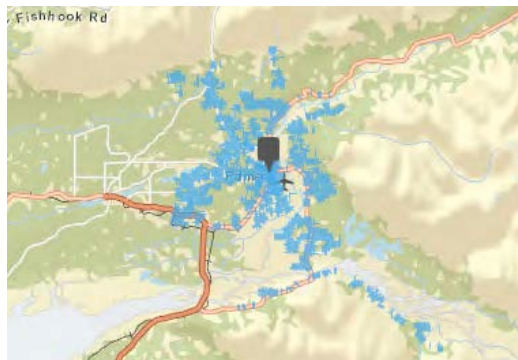


Figure 2. Proposed Mailing List Boundary

Project Communications

This section outlines the protocols for the project including contacts with the client, public, project team, media, press, elected officials, sub-consultants, and local, state, and federal agencies.

Media Communications

Regular media communication will keep the public informed throughout each phase of the project to encourage continued input during all project phases. The single point of contact for all external media communications is Jeff Combs, Palmer Airport Manager. Media communications will include telephone and in-person interviews.

Communications with the FAA

Jeff Combs, Palmer Airport Manager with the City of Palmer and Scott Hattenburg, P.E., the HDL Project Manager, will review all communication with the FAA. The City of Palmer shall initiate communications (primarily email and phone) with the FAA. The project team will work closely with the FAA throughout the AMP.

Translation and Interpretation

The need for translation and/or interpretation will be evaluated with the assistance of the Chickaloon Native Village Traditional Council.

Telephone Communications

All public involvement telephone communications will be documented with copies distributed to the Airport Manager, the HDL Project Manager, and the Public Involvement Coordinator. Copies can be provided to other interested team members as appropriate. The original record of the telephone communication shall be located in the HDL files. The Airport Manager will document all agency telephone communications with copies distributed to the HDL project manager, BA and other team members.

Electronic Communications

All public involvement electronic communications will be saved as PDF files with copies distributed to the Airport Manager, the HDL Project Manager, and the Public Involvement Coordinator. Copies can be provided to other interested team members as appropriate. The original record of the electronic communications shall be located in the HDL files. The Airport Manager will document all agency electronic communications with copies distributed to the HDL project manager, BA and other team members.

Communicating with the Public

Following the protocols indicated above, we would respond promptly and in-kind to all communication from the public. For instance, if we receive a comment via email, we will respond by email. If we receive a letter, we will respond by letter.

Documentation of Public Involvement

The Public Involvement Coordinator will be responsible for maintaining all public involvement documentation. The documents will be retained in their original form and filed as PDFs. Copies will be provided to the Airport Manager and/or HDL upon request.

Plan Evaluation

Public dialogue is very important to the success of the project. The goals to inform, educate, solicit, and respond to input must be monitored to ensure that an appropriate level of input is being received, that we are answering the public's questions, and that we are resolving issues and conflicts. The City of Palmer, HDL, and BA and will monitor the public participation effectiveness and revise the plan if necessary.

Record Keeping

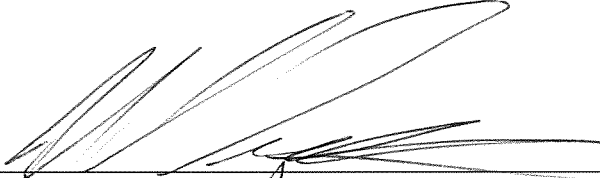
Throughout the project, all incoming and outgoing communications with the public and other project stakeholders will be filed electronically. The documents are coded to indicate how they were received. For example, an email from John Smith on Sept. 23, 2014, would receive a "20140923emSmith" file name. For consistency, the Airport Manager will use the same document coding for all incoming and outgoing agency communications. For all newsletters or postcard mailers, a snapshot of the ever-changing mailing list will be saved with the newsletter file. For each project mailing, we will track how many newsletters, flyers or surveys were mailed or distributed, and how many calls, surveys or comment sheets were returned in the period following the mailing or distribution. The website will feature a counter to track the number of hits (the number of times the site has been accessed).

The Public Involvement Coordinator will discuss the public involvement activities with the Airport Manager and HDL Project Managers, and select other tools for involving the public if the feedback is considered insufficient.

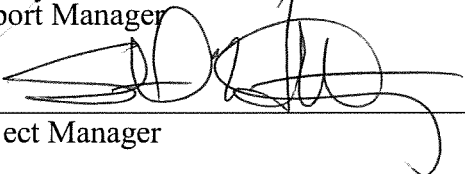
Effective Communication

One method for evaluating the PIP's effectiveness will be through our conversations with the public, agencies and potentially affected interests. If our plan is effective, we will see these indicators during the process: 1) we will not have to answer the same questions repeatedly — the public is getting the information and understanding the process; 2) we will receive a new level of input — the public will feel an issue is resolved and move on to another; 3) meetings and input will become less contentious; and 4) groups polarized on either side of the fence will begin to work through issues among themselves and offer suggestions.

Approval



Airport Manager



Project Manager