Ted Stevens Anchorage International Airport
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Ted Stevens Anchorage International Airport

2014 MASTER PLAN UPDATE

APPENDIX B - COMMUNICATIONS PLAN

FINAL
DECEMBER 2014

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DOWL HKM
RIM Architects
ATAC

Photo credit: Vanessa Bauman

TED STEVENS ANCHORAGE INTERNATIONAL AIRPORT MASTER PLAN UPDATE

APPENDIX B COMMUNICATIONS PLAN

December 2014

FINAL

Prepared for:
Ted Stevens Anchorage International Airport
State of Alaska Department of Transportation & Public Facilities

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PREFACE

The Ted Stevens Anchorage International Airport (Airport) Master Plan Update (Master Plan Update) provides Airport management and the Alaska Department of Transportation & Public Facilities (DOT&PF) with a strategy to develop the Ted Stevens Anchorage International Airport. The intent of the Master Plan Update is to provide guidance that will enable Airport management to strategically position the Airport for the future by maximizing operational efficiency and business effectiveness, as well as by maximizing property availability for aeronautical development through efficient planning. While long-term development is considered in master planning efforts, the typical planning horizon for the Master Plan Update is 20 years.

The Federal Aviation Administration provides guidance for Master Plan development in *FAA Advisory Circular 150 / 5070-6B, Airport Master Plans*. Although not required, the Advisory Circular strongly recommends airports prepare a Master Plan. Funding for the Master Plan Update is provided primarily by the Federal Aviation Administration through an Airport Improvement Program grant.

A comprehensive Master Plan Update was last prepared in 2002 and a partial update was undertaken between 2006 and 2008. This Master Plan Update was initiated in June 2012 and concluded in December 2014. The DOT&PF entered into a contract with the firm RS&H to lead this effort. The Master Plan Update included a robust public and stakeholder involvement program.

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Appendix B - Communications Plan

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Acronyms and Abbreviations

AACC	Anchorage Airport Communications Committee
Airport	Ted Stevens Anchorage International Airport
Coastal Trail	Tony Knowles Coastal Trail
DOT&PF	Alaska Department of Transportation and Public Facilities
FAA	Federal Aviation Administration
Master Plan Update	Ted Stevens Anchorage International Airport Master Plan Update
MOA	Municipality of Anchorage
NEPA	National Environmental Policy Act

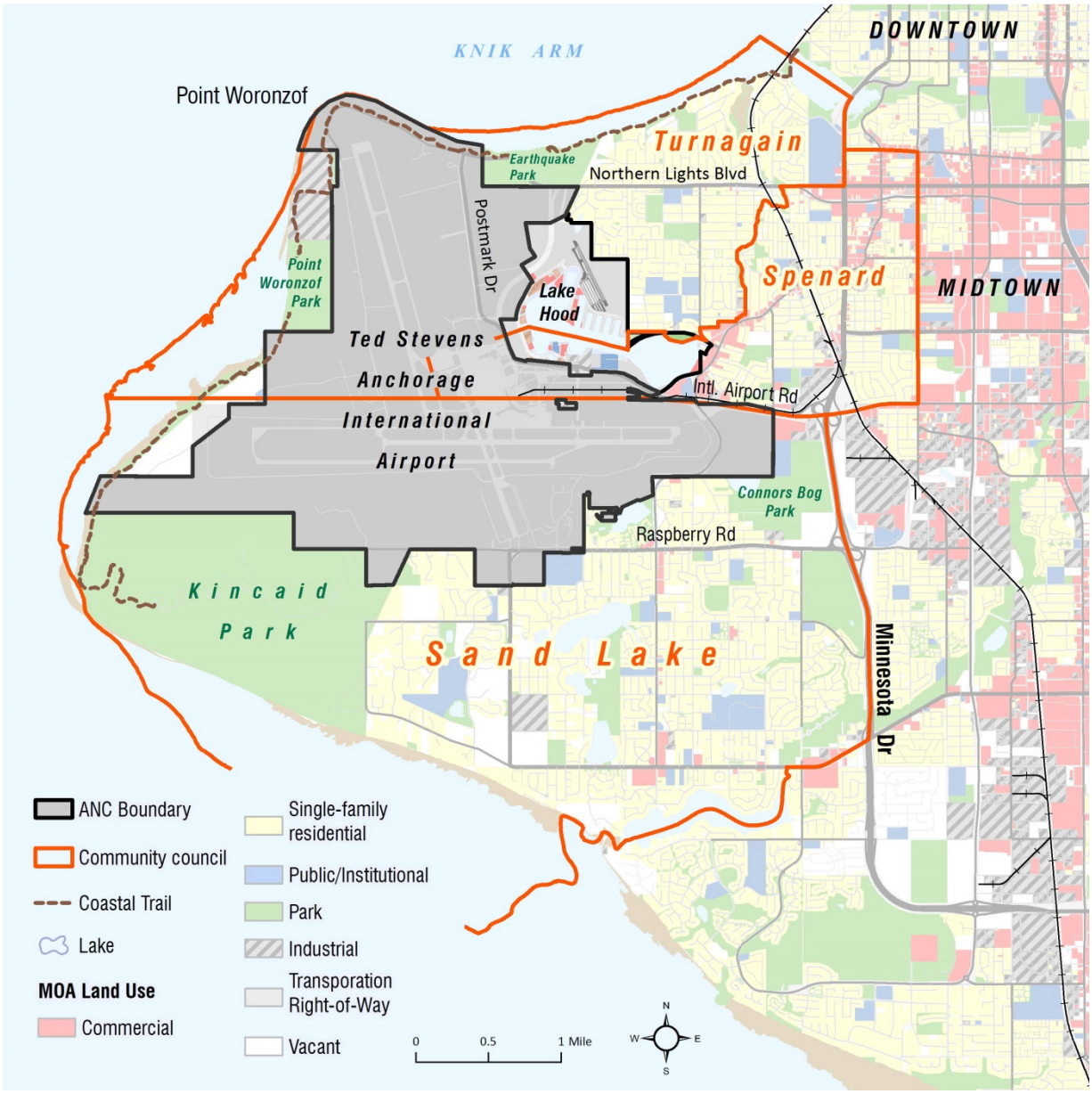
SECTION 1
INTRODUCTION

Ted Stevens Anchorage International Airport

The Ted Stevens Anchorage International Airport (Airport) is among the most unique airports in the United States, serving as a vital transportation link to Alaska and as a vital cargo link between Asia and North America. The largest airport in the state, the Airport supports one in ten jobs in the Anchorage area and is an economic driver in Southcentral Alaska. The Airport ranks fifth in the world for landed cargo weight, handling over 5 million tons each year. Moreover, Alaska's limited ground transportation infrastructure makes air transport of the utmost importance to Alaska residents and visitors alike. The Airport serves almost 5 million passengers each year. Another unique element of the Airport is that it is home to Lake Hood, the world's largest and busiest seaplane base. The Airport is operated by the Alaska Department of Transportation and Public Facilities (DOT&PF).

Located in west Anchorage, the Airport is situated in close proximity to residential neighborhoods (Turnagain, Spenard, and Sand Lake), Downtown and Midtown, and popular recreational lands within the Municipality of Anchorage (MOA). The Airport is surrounded by Knik Arm to the north and west. It is adjacent to several MOA-owned parks including Kincaid, Point Woronzof, and Earthquake parks. The MOA-maintained Tony Knowles Coastal Trail (Coastal Trail) is a popular multi-use trail in the Airport area that traverses Airport- and MOA-owned land **(Figure 1)**.

Figure 1
Airport Vicinity Map



Source: *MOA Land Use 2010.*

SECTION 2
TED STEVENS ANCHORAGE INTERNATIONAL AIRPORT CONTACT INFORMATION

Airport Addresses:

Physical Address, South Terminal:
5000 West International Airport Road
Anchorage, AK 99502

Physical Address, North Terminal:
4600 Postmark Drive
Anchorage, AK 99502

Mailing Address:
Ted Stevens Anchorage International Airport
PO Box 196960
Anchorage, AK 99519-6960

Airport Web Addresses:

Main website:
http://www.dot.state.ak.us/anc/

Contact us / Comment link:
http://www.dot.state.ak.us/anc/commentForm.shtml

Airport Staff Contact Information:
http://www.dot.state.ak.us/anc/about/contact.shtml

Frequently Asked Questions:
Available at http://www.dot.state.ak.us/anc/

Airport Telephone Contacts:

Airport Information Line:
(907) 266-2526

Airport Communication Center (Available 24 Hours):
(907) 266-2411

Online Public Notice and GovDelivery:

Sign up for an automatic email list serve to receive information about the Airport:

GovDelivery: https://public.govdelivery.com/accounts/AKDOT/subscriber/new?

State of Alaska Online Public
Notice: http://aws.state.ak.us/OnlinePublicNotices/

Airtimes Airport Newsletter (Quarterly):

Available online and distributed via GovDelivery:
http://www.dot.state.ak.us/anc/business/communityRelations/newsletters.shtml

SECTION 3
TED STEVENS ANCHORAGE INTERNATIONAL AIRPORT COMMUNICATIONS PLAN

3.1 AIRPORT COMMUNICATIONS PHILOSOPHY

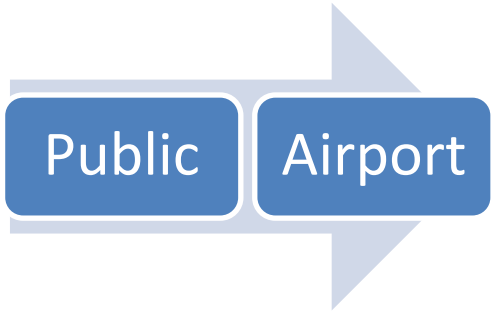
Communications Plan Mission: Inform, consult, and involve

The Airport believes it has the responsibility to communicate information about both its operations and events that are of interest to travelers, Anchorage and State of Alaska residents, and other interested parties.

Leadership at the Airport is committed to maintaining lines of communication through press releases, online notifications, in-person meetings, and other methods informing interested parties about Airport events and actions that have an effect on their lives and livelihoods.

The Airport works with numerous community and government organizations on a regular basis and strives to maintain a transparent and positive relationship with businesses, neighborhoods, government officials, interest groups, and other interested parties. The Communications Plan documents the Airport's mission with regard to communicating with businesses, neighborhoods, government officials, interest groups, and other interested parties, and establishes guidelines for effective two-way communication between the entitees. The Airport will adhere to the Communications Plan to the greatest practical degree and encourages businesses, neighborhoods, government officials, interest groups, and other interested parties to adhere to the Communications Plan to the greatest practical degree.

3.2 PUBLIC COMMUNICATIONS TO AIRPORT

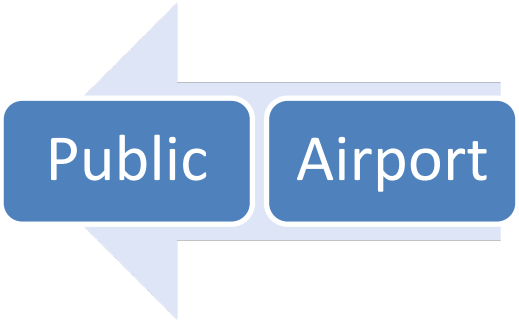


The Airport has established lines of communication designed to allow the public access to information about the Airport and the Airport to respond to reasonable inquiries that relate to Airport operations and development in a timely fashion.

The Airport asks that individuals and organizations with an interest in the Airport, or that have an inquiry or comment, use one or more of the following communications guidelines:

- Utilize published methods for communicating with the Airport (see contact list in **Section 2**)
- Participate in the Municipality of Anchorage Community Council process (information about Community Councils is available at www.communitycouncils.org)
- Sign up for GovDelivery to receive regular communications from the Airport by visiting the following website: https://public.govdelivery.com/accounts/AKDOT/subscriber/new?
- Submit comments, complaints, and questions through recognized and established means and methods such as the online comment form
- Comply with published guidelines and timelines for comments

3.3 AIRPORT COMMUNICATION TO THE PUBLIC



3.3.1 REQUIRED COMMUNICATION

The Airport will use these guidelines to communicate with the following offices, or for the following required processes:

- **U.S. Congressional Delegation** - The Airport will respond to requests for meetings and/or information as requested.
- **State of Alaska Legislature** - The Airport will respond to requests for meetings and/or information as requested.
- **Municipality of Anchorage Mayor's Office** - The Airport will respond to requests for meeting and/or information as requested.
- **Municipality of Anchorage Assembly** - The Airport will respond to requests for meetings and/or information as requested.

- **National Environmental Policy Act (NEPA)** - Specific Project Public meetings, as outlined, to meet Federal Aviation Administration (FAA) requirements for funding:
-
    - The Airport will present project scope, schedule, and budget
    - The Airport will take public comments as required
    - The Airport will follow up as requested

3.3.2 PUBLIC NOTICE

The Airport is responsible for complying with laws and regulations that establish the basic means for providing notice for all projects and public meetings. Any Airport-related event that requires public notice pursuant to statutes or regulations will be published a minimum of 7 days in advance, with a goal of 10–14 days in advance. Public meetings will require:

- Publication on the State of Alaska Online Public Notice System
- Publication on GovDelivery
- Posting in the Airport's main office

The Airport will comply with any changes in public notice regulations that may occur in the future.

With regard to leases and permits for Airport land, terminal space, and concessions, Alaska Administrative Code, Title 17 Chapter 42, regulates public notice. Approved Airport lease applications are noticed through:

- Publication on the State of Alaska Online Public Notice System
- Publication in the *Anchorage Daily News*
- Posting in three public locations at the Airport

The content of any public notice for leases is also regulated and, at a minimum, require notice of the applicant name, location of the lease, term length, and lease rate. Depending on the purpose of the lease (new, renewing, or making a material change) the notice either is to invite public competition or is for informational purposes only. These are regulated requirements that are subject to change when regulations are periodically updated. The Airport also requests that applicants with Airport-approved land leases inform affected Airport-adjacent Community Councils of their anticipated development.

3.3.3 REGULAR COMMUNICATION WITH ORGANIZATIONS

The Airport regularly participates in meetings held by community organizations, aviation groups, and other entities.

To facilitate its regular meeting schedule, the Airport publishes a monthly *Update to the Community* distributed via GovDelivery. This document shares information about Airport news, events, and noteworthy operations activity. The public can view the monthly *Update to the Community* on the Airport's website (http://www.dot.state.ak.us/anc/about/community.shtml) or sign up for GovDelivery to receive the monthly updates.

The Airport will communicate with the following organizations using these guidelines:

Sand Lake, Spenard and Turnagain Community Councils

A representative of the Airport will attend monthly meetings of the Sand Lake, Spenard, and Turnagain community councils as these communities are directly adjacent to the Airport.

The Airport will:

- Send monthly *Update to the Community* reasonably in advance of the Council's meeting and post an update on the Airport's main webpage that will include a list of all public lease applications on Airport property
- Provide Airport-sponsored project updates as requested by the Community Councils or as desired by the Airport
- Answer questions at Community Council meetings, including questions asked from the floor (individual inquiries should be addressed at the same forum where asked)
- Take comments from Community Council meeting attendees
- Follow-up with Community Councils as requested

The Community Councils will:

- Schedule the Airport update on the monthly Community Council meeting agenda at a consistent time
- Schedule all additional Airport-related agenda items as close as possible to the monthly update such that Airport-related matters can be addressed uniformly
- Include the monthly Airport *Update to the Community* with distribution of the agenda
- Circulate Airport responses and follow up to questions posed during Community Council meetings to membership
- Encourage all persons interested in Airport issues to sign up for GovDelivery
- Communicate the Community Council's visions, goals, and underlying philosophies to the Airport

Note: The Airport will respond to requests for meetings and / or information from other area Community Councils on a case-by-case basis.

Lake Hood Users Group

The Airport will meet with the Lake Hood Users Group semi-annually, or more often as needed, to address specific issues.

The Airport will:

- Discuss Lake Hood issues with the User Group
- Recommend actions to appropriate Airport staff
- Follow up with information as needed

The Lake Hood User Group will:

- Provide feedback to the Airport
- Communicate meeting topics to the Airport

The Anchorage International Airport Stakeholder Group

The Airport meets quarterly with the Stakeholder Group, a group of business, community, industry, and aviation interested parties. Meetings are organized by the Airport.

The Airport will:

- Discuss Airport-related matters with the Stakeholder Group
- Take Stakeholder Group comments
- Answer questions from Stakeholder Group participants
- Follow-up with the Stakeholder Group with pertinent information as necessary

The Airport Stakeholder Group will:

- Provide feedback to the Airport and its representatives
- Communicate matters for discussion at meetings to the Airport and its representatives

Anchorage Airport Communications Committee (AACC)

After adoption of the Ted Stevens Anchorage International Airport Master Plan Update (Master Plan Update), including this Communications Plan, the AACC will have completed its mission and will no longer meet.

Other Interest Groups

The Airport will respond to communications requests from other interest groups on a case-by-case basis. Examples of other interest groups that may seek communications from the Airport include:

- Homeowner associations
- Freight Advisory Committee
- Lake Hood Pilots Association
- Others

3.3.4 COMMUNICATION REGARDING AIRPORT SPECIAL PROJECTS, MANAGED BY CONTRACTORS

The Airport participates in various required or voluntary studies and planning processes.

The following are special projects that are subject to FAA regulations regarding Public Participation (Chapter 4) and NEPA and are managed by contractors who also collect public input and conduct communications follow-up directly:

- Part 150 Noise Study
- Plans (i.e., Anchorage Airport Master Plan Updates, Lake Hood Master Plan Updates)

In the case where such special projects are being managed by contractors, the Airport will work with those contractors to follow these public comment guidelines.

- The Airport will communicate how public comments can be submitted to the Airport in a timely manner consistent with established regulations, guidelines, and deadlines.

The Airport will make public comments and responses it receives reasonably accessible and available.

Information regarding the *Annual Airport Construction Plan* will be published as it is available in the Airport's monthly *Update to the Community*.

3.3.5 AIRPORT RESPONSE TO PUBLIC QUESTIONS/COMMENTS

Regarding comments and questions from the public, the Airport will follow these communications guidelines:

- The Airport will maintain a 24-hour line of communication. The Airport Communications Center can be reached by dialing

(907) 266-2411. Comments and questions can also be submitted by visiting the following website: http://dot.alaska.gov/anc/commentForm.shtml.

- When necessary, inquiries will be directed to Airport subject matter experts according to topic. These experts will respond either directly or through a representative.

3.3.6 AIRPORT PUBLIC INVOLVEMENT ACTIVITIES

In addition to the communications activities outlined in this plan, the Airport is also an active participant in the following organizations:

- Anchorage Economic Development Corporation
- Visit Anchorage
- Alaska Travel Industry Association
- Anchorage Chamber of Commerce
- Alaska Chamber of Commerce
- World Trade Center Alaska

The Airport holds the following public events each year:

- Alaska Aviation Careers and Airport Job Fair (annual, spring)
- Airport Health Fair (periodically)
- Stand Down for Veterans (annual, fall)
- Airport Clean-Up (annual, spring)

3.4 MEDIA INQUIRIES

All media inquiries shall be made to the Airport Information Line: (907) 266-2119.

3.5 REVIEW AND RENEWAL

In January of even-numbered years, the monthly *Update to the Community* will include notice that the Airport is seeking comments and recommendations for modifications to the Communications Plan. In the January *Update to the Community*, the Airport may include any updates it recommends to the Communications Plan. At any Community Council meeting that the Airport attends in even-numbered years, the Airport will direct attention to the Communications Plan update process as described in the *Update to the Community*. The Airport will then accept comments and recommendations for 60 days thereafter. The Airport or the Community Councils may request the Community Councils and other interested parties to form a committee to review communications between the Airport and the community and make recommendations. The Airport may update the Communications Plan based on both the public comments and recommendations and its own recommendations.

In addition, the Airport may review the Communications Plan at the time of a Master Plan Update.