

DRAFT
COMMUNICATIONS PLAN

MASTER PLAN UPDATE
TED STEVENS ANCHORAGE INTERNATIONAL AIRPORT

Prepared for
TED STEVENS ANCHORAGE INTERNATIONAL AIRPORT
Anchorage, Alaska

September 2013
Draft



TABLE OF CONTENTS

Introduction ii

Contact Information iv

Ted Stevens Anchorage International Airport Communications Plan..... 1

 1. Communications Philosophy..... 1

 2. Community and Interested Parties Communication to the Airport 1

 3. Airport Communication to the Community and Interested parties.....2

 3.1 Required Communication2

 3.2 Public Notice.....2

 3.3 Regular Communication with Organizations3

 3.4 Communication Regarding Airport Special Projects, Managed by Contractors5

 3.5 Airport Response to Public Questions/Comments.....5

 3.6 Airport Public Involvement Activities5

 4. Media Inquiries6

Figure 1-1 **AIRPORT VICINITY MAP** iii

This Communications Plan was developed as a part of the Anchorage International Airport’s Master Plan Update that occurred July 2012 through December 2013. At that time, Airport Management, in coordination with the Anchorage Airport Communications Committee (AACC) determined that a Communications Plan would be created as a part of the Master Plan Update.

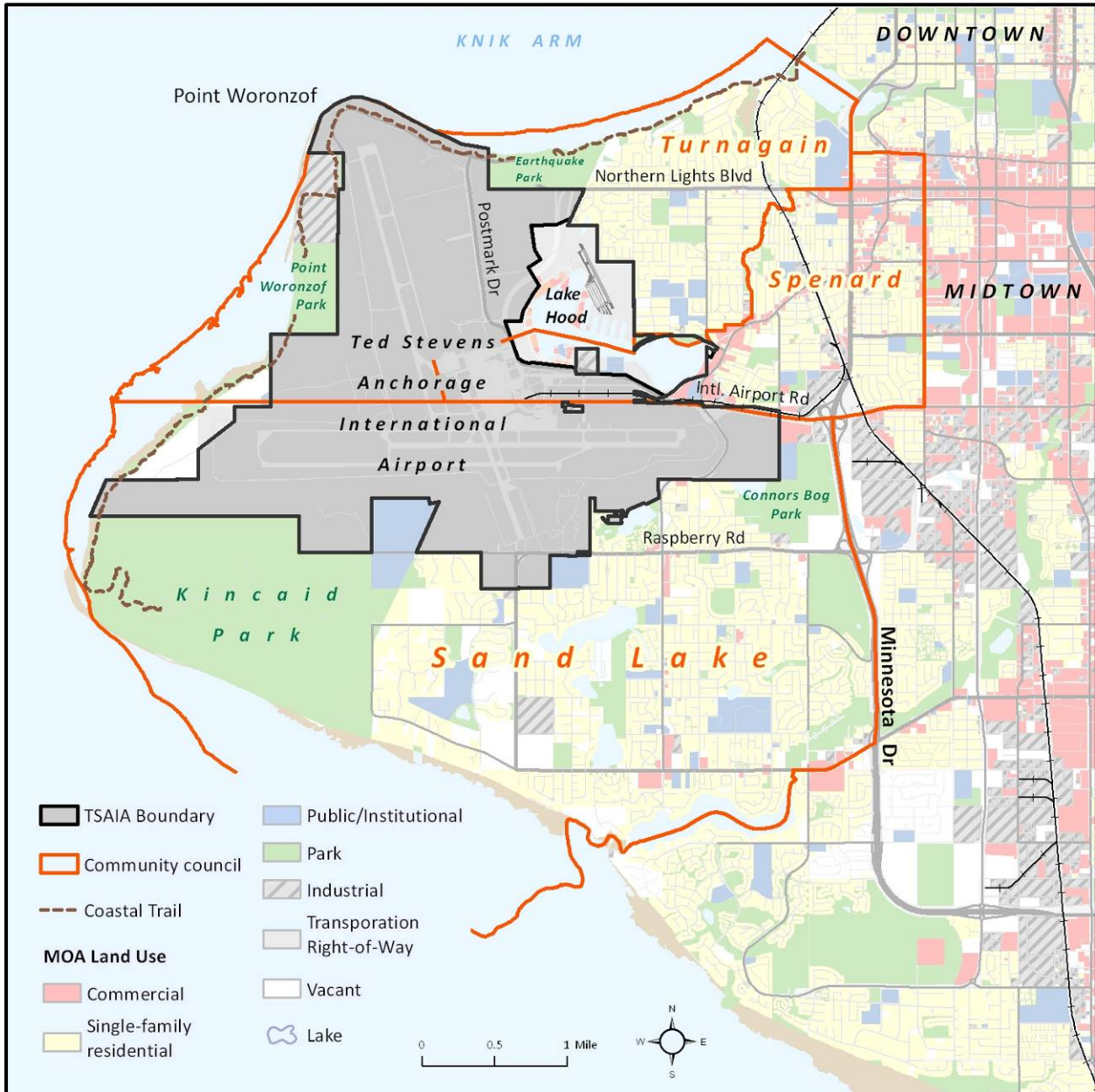
It is recommended that this Communications Plan be updated every two years by the Airport and at the time of a Master Plan Update.

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 south central Alaska. The Airport ranks fifth in the world for landed cargo weight handling over five 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 five 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 Ted Stevens Anchorage International 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 Park, Point Woronzof Park, and Earthquake Park. The MOA maintained Tony Knowles Coastal Trail is a popular multi-use trail in the Airport area that traverses Airport-owned and MOA-owned land (*Figure 1-1*).

Figure 1-1
 AIRPORT VICINITY MAP



Source: MOA Land Use 2010

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: <http://www.dot.state.ak.us/anc/travelerInfo/PassengerFAQ.pdf>

Airport Telephone Contacts:

Airport Information Line: (907) 266-2526

Public Information Officer: (907) 266-2694

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>

TED STEVENS ANCHORAGE INTERNATIONAL AIRPORT COMMUNICATIONS PLAN

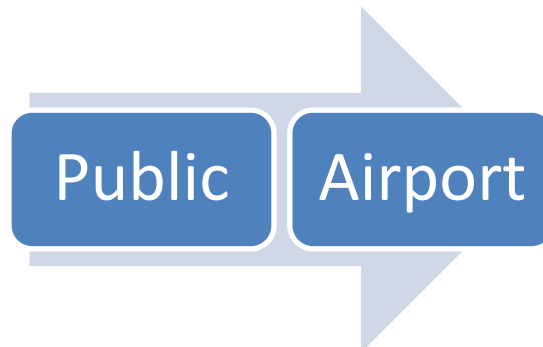
1. TED STEVENS ANCHORAGE INTERNATIONAL AIRPORT COMMUNICATIONS PHILOSOPHY

The Ted Stevens Anchorage International Airport (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.

As you will see in this Communications Plan, 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.

2. PUBLIC COMMUNICATIONS TO AIRPORT

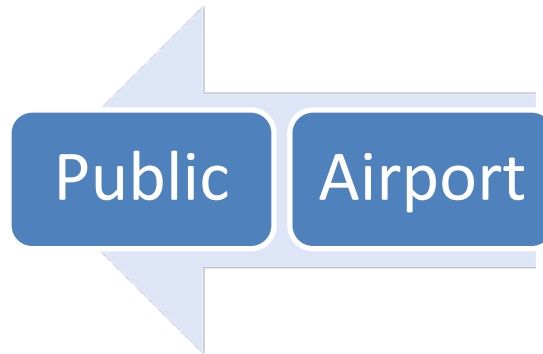


The Airport has established lines of communication designed to allow the public access to information about the Airport and so that the Airport can respond to reasonable inquiries that relate to Airport operations in a timely fashion.

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 on page iv)
- Participate in the MOA's Community Council process.
- 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. AIRPORT COMMUNICATION TO THE PUBLIC



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 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

3.2 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 on GovDelivery and via the State of Alaska Online Public Notice System, a minimum of seven days in advance, with a goal of 10–14 days in advance. All public notices shall also be made via paid, print notice/advertising in the Anchorage Daily News, and bulletin board posting in designated public notice boards in the terminals, as well as in the Airport's main office. The Airport will comply with any changes in public notice regulations that may occur in 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 the State of Alaska Online Public Notice System as well as published in the Anchorage Daily News, and posted 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 is either to invite public competition or 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 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. You can view the monthly update 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:

3.3.1 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 airport updates reasonably in advance of the Council’s meeting and post the update on the Airport’s main webpage.
- Provide airport-sponsored project updates as requested by the Community Councils or as desired by the Airport.
- Answer questions at the Council meetings, including questions asked from the floor. (individual inquiries should be addressed at the same forum where asked)
- Take comments from Council meeting attendees.
- Follow-up with the Community Council 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 matters immediately following the monthly update such that Airport-related matters can be addressed uniformly.
- Include the monthly airport update with distribution of the agenda.
- Circulate Airport responses and follow up to questions posed during Council meetings to membership.

- Encourage all persons interested in airport issues to sign up for GovDelivery.
- Communicate to the Airport the Community Council's visions, goals, and underlying philosophies.

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

3.3.2 Lake Hood Users Group

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

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

3.3.3 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

3.3.4 Anchorage Airport Communications Committee (AACC)

After adoption of the 2012/2013 Master Plan Update, including this Communications Plan, the AACC will have completed its mission and will no longer meet.

3.3.5 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

3.4 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 the National Environmental Policy Act (NEPA) and are managed by contractors who also collect public input and conduct communications follow-up directly:

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

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

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

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.

3.6 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)

4. MEDIA INQUIRIES

All media inquiries shall be made to the Airport's Public Information Officer or their designee.

Anchorage International Airport Public Information Officer: (907) 266-2694