



**ART SELECTION ADVISORY COMMITTEE**  
Thursday, March 8, 2012  
City of Fairbanks, City Hall, 800 Cushman Street  
City Hall Council Chambers

1. Call to Order
2. Introduction of Members, Staff and Attendees
3. Public Comment Period
4. Approval of the March 8, 2012 Agenda
5. Approval of the February 23, 2012 Meeting Summary
6. Old Business
  - a. Public Participation Plan
    - Guest Karen Stomberg – School District Involvement
    - Review Plan
  - b. Art Theme – Questions
  - c. Art Theme Process
  - d. Budget Discussion (on hold)
  - e. RFP Options
7. New Business
  - a. Access
8. Public Comment Period
9. Other Issues
  - a. Future Meeting Dates
10. Adjourn

**Next Meeting: March 22, 2012 at Noon in the City Hall Council Chambers**



## Fairbanks Metropolitan Area Transportation System

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### FMATS Art Selection Advisory Committee Meeting Summary February 23, 2012

IN ATTENDANCE: \*FMATS Art Selection Advisory Committee Member

- \*Donna Gardino, FMATS (Chair)
- \*Julie Engfer, Festival Fairbanks
- \*Mark Fejes, Community Artist
- \*Kelley Hegarty-Lammers, Chena Riverfront Commission
- \*Ron Inouye, Historian, Community Member
- \*George Lounsbury, Pioneers of Alaska
- \*Carole-Ann Newcomer, Doyon (**Absent**)
- \*Amy Nordrum, Fairbanks Downtown Association
- \*June Rogers, Fairbanks Arts Association
- \*Sue Sprinkle, Graphic Designer

Kellen Spillman, FMATS; Margaret Carpenter, DOT & PF Planning; Bob Pristash, City of Fairbanks; Laura Jacobs, Alaska Department of Fish and Game; Mitch Osborne, U.S. Fish and Wildlife Service; Mary Ann Nichols, Public; Bill Sullivan, Public; Patti Slhenderitch, Public; Other unidentified members of the public

The second meeting of the FMATS Art Selection Advisory Committee was held at 12:00 pm on Thursday, February 23, 2012 at the Fairbanks City Hall, FMATS Conference Room.

#### 1. Call to Order

Chair Donna Gardino called the meeting to order at 12:00 pm.

#### 2. Introduction of Members, Staff and Attendees

The FMATS Art Selection Advisory Committee and members of the public introduced themselves.

#### 3. Public Comment #1

Mr. Bill Sullivan said that his vision of the art in the triangle area is that there will be a “moose garden” consisting of multiple sculptures of moose including a mating moose sculpture and a cow and calf nursing and a moose reclining in a broccoli patch. Mr. Sullivan said that he has asked many people about the sculpture of mating moose and none were offended by the idea.

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## 4. Approval of the February 23, 2012 Meeting Agenda

- **Motion:** To approve the February 23, 2012 Meeting Agenda. (Sprinkle, Rogers)

Ms. Sprinkle said that she would like to add a discussion about pedestrian access to “Other Issues.” The Committee concurred with the addition. Mr. Fejes said that being able to have pedestrian access to the triangle area is critical for the success of the project.

- **Vote on the Motion:** None opposed. Approved.

## 5. Approval of the February 2, 2012 Meeting Summary

- **Motion:** To Approve the February 2, 2012 Meeting Summary. (Sprinkle, Inouye)

- **Vote on the Motion:** None opposed. Approved.

## 6. Old Business

### a) Status of Recommended Action Items – Policy Committee Action Items

Ms. Gardino distributed and read the motions made by the FMATS Policy Committee regarding the recommendations of the FMATS Art Selection Advisory Committee. The motions were as follows:

**Motion:** To accept the FMATS Art Selection Advisory Committee as presented, with the Chair casting a vote only to break a tie. (Roberts/Hopkins). None opposed. Approved.

**Motion:** To expand the potential location of the art work to the entire grassy area between Cushman and Barnette Street, just north of the Chena River. (Isaacson/Cleworth). Two opposed (Edwards, Titus). Approved.

**Amendment to the Motion:** To insert the words “and add pedestrian access” after “art work” in the motion. (Isaacson/Musick). Four opposed (Edwards, Hopkins, Roberts, Titus). Amendment Fails.

**Motion:** To extend the deadline of the art feature completion by one year, to September 2014. (Cleworth/Hopkins). Five opposed (Cleworth, Edwards, Hopkins, Isaacson, Titus). Motion Fails.

**Motion:** To reinstate the budget for the gateway feature to the original Engineer’s Estimate of \$325,000, submitted by the professional landscape architect at Design Alaska. (Isaacson/Hopkins). None opposed. Approved.

Ms. Gardino said that even though deleting the concrete plaza area at the end of the apex was discussed at the last FMATS Art Selection Advisory Committee meeting there was not a motion made by the Committee.

Ms. Sprinkle said that even though the motion on extending the timeline failed, it was her impression that it could be extended if the selected art feature required an extended timeline.

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## 7. New Business

### a) Quorum Clarification

Ms. Gardino said that she wanted to clarify that, in accordance with the Open Meetings Act and Roberts Rules of Order, six members of the FMATS Art Selection Advisory Committee must be present to hold a meeting.

### b) Foundation of old Gateway Feature

- **Motion:** To delete the concrete plaza, at the end of the triangle, from the Illinois Street Reconstruction project. (Sprinkle, Engfer)

Ms. Gardino said that if the concrete plaza is deleted from the project there will be no more additional funding at the disposal of the FMATS Art Selection Advisory Committee. Ms. Gardino continued on to say that the funding associated with the deletion will probably be used on another change order for the project.

Mr. Spillman said that at the February FMATS Policy Committee meeting, it was noted that the contractor is planning on building out the triangle area early in the project and was planning on pouring the concrete plaza area in early May, 2012.

Mr. Pristash said that deleting the concrete plaza area could be as simple as a change order, but the amount de-obligated would just be the cost of concrete. Mr. Pristash continued on to say that in the apex area guardrails are required because the slope of the ground is too steep and could result in a rollover if a vehicle were to inadvertently drive off the road and down into the apex area. Mr. Pristash said that it would also be an option to leave the concrete plaza and just demolish it after a new feature is decided upon. Ms. Sprinkle said that she would like to delete the feature to prevent FMATS from spending funding on something that doesn't work.

- **Vote on the Motion:** None opposed. Approved.

Ms. Hegarty-Lammers asked Mr. Pristash if time would be a factor in adding pedestrian access to the triangle area, if the FMATS Art Selection Advisory Committee waited one month to discuss the issue. Mr. Pristash said that he feels pedestrian access to the triangle area could be added at anytime.

### c) Environmental Discussion

Ms. Gardino said that she had been in discussions with the Army Corps of Engineers, U.S. Fish and Wildlife Service, and the Alaska Department of Fish and Game about the advantages and disadvantages of having access to the Chena River in the triangle area. Ms. Gardino said that the current permit with the Army Corps of Engineers requires that there be a six foot buffer of natural vegetation around the Chena River. Ms. Gardino said that if this buffer is not interfered with, there might not be a need to re-open the environmental document of the project. Ms. Gardino said that in conversations with the agencies the option of possibly using the area as an

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educational area, about the salmon and natural wildlife, was suggested. Ms. Gardino said that if a river education area is an option that the FMATS Art Selection Advisory Committee would like to pursue, there may be funding available from other sources. Ms. Gardino said that it might be beneficial if the FMATS Art Selection Advisory Committee just focus their design efforts north of the pathway because there is not much room south of the pathway and there could be environmental issues that could arise.

Ms. Laura Jacobs from the Alaska Department of Fish and Game gave a presentation about the importance of a riparian habitat surrounding the Chena River.

Mr. Mitch Osborne from the U.S. Fish and Wildlife Service gave a presentation on the current state of the Chena River habitat and potential future options, with examples from the Kenai River area.

## **d) Budget**

Ms. Gardino said that the FMATS Art Selection Advisory Committee has a budget of \$325,000 for an art feature and currently she is expecting to spend about \$5,000 to advertise meetings and a potential public selection process. Ms. Gardino said that currently these meetings are advertised with a three day advertisement in the Fairbanks Daily News Miner, online public notices, public service announcements, and website updates. Ms. Sprinkle suggested having an online survey to see what type of theme the public would like to see in the triangle area.

Mr. Fejes suggested other types of public outreach such as putting a sign or billboard advertising the process in the actual triangle area. Other members of the FMATS Art Selection Advisory Committee suggested other public outreach techniques and it was agreed upon that a budget could not be established until the scope of public participation techniques was better defined. Discussions on the FMATS Art Selection Committee budget were tabled until the next meeting.

## **e) Art Theme Process Ideas**

Ms. Gardino said that deciding on an art theme, or themes, is going to be one of the most difficult tasks for the FMATS Art Selection Advisory Committee. Ms. Gardino asked the Committee how they would like to decide on a theme, either keeping the decision amongst the Committee or asking the public for assistance.

Ms. Sprinkle said that she is more comfortable using the word “concept” rather than the word “theme” and she would like to include the community as much as possible, including outreach to school children.

Mr. Fejes said that, in his opinion, the FMATS Art Selection Advisory Committee has been tasked with taking public comment on potential concepts.

Mr. Inouye asked what the best way to involve school children was and Mr. Fejes said that Karen Stomberg would be the person to contact about involving school children in the art

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selection process. Mr. Fejes continued on to say that Dave Mollet, UAF Art Professor, would be a good contact for involving the University of Alaska Fairbanks. Ms. Engfer said that she feels that it is very important to establish a deadline for art concepts to be decided upon.

Ms. Sprinkle said that getting the word out and soliciting as many opinions as possible would be very beneficial. Ms. Sprinkle went on to suggest media outlets such as television advertisements and Youtube clips.

Mr. Inouye said that he would like to also see the scientific community involved, or at least considered, in the process with possibly something to do with the summer and winter solstice.

Mr. Fejes reiterated that he thinks it would be a good idea to put a sign in the location to increase awareness. Ms. Gardino said that she would look into the possibility of putting a sign in DOT's right-of-way, but she envisioned difficulties.

Mr. Fejes suggested having three or four questions to distribute to the public, such as what does living in Fairbanks mean to you, to help narrow down an area concept. Ms. Hegarty-Lammers agreed with Mr. Fejes and said that he thinks that the committee is just trying to come up with a concept, at this time.

Ms. Sprinkle suggested that each member of the Art Selection Advisory Committee return to the next meeting with some ideas of what they would like to see down there. Ms. Hegarty-Lammers expressed concern on the idea, because the public would not have been involved in the process if members of the Committee returned with their own designs. Ms. Rogers said that she also does not support creating designs until the community has been involved in the concept portion. Mr. Fejes said that he feels it is important to ask the community what they would like before the committee creates potential designs.

Ms. Nordrum said that she likes the idea of proposing questions to the public to develop a concept and all of the agencies involved could help to solicit answers to the questions.

Ms. Gardino said that a visioning process, where a public meeting is held just to discuss potential ideas, could be beneficial. Ms. Gardino continued on to say that she has been part of visioning processes in communities such as Nome and Delta Junction.

Mr. Fejes said that he likes the idea of involving Karen Stomberg and the Fairbanks schools to solicit many opinions on a concept for the area. Mr. Fejes said that he thinks that every member of the Committee should come to the next meeting with questions that could be asked to help solicit concept ideas from the community. Ideas on potential questions were discussed amongst the Committee included questions on history, naming the area, designing the area, and pedestrian access to the area.

It was decided on that each member of the Art Selection Advisory Committee would come up with five potential questions, to ask the public, in an attempt to narrow down concept ideas. Ms.

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Gardino requested that the questioned be e-mailed to her by Thursday, March 1, 2012. The Committee agreed.

## **f) RFP Process Ideas**

Ms. Gardino said that some sample request for proposals were included in the meeting packet. The FMATS Art Selection Advisory Committee agreed to further discuss the RFP process when an established concept was better defined.

## **g) Public Participation Plan**

Ms. Gardino said that a draft FMATS Art Selection Advisory Committee Public Participation Plan was in the meeting packet. Ms. Gardino asked the Committee to review the Public Participation Plan and to submit any associated comments to FMATS by Thursday, March 1, 2012. Ms. Gardino said that public outreach strategies would include a quarterly newsletter, which would be distributed to FMATS contracts as well as the contacts to other agencies, such as the Fairbanks Downtown Association and the Fairbanks Arts Association.

## **8. Public Comment Period #2**

Mr. Bill Sullivan said that he had already interviewed approximately 30 people regarding his idea of a moose garden and there were no objections to his mating moose idea. Mr. Sullivan said that he is part of the low income population and he would be willing to continue to do public research.

Mr. Fejes asked Mr. Sullivan if any of the 30 people he interviewed suggested any ideas other than the moose garden. Mr. Sullivan said that his discussions focused mostly on the idea of a moose garden.

## **9. Other Issues**

### **a) Pedestrian Access**

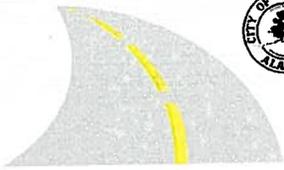
The pedestrian access discussion was tabled to the next meeting due to time constraints.

## **10. Adjourn**

The meeting adjourned at 2:07 pm and the next meeting of the FMATS Art Selection Advisory Committee will be held on March 8, 2012 in the City of Fairbanks Council Chambers. The Committee agreed to meet every other Thursday at noon until the art selection process is completed.

Approved: \_\_\_\_\_  
Donna Gardino, Chair  
FMATS Art Selection Advisory Committee

Date: \_\_\_\_\_



# FMATS

**FMATS Art Selection Advisory Committee  
Action Items  
02.23.12**

**Motion:** To delete the foundation of the gateway feature (concrete plaza) at the end of the triangle from the Illinois Street Reconstruction project.. (Sprinkle, Engfer) None opposed. Approved.



Donna J. Gardino

Chair, FMATS Art Selection Advisory Committee

2.23.12

Date





# **Art Selection Advisory Committee**

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# **Public Participation Plan**

**For Our Residents in Selecting Meaningful  
Enhancements for the interstitial space formed by  
Cushman Street and the Barnette Street Extension  
bound by the Chena River to the south**

# FAIRBANKS METROPOLITAN AREA TRANSPORTATION SYSTEM

## Art Selection Advisory Committee

**Donna Gardino, Chair**  
**June Rogers**  
**Mark Fejes**  
**Amy Nordrum**  
**Ron Inouye**  
**Kelley Hegarty-Lammers**  
**George Lounsbury**  
**Julie Engfer**  
**Sue Sprinkle**  
**Carole-Ann Newcomer**

**This document was prepared under the direction of FMATS.**

If you have any questions please contact:

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## FMATS Art Selection Advisory Committee Public Participation Plan

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## Chapter I: Background and Purpose

### **Background**

The Fairbanks Metropolitan Area Transportation System (FMATS) has been tasked with identifying enhancements to be contained in the area north of the Chena River between Cushman Street and Barnette Street, an area being created under the Illinois Street Reconstruction Project. See the brightly shaded green area in Figure 1.



Figure 1

To that end, the FMATS Coordinator was tasked with forming a committee, the FMATS Art Selection Advisory Committee (Committee), to advise the Policy Committee on recommended enhancements.

## Purpose of the Public Participation Plan

The purpose of this document is to set procedures that FMATS will use to engage residents of our region in this planning effort in a meaningful way. In doing this, FMATS will also comply with the important federal public involvement requirements embodied in the:

- Intermodal Surface Transportation Efficiency Act of 1991 (ISTEA),
- Transportation Equity Act for the 21<sup>st</sup> Century (TEA-21),
- Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU), and
- Executive Order 12898 on Environmental Justice.

ISTEA and TEA-21 require a proactive public involvement process as an integral part of the transportation planning and project development process used by Metropolitan Planning Organizations. SAFETEA-LU established additional requirements for proactive public participation.

In addition, the Federal Highway Administration (FHWA) Order (DOT 5610.2) Environmental Justice in Minority Populations and Low-income Populations established policies and procedures to use in complying with Executive Order (EO) 12898: Federal Actions to Address Environmental Justice in Minority Populations. EO 12898 requires “each federal agency shall make achieving environmental justice part of its mission by identifying and addressing, as appropriate, disproportionately high and adverse human health or environmental effects of its programs, policies and activities on minority and low-income populations”.

## Chapter II

### **Achieving Federal Public Involvement Goals**

A summary of Federal requirements for MPOs’ public participation in transportation planning as presented in ISTEA, TEA-21, SAFETEA-LU and Executive Order 12898 is presented in this section as well as an outline of FMATS strategies designed to meet these federal requirements.

***Goal 1: Provide timely information on the project to citizens, affected public agencies, representatives of transportation agencies, private providers of transportation, other interested parties and segments of the community affected by transportation plans, programs and projects.***

FMATS Action Strategy: Quarterly newsletter and consideration of a project newsletter to members of the public who have expressed a specific interest in the project.

FMATS Action Strategy: Local radio, television, and newspaper publication of meeting notices and agendas.

FMATS Action Strategy: Timely website updates including approved action items for the FMATS Art Selection Advisory Committee.

FMATS Action Strategy: Update FMATS email list to include those that have expressed an interest

FMATS Action Strategy: Develop a Facebook page for the project.

FMATS Action Strategy: Keep the Fairbanks Daily News-miner in touch with the actions of the FMATS Art Selection Advisory Committee.

***Goal 2: Provide reasonable public access to technical and policy information used in the development of enhancement recommendations.***

FMATS Action Strategy: Develop visually rich presentation formats that will allow lay members of the public to visualize the new enhancements

FMATS Action Strategy: Develop interactive public involvement tools that will allow the public to fully participate in planning open houses by assisting them to present their ideas in an easily understandable context.

FMATS Action Strategy: Post all information on the FMATS project website, including related action from the FMATS Technical Committee and the FMATS Policy Committee.

***Goal 3: Consider the needs of those traditionally underserved by existing transportation systems, including, but not limited to low-income and minority households.***

FMATS Action Strategy: Schedule public meetings weekdays at noon, or after 5:00 pm, in convenient locations with adequate free parking and public transportation access.

FMATS Action Strategy: Ensure that meeting locations are ADA accessible.

***Goal 4: Hold public meetings at convenient and accessible locations and times.***

FMATS Action Strategy: Schedule public meetings weekdays at noon, or after 5:00 pm, in convenient locations with adequate free parking and public transportation access.

FMATS Action Strategy: Ensure that meeting locations are ADA accessible.

***Goal 5: Make public information available in electronically accessible formats and means, such as the World Wide Web.***

FMATS Action Strategy: Establish a separate website address that is easily accessible to members of the public.

FMATS Action Strategy: Post key public information on collaborating agency and private sector websites.

FMATS Action Strategy: Consider online voting to determine the recommended alternative(s).

***Goal 6: Demonstrate explicit consideration and response to public input received during the development of recommendations.***

FMATS Action Strategy: Request that members of the public write down their comments with their names and contact information to allow for follow-up.

FMATS Action Strategy: Develop a Responsiveness Summary that lists all issues raised and where they are addressed in the plan. Post this summary on the project website and list its availability in the FMATS newsletter.

***Goal 7: Ensure the public involvement of low-income and minority groups in decision making. (Executive Order 12898)***

FMATS Action Strategy: Host public meetings in low income and/or minority neighborhoods and invite elected officials to attend to listen to area residents.

FMATS Action Strategy: Develop visualization tools that will allow those residents for whom English is a second language to understand the technical and geo-spatial aspects of new transportation proposals.

FMATS Action Strategy: Develop an email / phone list notification practice to ensure that underrepresented populations are aware of important public testimony opportunities on transportation issues. Incorporate the use of visualization tools in this event.

## **Chapter III**

### **Description of Key Public Involvement Elements**

Successfully achieving the federal goals for public participation in transportation planning will require timely implementation of the FMATS strategies outlined in the previous chapter of this plan. Many of the public involvement tools discussed in the previous chapter are self-explanatory, but some will benefit from the additional detail that is provided in this chapter.

Clearly, the Committee meetings are the primary elements that will assist the organization in meeting its federally mandated goals.

### **Public Involvement (PI) Element: The Committee**

The Committee is responsible for recommending enhancements in the interstitial space between Cushman Street and the extension of Barnette Street. Scheduled meetings of the Art Selection Advisory Committee are typically held on Thursdays at Fairbanks City Hall. Two Public Comment Periods are included as agenda items at each meeting. The following guidelines shall apply to public comment presented to the FMATS Art Selection Advisory Committee.

1. A sign-in sheet will be available prior to the meeting. Members of the public will be encouraged to sign in so that they may be able to receive notifications of future meetings.
2. Public comment will be allowed at every meeting and limited to three minutes to allow for all members of the public who are present to participate. Additional time allotted will be at the discretion of the FMATS Policy Committee Chairman.
3. Each member of the public will be encouraged to provide concise comments.
4. The opportunity for public comment at the FMATS Art Selection Advisory Committee is not intended nor should members of the public expect to initiate debate with the committee, an individual member or presenter, or members of the Committee in this limited time forum, given public expectations to address all issues which have been included in the public notice. Likewise, members of the public should not expect immediate responses to questions, concerns or comments provided; every effort will be made by FMATS staff to follow-up if necessary after the meeting.
5. It should be noted that items listed on the agenda may be voted on or action may be deferred, tabled or referred back to the committee for further consideration at the FMATS Art Selection Advisory Committee's discretion. The official FMATS Committee position on all matters will be adopted at the appropriate time by a majority of the members.
6. Those members of the public who would like to present written comments to the committee, but do not wish to address the committee may submit their comments in writing at any time prior to the committee meeting.
7. Policy Committee meeting notices will be published in the Fairbanks Daily Newsminer and broadcast on local radio. The City of Fairbanks, City of North Pole, the

Fairbanks North Star Borough, FMATS and the State of Alaska will post meeting notices on their websites and utilize the State's Online Public Notice system for all meetings. The advertisement will include date, time, meeting place and anticipated agenda items.

### **PI Element: Visualization Techniques**

Often members of the public that have no engineering or city planning background complain that it is very difficult to understand how the transportation concepts depicted in an engineering drawing will actually look on the ground; so they are not able to participate in a meaningful way in the transportation planning process.

The 2000 Census determined that there are 6,000 people in the populated areas of the Fairbanks North Star Borough who do not speak English at home. Many of the policy makers (Athabaskan elders) in this sector do not speak any English at all. For this sector, visualization techniques may not only be helpful, but the only way of engaging them in the transportation planning process in a meaningful way.

For these reasons and more, to the extent that budget and skill levels allow, visualization techniques will be employed as much as possible when enhancement concepts are proposed in the FMATS planning process. Two-, three- and four-dimensional visualization techniques will be considered as well as real time simulations when necessary and affordable. The delivery method will be just as important in terms of making these visuals accessible to the public. All of the following techniques will be carefully considered (with or without audio narration) when planning for accessible delivery of simulations:

- printed copy
- digital files for slide presentation
- video
- compact disc (CD or DVD)
- simulation accessed through the internet
- a combination of these media.

### **PI Element: Measure of Effectiveness**

Measures of Effectiveness (MOE) techniques will be practiced continually by the FMATS staff. A portion of FMATS staff meetings are dedicated to discussions of recent interactions with the public on any FMATS related planning topic. These discussions then lead to staff insight as to the general direction of topical transportation planning issues. This qualitative method has proven to be an effective method to increase staff understanding of local planning issues.

The following table details potential methods to gather evaluation data along with guidelines for monitoring the data. It is a self-assessment matrix for to guide FMATS in the collection and monitoring of evaluation data. Improvements to this PIP will be made based on this self-

assessment with the goal of increasing public awareness and to improve on the quality and quantity of information provided to the public.

This evaluation of outreach efforts strives to identify what is being done right and where improvements need to be made. It includes monitoring and review of the Plan with staff after all public participation events. This includes an assessment of local newspaper coverage and reporting accuracy. Evaluation and assessment of communication from all FMATS Policy and Technical Committee members will also be used to evaluate participation effectiveness and how members perceive their role in the decision making process.

<b>Methods for Collecting Evaluation Data</b>	<b>Measures of Effectiveness (MOE)</b>
<p><b>Evaluation/Comment Form</b></p> <p><b>Verbal Comments from Meetings, Workshops or Forums</b></p>	<ul style="list-style-type: none"> <li>• Total Number of FMATS Public Meetings</li> <li>• Number of Attendees</li> <li>• Total number of Forms Turned In</li> <li>• Nature of Comments and Remarks</li> <li>• Community Groups Represented</li> </ul>
<p><b>Telephone Comments</b></p>	<ul style="list-style-type: none"> <li>• Total Calls Received per Quarter</li> <li>• Nature of Calls</li> <li>• Number of positive/negative calls received</li> <li>• Type of Follow-up required</li> <li>• Time spent on Follow-up/Handle request</li> </ul>
<p><b>Citizen Letters</b></p>	<ul style="list-style-type: none"> <li>• Total Letters Received per Quarter</li> <li>• Number of positive/negative Letters received</li> <li>• Translation of letters from citizens who have limited English Proficiency</li> <li>• Nature of Letters</li> <li>• Type of Follow-Up Required</li> <li>• Time Spent to Follow –Up/Handle request</li> </ul>
<p><b>FMATS Website</b></p>	<ul style="list-style-type: none"> <li>• Total number of hits per Month</li> <li>• Number and Nature of Comments received</li> <li>• Type of group representation</li> <li>• Type of Follow-up Required</li> <li>• Time Spent on Follow-up/Handle request</li> <li>• Total number of posts on Facebook</li> </ul>

<b>E-Mail Comments</b>	<ul style="list-style-type: none"><li>• Total Comment Messages per month</li><li>• Number and Nature of Messages received</li><li>• Type of Follow-up required</li><li>• Time Spent on Follow-Up/Handle request</li></ul>
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## Appendix A

### Index of FHWA Public Involvement Techniques

Published in the FHWA guiding document "Transportation Planning Capacity Building" available at [www.planning.dot.gov/PublicInvolvement/pi\\_documents/toc-foreword.asp](http://www.planning.dot.gov/PublicInvolvement/pi_documents/toc-foreword.asp)

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[Visualization techniques](#)  
[Voting, handheld instant](#)

**W**

[Workshops](#)

DRAFT

## Appendix B

### How to Engage Low-Literacy and Limited-English-Proficiency Populations in Transportation Decision-making : Useful Websites

- [Administration on Aging](#)
- [African American Yearbook](#)
- [Black churches](#)
- [Black press](#)
- [Ethnic and non-ethnic newspapers](#)
- [Gebbie Press](#)
- [Hispanic Yearbook](#)
- [Hmong America](#)
- [Manufactured-home communities](#)
- [Modern Language Association](#)
- [National Congress of American Indians](#)
- [People of Color Environmental Groups](#)
- [U.S. Census](#)
- [U.S. Department of Agriculture's Economic Research Service](#)
- [U.S. Department of Agriculture's Food Stamp program](#)
- [U.S. Department of Agriculture's Food and Nutrition Service](#)
- [U.S. Department of Education's National Center for Education Statistics](#)
- [U.S. Department of Housing and Urban Development's Map Your Community](#)
- [U.S. Department of Housing and Urban Development's Subsidized Apartments](#)
- [Shepherd's Centers](#)
- [SHG Resources](#) (newspapers)
- [SHG Resources](#) (radio stations)
- [SHG Resources](#) (television stations)
- [The State of Literacy in America \(2008\)](#)
- [Volusia County MPO's "Strings and Ribbons"](#)

## SUGGESTED IDEAS FOR PUBLIC PARTICIPATION

- **WEBSITE:** This new green space cannot be called a park. Building upon that concept to create a catalyst for conversation and branding, we have developed an independent website that will serve to share information about the history of the project, report on our ongoing discussions and progress, and engage the public in the process. The website is called: iamnotapark.com and we would love to get the committee members on board with using this site as the more user-friendly counterpart to what FMATS will be creating. The in-progress design can currently be viewed at <http://iamnotapark.tumblr.com/>. We would like to add a section that identifies each committee member (photo, short bio, and statement on what you would like to see done with the space) so that the public can see us as a committee of fellow citizens rather than another faceless bureaucratic entity.
- **ON SITE:** We propose the creation a temporary placeholder on the current site. This can be anything from a wood or metal diorama envisioning the future of the space, a large sign with just the website URL, a confessional, etc. We'd like to have something there that begins to bring attention to the space and begins to catalyze conversation. This temporary installation will be used to drive the public to the iamnotapark.com website where they will learn about the project and can email in their comments and suggestions. A special section on the site will be created to share these comments and suggestions.
- **PRESENTATION:** No one at this table or in the community at large knows yet what this space has the potential to be. But what we do have are a lot of examples of great public art and innovative public spaces in other cities around the world. We propose the creation of a short (2 – 3 minute) video presentation that shares the idea of potentiality with the various publics in Fairbanks. This video could be re-purposed as a powerpoint presentation for instances where presenting via video is not available or appropriate. The video would be used on the iamnotapark.com website, the FMATS site, social media (Youtube, Facebook), and, if appropriate, on each of the sites maintained by the entities that you represent. We will also use the video/powerpoint to make in-person presentations to various groups around town. **Note: there is mention of the creation of two, three and four-dimensional visualization techniques on page 9 of the FMATS Public Participation Plan. Could our suggested video fall under this?**
- **PRESENTING TO THE COMMUNITY:** If we would like to fully engage all segments of the Fairbanks community then we cannot rely solely on push marketing. We've got to create opportunities for engagement and feedback. We may want to consider making presentations to various groups around town. We could leave a suggestion box in the reception area of each place and give the group members a certain amount of time to slip their suggestions in the box. We would collect those boxes and input those suggestions

into the comment section of iamnotapark.com. These groups include, but are not limited to:

- Public school students
  - Seniors (Pioneer Home)
  - Civic organizations (Elks, VFW, Foreign Legion, Igloos)
  - UAF students and professors
  - Fort Wainwright community
  - Business leaders (Aleyska, fuel companies, miners, Alaska Railroad)
  - Unions (IBEW)
  - Arts presenters (FLOT, FCA, FDA, FSAF)
  - Community organizations (Fairbanks First)
  - Sports teams (Ice Dogs, Roller Girls, Goldpanners, curling club)
- **ENGAGING THE MEDIA:** All of these efforts will help to create stories that we hope the local media will find of interest. But beyond garnering traditional media stories and coverage we suggest approaching local media outlets to become active partners in the vetting process in the hopes that they will issue a call to action to their readers, viewers and listeners to get involved. Think in terms of KTVF asking viewers to send in photos of holiday lights this past December, or the recent reader's poll that appeared in the News-Miner for multiple weeks in January/February. Outlets include:
    - Print (News-Miner, Army Post, UAF Sun Star, Ester Republic)
    - Television (TFTV and KTVF),
    - Radio (TFTV group, Clear Channel Group, Fairbanks Broadcasters group, KUAC, KSUA)

QUESTIONS ABOUT FMATS PUBLIC PARTICIPATION PLAN
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- **There is mention of a quarterly FMATS newsletter (P. 5):** We only have 9 months left to complete the goal of our committee. It seems that a quarterly newsletter and proposed project newsletter may not be a timely tool or action strategy.
- **There's a lot of talk in the plan of "members of the public who have expressed a specific interest in the project" (P. 5):** We are concerned about reaching a larger public than that. There are a lot of Fairbanksans who have not been educated about the project yet. We'd like to see a plan in place to help spread the word a bit more.
- **There is mention on page 5 of publication of notices and agendas in local radio, television and newspaper:** We have only seen meetings announced in the

News-Miner. Curious about if you also advertise the meetings on television and radio?

- **REGARDING PRINT ADS IN NEWS-MINER:** Would the committee be able to change the layout of the ads that announce our meetings, perhaps listing FMATS at the bottom rather than the top?
- **When will the FMATS website for this project go up?** (page 6)
- **How large is the FMATS email list that includes “those that have expressed an interest.”** (page 6)
- **When do you expect to develop the Facebook page mentioned on page 6?** Will you also be created Youtube, Flickr and Twitter accounts for this project? (Youtube and Flickr will help give us a space to encourage user generated content)
- **What are the “interactive public involvement tools” that are referenced on page 6?**
- **Some community members have mentioned that they are not able to attend meetings in the middle of the work day.** Would it be possible to Ustream the Arts Selection Committee meetings so that people could attend virtually?
- **Comments:** The FMATS site encourages public comments via a form on the site for those who cannot make it to the meetings. Do those comments hold as much weight as in-person attendance; are they entered as a matter of record anywhere **(this option is mentioned on page 8, item #6 as well, and in the “Methods for Collecting Evaluation Data on page 10)**? If someone comments via the general web form, who do those comments go to? If the public sent comments in via iamnotapark.com would those comments go on public record? Is there any value in developing a petition to gauge public opinion?
- **There is a suggestion to “establish a separate website” on page 6:** Could iamnotapark.com be that website?
- **What is meant by “consider online voting” on page 7?**
- **What is the plan to “host public meetings in low income/minority neighborhoods” on page 7?**
- Is there any way to live stream the committee meetings on the FMATS website through video? This seems to be in line with access, transparency, and the other goals of the plan. Could log them on a YouTube account, too, so others could access it after the fact. Not sure how this works with minutes, though, because I know not everything that’s said in a meeting counts on the official record.
- This campaign could go heavy on social media because it’s so personable and friendly. I’d recommend at least adding a Twitter account to the mix for more instant updates, and possibly other channels as well. Facebook is great but takes a long time to build a following.
- Maybe add posters/postcards/flyers to the advertising mix when appropriate? Like when we call for input through community meetings.

- Outreach at community events when appropriate- like if collecting feedback on designs or bids, we could have a booth at certain key locations or big area events with information, ballots, etc.
- Allow committee members to make presentations and gather feedback on behalf of the group at small gatherings (Rotary, KIN, Chamber luncheon, etc) as appropriate, and with committee approval.
- With the website, I would just stress that it should be as interactive as possible. That's why the bike/ped map worked so well- it was super easy to just click and comment with no need to register or sort through lots of meeting minutes or text.

***Suggested text for solicitation of community ideas***

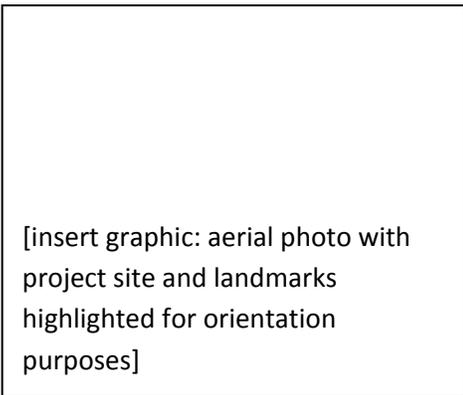
# **Your Ideas are Needed Now!**

Our local mayors heard the community's concern about the proposed design for the triangle in between the Cushman Street bridge and the Barnette Street bridge downtown.

In response they have created our citizen committee. It's called the

**FMATS Art Selection Advisory Committee.**

[insert FMATS logo with acronym spelled out]



We are citizen volunteers, residents just like you, from the Fairbanks Arts Association, The Pioneers of Alaska, The Downtown Association, The Tanana Valley Historical Society, Festival Fairbanks, The Chena Riverfront Commission and local artists. [alphabetize list] We all care deeply about how our community is represented in this space and we want to make sure that your ideas are the foundation upon which this

art is created.

**We have a three part job:**

- 1) To gather ideas from all corners of our community about what you think belongs in this special spot.
- 2) To listen carefully and then summarize these ideas in a Request for Proposals from professional artists asking them to submit concept designs for art for this space that will best express Fairbanksans' ideas.

3) To select a preferred design and make a recommendation for selection to the FMATS Committee (which includes our mayors and other local officials).

## **Will You Help Us, Please?**

In order to do the first part of our job, we would like to know what every area resident thinks about what makes our community the unique place that it is.

Please share with us your thoughts on the following questions:

- Question One
- Question Two
- Question Three
- Question Four
- Question Five

We need to know what you think now. Our Deadline Is: [insert]

Please submit your answers to these questions in one of the following ways:

Visit our website and post them there [insert address]

Mail your answers to: [insert FMATS address]

Etc.

Our goal is to listen to your responses closely and then carefully represent the views of Fairbanksans as we craft the RFP that will solicit proposals from professional artists.

## **Please Join Us in This Exciting Opportunity!**

## Art Selection Advisory Committee

### Questions

#### 3.3.12

1. Does Fairbanks really need anything in the triangle? Is it better left with minimal attention?
2. How could the triangle represent Fairbanks' history, environment, future?
3. Should the triangle be primarily a place for people to visit and gather, or a place to be viewed while driving by on the Cushman and Barnette Street bridges?
4. How could Fairbanks' unique physical location factors (dark/light; solstice/equinox; warm/cold; etc.) be represented?
5. Of your 5 senses, which says "Fairbanks"? How could that be represented?
6. What image, sculpture, landscaping/plantings best says "Fairbanks"?
7. Fairbanks is \_\_\_\_\_. (fill in the blank)
8. What three words best describe Interior Alaska.
9. Why do you live in Fairbanks? / What keeps you here?
10. What do you wish other people would know or realize about Fairbanks?
11. What features, characteristics, people, or other elements best represent Fairbanks?
12. What single item represents Fairbanks to you?
13. What single thought represents Fairbanks to you?
14. How are Downtown activities significant to the people of Fairbanks?
15. How is the Chena River significant to the activities of Fairbanks?
16. Should the history of Fairbanks determine the installation of an art work?
17. How would your concept illustrate how living in Fairbanks shaped your life?
18. How would your concept illustrate what you think this green space means to Fairbanks?
19. How would your concept attract the public to this site?
20. How would your concept enhance riverfront activity?
21. How would your concept encourage other riverfront activity?
22. What do you think makes Fairbanks a unique and special place to live? And why?
23. What is your favorite thing about our seasons in the Interior:  
What about Winter? And why?  
What about Summer? And why?

**Art Selection Advisory Committee**

**Questions**

**3.3.12**

What about Fall? And why?

24. Where is your favorite place in Fairbanks? And why?
25. How would you describe what it is about Fairbanks people that makes them unique?
26. What are your favorite activities in Fairbanks? And why?



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## Fairbanks Metropolitan Area Transportation System

800 Cushman Street • Fairbanks, Alaska 99701 • 907.459.6786

March 8, 2012

To All Concerned,

The following FMATS Art Selection Advisory Committee meeting dates for 2012 were approved by the FMATS Art Selection Advisory Committee on March 8, 2012. The Committee will be meeting every other Thursday until an art feature has been decided on for the Illinois Street Reconstruction project, or until January 16, 2013.

### 2012 FMATS Art Selection Advisory Committee Meetings

<u>Month</u>	<u>Days</u>
March	8, 22
April	5, 19
May	3, 17, 31
June	14, 28
July	12, 26
August	9, 23
September	6, 20
October	4, 18

Please Note: All FMATS Art Selection Advisory Committee meeting will be held 12:00 pm at the City of Fairbanks Council Chambers. More meetings of the FMATS Art Selection Advisory Committee may be scheduled, if necessary.

\_\_\_\_\_  
Donna Gardino, Chair  
FMATS Art Selection Advisory Committee

\_\_\_\_\_  
Date