

# FMATS



FAIRBANKS METROPOLITAN AREA TRANSPORTATION SYSTEM



# FREIGHT MOBILITY PLAN

HDR

## Task 2: Draft Stakeholder and Public Involvement Plan

FMATS Freight Mobility Plan  
Prepared for DOT&PF and FMATS

Prepared by HDR with Huntington Consulting LLC

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## Acronyms and Abbreviations

DOT&PF	Alaska Department of Transportation and Public Facilities
FAC	Freight Advisory Committee
FMATS	Fairbanks Metropolitan Area Transportation System
FMP	Freight Mobility Plan
SPIP	Stakeholder and Public Involvement Plan

Draft

## 1.0 Introduction

The Fairbanks Metropolitan Area Transportation System (FMATS) is preparing a Freight Mobility Plan (FMP) for the region. The Alaska Department of Transportation and Public Facilities (DOT&PF) and FMATS are working together to develop the FMP to address freight mobility needs and support freight policies and future growth.

This Stakeholder and Public Involvement Plan (SPIP) presents the HDR team’s plan for engaging stakeholders and the public in the preparation of the FMATS FMP. The objective of this SPIP is to educate and engage community members and stakeholders as often as possible in a meaningful and effective manner. Stakeholders and the public will be provided clear information to assist in understanding freight issues, alternatives, and solutions for the community. The HDR team will be responsive to stakeholder and public concerns and issues throughout the FMP. The SPIP will identify key stakeholders, methods of communication, and provide a blueprint for incorporating input from stakeholders and the public into the FMATS FMP in an effective, methodical, and meaningful way.

### 1.1 Project Team

Table 1 presents the primary project team contacts for the FMATS FMP as it relates to the SPIP.

**Table 1. Project Team Contact Information**

Agency	Name	Title	Role	Email	Phone
FMATS	Donna Gardino	MPO Coordinator	Project Manager	Donna.gardino@fmats.com	(907) 459-6786
DOT&PF	Linda Mahlen	Planner III	Contract Manager	<a href="mailto:Linda.mahlen@alaska.gov">Linda.mahlen@alaska.gov</a>	(907) 451-2385
HDR	Stephen Decker	Senior Transportation Planner	Consultant Team Project Manager	Stephen.decker@hdrinc.com	(925) 974-2573
HDR	Laurie Cummings	Senior Transportation Planner	Consultant Team Deputy Project Manager	Laurie.cummings@hdrinc.com	(907) 644-2065
Huntington Consulting	Joy Huntington	Principal Consultant	Stakeholder and Public Involvement	mjoyhuntington@gmail.com	(907) 328-0455

## 2.0 SPIP Methods

To effectively communicate with key stakeholders and the public, a variety of communication methods will be defined and used to draw from as wide an audience as possible. Frequent engagement with Fairbanks residents and members of the freight community will be conducted as this project moves through its schedule. The following sections define specific methods for use in the SPIP, in general sequential order of implementation.



## 2.1 Freight Advisory Committee

The Freight Advisory Committee (FAC) will be formed to advise the DOT&PF and FMATS on freight-related priorities, issues, projects, and other freight-oriented issues. The FAC will consist of various freight stakeholders in the Fairbanks region. The FAC will participate throughout the FMP planning process, including the development of goals and objectives, providing input in future freight development zones, and reviewing the draft and final versions of the FMP. The FAC consists of the members shown in Table 2.

**Table 2. Freight Advisory Committee Members, Affiliation, and Contact Information**

Organization	Name	Title	Phone Number	Email
Alaska Trucking Association	Aves Thompson	Executive Director	(907) 276-1148	<a href="mailto:Aves@aktrucks.org">Aves@aktrucks.org</a>
Alaska Railroad	Mark Peterburs		(907) 748-1767	<a href="mailto:Peterbursm@akrr.com">Peterbursm@akrr.com</a>
Fairbanks International Airport	Jeff Roach	Airport Manager	(907) 474-2500	<a href="mailto:jeff.roach@alaska.gov">jeff.roach@alaska.gov</a>
DOT&PF Northern Region	Pam Golden	Traffic and Safety Engineer	(907) 451-2283	<a href="mailto:Pamela.golden@alaska.gov">Pamela.golden@alaska.gov</a>
Fairbanks Natural Gas (FNG)	Dan Britton	President		<a href="mailto:dwbritton@fngas.com">dwbritton@fngas.com</a>
Economic Development Community	TBD			
Fort Wainwright	Mark Richardson	FWAK Installation Transportation Coordinator		<a href="mailto:william.m.richardson16.civ@mail.mil">william.m.richardson16.civ@mail.mil</a>
Eielson Air Force Base	Nicole Thompson			<a href="mailto:nicole.thompson.8@us.af.mil">nicole.thompson.8@us.af.mil</a>
FMATS	Donna Gardino	MPO Coordinator	(907) 459-6786	<a href="mailto:Donna.gardino@fmats.us">Donna.gardino@fmats.us</a>
FNSB	Rich Felsing	Transportation Planner	(907) 459-1272	<a href="mailto:Rfelsing@fnsb.us">Rfelsing@fnsb.us</a>
City of Fairbanks	Bob Pristash		(907) 459-6747	<a href="mailto:rhpristas@ci.fairbanks.ak.us">rhpristas@ci.fairbanks.ak.us</a>
City of North Pole	Bill Butler	Director of City Services	(907) 488-8593	<a href="mailto:Bill.butler@northpolealaska.org">Bill.butler@northpolealaska.org</a>
Community Member #1	Alan Hoza	Colville Transport		<a href="mailto:Ahoza@colvilleinc.com">Ahoza@colvilleinc.com</a>
Community Member #2	Joan Johnson	Span Alaska	(907) 322-4500	<a href="mailto:joanhj@spanalaska.com">joanhj@spanalaska.com</a>
Community Member #3	Luke Hopkins,	Board of Directors, Alaska Gasline Development Corporation	(907) 347-0066	<a href="mailto:lukehopkins@gmail.com">lukehopkins@gmail.com</a>

Information regarding the date and time of FAC meetings will be posted on the FMATS website and through various FMATS social media accounts.

## 2.2 Project Mailing List

A mailing list for the FMATS FMP will be developed, maintained, and used to support many of the methods presented below. The starting point will include available lists from both the DOT&PF and FMATS, which will be expanded as this project gets underway and progresses through its schedule.

## 2.3 Public Opinion Survey

An on-line public opinion survey will be designed and implemented to better understand the prevailing freight-oriented attitudes, issues, and needs of the region's constituents. This on-line survey will include questions about critical issues, policies, and land use and transportation network impacts, among other issues. The initial project mailing list from the DOT&PF and FMATS, which includes Fairbanks residents from recent projects such as the Fairbanks 2040 Metro, will be used to distribute the survey. This survey is intended to identify the critical freight issues in the region from the public's perspective to support later planning activities.

## 2.4 Stakeholder Interviews

To support outreach, up to 10 stakeholder interviews with freight businesses, operators, carriers and shippers, and agencies in the Fairbanks region will be conducted. The DOT&PF, FMATS, and FAC will help identify the individuals who should be interviewed. Interviews may be conducted by telephone or in person. Each interview is anticipated to take between 30 and 60 minutes. An interview guide will be prepared and used to support each interview. While the interview guide will be designed to gather the same type of information from each stakeholder, flexibility in this process will be provided to maximize participation and to identify different characteristics of each stakeholder's organization. An interview summary document will be prepared upon the completion of this process.

## 2.5 Website/Webpage

An FMATS FMP webpage will be linked to the FMATS DOT&PF website and updated six times during the project. It will include a Frequently Asked Questions section, quarterly e-newsletters, schedule of upcoming events, and status of tasks in progress as well as completed and final reports as determined appropriate by the DOT&PF and FMATS.

## 2.6 E-Newsletters

Quarterly e-newsletters will be prepared and sent to members of the project mailing list. The e-newsletters will also be included as links in the project website and be distributed on-line. Hard copy newsletters will also be prepared as another method for distributing key project information to the public desiring other methods of communication.

## 2.7 Public Meetings

Two public meetings will be held during the FMATS FMP. One meeting will be held during the early stages of the FMP and the second meeting will be held to review the recommendations and implementation plan toward the later stages of the FMP. Each public meeting is anticipated to be 2 hours long. To advertise, two newspaper advertisements will be prepared and placed in the Fairbanks Daily News-Miner. An

email will be sent to members of the FMP mailing list, and the schedule and timing of each event will be summarized on the FMP webpage. FMATS will be requested to email the meeting information to their existing email list. Following each meeting, a summary will be prepared, including copies of the presentation boards and comments received. Light refreshments will be provided to maximize in-person attendance.

## 2.8 On-Line Open Houses

In parallel with the two public meetings, on-line open houses will be designed and implemented, including a roadmap of activities and presentation materials for those not able to attend meetings in person. It will be structured to follow and include the same information as presented for the in-person public meetings, but with additional explanations and information to allow participants to follow the discussion. Opportunities for participants to provide on-line input and comments about the material will be provided.

## 2.9 Social Media

Social media will be used as a key method to generate interest and solicit public input in support of the FMATS FMP. Biweekly Facebook posts about the FMATS FMP status will be provided throughout the 18-month period of the project.

## 2.10 Community Briefings

Community or neighborhood briefings will be conducted to provide information about the FMP to various local groups in Fairbanks and understanding on how existing freight issues and future freight trends could impact the community environment. The goal of this process is to create stimulating discussions and provide additional information on ways citizens can get involved through the FMP process. Information about upcoming community briefings will be publicized through the project mailing list, project website, and FMATS social media accounts.

## 2.11 Web and Database Application Development

A web-based mapping application will be designed and implemented to help track and map stakeholder comments associated with the FMP. This web application will be set up using ArcGIS for Server and the Esri JavaScript API. Upon the DOT&PF and FMATS approval of this tool, it will be used to support on-line public open houses and stakeholder interviews as well as identify both stakeholder and public freight issues by region, sub-region, corridor, and hot spots, among other applications in support of the FMATS FMP.

## 3.0 PSIP Deliverables and Milestones

Along with all SPIP methods used above throughout the FMP, supporting deliverables will be prepared. The SPIP deliverables will follow the timeline of the FMATS FMP tasks with the SPIP's supporting role explicitly described within each task below:

**Data Collection, Inventory, and Assessment** - Historical and current data, projects, and plans within the Fairbanks region will be collected to support a

literature review. A GIS-based inventory of freight networks and facilities will also be developed through the data collecting process.

*Deliverables:* An e-newsletter will be emailed out to the project mailing list to introduce the FMP. This task will be documented as part of the *Existing Freight Conditions Report*.

**Develop Freight Goals and Objectives** – The information gathered from the data collection and inventory and from the FAC will be used to develop goals and objectives as well as the performance measures framework.

*Deliverables:* This information will be documented in the *Existing Freight Conditions Report*.

**Report of Existing Freight Conditions** - The FMP's *Existing Freight Conditions Report* will be a visually appealing report that provides a critical analysis of the current freight trends in the Fairbanks region.

*Deliverables:* The *Existing Freight Conditions Report* will be available on the project website. This report will be the focus of the first public meeting, on-line open house, and associated webpage materials.

**Project Freight Levels for 2035 and 2040** – Using the information, plans, and data previously gathered, a forecast of freight levels, needs, and travel markets for 2035 and 2040 will be developed

*Deliverables:* The freight forecast will be documented as part of the *Future Conditions Report*.

**Future Conditions Evaluation and Freight Zone Identification** – Freight zones and development strategies will be identified with a focus on the implementation of the most appropriate solutions for the community.

*Deliverables:* The results of the future conditions evaluation and freight zone identification will be documented in the *Future Conditions Report*. The *Future Conditions Report* will be presented during the second public meeting and online open house. In addition, an e-newsletter will be emailed to the project mailing list that summarizes the report.

**Interagency and Institutional Analysis** – The interagency and institutional analysis will be based on stakeholder interviews and will provide insight on the analysis of freight maintenance, strategies, and solutions that may be incorporated into the FMP.

*Deliverables:* This analysis will be documented as part of the FMATS FMP.



**Potential Project and Study Area Identification** – The identification of potential freight infrastructure projects considered for implementation will be prepared based on public and stakeholder input and interest and associated technical analysis.

*Deliverables:* This analysis will be documented as part of the draft and final FMP report. Potential projects will be presented to the public and other stakeholders as part of the second public meeting and online open house.

**Final Report and Marketing:** A final FMP report will document the entire planning process and identify the specific freight project and policy priorities for the region. The report will be shared and presented to FMATS, FAC, and the public.

**SPIP Specific Deliverables** – Draft, final kickoff, and final findings flyers will be circulated in the community and on the project’s website. Updates will occur on social media, and an e-newsletter will be sent to the project mailing list to notify people about the completion of the FMP. SPIP methods will concurrently run with the FMP’s project schedule as outlined in Figure 1.

#### 4.0 Conclusion

This PSIP is a guide to public and stakeholder involvement for the FMATS FMP process. Public and stakeholder involvement is a dynamic process. As such, flexibility will be maintained to address unanticipated items or issues in this planning process. Any changes to the schedule will be posted on the website to ensure that the public and stakeholders are apprised as early as possible to accommodate their schedules.

Figure 1. FMATS FMP Project Schedule

