

Date: April 18, 2018

Project #: 20105

To: Donna Gardino, Executive Director

From: Robyn Austin, and Phill Worth

Project: FMATS Metropolitan Transportation Plan 2045

Subject: Public Involvement Plan

This memorandum presents the public involvement plan (PIP) for FMATS Metropolitan Transportation Plan (MTP) 2045. Public involvement and agency coordination during the development of this plan is critical for plan development, acceptance, and adoption. The PIP was developed based on past public involvement efforts for MTPs and to be consistent with FMATS Public Participation Plan and Title VI Non-Discrimination Implementation Plan. The following topics are covered:

- Approach and Goals
- Agency Involvement
- Implementation Tools
- Public Involvement Action Plan

Designate Public Information Contacts

- FMATS Executive Director: Donna Gardino, 907.459.6786, donna.gardino@fmats.us
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Approach and Goals

A collaborative and context-sensitive public engagement process is proposed with this plan. The project team is committed to a public involvement approach that strives to achieve the goals listed below.

- Facilitate an open, honest, and transparent decision-making process conducted through constructive two-way communication between the project team, agencies, and the public.
- Provide early and continuous opportunities for the public to share values, understand the opportunities and constraints within the study area, develop potential solutions, and raise issues and concerns to be considered by the project team.
- Proactively inform and encourage community participation.
- Build widespread community understanding of opportunities, constraints, findings, and decisions.
- Implement a process that drives ownership, validity, and commitment to the development of an adopted, community-driven plan.

This PIP outlines how and when interested parties and stakeholders can provide and receive information throughout the life of the MTP.

Agency and Stakeholder Involvement

Agency involvement is planned throughout the entire project. FMATS agency members serve a central role in development of the MTP and are represented by the MPO Policy Board and Technical Committee. Agencies with review, commenting and/or coordinating responsibilities will be included in mailings, invited to public and FMATS Technical Committee meetings, and encouraged to provide input during the plan development process. The agencies, advisory committees, and elected bodies that will be involved with the plan development and adoption are highlighted below.

- **FMATS Members**
 - Review and provide comments on the deliverables and meeting materials.
 - Assist with public involvement and stakeholder coordination.
 - Provide guidance to the project.
 - The team will provide regular updates to the FMATS Technical Committee (TC) and Policy Board (PB).
- **Fairbanks North Star Borough (FNSB):**
 - Work sessions and briefings will ensure understanding of all elements of the MTP.
- **City of North Pole (CONP):**

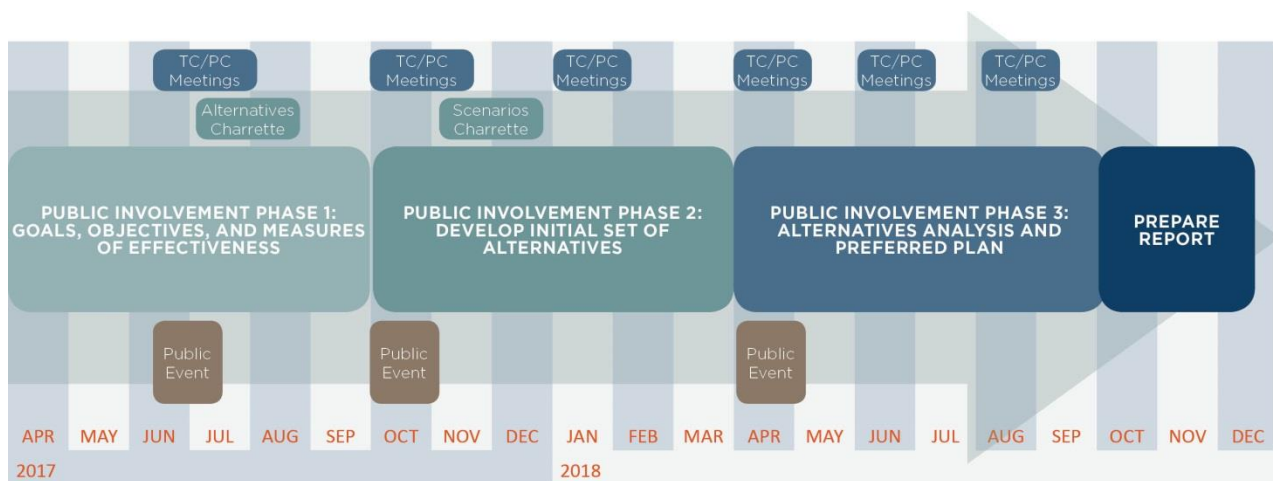
- Work sessions and briefings will ensure understanding of all elements of the MTP.
- **City of Fairbanks (COF):**
 - Work sessions and briefings will ensure understanding of all elements of the MTP.
- **Alaska Department of Transportation and Public Facilities (ADOT&PF):**
 - Work sessions and briefings will ensure coordination of all elements of the MTP.

Other agencies will be included as needed, including:

- **Tribal organizations**
- **Alaska Department of Environmental Conservation**
- **Environmental Protection Agency**
- **Federal Highway Administration**
- **Federal Transit Administration**

Coordination and active engagement with the MPO, various stakeholders, and the general public is a critical component of the plan update. The team will make it clear to various stakeholders and the general public that the FMATS meetings are open to the public and additional public input will be sought at these meetings. The TC will provide overall guidance to the consultant throughout the project by participating in at least twelve (12) meetings. Up to eight (8) meetings will be held with with the PC and four (4) meetings with the FNSB. The overall schedule assumes a draft MTP to be completed in October 2018, a final MTP to be completed by December 2018, and a plan adoption process to begin in March 2019. Figure 2 illustrates the project schedule.

Figure 2 Schedule



Implementation Tools

The team will gather information on needs and deficiencies of current conditions by deploying various community engagement tools outlined below.

PROJECT WEBSITE

The primary purposes of the website is to provide a public, 24-hour source for project information and to act as a location to provide comments. The website will be used to post draft and final technical memoranda, host interactive mapping to support public input, invite and record public comments, provide visualization of key project issues and alternatives, and information on upcoming meetings.

INTERACTIVE WEB MAP

An interactive map (<http://maps.kittelson.com/FMATSMTP204>) will be used to solicit input from the public twice during the project. The first will occur during the Goal Setting & Scenario Identification tasks to collect information on needs and deficiencies. The second map will be used during the Alternatives Development task to present proposed projects for comment and prioritization.

The map tool provides the public with a way to locate and identify issues and ideas, as well as see what other comments are being provided.

FMATS 2045 METROPOLITAN TRANSPORTATION PLAN UPDATE

FMATS
FAIRBANKS METROPOLITAN AREA TRANSPORTATION SYSTEM

We need your input!

Fairbanks Metropolitan Area Transportation System (FMATS) is updating their 2040 Metropolitan Transportation Plan (MTP), last adopted in 2015, to improve the system and conform to state and federal requirements. For this update, we need your help identifying gaps and deficiencies within the Fairbanks North Star Borough urban area. The plan will help shape the community's efforts in the following areas:

- Streets and Highways
- Public Transportation
- Rail and Truck Facilities
- Pedestrian and Bicycle Facilities
- Safety
- Security

Public involvement is a key component of the MTP update! If you live, work, or travel in the area, please use the map to the right to tell us about your experience with the existing transportation system.

INSTRUCTIONS
Zoom and pan the map to find the location you're looking for. Then, **double-click where you'd like to comment**. If you would like to draw a line, please continue single-clicking on the map to finish drawing your line.

LAYERS
Click any of the layer titles below to toggle them off the map.
Study Area

PROJECT BRANDING

KAI developed a brand for the project. This brand includes a logo, tag line and color palette that will be carried out through the project for all public materials, presentations, and the draft and final report.

PRINT MEDIA AND SOCIAL MEDIA

The consultant team will prepare a project informational flyer and a mailer for each public meeting. The meeting mailers will introduce the project, overall schedule, and identify the date and location for the meetings. The meeting mailers will be postmarked and distributed by FMATS. Quarterly project newsletters with project updates will be developed for email distribution using email lists maintained by the team. Additionally, news releases, social media, and print for advertising will be developed for all three public meetings for FMATS to distribute. FMATS will be responsible for purchasing and placing paid ads and maintaining social media accounts.

PUBLIC INFORMATIONAL MEETINGS

Three (3) public informational meetings are planned during the development of this plan. These meetings are tentatively scheduled for summer 2017, fall 2017 and spring 2018. The summer public meeting will provide the public an opportunity to review and provide input on the following three items:

- 1) What transportation projects have been completed since the 2015 MTP?
- 2) What transportation deficiencies exist today?
- 3) What would you like to see for the future transportation system?

The fall public meeting will present information on possible future scenarios, future conditions, visualizations of project alternatives in a form that is easy for laypeople to interpret, descriptions of strategic programs, and solicit public input.

The spring and final event will solicit public input on funding, prioritization and draft MTP recommendations.

The venue for the public meetings will be within the study area. Summary documents will be prepared for each meeting including public comments received. The consultant team will work with the FMATS to ensure public meetings are appropriately and effectively advertised to the public through a project mailer, news releases, social media, and project website.

CHARRETTES

FMATS members and advisors will be engaged in two charrettes to identify current and future transportation issues and develop proposed solutions for testing and evaluation. Outcomes of these charrettes will be shared with the public for further input and feedback.

OTHER FORUMS

Other forums that may be used during the plan development are listed below. The team may provide other project briefings by request.

- **Chamber of Commerce:** Coordinate with the chamber and present an update of the plan at one of their monthly meetings.
- **Youth and School Involvement:** Involving elementary, middle, and high school teachers is a good way to inform and involve not only students, but also their parents. Social studies and government classes provide a good connection to this planning effort. Youth involvement is also a recommendation of Environmental Justice/Title VI best practices.
- **Farmers Market:** These are a great place to get information to people in the summer.
- **The Northern Region DOT Super Open House:** If the event is held during the project time frame, provide project information at the event hosted by the Alaska Department of Transportation and Public Facilities within the project timeframe.

Public Involvement Action Plan

Table 1 summarizes the public involvement action plan laying out details of the major public involvement tasks taking place throughout the course of the project.

Table 1: Public Involvement Action Plan

Project Phase	Timeline	Target Audience	Intended Outcome of Engagement	Engagement Tools/Methods
PUBLIC INVOLVEMENT PHASE 1: GOALS, OBJECTIVES, AND MEASURES OF EFFECTIVENESS				
What problems are we trying to solve? What are the issues, opportunities, goals, and objectives? What are the community needs and vision for this MTP? What has changed since the last MTP?	April – September 2017	FMATS TC and PB	<ul style="list-style-type: none"> ▪ Define issues ▪ Develop project approach ▪ Explore opportunities and constraints ▪ Gather data ▪ Review and provide input on data ▪ Identify technical, citizen, bicyclist, and pedestrian related perspectives 	<ul style="list-style-type: none"> ▪ TC and PB meeting presentations ▪ Public involvement plan ▪ Project website
		Fairbanks North Star Borough (FNSB)	<ul style="list-style-type: none"> ▪ Create project awareness ▪ Gather input on issues, 	<ul style="list-style-type: none"> ▪ Work session ▪ Presentation/briefings ▪ Project factsheet ▪ Project handouts

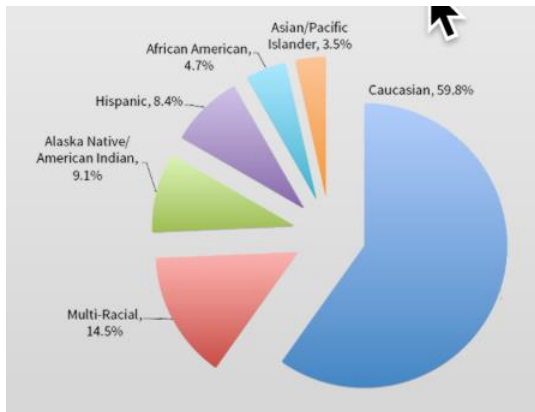
Project Phase	Timeline	Target Audience	Intended Outcome of Engagement	Engagement Tools/Methods
			opportunities, and constraints	
		General Public	<ul style="list-style-type: none"> ▪ Create project awareness ▪ Gather input on issues, community needs, opportunities, and constraints 	<ul style="list-style-type: none"> ▪ Project website ▪ Project factsheet ▪ Public/FMATS PC and TC meetings ▪ Interactive mapping tool ▪ Social media ▪ Email list ▪ Newsletter
		Media	<ul style="list-style-type: none"> ▪ Create project awareness ▪ Increase public involvement 	<ul style="list-style-type: none"> ▪ Project website ▪ Project factsheet ▪ Media releases ▪ Newsletter
PUBLIC INVOLVEMENT PHASE 2: Develop Initial Set of Alternatives				
<p>What criteria should be used when evaluating alternatives?</p> <p>What key issues should be considered in possible scenarios?</p> <p>What alternatives address the transportation needs of the community?</p> <p>How should projects be prioritized?</p>	October 2017 – March 2018	FMATS TC and PB	<ul style="list-style-type: none"> ▪ Identify key issues that should be considered for possible scenario testing ▪ Present future scenarios of interest and concern 	<ul style="list-style-type: none"> ▪ TC and PB meetings presentations ▪ Alternatives development charrette ▪ Scenario planning charrette
		Fairbanks North Star Borough (FNSB)	<ul style="list-style-type: none"> ▪ Obtain feedback on initial alternatives ▪ Obtain feedback on proposed scenarios 	<ul style="list-style-type: none"> ▪ Work session ▪ Presentation/briefings ▪ Public meeting handouts ▪ Project website
		General Public	<ul style="list-style-type: none"> ▪ Review and comment initial list of alternatives 	<ul style="list-style-type: none"> ▪ Project website ▪ Project factsheet ▪ Public/FMATS PB and TC meetings ▪ Online survey ▪ Social media ▪ Interested parties email list ▪ Newsletter
		Media	<ul style="list-style-type: none"> ▪ Create awareness for alternatives development process ▪ Increase public involvement 	<ul style="list-style-type: none"> ▪ Project Website ▪ Project Factsheet ▪ Media Releases ▪ Newsletter

Project Phase	Timeline	Target Audience	Intended Outcome of Engagement	Engagement Tools/Methods
PUBLIC INVOLVEMENT PHASE 3: ALTERNATIVES ANALYSIS AND PREFERRED PLAN				
<p>Which alternatives and actions do we want to carry forward to final plan?</p> <p>What projects should be prioritized for implementation?</p> <p>What implementation and funding strategies should we use to advance the preferred alternative?</p>	April – December 2018	FMATS TC and PB	<ul style="list-style-type: none"> Obtain input on preferred projects and recommended actions Discuss potential funding scenarios 	<ul style="list-style-type: none"> TC and PB meetings presentations Project website Special outreach meetings to address concerns E-mail distribution list
		Fairbanks North Star Borough (FNSB)	<ul style="list-style-type: none"> Obtain input on preferred projects and recommended actions Identify local government implementation mechanisms to support development vision Discuss potential funding scenarios 	<ul style="list-style-type: none"> Work session Presentation/briefings Public meeting handouts Project website
		General Public	<ul style="list-style-type: none"> Recommend preferred projects for prioritization and recommended actions 	<ul style="list-style-type: none"> Project website Project factsheet Public/FMATS PC and TC meetings Interactive mapping tool Social media Email list Newsletter
		Media	<ul style="list-style-type: none"> Create awareness for alternatives selection process Increase public involvement 	<ul style="list-style-type: none"> Project website Project factsheet Media releases Newsletter

Environmental Justice and Title VI.

To determine the approach to compliance with Environmental Justice and Title VI, we researched the ethnic and income status of the Fairbanks area using data from the Fairbanks North Star Borough School District. The consultant team is committed to providing meaningful access to project resources to people of all income levels and to those with limited English proficiency.

Ethnicity



The school district's website states that over 55 languages are spoken within the Fairbanks School District. The top five most common spoken languages after English include: 1) Spanish; 2) Tagalog/Filipino/Pilipino; 3) German; 4) Russian and 5) Inupiaq. In addition, according to the Alaska Department of Education and Early Development Child Nutrition Program, National School Lunch Programs, Free and Reduced Price Meals Report for Program Year: 2017 noted that the Fairbanks North Star Borough School District has 13,061 students and 35% of the students receive free and reduced lunches.

This statistic is indicative of income levels in the community. The district has a total of 32 schools; the percentage of students receiving free and reduced meals is over 50% for 8 of those schools—the highest percentage is 74 and the lowest is 18%.

In following strategies will be used in order to ensure inclusion of the underserved communities:

Outreach to community Organizations: Specific groups will be asked to send project information to their membership Tanana Chiefs Conference Transportation Department (info@tananachiefs.org), churches (Fairbanks Foursquare Church, Sacred Heart Cathedral, Hispanic Mission Baptist Church, etc.)

Meeting Locations: In person public meetings will be held in locations that are familiar and comfortable, such as city halls, libraries, schools, and recreation centers, that are accessible by transit and in ADA accessible buildings. Meetings will also be held in areas of easy access to low income households and near transit lines.

Website Translation: The project website includes website a Google Translate drop-down menu which allows a user to change the language of the content on the page into one of their choosing.

Public Involvement Documentation

Public input and comments will be documented and included in the MPT section on Environmental Justice and Title VI efforts and results.