



Public Involvement Plan (PIP)

Airport Master Plan

Duluth International Airport

DULAI 150733 | August 25, 2020



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Public Involvement Plan

Airport Master Plan

Prepared for Duluth Airport Authority (DAA)

Introduction and Purpose

The Duluth Airport Authority (DAA) will be completing an Airport Master Plan and Airport Layout Plan (ALP) update. At the conclusion of the Master Plan, the DAA will be able to provide opportunities for businesses to grow and or relocate, anticipate the evolving demand for air service in our region, better respond to the needs of general aviation, improve agility in responding to tomorrow's opportunities and challenges, complement its neighboring communities and maintain the DAA's financial sustainability.

This Public Involvement Plan (PIP) documents how the Duluth Airport Authority (DAA) will engage with project stakeholders to inform, educate and solicit feedback throughout the Master Plan process. The DAA wishes to provide the opportunity for all stakeholders to participate and be heard throughout the Master Plan process. This PIP will be updated as needed throughout the project as needs and situations dictate.

Goals and Expected Outcomes

The goal of the PIP is to document the strategies the project team will implement to educate and increase awareness of the Master Plan, as well as to gain input and provide opportunities for feedback. The plan will identify methods and techniques for sharing complex, technical information gathering input with project stakeholders.

The following goals are the driving factors in the development of the PIP:

- Conduct a transparent, inclusive and collaborative planning master planning process
- Build stakeholder trust and support for the process through proactive, consistent, collaborative and meaningful engagement.
- Educate and inform project stakeholders
- Solicit stakeholder feedback
- Identify areas of interest and concern
- Conduct a flexible and adaptable stakeholder engagement process

Audiences

Several varying audiences/stakeholders will be engaged as part of this plan. Each audience will require different levels of involvement, have different levels of project interest and understanding, and may require different methods and timing of outreach.

The following stakeholders are included in this plan:

Federal Agencies

- Federal Aviation Administration (FAA)
 - Airports District Office (ADO)
 - Tech Ops
 - Flight Procedures
 - Air Traffic Control Tower (ATCT)
- United States Customs and Border Protection (USCBP)
- United States Army Corps of Engineers (USACE)
- Transportation Security Administration (TSA)
- National Weather Service (NWS)

State Agencies

- Minnesota Department of Transportation (MnDOT)
- Minnesota Department of Natural Resources (MNDNR)
- Minnesota Pollution Control Agency (MPCA)

Local Government

- Duluth Airport Authority (DAA)
- City of Duluth
- City of Hermantown
- City of Rice Lake
- City of Superior, Wisconsin
- Canosia Township
- St. Louis County
- Joint Airport Zoning Board (JAZB)

Airport Tenants

- Duluth International Airport Tenants Association (DIATA)
- 148th Fighter Wing
- Aircraft Rescue and Fire Fighting (ARFF)
- Monaco Air (FBO)
- Lake Superior College
- Lake Superior Helicopters
- Cirrus Aircraft
- FedEx
- Bemidji Aviation
- AAR
- Delta Airlines
- United Airlines
- SkyWest Airlines
- American Airlines
- Sun Country Airlines
- Delta Global Services (DGS)
- Unify
- Envoy
- Allette
- Private hangar owners
- Rental car agencies

Airport Users

- Airline passengers
- Based aircraft owners
- Transient airport users
- Charter operators
- Duluth Flying Club(s)
- Kern and Kompany
- Employees (of airport businesses)
- Commercial Vehicles

Off Airport Stakeholders

- General public
- Local residents
- Area businesses
- Duluth Chamber of Commerce
 - Military Affairs Committee
- Hermantown Chamber of Commerce
- Superior Chamber of Commerce
- Visit Duluth
- Northern Aero Alliance
- APEX
- Duluth Economic Development Authority (DEDA)
- Duluth Seaway Port Authority
- Metropolitan Interstate Council (MIC)
- Iron Range Resources and Rehabilitation Board (IRRRB)
- Citizen's Committee for Environmental Concerns
- Arrowhead Regional Development Commission (ARDC)
- Congressional delegation
- Media
- Duluth Transit Authority (DTA)

The DAA will continue to identify stakeholders throughout the project.

Outreach Techniques

The following outreach techniques will be utilized throughout the project. The project team will meet monthly to evaluate and plan the implementation of stakeholder outreach. The techniques and schedule of engagement used will be evaluated and modified as needed throughout the project to meet stakeholder needs. A draft schedule of Stakeholder Involvement activities is included in **Appendix A**.

In-person Engagement

Master Plan Advisory Committee (MPAC) Meetings

A Master Plan Advisory Committee (MPAC) will be formed at the beginning of the project. The MPAC will serve in an advisory role throughout the Master Plan process and represent a wide array of stakeholders, including local government representatives, airport users, the business community and economic development organizations. This committee will serve several important functions including representing the broad range of stakeholder groups; reviewing, understanding and sharing project updates; and providing input on the project while serving as a voice of key stakeholders. While representation on the committee should be broad and diverse, maintaining a functional group size will also be important to maximize the effectiveness of this committee.

This group will meet approximately six times throughout the project. The preliminary list of invitees includes:

- City of Duluth
- City of Hermantown
- City of Rice Lake
- Canosia Township
- City of Superior
- Duluth International Airport Tenant Association (DIATA)

- Air National Guard 148th Fighter Wing
- Metropolitan Interstate Council (MIC)
- APEX
- Iron Range Resources and Rehabilitation Board (IRRRB)
- Congressman Stauber
- Senator Klobuchar
- Senator Smith
- General Citizens

Technical Topic-Specific Working Group/Technical Advisory Committee Meetings

Topic specific working groups or technical advisory committees will be established for various topics throughout the project. These groups will gather as needed to discuss specific topics and alternatives at a technical and detailed level. Some topic groups may meet more than once while other topics may only necessitate one topic-specific meeting. These meetings are meant to be technical in nature. Invitees for each topic will include stakeholders that may be affected or could provide technical information on a specific topic. While targeted invitations will be sent for these meetings, they will also be posted on the project webpage and open to the public.

Duluth Airport Authority (DAA) Meetings

Project updates and presentations will be given monthly at DAA Board meetings. Meetings are noticed and open to the public. Copies of the project presentations will be included in the meeting minutes and posted on the Airport website.

Tenant/Airport User Meetings

Master Plan updates will be given at the monthly (or as scheduled) airport tenant meetings. These updates will include general project information as well as any upcoming project meetings, newsletter distribution and other relevant project information.

FAA and MnDOT Meetings

Meetings with the FAA and MnDOT will be held throughout the project. A kick off meeting will occur with each agency and quarterly meetings will be scheduled throughout the project to discuss and review project materials and decision points. FAA and MnDOT will also be invited to project meetings as needed throughout the process. Meetings will allow for collaboration between the DAA and the agencies.

Community/Stakeholder Hosted Meetings

Throughout the project, the project team will attend meetings hosted by on and off airport stakeholders. Where applicable and feasible, the project team will give project updates and presentations. These opportunities may include the following types of meetings:

- Annual Runway Safety Action Team (RSAT) meeting hosted by FAA
- 148th FW AOB Meetings
- Duluth Chamber of Commerce
- Hermantown Chamber of Commerce
- Superior Chamber of Commerce
- Military Affairs Committee
- St. Louis County and Duluth Days
- Metropolitan Interstate Council
- Northern Aero Alliance
- Joint Airport Zoning Board
- Visit Duluth
- Other local neighborhood events/meetings
- City Council meetings
- Others as needed

One-on-one Stakeholder Engagement

One-on-one meetings will be held with various stakeholders throughout the project on an as needed basis. One-on-one meetings will allow for a focused conversation on a specific topic or user. These meetings also provide for updates to those who may not be able to attend other forums. This type of stakeholder meeting may include agencies, local government, airport tenants, airport users, public organizations and other stakeholders.

Open Houses

At least two open houses will be held throughout the process to provide information to the general public. The open houses will serve as a way to provide project information and to solicit feedback from project stakeholders. The open houses will include a mix of project materials and project presentations. The project team will be available throughout each open house to answer questions. The location of each Open House will be determined as needed with consideration being given to identifying a day, time and venue that is easily accessible and inviting to project stakeholders.

Virtual Engagement

Virtual Conference Calls

Virtual conference call tools such as GoToMeeting and Zoom will be utilized when it is deemed necessary to ensure that all stakeholders can participate in master plan outreach efforts. These virtual conference call tools will be utilized both to supplement, and when necessary, fully replace in-person engagement efforts discussed in the section above. These conference call platforms will allow stakeholders to view the screen of the presenter, share their webcam and use their computer or phone to talk to other stakeholders in the meeting room.

Virtual Engagement Tools

The project team will use various tools to actively engage stakeholders and the public in a virtual setting. The MentiMeter platform will be used to gather feedback from stakeholders. MentiMeter is capable of presenting visual feedback on various approaches to questions, rankings and preferences. Additional ways to engage stakeholders will continuously be evaluated for effectiveness during the Master Plan process. These tools may be utilized during in-person engagement efforts.

Public Safety Considerations (COVID-19)

On March 11, 2020 the World Health Organization (WHO) declared the novel coronavirus (COVID-19) outbreak a global pandemic. Following the outbreak, the CDC and State of Minnesota issued guidelines to help contain the spread of COVID-19. Additional considerations are being addressed following these guidelines.

For those without access to the internet, email, or are unable to join virtual conference calls, additional methods to effectively engage stakeholders and the public on a personal level will be put in place. Accommodations will be addressed if stakeholders do not, or have limited internet or phone service available to them. Additionally, physical materials can be distributed if requested. Please contact DAA@duluthairport.com or (218) 727-2968 to request additional accommodations during the Master Plan process.

Written and Online Engagement

Project Brand and Logo

A project brand and logo will be developed for use throughout the project. The project brand will be used on written project materials and throughout all public involvement efforts.

Project Webpage

A project webpage within the DAA website to house project information. The webpage will be updated throughout the project to include draft materials, meeting materials and summaries, schedule, upcoming events and meetings, newsletters, blog posts, opportunities for stakeholders to sign up for information and how to provide public comment. Once created, the webpage will be updated as the project progresses.

Blog Posts

Blog posts will be created throughout the project and posted to the webpage. The blog posts will be used to disseminate topic-specific information to the general public. They will be written in an easy to understand, quickly digestible format aimed at increasing the understanding and interest in elements of the Master Plan study. Approximately 20 blog posts are anticipated throughout the project.

Newsletters

Project newsletters will be developed and distributed to stakeholders using MailChimp. Newsletters will also be available to the public on the project webpage. Newsletters will be sent bi-monthly.

Project Flyers

One-page project flyers will be created as needed to disseminate project information. The flyers will be topic specific and utilize a consistent flyer template. Project flyers will cover various topics which may include Master Plan FAQ, activity forecasts, airline leakage information, Runway 3/21, taxiway network, airport financial plan, building area development/redevelopment opportunities, airport zoning needs, air traffic control tower needs and alternatives, Master Plan overview and other topics. It is anticipated that approximately eight separate flyers will be created throughout the project.

Project Story Map

A Story Map will be created in GIS to share an introduction to the airport as well as to present Master Plan recommendations and information. This Story Map will be created as a means for the general public to better understand and interact with the Master Plan. A link to the Story Map will be available on the project webpage.

Executive Summary

A project executive summary document will be created to serve as a short and easy to understand summary of the Master Plan recommendations and conclusions. The executive summary will utilize graphics to share project information in an easy to read and understand format. The executive summary will be printed and also available on the project website at the end of the project.

Press Releases

At key points during the project, press releases will be used to provide project updates to the general public.

Meeting Announcements

Announcements for meetings will be distributed via US mail and/or email to identified stakeholders and invitees. Meeting announcements may also be included on the project website, social media, local papers and other local methods of information sharing, as necessary.

Email

Email will be utilized to share project newsletters and meeting notifications. An email distribution list will be developed to maintain contacts who wish to be updated on project progress.

Social Media

Social Media will be utilized to share project newsletters, blog posts and updates and to share meeting notifications. The Airport's Facebook page and Twitter account will be utilized. Information can also be shared with other local governments for sharing on their respective social media pages if they choose.

Public Involvement Schedule

A public involvement schedule will be developed for the public involvement efforts. This schedule is flexible and will be designed to engage stakeholders at the appropriate times.

Documentation of Efforts

Documentation of stakeholder outreach efforts throughout the project will be critical. The documentation will provide a history and record of the process and any commitments made throughout outreach activities.

Engagement Summaries

The SEH project team will document and summarize each outreach effort in a public engagement log. SEH will provide monthly public engagement updates to the DAA during regular monthly Board meetings.

Meeting Documentation

All meetings will culminate in succinct and detailed meeting minutes that document the discussion. SEH will prepare meeting minutes which will be distributed to all attendees for review, comment, and concurrence. Meeting summaries will also be prepared to synthesize meeting topics and conclusions. Meeting minutes and summaries will be posted on the project webpage.

Feedback/Comment Documentation

SEH will document stakeholder feedback and questions throughout the process. Feedback and questions will be documented in a Request for Information (RFI) log/spreadsheet. The RFI log will include date, contact information and the comment/question. This will track the submitter's name, date, and comment or question. The RFI log will also track the manner in which the comment or question was responded to or incorporated into the project.

Project Messaging and Tone

Project information will be created using plain language with minimal use of acronyms or jargon. When necessary, easy to understand definitions and explanations will be included for technical terms and information. The communication tone will be direct, honest, collaborative and welcoming. A brand strategy document is included in **Appendix B**.

Appendix A

Master Plan Stakeholder Involvement Schedule

Appendix B

Master Plan Brand Strategy Document



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Sustainable buildings, sound infrastructure, safe transportation systems, clean water, renewable energy and a balanced environment. Building a Better World for All of Us communicates a companywide commitment to act in the best interests of our clients and the world around us.

We're confident in our ability to balance these requirements.

