

*Anchorage Metropolitan Area
Transportation Plan Solutions (AMATS)*
Public Involvement Plan

2040 Metropolitan Transportation Plan
Anchorage Bowl and Chugiak-Eagle River

Approved by AMATS Technical Advisory Committee

April 13, 2017

Prepared for: AMATS

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 **How to make a public comment**

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1 MTP Overview and Context

The 2040 Metropolitan Transportation Plan (MTP) will cast the vision for what transportation will look like in the Anchorage Bowl and Chugiak-Eagle River for the next 20 years. Anchorage Metropolitan Area Transportation Solutions (AMATS) is the joint state-local planning process for the Municipality of Anchorage (MOA), a designated Metropolitan Planning Organization (MPO). As an MPO, Anchorage is authorized to receive Federal Highway Trust Fund dollars. AMATS oversees the planning and programming of these funds to improve the surface transportation system within the urbanized area of the Municipality of Anchorage. Through the MTP process, AMATS decides what transportation improvements our community needs to keep up with the economy and changing population. This recurring planning process generally happens every 4 years. The MTP is essentially the master plan for transportation in the Anchorage Bowl and Chugiak-Eagle River. Projects listed in the MTP are eligible for federal funding or development. The plan also includes recommendations on mobility, congestion, air quality, public transportation, non-motorized transportation, and other issues.

In the last major update, the 2035 Metropolitan Transportation Plan consolidated the sub-area long-range transportation plans for the Anchorage Bowl and Chugiak-Eagle River into one MTP with a single set of goals, objectives, recommendations, and combined MTP budget, while recognizing differences between the two areas, particularly with regard to policies. The 2035 MTP addressed congestion-related and non-congestion-related issues, including those identified by the communities through their respective comprehensive land-use plans. The Interim 2035 MTP was developed to extend the life of the 2035 MTP with a new Air Quality Conformity Determination, while retaining the assumptions and recommendations of the 2035 MTP.

The 2040 MTP will continue in the same direction, while reflecting the new Moving Ahead for Progress in the 21st Century (MAP-21) focus on an objectives-based, performance-driven approach, and new emphasis areas of the 2015 “FAST” Act (Fixing America’s Surface Transportation Act) including freight. MAP-21 reinforced the eight planning factors introduced by SAFETEA-LU (the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users of 2005), and established a performance- and outcome-based program with an objective for states and MPOs to invest in projects that will make progress toward national performance goals for the Federal highway program. The FAST Act continues MAP-21’s overall performance management approach.

The 2040 MTP will be implementable, identifying and prioritizing transportation projects that can move forward for planning, design, and construction. Key areas of interest that the plan will address include:

- Current fiscal climate and how it affects future growth

- Changing demographics, with a desire for more transportation options such as transit
- Long-term congestion management
- Adopted updates to the Municipality of Anchorage Land Use Plan.

As the MTP is developed, this list will grow and change with public input.

The MTP will be developed using an efficient and inclusive outreach process. It is the best opportunity for involving the public to determine policy guidance and transportation priorities. To this end, Guiding Principles were developed. These Guiding Principles were based on previous plans and community values and reflect AMATS' desire to engage in a collaborative and continuous transportation planning process. Essentially, these guiding principles represent **the planning team's commitment to each other and to 2040 MTP stakeholders** – the elected officials, various committee members, and especially the residents of Anchorage.

The Guiding Principles for the MTP 2040 Update are:

- Pursue meaningful public involvement
- Seek to understand all ideas and viewpoints
- Be responsive to the public
- Conduct an open and inclusive process
- Follow guidance provided by the AMATS Technical Advisory Committee and Policy Committee
- Promote opportunities that involve traditionally underserved and underrepresented residents in the transportation planning process
- Analyze and display data so that it is clear for decision makers and the public
- Seek to build public understanding
- Listen to and reflect the public's concerns and aspirations in the alternatives developed
- Provide feedback on how public input influenced the decision
- Create a user-friendly, readable, and understandable plan
- Create a plan that is multimodal, and reflects changing demographics and changing desires of Anchorage's population
- Integrate the 2040 transportation plan update with the overall planning process in Anchorage
- Integrate land use planning into the transportation plan in a more direct, intentional, and strategic way
- Seek to develop a plan that is consistent with the goals and objectives of Anchorage's adopted plans, including sub-area Comprehensive Plans, and which continues to foster the implementation of those goals and objectives
- Comply with local, state, and federal requirements
- Adhere to the schedule and budget.

The rest of this Public Involvement Plan (PIP) describes the plan to identify and engage plan stakeholders throughout the MTP development and approval process.

The 2040 MTP must be completed by November 19, 2019. Together, AMATS and the community/planning partners can develop a long-term vision for our transportation system and finish the plan update efficiently.

For more information on AMATS and its planning process, previous MTPs, or other ongoing plans, please visit the [AMATS website](#). Also, the [AMATS Public Participation Plan](#) (PPP) is an excellent resource for those who wish to understand how AMATS makes decisions and involves the public across their whole program.

2 Public Involvement Guidance

This PIP has been developed to be compliant with the AMATS PPP and consistent with all the regulations and guidance documents listed therein. Please refer to the AMATS Public Participation Plan, Appendix A, for a comprehensive list of applicable regulations.

3 Study Area

The study area is the AMATS Planning Boundary within the MOA. The area includes the urbanized areas of the Anchorage Bowl and Chugiak-Eagle River. Please refer to Appendix B, AMATS Boundary Map.

4 Strategy

Effective community engagement is essential to developing an MTP for AMATS that reflects community desires. This plan outlines a broad-based public engagement process that strives to provide a variety of communication channels to engage a wide cross-section of the Anchorage and Eagle River communities. The PIP builds upon, but does not repeat, the recent MOA outreach efforts associated with transit and freight planning.

This PIP relies on a variety of innovative and engaging outreach tools to reach key stakeholders as well as those who do not typically attend public meetings. It is a mix of traditional and innovative communication tools.

To the greatest extent practicable, the PIP will **rely upon existing AMATS mechanisms** for public review such as the Citizens Advisory Committee (CAC), Technical Advisory Committee (TAC), and Policy Committee (PC). AMATS committees on special topics (air quality, bike and pedestrian, freight) will be invited to participate as well. Final approval via AMATS committees will be reserved for the Public Review Draft/Public Hearing Draft in 2018 and 2019.

Three **large public meetings** will be held at these milestones:

- Issues Identification based on MTP Goals and Objectives; Development of MTP Performance Measures and Screening Criteria, and System Deficiencies
- Alternatives Development
- Alternatives Evaluation and Preferred Alternative

These meetings will be efficient with the goal of respecting the public's time, while maximizing participation and knowledge retention. In lieu of an open house featuring static graphic posters, our public meetings will feature handouts and an impactful presentation featuring videography, maps, and custom graphics, followed by a public question and answer session that informs the entire audience.

The remainder of the outreach will be conducted through **online and small group outreach**. To the greatest extent possible, public outreach will rely on social media, website, and existing mechanisms to get the word out about the MTP and public involvement opportunities.

The following tools will be used as part of the MTP Update. Refer to Section 6 for more specific details about PIP implementation tools and timing. Tools:

- Website
- Fact Sheet
- FAQs
- Enewsletters
- Social Media
- Online Videos
- Public Meetings
- Listening Posts
- Small Group Meetings (as needed)
- Online Surveys
- Advertising
- Charrette
- Citizens Advisory Committee Worksessions
- AMATS Committee Meetings

5 Stakeholders

Identifying stakeholders and understanding their roles and responsibilities is the foundation of a successful plan. This section describes the project team, AMATS and MOA decision-makers, and potential stakeholders.

5.1 Project Team

The AMATS Project Team will be the primary group responsible for guiding the project's scope, content, and results. The project team consists of the following individuals:

AMATS Project Manager: Vivian Underwood, MOA, AMATS. Vivian leads the project team and directs the MTP. Vivian is ultimately responsible for coordinating decision-making and providing project direction to the project team.

Other AMATS project team members:

- Craig Lyon, MOA, AMATS Coordinator
- Aaron Jongenelen, Alaska Department of Transportation and Public Facilities (DOT&PF)
- Teresa Brewer, MOA, AMATS
- Jamie Acton, MOA, AMATS
- Bart Rudolph, MOA Public Transportation Department

These team members will participate in outreach efforts, assist in keeping AMATS committee members informed, and provide input and review on project deliverables.

Consultant Project Manager: John McPherson, HDR. John is directly engaged in HDR contract performance. John will coordinate with Vivian, direct all work of the consultant team, and provide technical leadership.

Assistant Project Manager: Laurie Cummings, HDR. Laurie will support John to direct the consultant team and provide technical guidance.

Public Involvement Lead: Katherine Wood, HDR. Katherine Wood will be the Public Involvement (PI) lead overseeing the development of the PIP, lead the PI strategy, and work with AMATS to develop key project messages and implement the PIP.

5.2 Committees Roles and Responsibilities

AMATS retains sole authority to make decisions related to the project. While stakeholder feedback will be considered by the planning team, AMATS (through its established review and adoption procedures) will ultimately finalize and adopt the 2040 MTP. The following committees and groups have roles to play in the MTP development.

AMATS Governing Structure

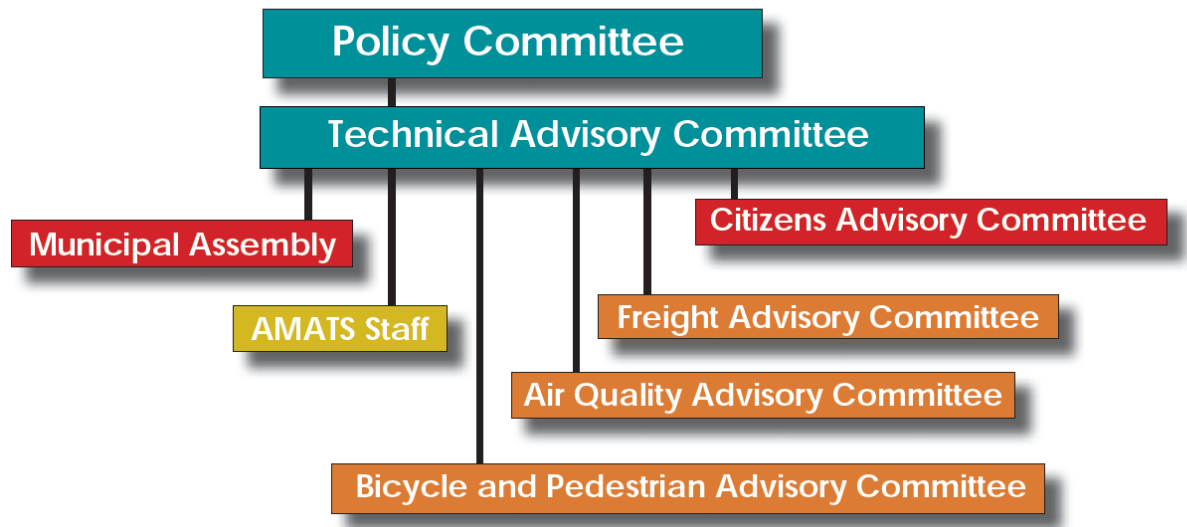


Figure 1: AMATS Governing Structure

AMATS Policy Committee: According to the AMATS PPP, “The AMATS Policy Committee has the authority to act on all matters relating to the continuing, comprehensive, and cooperative transportation and air quality planning process for the area.” The PC will approve the Draft MTP and its companion Draft Air Quality Conformity Determination before they are released for Public Review. When all other reviews are complete, the AMATS Policy Committee is the final decision-maker that approves the Final MTP.

AMATS Technical Advisory Committee: According to the PPP, “The AMATS Technical Advisory Committee reports to the Policy Committee, and prepares all AMATS plans and programs.” The TAC will review and approve the PIP. The TAC will review and approve technical memoranda. The TAC will recommend approval of the Draft MTP and Draft Air Quality Conformity Determination to the Policy Committee.

AMATS Citizens Advisory Committee: According to the PPP, “The AMATS Citizens Advisory Committee reviews transportation plans and programs as well as locations and site plans for roadway improvement projects. Members of this group are appointed by the AMATS Policy Committee.” The CAC will receive drafts as informational items, not for formal approval, but to provide the opportunity to collaborate on working drafts, and will provide comments and/or recommendations, if desired, to the AMATS TAC.

AMATS Bicycle and Pedestrian Advisory Committee: According to the PPP, “The AMATS Bicycle and Pedestrian Advisory Committee is the citizens’ forum for bicycle and pedestrian issues affecting the AMATS area.” The BPAC will receive drafts as informational items, not for formal approval, but to provide the opportunity to

collaborate on working drafts, and will provide comments and/or recommendations, if desired, to the AMATS TAC

AMATS Freight Advisory Committee: According to the PPP, “The AMATS Freight Advisory Committee is the citizens’ forum for freight issues affecting the AMATS area.” The FAC will receive drafts as informational items, not for formal approval, but to provide the opportunity to collaborate on working drafts, and will provide comments and/or recommendations, if desired, to the AMATS TAC.

AMATS Air Quality Advisory Committee: According to the PPP, “The AMATS Air Quality Advisory Committee is the citizens’ forum for air quality issues affecting the AMATS area.” The Air Quality Committee will recommend approval of the Draft Air Quality Conformity determination to the TAC.

MOA Planning and Zoning Commission: According to the MOA website, “The Planning and Zoning Commission prepares and recommends to the Assembly policies, plans, and ordinances relating to land use planning within the Municipality.” The Planning and Zoning Commission will review the Public Hearing Draft MTP, and make recommendations for adoption to the Anchorage Assembly.

Anchorage Assembly: According to the PPP, “The Municipal Assembly provides local government review and recommendations on the AMATS plans and programs to the AMATS Technical Advisory Committee and subsequently to the AMATS Policy Committee.” The Anchorage Assembly will review and adopt the Public Hearing Draft MTP, with requested changes, as part of the Comprehensive Plan, and make recommendations for approval to the AMATS Policy Committee.

FHWA/FTA: Following MTP adoption by the PC, the FHWA/FTA approve the air quality conformity determination.

5.3 Stakeholders

As the largest MPO in Alaska, AMATS is a hub area for travel and commerce. Transportation affects everyone who lives, works, visits, and plays in the Anchorage Bowl and Chugiak-Eagle River. Our transportation system also supports a healthy economy by providing efficient movement of people and goods. The MTP has numerous potential stakeholders, including commuters, area residents and businesses, recreational users, federal and state agencies, local government, emergency services, utilities, Tribal governments, Tribal Health Organizations, and non-governmental organizations (NGOs). During outreach, a limited number of small group meetings will be held with key stakeholder agencies or groups with similar or related missions, as appropriate, for example, public safety and natural resource agencies. Table 1 outlines a list of potential stakeholders that is not intended to be exhaustive.

Table 1: Potential Stakeholders

General Public

Area residents in Anchorage and Chugiak-Eagle River
Property owners (taxpayers)
Business owners (taxpayers)

Agency Planning Partners

Anchorage Economic Development Corporation
Alaska Homeland Security & Emergency Management
Chugiak-Birchwood-Eagle River Rural Road Service Area
Joint Base Elmendorf-Richardson
Alaska Railroad Corporation
Alaska Dept. of Transportation & Public Facilities
Federal Transit Administration
Federal Highway Administration
Matanuska-Susitna Borough
Alaska Dept. of Environmental Conservation
Alaska Dept. of Fish and Game
Alaska Dept. of Health and Social Services
Alaska Dept. of Natural Resources
Alaska Mental Health Land Trust Office
Alaska State Historic Preservation Office (SHPO)
Anchorage Historic Preservation Commission
U-Med District - University of Alaska, Anchorage, Alaska Pacific University, and Providence Hospital
U.S. Bureau of Land Management
U.S. Army Corps of Engineers
U.S. Environmental Protection Agency
U.S. Fish and Wildlife Service
U.S. Dept. of Commerce-National Oceanic and Atmospheric Administration

Community Groups, Non-governmental Organizations, and Others

AARP Alaska

Access Alaska
Alaska Center
Alaska Mobility Coalition
Alaska Trails
Alaska Trucking Association
Anchorage Chamber of Commerce
Anchorage Citizens Coalition

Elected Officials

Alaska State Senators
Alaska House of Representatives

Municipality of Anchorage

Mayor's Office

Departments:

- Health and Human Services
- Planning
- Development Services
- Parks & Recreation
- Heritage Land Bank
- Traffic
- Public Transportation
- Public Works Department – Project, Management & Engineering
- Public Works Department – Maintenance & Operations
- Fire
- Police
- Emergency Operations Center
- MOA Ombudsman
- Port of Anchorage

Americans with Disabilities Act Advisory Commission

Community Diversity Advisory Commission

Equal Rights Commission

Health and Human Services Commission

Historic Preservation Commission

Homeless Coordinator

Housing and Neighborhood Development Commission

Public Transit Advisory Board

Senior Citizens Advisory Commission

Watershed and Natural Resources Commission

Women's Commission

Youth Advisory Commission

Staff

Tribal Stakeholders

Alaska Federation of Natives

Alaska Native Tribal Health Consortium




Table 1: Potential Stakeholders	
<p>Community Groups, Non-governmental Organizations, and Others (cont.)</p> <p>Anchorage Faith and Action Congregations Together (AFACT)</p> <p>Anchorage Parks Foundation</p> <p>Anchorage Literacy Program</p> <p>ARC of Anchorage</p> <p>Arctic Bike Club</p> <p>Bike Anchorage</p> <p>Bridge Builders, Education Outreach</p> <p>Catholic Social Services, HUGS Event attendees</p> <p>Chugiak-Eagle River Chamber of Commerce</p> <p>Chugiak-Eagle River Historical Society</p> <p>Federation of Community Councils</p> <p>North Pole Chapter, National Defense Transportation Association</p> <p>Polynesian Association of Alaska</p> <p>United Way</p> <p>Valley Mover</p> <p>YMCA</p> <p>YWCA</p>	<p>Tribal Stakeholders (cont.)</p> <p>Native Village of Eklutna</p> <p>South Central Foundation</p>

5.4 Title VI/LEP Plan to Reach Minority, Low-income, and Limited English Populations

Federal regulations govern public involvement to ensure that all people have equal access to information and equal opportunities to participate in project planning, regardless of age, sex, race, income or English proficiency. Historically, Anchorage experiences a high turnover in residents although this is lessening in recent years (see [Anchorage 2020](#), Chapter 1 for more details). With nearly 100 languages spoken in area schools, this highly diverse community will continue to grow ([Anchorage 2020](#), Chapter 1). The AMATS PPP outlines additional steps required to include Anchorage’s diverse and low-income populations in transportation planning, as these groups often have difficulty using the transportation system or accessing community services.

To meet these guidelines, the MTP team will translate the fact sheet and frequently asked questions (FAQs) into Spanish, Tagalog, Korean, and Hmong. First-language speaking community entities will receive translated documents to share with their existing networks. All public meetings will be held at transit-accessible locations (with route information published in advertisements). Listening posts at multicultural events and selected community festivals will also reach these groups. Meeting materials will rely on visuals such as maps, charts, graphs, drawings or photos. Meeting and project information will be shared via email or phone with existing community groups identified in Table 1, with a request to forward this information to



their current media outlets. Public meeting flyers will be posted at YMCA, libraries, and other gathering places. Small group meetings may be held with some of the groups, if there is a strong interest in the project. All sign-in sheets will request voluntary gender and race information to support Title VI compliance.

6 Outreach Tools

Public involvement activities will correspond with key milestones in the plan’s development and has been planned with goals for each phase that share information and provide opportunities to shape the development of that phase. When possible, the project will team up with other ongoing planning projects for listening posts, public open houses, and other shared opportunities. Table 2 below shows which tools will be used to engage different groups.

The following terms are used to describe the different levels of engagement (copyright IAP2):

- **Inform:** To provide the public with balanced and objective information to assist them in understanding the problems, alternatives, and/or solutions.
- **Consult:** To obtain public feedback on analysis, alternatives, and/or decisions.
- **Involve:** To work directly with the public throughout the process to ensure that public issues and concerns are consistently understood and considered.
- **Approve:** To formally accept the document as ready for use.


Table 2: Phased Outreach			
Tools	General Public	Stakeholders (see list on p. 8-9)	Citizens Advisory Committee (CAC)
Phase 1: Project Planning			
<i>Outreach Goals: Share MTP Guiding Principles, Obtain input on tools and techniques, Communicate schedule and input opportunities, Establish committees and processes</i>			
Listening Post	 <p>consult</p>		

Table 2: Phased Outreach






Tools	General Public	Stakeholders (see list on p. 8-9)	Citizens Advisory Committee (CAC)
Phase 2: Establish Planning Basis			
<i>Outreach Goals: Develop broad base of support for 2040 Goals & Objectives, Share existing conditions to develop public understanding, Share future conditions to develop public understanding, Identify issues and areas of public concern, Identify public ideas for potential solutions, Obtain input on performance measures & screening criteria.</i>			
Project Website, Enewsletter #1, Fact Sheet, Social Media	 inform	 inform	
Small Group Meetings (to be identified, see p. 7)		 consult	
Online Video #1	 inform	 inform	





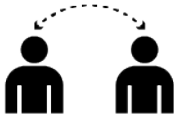


Table 2: Phased Outreach			
Tools	General Public	Stakeholders (see list on p. 8-9)	Citizens Advisory Committee (CAC)
Phase 3: Issues Identification and Problem Definition <i>Outreach Goals: Share issues and problem definition results with the public; Obtain input on issues and problems; Obtain input on the alternatives framework; Report back to the public on how their input on goals, objectives and problems was used.</i>			
Citizens Advisory Committee Worksession #1: >Topic: System Deficiency Analysis			 involve
Survey #1	 consult	 consult	
Public Meeting #1 >Topics: Issues ID, Goals, Objectives, Performance Measures, Screening Criteria, System Deficiencies	 consult		
Listening Posts	 consult		

Table 2: Phased Outreach




Tools	General Public	Stakeholders (see list on p. 8-9)	Citizens Advisory Committee (CAC)
Enewsletter #2	 inform	 inform	
Social Media	 inform		









Table 2: Phased Outreach			
Tools	General Public	Stakeholders (see list on p. 8-9)	Citizens Advisory Committee (CAC)
Phase 4: Alternatives Development <i>Outreach Goals: Ensure broad input on shaping the alternatives, Share with and educate the public on the makeup of the alternatives, Report back to the public on how their issues shaped the alternatives.</i>			
Citizens Advisory Committee Worksession #2: >Topic: Alternatives Development			 involve
Survey #2	 consult	 consult	
Online Video #2	 inform	 inform	
MTP Public Charrette (Public Meeting #2) >Topic: Alternatives Development	 consult		

Table 2: Phased Outreach





Tools	General Public	Stakeholders (see list on p. 8-9)	Citizens Advisory Committee (CAC)
Listening Posts	 consult		
Enewsletter #3	 inform	 inform	
Social Media	 inform		









Table 2: Phased Outreach			
Tools	General Public	Stakeholders (see list on p. 8-9)	Citizens Advisory Committee (CAC)
Phase 5: Alternatives Evaluation <i>Outreach Goals: Share the results of the analysis with a broad cross-section of the community, Obtain input on the merits or objections to the alternatives, Obtain input on the make-up of the preferred alternative</i>			
Citizens Advisory Committee Worksession #3: >Topics: Alternatives Evaluation and Preferred Alternative			 involve
Survey #3	 consult	 consult	
Online Video #3	 inform	 inform	
Public Meeting #3 (Anchorage) >Topics: Alternatives Evaluation and Preferred Alternative	 consult		

Table 2: Phased Outreach

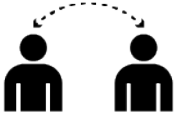



Tools	General Public	Stakeholders (see list on p. 8-9)	Citizens Advisory Committee (CAC)
Listening Posts	 consult		
Enewsletter #4	 inform	 inform	
Social Media	 inform		






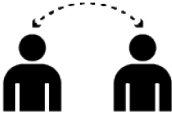


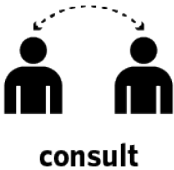
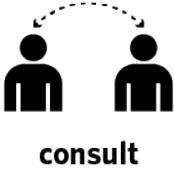
Table 2: Phased Outreach			
Tools	General Public	Stakeholders (see list on p. 8-9)	Citizens Advisory Committee (CAC)
Phase 6: MTP Adoption <i>Outreach Goals: Ensure broad understanding of the plan review and adoption process and schedule, Promote and foster participation in the refinement and adoption process, Track and respond to comments, Report how input has been incorporated into the plan.</i>			
Public Review Draft	 consult	 consult	 consult
Public Hearing Draft	 consult		
Planning and Zoning Review/Hearing	 consult		
Assembly Review/Hearing	 consult		

Table 2: Phased Outreach

Tools	General Public	Stakeholders (see list on p. 8-9)	Citizens Advisory Committee (CAC)
TAC Recommendation on Final MTP	 <p>consult</p>		
Policy Committee Adoption of Final MTP	 <p>consult</p>		

7 AMATS and MOA Reviews and Approvals

In addition to outreach to the general public and stakeholder groups, AMATS and MOA committees have defined review and approval steps required to finalize and adopt the MTP. Table 3 below describes which deliverables receive different levels of review and approval throughout the process. The following terms are used to describe the different levels of review:





-  **Inform:** To receive notice of a draft document.
-  **Review:** To review the draft document and provide written comments on the working draft.
-  **Recommend:** To provide guidance to another committee to take action.
-  **Approve:** To accept the document as ready for use in soliciting further public comment.
- **Adopt:** To formally accept the document as complete.













Table 3: Deliverables Review Process and Related Public Involvement						
Documents / Related Public Involvement	AMATS Air Quality, BPAC, and FAC Committees	Citizens Advisory Committee	Technical Advisory Committee	Policy Committee	Planning & Zoning Commission	Anchorage Assembly
<p><i>PIP</i> (Consistent with adopted AMATS Public Participation Plan)</p>	<p>(Freight and BPAC)</p>  <p>inform</p>	 <p>review</p>	 <p>approve</p>	 <p>inform</p>		
<p><i>Tech Memo #1: Goals and Objectives, Performance Measures</i> (Public Meeting #1 Topic)</p>	<p>(Freight and BPAC)</p>  <p>inform</p>	 <p>review</p>	 <p>approve</p>	 <p>inform</p>		
<p><i>Screening Criteria (part of Tech Memo #1)</i> (Public Review - Comment Period)</p>	<p>(Freight and BPAC)</p>  <p>inform</p>	 <p>review</p>	 <p>approve</p>	 <p>inform</p>		

Table 3: Deliverables Review Process and Related Public Involvement









Documents / Related Public Involvement	AMATS Air Quality, BPAC, and FAC Committees	Citizens Advisory Committee	Technical Advisory Committee	Policy Committee	Planning & Zoning Commission	Anchorage Assembly
<p><i>Tech Memo #2: System Deficiencies</i> (Public Meeting #1 Topic / Public Call for MTP Project Nominations)</p>	<p>(Freight and BPAC)</p>  <p>inform</p>	 <p>review</p>	 <p>approve</p>	 <p>inform</p>		
<p><i>Tech Memo #3: Draft Set of Preferred Alternatives (Developed with Input from Public Meeting #2)</i> (Public Review / Comment Period and Public Meeting #3 Topic)</p>	<p>(Freight and BPAC)</p>  <p>inform</p>	 <p>review</p>	 <p>approve</p>	 <p>inform</p>		






















Table 3: Deliverables Review Process and Related Public Involvement						
Documents / Related Public Involvement	AMATS Air Quality, BPAC, and FAC Committees	Citizens Advisory Committee	Technical Advisory Committee	Policy Committee	Planning & Zoning Commission	Anchorage Assembly
<i>Tech Memo #4: Financial Plan</i>			 recommend	 approve		
<i>Final Preferred Alternative</i>	(Freight and BPAC)  inform	 review	 recommend	 approve		
<i>Public Review Draft MTP</i> (Public Review / Comment Period)	 review	 review	 recommend	 approve to release		

Table 3: Deliverables Review Process and Related Public Involvement

Documents / Related Public Involvement	AMATS Air Quality, BPAC, and FAC Committees	Citizens Advisory Committee	Technical Advisory Committee	Policy Committee	Planning & Zoning Commission	Anchorage Assembly
<i>Public Hearing Draft MTP</i> (Public Hearings)			 recommend	 recommend  approve to release	 recommend	adopt
<i>Draft Air Quality Conformity Determination</i> (Public Review / Comment Period)	(Air Quality)  recommend		 recommend	 approve to release		
<i>Final MTP / Air Quality Conformity Determination</i>			 recommend	 approve		

8 Evaluation

For a PIP to be truly effective, it should be evaluated on a regular basis and refined where needed to garner the largest possible participation. The MTP project team will review the results of outreach on a bi-annual basis, or every six months, of the plan's duration to determine if any changes are needed. Review will consider metrics such as total number of attendees at meetings, number of first time attendees, number of comments received pertaining to MTP, geographic distribution of comments, geographic distribution of our meeting attendees and meeting locations, and comments from low-income and diverse population areas. This review shall be conducted as part of the Project Management Meetings.

9 Advertising and Media Plan

All public outreach that occurs as part of existing AMATS meetings (CAC, TAC, or PC) or MOA meetings (i.e., Planning and Zoning Commission), will be advertised via those committees' established outreach methods. In addition, the MTP team shall send an email to the contact list and post the meetings on the project website.

All public meetings shall be advertised in the following manner:

- Alaska Dispatch News – print display ad 14 days prior, online ads 10 days prior
- MTP Enewsletter (10 days prior and 1 day prior) and website (10 days prior)
- Public Service Announcements provided to local media outlets (10 days prior)
- Facebook content posts to AMATS and DOT&PF pages (10 to 2 days prior)
- Paid Facebook ads targeted to Anchorage and Chugiak-Eagle River (10 days prior)
- Paid Google ads targeted to Anchorage and Chugiak-Eagle River (10 days prior)
- What's Up ListServ (per their usual schedule)
- Federation of Community Councils (7 days prior)
- Flyers posted at YMCA, libraries, and other gathering places

Public Communications. Communication protocol for all types of external project communications, such as press releases, media briefings, telephone interviews, and communications with elected officials and NGOs, requires that a single point of contact be maintained. Craig Lyon, AMATS Coordinator, will be the point of contact for these communications. All incoming public inquires and comments should be directed to Craig Lyon for instructions. Craig may delegate responding to inquiries to HDR. Outgoing public information shall generally flow through the public involvement lead (Katherine Wood), but will occur at the direction of Craig Lyon/Vivian

Underwood. Any public release of materials or responses will require approval by Craig Lyon/Vivian Underwood.

All formal external correspondence with the general public, media, or NGOs will be from the AMATS Project Manager unless the HDR Project Manager or Public Involvement Lead is directed to make the communication by the AMATS Project Manager.

10 How to Comment



How to make a public comment

Mail to: AMATS Transportation Planning

Permit & Development Center, 4700 Elmore Road
P.O. Box 196650, Anchorage AK 99519-6650



E-mail: amatsinfo@muni.org

Online: www.muni.org/amats

Fax: 907.249.7980

In-person: AMATS Committee meetings are open to the public



Appendix A

Acronyms and Abbreviations

Acronyms and Abbreviations

AMATS	Anchorage Metropolitan Area Transportation Solutions
BPAC	Bicycle and Pedestrian Advisory Committee
CAC	Citizens Advisory Committee
DOT&PF	Alaska Department of Transportation and Public Facilities
EJ	Environmental Justice
EPA	U.S. Environmental Protection Agency
FAC	Freight Advisory Committee
FAQs	Frequently Asked Questions
FAST	Fixing America’s Surface Transportation Act
FHWA	Federal Highway Administration
FTA	Federal Transit Authority
IAP2	International Association for Public Participation
LEP	Limited English Proficiency
MAP-21	Moving Ahead with Progress in the 21 st Century
MOA	Municipality of Anchorage
MPO	Metropolitan Planning Organization
MTP	Metropolitan Transportation Plan
NGO	Non-governmental Organization
PC	Policy Committee
PI	Public Involvement
PIP	Public Involvement Plan
PPP	Public Participation Plan
SAFETEA-LU	Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users
TAC	Technical Advisory Committee
YMCA/YWAC	Young Men’s/Women’s Christian Association



Appendix B

AMATS Boundaries



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