

**Washington Aviation  
System Plan  
(WASP)**

**COMMUNITY  
ENGAGEMENT  
PLAN**



# Introduction

State law directs WSDOT to perform periodic system plan updates in response to changes in the aviation industry, community and system. To that end, the Washington Aviation System Plan (WASP) will conduct analysis and provide policy recommendations related to general aviation, air cargo and commercial service. WSDOT receives funding from the FAA to update its System Plan every five years.

The WSDOT Planning Studies Guidelines “Public and Stakeholder Involvement” and the Federal Aviation Administration (FAA) Advisory Circular (AC) No.150/5070-7 “The Airport System Planning and FAA’s Community Involvement Manual,” FAA-EE-90-03, provide guidance on system planning public involvement and stakeholder consultation. The FAA Advisory Circular states specifically that:

*Appropriate coordination of study drafts with the aviation public, community organizations, airport sponsors and users, and other interested parties is critical to the successful adoption and implementation of the final planning report. It is important that all affected or potentially affected parties perceive that the process is open, that the opportunity for participation exists, and that the study is designed to consider input from all of them.*

The following plan embraces that philosophy to assure that the resultant system plan supports the public’s best interest.

The Community Engagement Plan serves two primary functions:

1. Outlines a variety of mechanisms that will enable the public to learn about, comment on, and contribute to the Washington Aviation System Plan
2. Outlines the outreach goals and strategies for the Plan

The Plan includes outreach activities from October 2015 through December 2016.



## Advisory Committee Membership

The Washington State Aviation System Plan Advisory Committee serves in an advisory capacity to the WSDOT Aviation Division. The Committee consists of appointees from varying geographical areas and with diverse backgrounds. It includes professionals possessing technical knowledge and expertise on aviation system planning issues as well as individuals who work in various aspects of the Washington aviation system. Invited committee members include:

- Mark Barkley, Washington State Department of Commerce
- Josh Brown, Puget Sound Regional Council
- Tom Dent, Washington State House of Representatives
- John Dobson, Washington Pilots Association
- Michael Ehl, Port of Seattle
- Mike Ennis, Association of Washington Business (AWB)
- Ron Foraker, Tri-Cities Airport/Port of Pasco
- Kandace Harvey, Washington Airport Management Association (WAMA)

- Bruce Hinds, Washington Seaplane Pilots Association (WSPA)
- Frank Hummel, Washington Pilots Association (WPA)
- Jennifer Kandel, Federal Aviation Administration (FAA)
- Dave Ketchum, Washington State Community Airport Association (WSCAA)
- Elizabeth Leavitt, Port of Seattle
- Chris Long, Washington State Emergency Management Division
- James Lucci, Airlift Northwest
- Chris Lum, Department of Aeronautics and Astronautics, University of Washington
- Robin Mayhew, Puget Sound Regional Council
- Megan Ouellette/Dan Coyne, Alaska Airlines
- Joelle Briggs, Federal Aviation Administration (FAA)
- Lance Robertson, National Business Aviation Association (NBAA)
- Ryan Sheehan, Felts Field
- Rick Taylor, Inland Northwest Aerospace Consortium
- TBD, Aerospace Futures Alliance
- TBD, Colville Tribe
- TBD, Macah Tribe
- TBD, Yakima Valley Tourism
- Warren Hendrickson, Aircraft Owners Pilots Association (AOPA)
- Dave Whitelaw, Recreational Aviation Foundation (RAF)
- Dave Williams, Association of Washington Cities
- Willy Williamson, Pearson Field
- Stephanie Wright, Washington State Association of Counties
- Sara Young, Skagit Regional Airport/Port of Skagit

# Situation Analysis

Washington's aviation system is a system of approximately 135 public use airports, including federally funded airports as stated in the National Plan of Integrated Airport Systems (NPIAS) or non-federally funded airports (non-NPIAS). The state's largest airport is Seattle Tacoma International (SeaTac) and airports range in size, function and geographic location throughout the State. Washington is also home to a number of seaplane bases.

Airports are an essential component of Washington State's overall transportation system, providing critical links to people, goods and services. They are a lifeline to and from isolated rural communities, especially for medical and emergency services, and enhance the quality of life for residents in their work and leisure. Additionally, airports allow for easy access by out-of-state visitors, supporting Washington's tourism business.

This Washington Aviation System Plan (WASP) is an update of the previous system plan to reflect changes in the aviation industry, community and system. Washington adopted its first Aviation System Plan in 1973, and updated it in 1993, 1998, 2001 and 2009. This plan update builds on the work of prior studies and planning efforts including:

- 2009 – Long-Term Aviation Transportation Study (LATS, which included many elements not included in a typical state system plan)
- 2012 – Aviation Economic Impact Study
- 2014 – Airport Investment Study
- 2015 – Airport Investment Solutions Study

The primary purpose of airport system planning is to study the performance and interaction of an entire aviation system to understand the contributions of individual airports to the system as a whole. The primary purposes of the plan are to:

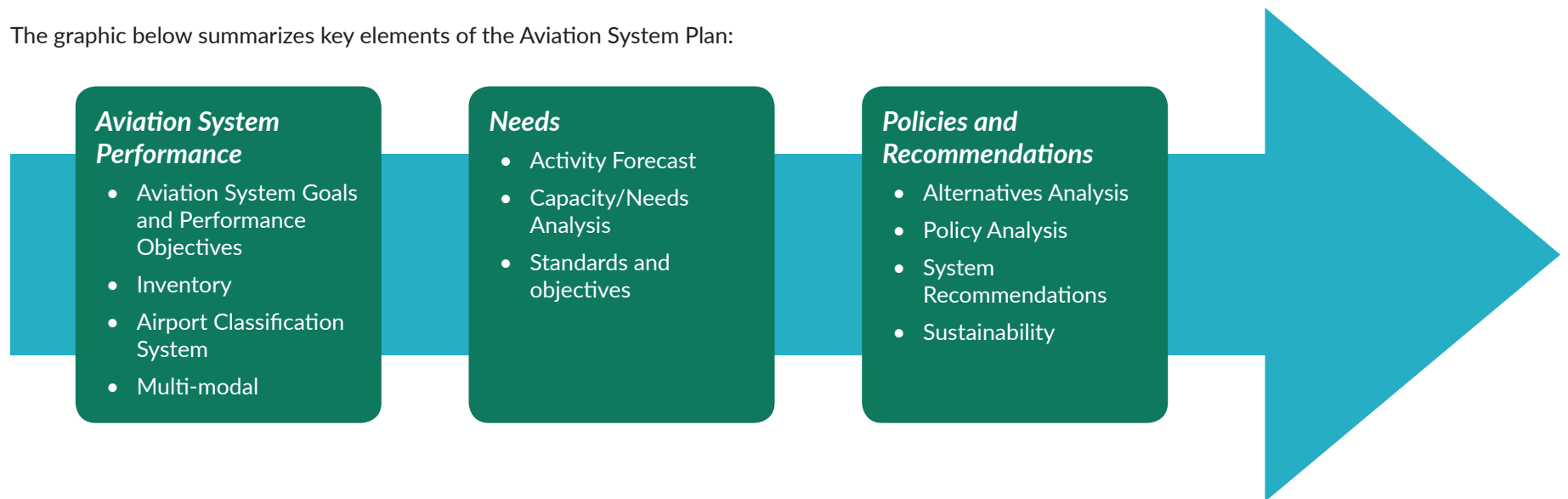
## *Aviation user requirements*

- Current and forecast airport usage levels and based aircraft
- Capacity to meet current and future demand

The priorities of the Aviation System Plan are to:

- Identify issues and evaluate impacts to determine needed airport and system improvements
- Develop performance goals and metrics to better meet the aviation needs of communities and the aviation system as a whole
- Serve as an effective decision-making tool for the development of policies and recommendations that will advance Washington's aviation system

The graphic below summarizes key elements of the Aviation System Plan:



# Community Engagement Plan Objectives

- The Community Engagement Plan meets the following objectives:
- Increase public awareness about why aviation matters to people and communities in Washington State.
- Engage and grow key stakeholder audiences in understanding what the System Plan addresses and what it does not address.
- Partner with key stakeholders to obtain stakeholder and public input about the System Plan.
- Document stakeholder/public involvement.
- Promote accurate media coverage about the System Plan.



# Stakeholder Analysis

Diverse stakeholders have interest in the Washington Aviation System Plan. The following table summarizes potential stakeholder groups, identifies overall concerns associated with the project and suggests outreach tools to address concerns and ensure participation in the process.

Audience	Range of Concerns/Interests		Outreach Recommendations
<ul style="list-style-type: none"> <li>• Governor</li> <li>• Legislature</li> <li>• Transportation Commission</li> <li>• Airports / Sponsors</li> <li>• Urban communities</li> <li>• Rural communities</li> <li>• Cities, towns, counties</li> <li>• General Aviation pilots</li> <li>• Airlines</li> <li>• Airline passengers</li> <li>• Regional Transportation Planning Organizations/ Metropolitan Transportation Planning Organizations (RTPOs/MTPOs)</li> <li>• Business communities</li> <li>• Business aviation</li> <li>• Association of Washington Cities</li> <li>• Washington State Association of Counties</li> <li>• Washington Chapter of the American Planning Association (WA-APA)</li> <li>• Passenger rail</li> <li>• Air cargo</li> <li>• Environmental groups</li> <li>• Special interest groups</li> <li>• WASP Advisory Committee</li> <li>• WSDOT Internal audiences</li> </ul>	<ul style="list-style-type: none"> <li>• Adequate background information about state aviation system and policies</li> <li>• Adequate background and technical information regarding WASP</li> <li>• Delivery of technically sound system plan to be used for the basis of making long-term airport investment decisions</li> <li>• Local constituent concerns</li> <li>• Intermodal integration and efficiency</li> <li>• Data collection/airport inventory and overall fact finding data reported accurately</li> <li>• Opportunity to contribute to a comprehensive plan for future airport development</li> <li>• Impacts of capacity recommendations</li> <li>• Impacts on airport planning and investment</li> <li>• Land use conflicts</li> <li>• Noise</li> <li>• Relationship to local land uses</li> <li>• Economic development</li> <li>• Emergency access</li> <li>• Community impacts</li> <li>• Airport maintenance</li> <li>• Funding of airport maintenance</li> <li>• Funding equity</li> <li>• Availability of airports</li> </ul>	<ul style="list-style-type: none"> <li>• Impact on long-term facility and services planning</li> <li>• Tax burden</li> <li>• Cost impacts</li> <li>• Consistency with regional/ metropolitan transportation</li> <li>• Impact on transportation facilities</li> <li>• Economic development</li> <li>• Impacts on costs of doing business</li> <li>• Impacts on distribution systems</li> <li>• Social issues</li> <li>• Transportation system integration</li> <li>• High-speed passenger rail connectivity with major urban areas</li> <li>• Alternate modes of transportation</li> </ul>	<ul style="list-style-type: none"> <li>• Ongoing coordination with key audiences</li> <li>• Regularly scheduled advisory committee meetings</li> <li>• Prepare briefing items in advance</li> <li>• Provide technical expertise and resources</li> <li>• Clear messaging about legislative directives and expectations</li> <li>• Initial stakeholder outreach to gain perspective of expectations</li> <li>• Ongoing coordination with legislative and Governor's staff</li> <li>• Regular briefings to interested parties including tribes</li> <li>• Start early and disseminate study goals, objectives and tasks early</li> <li>• Clear messaging about study purpose and outcomes as well as what the study does not include</li> <li>• Multiple opportunities for involvement</li> <li>• Easily accessible information, presented in simple formats – leverage WASP Website and existing aviation forums associations/meetings</li> <li>• Outreach to identify deficiencies in aviation airports</li> <li>• Clarity about how the classification system works</li> <li>• Clear information about decision process</li> </ul>

# Key Messages

## *Connecting and Serving Communities*

Washington's aviation system connects Washington's communities, no matter how remote, and supports Washington's economic health. The Washington Aviation System Plan will shed better light on what it will take for airports throughout the state to better serve their communities.

## *Decision-Making Tool for System Integration*

The WASP will provide decision makers with systematic and objective information to identify emerging aviation system needs and effectively meet Washington's long-term air transportation needs from a broad and integrated system perspective.

## *Driving Economic Opportunity*

The WSDOT Aviation Division will consider the aviation needs of diverse communities, who rely on aviation in very different ways, and help airports continue to support economic growth by addressing Washington's future access and capacity needs, as well as our social and environmental values.



# Public Communications Tools and Tasks

## *Media Releases*

The project team will issue media releases at key milestones to announce dates of public outreach meetings and key Council news and findings. All news releases will reinforce the key messages outlined in this communication plan. WSDOT will distribute releases through its Aviation News Service (serving about 4,000 subscribers) and website.

WSDOT and its consultant team have lists of priority and regional media outlets. The project team will update the lists throughout the process.

## *Public Information Materials*

WSDOT and its consultant team will produce print materials to support public awareness of the Aviation System Plan. WSDOT will use its website for distribution of the materials presented to the Council and any additional public outreach documents.

## *Website*

The WSDOT Aviation Website will feature a special section dedicated to Aviation System Plan that will include media releases, links to relevant publications, links to Advisory Committee meeting summaries and opportunities for public involvement. Throughout the study process, WSDOT Aviation will post finalized working papers, presentation materials and other related reports. There will also be an interactive area for periodic public comment and the ability to sign up for notification of meetings, reports, presentations, etc.

WSDOT Aviation staff will maintain the site.

## *Social Media*

When appropriate WSDOT Aviation will use social media to respond to public and stakeholder comments, manage expectations and announce meetings and/or opportunities for input.

## *E-Newsletter*

The project team will distribute E-Newsletters to WSDOT Aviation's extensive database of aviation stakeholders to announce opportunities for public input, and to inform the public about milestones and findings of the System Plan. Key milestones will be:

- In May-June 2016 regarding Airport Classification System and Airport metrics updates
- In August 2016 regarding the draft policy recommendations
- In January 2017 with the release of the WASP Final Draft

WSDOT anticipates distributing at least three newsletters, with at least one accompanying the release of system plan/final report by January 2017.

E-newsletters will be posted on WSDOT's Website and distributed through its list serve and the Council's distribution lists.

## *Aviation System Plan Advisory Committee Meetings/Workshops*

The times and dates of all meetings will be posted on the WSDOT Aviation Website, along with meeting summaries and resource documents.

## *Online Survey*

To obtain feedback on the System Plan WSDOT will conduct an online survey of aviation stakeholders. The 10-minute survey will solicit their feedback on the issues related to the System Plan. Because the survey is in a visual format, the questionnaire can include some static graphics, such as maps or charts.



### ***Participation in Aviation Stakeholder Events***

WSDOT Aviation will leverage opportunities to share information about WASP at regularly scheduled meetings of organizations such as the Northwest Aviation Conference, Washington Pilots Association (WPA), Washington Public Ports Association (WPPA), the Washington Airport Managers Association (WAMA), and the Washington State Community Airports Association (WSCCA). At these meetings, the project team will set up informational displays and distribute print information about the Plan and will record input received from meeting participants.

### ***Briefings to Organizations - as requested***

WSDOT Aviation will be available to present information on study issues or Council findings when requested by local jurisdictions, airport sponsors and aviation stakeholder groups. To the extent possible and practical, WSDOT will try to accommodate a group's request for a briefing. Groups can schedule briefings by contacting Nisha Marvel at [aviation@wsdot.wa.gov](mailto:aviation@wsdot.wa.gov) or 360-651-6310.

### ***Coordination with Regional Transportation/Metropolitan Planning Organizations - Ongoing***

The project team will seek input from Regional Transportation Planning Organizations (RTPOs) and Metropolitan Planning Organizations (MPOs) during the development of the Plan. In addition to including these organizations in the ongoing program outreach, the project team will seek to brief RTPOs at during one or more of their quarterly coordination meetings.



# Timeline

	2016												2017
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
<b>Project Milestones</b>			March 23 Advisory committee meeting				July 14 Advisory committee meeting		Sept 22 Advisory committee meeting				
<b>External Milestones</b>	Jan 25 Emerging Issues wrap up  Capacity Analysis Alternatives Analysis	Airport Classification Metrics  Feb 23 Multimodal Meeting 1  NW Aviation Conference	Mar 10 Aviation Caucus  Trans Comm	Multimodal Meeting 2	System Requirements  WAMA Conf (Heathman Lodge, Vancouver)		Policy Recommendations	Trans Comm		WCAA Conference	WPPA	Project Documentation  Draft Plan	Plan
	Legislative Session											Legislative Session	
	Airport Awareness Day		WPA	WPPA									Airport Awareness Day
<b>Communication Program Elements</b>	*WSDOT intraweb updates		*Leg one pager (?) Update folio for WPA/WPPA	*Multimodal content	*Presentation/boards: metrics and classifications	Stakeholder: metrics and classification		Online survey for draft policy recommendations				Web questionnaire, hosted on WSDOT website	*Executive summary packet

# Contact

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