



## Airport Land Use Compatibility Program Guidebook Update – Communication Plan

---

To better serve airports and local jurisdictions, the Washington State Department of Transportation (WSDOT) Aviation will update its existing airport land use compatibility guidelines and related program materials. The purpose of the update is to present existing airport land use information, and new developments since 1999, in a comprehensive, user-friendly way. Many updates are in response to a customer survey and program evaluation completed in 2005.

As a final product, WSDOT will develop a handbook on airport land use compatibility planning for elected officials, local planning professionals, airport sponsors, and interested citizens. The purpose of the guidebook is to:

- Provide user-friendly, step-by-step guidelines for land use planners and airport managers.
- Explain the purpose and policies of WSDOT's Airport Land Use Compatibility Program.
- Describe WSDOT's technical assistance services offered as part of its land use program.

### Key dates

November 1, 2006	Project begins
May 31, 2007	Draft document released
December 31, 2007	Final document completed

### Team members and affiliations

- Nisha Marvel, WSDOT Aviation (360.651.6310)
- Kerri Woehler, WSDOT Aviation (360.651.6312)
- John Shambaugh, WSDOT Aviation (360.651.6306)

### Key messages

- Requirements for towns, cities and counties will not change as a result of the project.

- This update will improve on existing materials by providing a user-friendly, step-by-step approach to guide planners and airport sponsors.

## **Other important information**

Incompatible development near airports is one of the most crucial threats to our state's aviation system. The Growth Management Act (GMA) requires local jurisdictions to develop comprehensive plans that recognize airports as essential public facilities. WSDOT Aviation is tasked by the Legislature to provide technical assistance to jurisdictions and airport sponsors to assist in adopting comprehensive plans and development regulations to protect airports. These efforts have contributed to proactive land use compatibility programs for many of Washington State's public-use airports.

In this update, WSDOT will focus on providing summaries, graphics, worksheets and other tools to help communicate technical information. Our goal is to better assist jurisdictions in developing comprehensive plan policies and regulations pursuant to GMA that protect airports and long-term aviation interests.

## **Desired outcome of public outreach program**

- Inform planners and airport sponsors about the update and how to access project updates.
- Use and respond effectively to feedback.

## Communications tools

<u>Activity/ tool</u>	<u>Audience</u>	<u>Team members</u>	<u>Due date</u>	<u>Done</u>
Develop contact list for email updates	Internal		Nov 2006	
Select Tech Team	Internal		Nov 2006	
Announce the start of the project with press release, email and announcement on the website	Contact list, aviation stakeholders		Nov 2006	
Generate project development and review schedule	Internal, Tech Team		Nov 2006	
Publicize project timeline via email update and announcement on the website	Contact list, aviation stakeholders		Nov 2006	
Identify key project milestones for public outreach	Internal		Nov 2006	
Quarterly Aviation Advisory Committee Meetings – focus on project milestones	Aviation stakeholders		Jan 2007 – Aug 2007	
Email updates and website announcements – focus on project milestones	Contact list, aviation stakeholders		Jan 2007 – June 2007	
Volunteers to test the guidebook and provide feedback.	Internal		April 2007	
Announce release of the draft with press release, email and announcement on the website	Contact list, aviation stakeholders		June 2007	
Attend Planners' Forums, planning meetings and aviation conferences to discuss the update and solicit feedback on the draft	Planners, airport sponsors, CTED		Feb-July 2007	
Brief phone interviews to solicit feedback from up to 10 planners and airport managers	Internal		July 2007	
Post comments and responses on the web	Aviation stakeholders		June-Aug 2007	
Announce release of final document through press release, email update and announcement on the website	Contact list, aviation stakeholders		Sept 2007	