



Public Involvement Plan (PIP)

Building Area Master Plan Study

Duluth Sky Harbor Airport

DULAI 156533 | October 14, 2020



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Public Involvement Plan

Building Area Master Plan

Prepared for Duluth Airport Authority (DAA)

Introduction and Purpose

The Duluth Airport Authority (DAA) will be completing a Building Area Airport Master Plan and Airport Layout Plan (ALP) update for the Duluth Sky Harbor Airport (DYT). 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 general aviation activities, 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 outreach strategies that will be used to engage thought-out state and federal agencies, local government, airport users and off airport stakeholders. The project team will educate and increase awareness of the Master Plan, as well as gain input and provide opportunities for feedback. The plan will identify methods and techniques for sharing complex, technical information.

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

- Educate and inform airport tenants, airport users, and the surrounding community about the plan, status and schedule of the project
- Engage collaboratively with involved federal and state agencies.
- Inform and seek public feedback on the project
- Ensure that all interested parties are invited to participate in public involvement activities throughout the process and provide reasonable accommodations as needed
- Elicit public and agency support for the project through consistent and meaningful engagement
- Create a PIP that is flexible and can respond to the status and needs of the project as it progresses

Audiences

As part of this plan, very specific audiences/stakeholders will be engaged to provide feedback. The varying audiences will require different levels and types of engagement and will also have varying level or interest in the project. Engagement efforts will address these different levels of interest.

The following stakeholders are included, but not limited to, in this plan:

Federal Agencies

- Federal Aviation Administration (FAA)
 - Airports District Office (ADO)
 - Tech Ops
 - Flight Procedures
- United States Customs and Border Protection (USCBP)
- United States Army Corps of Engineers (USACE)

State Agencies

- Minnesota Department of Transportation (MnDOT)
- Minnesota Department of Natural Resources (MNDNR)

Local Government

- Duluth Airport Authority (DAA)
- City of Duluth
- Duluth Seaway Port Authority

Airport Tenants

- Based Aircraft Owner (hangar and tiedown tenants)
- Beaver Air Tours
- Seasonal Tenants
- Business Tenants

Airport Users

- Transient pilots
- Minnesota Seaplane Pilots Association
- Duluth Aviation Institute
- Wipaire LLC

Off Airport Stakeholders

- Canal Park Business Association
- EAA Chapter 272
- Lake Superior College (LSC)
- Park Point Community Club

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 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.

In-person Engagement

Stakeholder Advisory Committee (SAC) Meetings

A Stakeholder Advisory Committee (SAC) will be formed at the beginning of the project. The SAC will serve in an advisory role throughout the Master Plan process and represent a wide array of stakeholders, including local government representatives, airport users, business and local community 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 four times throughout the project. The preliminary list of invitees includes:

- Airport Tenants
- Seasonal Tenant
- Beaver Air Tours
- Transient Pilot
- Duluth Aviation Institute
- City of Duluth
- Canal Park Business Association
- EAA Chapter 272
- Lake Superior College (LSC)
- Love Creamery
- Minnesota Seaplane Pilots Association
- Park Point Community Club
- Wipaire LLC

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

Airport users or tenants will be engaged through updates provided at the monthly tenant meetings. The goal of these meetings is to share information on the upcoming projects, receive feedback on user needs and alternatives and other information pertinent to airport users.

Agency Meetings (FAA and MnDOT)

Agency meetings will be held throughout this planning study. Additional agency outreach will occur as needed. Meetings will allow for collaboration between the DAA and these agencies.

Community/Stakeholder Hosted Meetings

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

- Sky Harbor Airport Events
- Park Point Community Club meetings
- EAA meetings
- Other local neighborhood events/meetings
- Others as needed

One-on-one Stakeholder Engagement

One-on-one meetings will be held with stakeholders throughout the project on an as-needed basis. One-on-one meetings will allow for focused conversations 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

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

Virtual and Online Engagement

Virtual Conference Calls

Virtual conference call tools such as Microsoft Teams and Zoom will be utilized when it is deemed necessary to ensure safety. Virtual conference calls will be used to supplement and replace, when needed, in-person meetings as discussed above.

Virtual Tools

Several tools are available to project staff to engage stakeholders virtually. These tools will be used to gather stakeholder feedback using technology that presents live feedback to meeting participants and allows for recorded responses. These tools will have the ability to ask questions in a variety of formats. These tools will be used in both virtual conference calls and in-person meetings.

Throughout the project, additional virtual tools that actively engage stakeholders, both in-person and on virtual conference calls, will be considered.

Public Safety Considerations (COVID-19)

In March of 2020 the CDC declared a state of emergency in response to the novel coronavirus (COVID-19) Pandemic. The CDC and State of Minnesota issued guidelines to help contain the spread of COVID-19. For those without reliable 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.

Additional physical materials can be requested and distributed by contacting the project staff at knowicki@sehinc.com or by mail at the address below:

SEH

Attn: Kaci Nowicki

3535 Vadnais Center Drive

St. Paul, MN 55110-3507

Additionally, comments from stakeholders will be accepted within a reasonable amount of time following stakeholder meetings, publication of documents and any public forums. Comments may be submitted through email or mailed to the address above.

Written Engagement

Project Webpage

A project webpage within the Sky Harbor website will house project information. The webpage will be updated throughout project to include draft materials, meeting materials and summaries, schedule, and upcoming events and meetings. The webpage will be updated as the project progresses.

Project Flyers

One-page project flyers will be created as needed to disseminate project information. Project flyers will be created as needed and cover various topics which may include Master Plan FAQ, activity forecasts, or a Master Plan overview.

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 as needed.

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 updates 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, 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

Public involvement efforts are included in the project schedule and included in **Appendix A**.

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 name, date, and the 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.

Appendix A

Master Plan Project Schedule

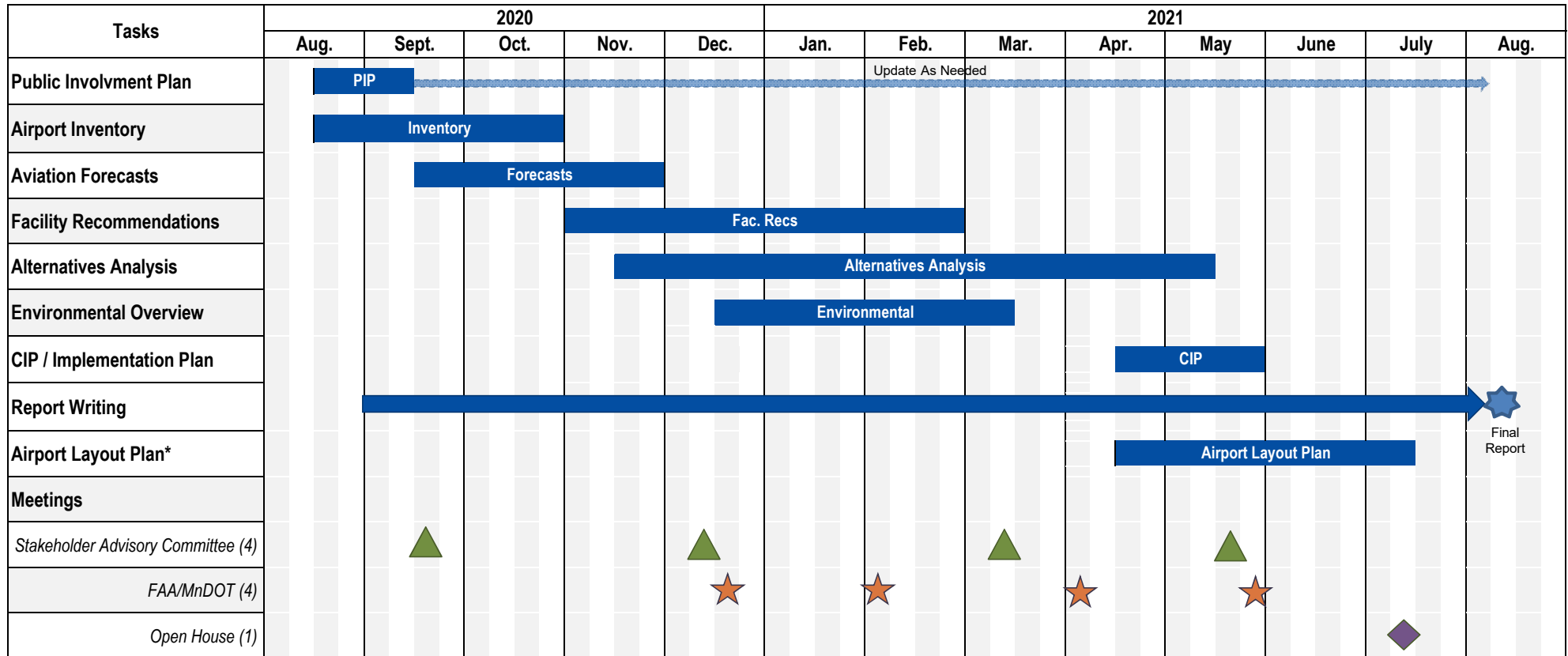


Sky Harbor Building Area Master Plan

Sky Harbor Airport
Duluth, Minnesota

Draft Schedule

August 10, 2020
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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.

