



PREPARED FOR
Anchorage Metropolitan Area
Transportation Solutions (AMATS)

PREPARED BY
AMATS
R&M Consultants, Inc.

IN COOPERATION WITH
Burgess & Niple, Inc. (B&N)
Jacobs Engineering Group, Inc.
McKinley Research Group, LLC (MRG)
Resource Systems Group, Inc. (RSG)

Metropolitan Transportation Plan for the
ANCHORAGE BOWL AND CHUGIAK-EAGLE

PUBLIC INVOLVEMENT PLAN

November 3, 2021



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PROJECT OVERVIEW

AMATS prepares and updates the Metropolitan Transportation Plan (MTP) approximately every four years. The fiscal constraint and air quality conformity determination for an MTP expires at the end of four years; therefore, an MTP must be updated prior to the expiration of these documents.

Project Goal: to update the AMATS MTP to support and develop a transportation network that effectively moves people and goods, maintains residents’ high quality of life and a strong economy, and reflects community priorities. The 2050 MTP will meet all federal requirements while focusing on developing the area’s transportation future through optimization, collaboration, and flexibility with the ability to adopt and evolve.

PROJECT TEAM

Sponsor Agency

Agency/Organization	Name	Role	Contact Email
AMATS	Aaron Jongenelen	Project Manager	aaron.jongenelen@anchorageak.gov
	Craig Lyon	AMATS Transportation Planning Manager	craig.lyon@anchorageak.gov
	Jon Cecil	Senior Planner/Travel Demand Model Coordinator	john.cecil@anchorageak.gov
	Christine Schuette	Senior Planner & Public Involvement Coordinator	christine.schuette@anchorageak.gov
	Joni Wilm	Senior Planner & Non-Motorized Coordinator	joni.wilm@anchorageak.gov
MOA Public Transportation Department (People Mover)	Bart Rudolph	Transit Manager	bart.rudolph@anchorageak.gov
DOT&PF – Anchorage Field Office	James Starzec	DOT&PF AMATS Planner	james.starzec@alaska.gov

Consultant Team

The following table shows the consultant team members who will be involved in implementing the PIP.

Name	Organization	Role	Contact Email
Van Le, AICP	R&M	Project Manager, Public Involvement, Transportation/Land Use Planning	vle@rmconsult.com
Ben Coleman, AICP	R&M	Public Involvement, Transportation/Land Use Planning	bcoleman@rmconsult.com
Taryn Oleson-Yelle, AICP	R&M	Public Involvement, Transportation/Land Use Planning, Community Impact Assessment	toleson@rmconsult.com
Luke Boggess, GISP	R&M	GIS Mapping Services	lboggess@rmconsult.com
Lisa Morris	R&M	Graphic Design & Document Layout	lmorris@rmconsult.com

AMATS PUBLIC PARTICIPATION PROCESS

This Public Involvement Plan (PIP) details the process to support, encourage, and facilitate participation from users and stakeholders of all transportation modes within the AMATS boundary. Public participation is a vital part of transportation planning processes, and the 2050 MTP will inform AMAT’s planning, funding, and decision-making by maintaining a 20-year planning horizon.

Methods in this PIP follow the guidelines adopted in the AMATS Public Participation Plan (PPP) and use them as baseline standards for all engagement strategies proposed. The PPP provides guidelines for officials, staff, consultant teams, and the public on participation opportunities for AMATS projects and programs. Guidance on notification methods including news releases, public comment periods, environmental justice and Title VI compliance, and more are included in the PPP.

2050 MTP PUBLIC INVOLVEMENT PLAN

Public involvement is necessary to collect data on existing conditions, anticipated needs, and project prioritization. It also informs and educates the public on the transportation planning process and involves them in recommendations and outcomes, resulting in an accepted and adopted plan. Methods outlined in this PIP aim to seamlessly integrate scope of work and schedule with a comprehensive strategy to easily engage stakeholders, avoid missteps, and focus on answering key questions related to Anchorage’s near- and long-term plans. Understanding that all stakeholders need a transportation system that works for them, whether they walk, bike, drive, or ride a bus, the

MTP Update Team will focus on ensuring broad-based involvement and input that reflects community priorities and shared values.

The overall approach to public involvement includes:

- Focus on diverse populations (Title 6, LEP, ADA, Minority groups)
- Graphic communication of complex planning principles and transportation priorities
- Consistent communication throughout the project
- Targeted outreach with tangible outcomes
 - AMATS Committee meetings (up to 10)
 - Public Workshops (up to 4, 1 in Chugiak-Eagle River)
 - Stakeholder Meetings (up to 10)
 - Surveys (2)
- Use of multiple tools and methods to expand reach of opportunity
- Consistent articulation of the MTP’s role in advancing the version of a comprehensive, well-functioning transportation network now and through 2050

The project team follows five rules to effectively communicate complicated large-scale planning and development concepts:

- Convert text to graphics – visualizations are essential
- Convert technical details into approachable, non-technical language
- Consistent reiteration
- Flexibility and frequent opportunities for questions, clarification and input
- Expectation management

PUBLIC MEETING FORMAT

Due to the ongoing COVID-19 pandemic and changing nature of policies on masking and gatherings, all project-team-initiated public meetings are assumed to be virtual. In the event in-person meetings are preferred, hybrid public workshops (both online and in-person) will be offered. Public meetings hosted by the PC, TAC, or Assembly will occur in their usual format.

Virtual workshops will be hosted on a platform commonly used with the public. Microsoft Teams is used by Anchorage decision-making bodies for their meetings and Zoom is used by Community Councils. R&M has successfully hosted public meetings for government sponsored projects using their Zoom Pro account to schedule, host, moderate, and record all public workshops. If MS Teams is preferred, AMATS will be responsible for setting up and recording the meeting to ensure all MOA policies and preferences are executed. Alternative platforms such as PublicInput.com will be considered to provide the public with straight-forward, accessible, effective online engagement.

ENGAGEMENT TOOLS

Use of interactive online platforms is essential for collecting detailed, usable and timely data from the public. During the ongoing COVID-19 pandemic, use of technology is necessary, and many have become accustomed to its prevalence. In many cases, public participation in government business has increased with the shift to online meetings and tools. The following engagement tools and strategies strongly rely on well executed and approachable technologies.

Project Website

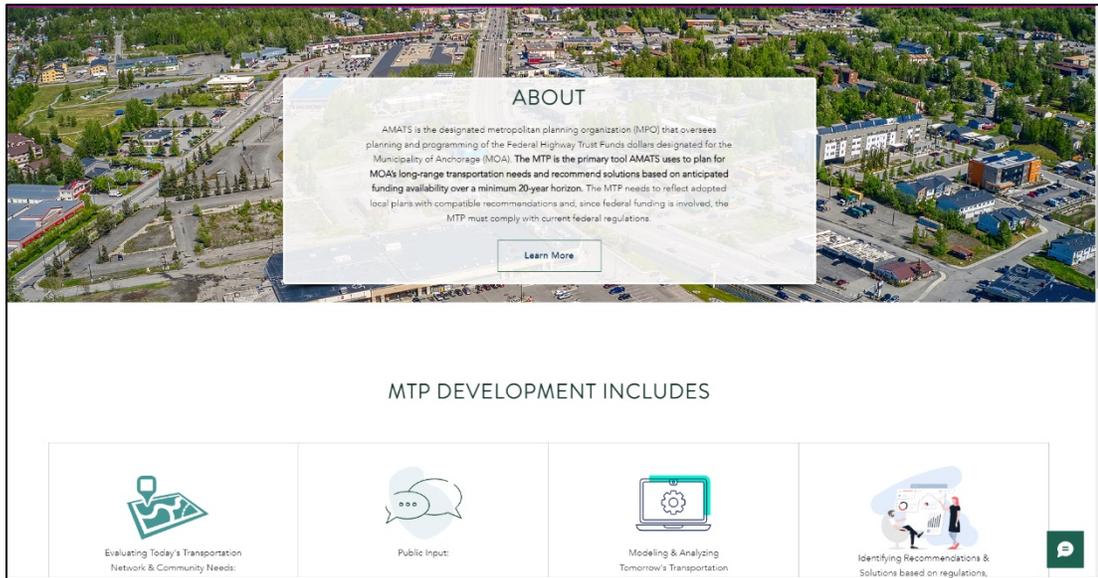
A website dedicated to the 2050 MTP will be built and managed by R&M Consultants, and be linked to AMAT’s muni.org website. The website, www.amats2050.com will provide a one-stop informational portal and will improve the public’s ability to learn about the MTP update and participate easily throughout the process. We will ensure content is desktop and mobile friendly, including usability and equity features to comply with the Web Content Accessibility Guidelines version 2.1. Content may be provided in other languages as needed.

Website elements will include:

- Background information and documents
- Clearly defined project scope and objectives
- Regularly updated schedule
- Participation opportunities and instructions
- Contact information and open comment submissions
- Interactive online participation tools and platforms (Esri StoryMap, online open houses, surveys, presentation recordings, etc.)
- Agendas, meeting packets and summaries of public engagement (AMATS TAC and PC meetings, public workshops, etc.)
- Public Review deliverables, particularly the Draft and Final 2050 MTP



Draft Project Website Home Page - Banner



Draft Project Website Home Page

ESRI StoryMap

Digital storytelling with maps, images, text and other exhibits on the Esri StoryMaps platform is an effective way to express and collect information, both qualitative and quantitative. A StoryMap curated for the 2050 MTP will allow direct public comment on a map(s) to identify transportation system issues, opportunities, projects, and more. We will collect essential information for integration into the 2050 MTP through interactive surveys and prioritization tools that can be integrated within the StoryMap. Depending on the Map's objectives, we can create unique symbology to categorize comment types and display feedback. The StoryMap is anticipated to be a primary communication tool during project prioritization and to gather feedback on the recommendations. Disclaimer language and clear directions will be provided on the project website and the mapping tool itself to ensure the tool's purpose is properly communicated.

Miro

Miro is an online collaboration tool that brings all the benefits of in-person work session with whiteboards, maps and markers to the virtual meeting space. This virtual whiteboard visualizes ideas in real time; modern features let users tangibly document conversations, show relationships, modify presentations, create mind maps, original content and more before, during and after a meeting. Miro is the closest replacement to maps on the table, sticky notes on a poster board and other products of in-person work sessions that successfully engages, documents, and provides results. Miro can be used by one user, a close working group or opened for access by the public to leave comments and ideas and vote on content. With Adobe integration, importing and exporting materials is simple. Miro will be used during most virtual stakeholder meetings and public workshops and can be used as a continued online open house.

Online Surveys

Surveys are an efficient and effective way to gather quantitative measures of public opinion. Public surveys for the MTP update will include questions that relate to required planning factors and the extent to which the public and stakeholders identify those as a priority, in addition to more targeted questions. Two surveys are proposed:

1. To confirm Guiding Principles, Goals and Objectives
2. To inform Draft Recommendations and the Community Impact Assessment

Surveys will be administered online using Esri Survey123, which allows for a wide range of questions including rating, ranking, multiple choice, and geographic questions that use a map. To improve equitability, online surveys will be available in multiple languages and paper format upon request to reach Title VI LEP groups. Surveys will be advertised and shared using the methods outlined below under *Public Outreach and Notifications*.

Public Workshops

Public Workshops serve three primary purposes: (1) to inform and educate the public on the MTP, (2) collect valuable input and (3) retain transparency. These workshops will be open to all, but additional targeted invitations will be sent to agencies and stakeholder groups with expertise or jurisdiction in specific transportation-related areas, such as enforcement and emergency response, to provide feedback and balance discussions.

All meeting materials will be prepared by the consultant team and approved by AMATS PM, Aaron, prior to the workshops. Materials, presentations, recordings and meeting summaries will be posted to the project website following the meeting.

To achieve timely public input, four public workshops will be held at key milestones to strategically inform the MTP update. Each workshop corresponds to major deliverables or decision points, keeping the public informed and involved, and project champions invested.

Workshop #1: Future Transportation Needs & Alternatives Development

The project team will review the 2050 MTP goals, objectives, performance measures, targets and project prioritization criteria. The public will identify priority issues and potential solutions to address existing and future system deficiencies. Project alternatives will be developed based on the public's input and the results will inform draft recommendations.

Workshop #2A: Review Draft Recommendations and Community Impact Assessment (CIA) – Anchorage Bowl

The public will review the draft MTP recommendations for the Anchorage Bowl, including the accompanying financial analysis, and provide input on project and program prioritization for short and longer-term funding. Meeting results will refine final recommendations, help develop the CIA, and inform the Implementation Plan.

Workshop #2B: Review Draft Recommendations and CIA – Chugiak-Eagle River

The public will review the draft MTP recommendations for the Chugiak Eagle River area. This workshop and impacting results will mirror Workshop #2 but with a different geographic focus.

Workshop #3: Draft 2050 MTP Review

The public will review the complete draft plan, including 2050 recommendations, implementation and financial plan. This will occur following internal, agency, AMATS TAC and PC reviews, and begin the formal public review period for the Draft 2050 MTP.

Stakeholder Meetings

Up to ten specialized stakeholder meetings are scoped to support the development of the 2050 MTP. These meetings may be virtual or in-person based on preference and will be targeted meetings with stakeholders who require extended, more in-depth conversation. Understanding certain service provider’s scope of services, financial outlook, issues, and opportunities will guide recommendations and priority determination processes of the MTP update.

Up to 10 meetings with AMATS Committees are scoped for the consultant team throughout the develop of the 2050 MTP, additional meetings will be attended by AMATS staff. These meetings will be a combination of information and work sessions with products that will be included in the 2050 MTP. See the *Stakeholder* section for more information on the AMATS Committees.

Public Outreach & Notifications

A key component of public, agency, and stakeholder involvement is the timely communication of important project information at key milestones. To ensure stakeholders are informed, project updates and notifications will be provided regularly including;

- General overview, purpose, and need of the 2050 MTP
- Key milestones and schedule
- Opportunities to participate
- Documents available for review
- Contact information

Constant Contact & Email List

Constant Contact is an email marketing service R&M uses for project notifications. Identified stakeholders, community council members, and members of the public who sign up for project notifications through the website or through public workshops will be added to the project email list. AMAT’s running mailing list will also be imported, if approved by AMATS staff, or the Constant Contact emails will be forwarded by staff to their internal contact lists and distributed through MOA Bulletins. Constant Contact allows for more graphic emails to be created and monitors open and click-through rates, providing an overview of who has received essential information. All emails collected throughout the project will be provided to AMATS to add to their growing contact list.

Social Media

AMATS's Facebook, Instagram, NextDoor and Twitter accounts will be used to announce public workshops, stakeholder meetings open to the public (including TAC and PC meetings), public review document releases, and invitations to participate in surveys. The project website will be linked or included in all posts specifically for the 2050 MTP for consistency. Facebook events will be created for the public workshops by AMATS staff on the AMATS page and shared with R&M for targeted geographic ad boosts. Facebook tends to reach members of the public less involved in formal government and quasi-governmental activities (Ex. community councils and public hearings). Size appropriate graphics for social media posts will be provided by R&M.

Federation of Community Councils

The Federation of Community Councils (FCC) will be provided with regular project notifications. Requests to circulate invitations throughout the FCC's email list will be done for all public workshops, surveys, and formal public review and comment periods. The FCC's email list includes all community councils and members of the public who have opted-in for notices.

Flyers & Printed Materials

Informational and advertisement flyers will be created for print and distribution at common gathering places such as coffee shops, shopping centers, transit stops and on transit buses, event facilities, etc. Flyers will be created in an easily emailed format to send to community members for them to assist in the printing and posting of flyers.

Community Events & Listening Posts

AMATS Staff may support the consulting team with setting up in-person booths/stations/listening posts to engage the general public at community event, including the Anchorage Transportation Fair and non-transportation related events. Depending on the timing of the community event, the booth may have an informational only focus, with maps and fact sheets available for review, or it may be staffed and feature an interactive exercise to gather feedback during specific project milestones.

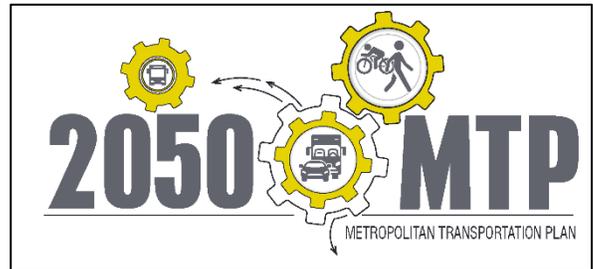
Graphics, Images, & Branding

To engage the public, improve reader retention, comprehension, and insight, consistent MTP branding will be used. Branding will bring visual identity to the 2050 MTP project and will include a. logo, colors, and consistent fonts to increase familiarity and project recognition with the public. The unique 2050 MTP branding will also help distinguish this MTP update from previous efforts. A 2050 MTP logo has been created (shown on the cover of this Public Involvement Plan) and is the cornerstone for project-specific branding guidelines. All public-oriented content will incorporate the project logo and follow the branding guidelines (which are applied to this Public Involvement Plan).

Infographics, charts and tables, photographs, and maps will be used in outreach materials, technical documents, and presentations. The branding used throughout the public engagement process will also be reflected in the MTP document’s layout, format and style and work to create a visual story representation of the MTP planning concepts. Graphics increase content approachability; to ensure our graphics remain comprehensible for all, we use tools allowing us to view graphics as those who are color vision deficient would see them. The following draft logo was developed using such tools:



Draft Logo



Draft Logo as seen by those with common color vision deficiency

Inclusive Outreach & Translation

Inclusivity and engagement with historically underrepresented Title VI populations will be integrated into all aspects of engagement. Translation, interpretation, participation in Title VI specific community events, and development of a group of trusted community advocates to help broaden reach in Native communities and Spanish-, Tagalog-, and Korean-speaking populations will be used. Representatives of organizations comprised of young people will also be engaged with, and they will be the primary system users in 2050. Collaboration with and use of AMATS resources on translations and inclusive outreach will occur throughout the 2050 MTP development process.

STAKEHOLDERS

AMATS Committees

AMATS committee meetings are open to the public, and the public is provided an opportunity to comment at each meeting. All meetings are advertised with agendas posted ahead of time. Up to 10 Committee meetings are scoped for the consultant team, but AMATS staff will attend most meetings and work sessions. Regular AMATS committee meetings will form the basis of the public outreach program for the 2050 MTP update; presentations at these meetings will likely include progress to date, milestones, findings and results, and specific requests for input and guidance as needed.

Policy Committee (PC)

The PC is the primary decision-making body that provides overall direction to the AMATS staff and the TAC, ensures adequate public involvement throughout the AMATS process, and directs the

preparation of transportation plans, programs and studies. The PC will begin by reviewing and providing input on this PIP at the first 2050 MTP work session to improve and approve the strategies proposed.

Technical Advisory Committee (TAC)

The TAC prepares and maintains all AMATS plans, technical studies, and programs for the area and provides recommendations to the PC. They provide information and recommendations about the effects of transportation and air quality plans and programs on the plans of other agencies. The TAC will serve as the primary guiding body for the 2050 MTP update.

Community Advisory Committee (CAC)

The CAC reviews, comments on and guides the PC through the TAC on matters related to transportation, including but not limited to the MTP. Of the 11 Committee members, six of those members are appointed to fill a seat representing each of the Assembly districts with the Municipality. The other five members of the committee are appointed by PC members and consist of one member each representing the Federation of Community Councils, the Anchorage Chamber of Commerce, the Chugiak-Eagle River Chamber of Commerce, the Planning and Zoning Commission, and Joint Base Elmendorf-Richardson. Early and frequent engagement with the AMATS Community Advisory Committee will be done to ensure buy-in from all represented parties.

Freight Advisory Committee (FAC)

The FAC is the community’s forum for freight issues affecting the AMATS area. Specific functions are to assist in promoting public participation in the freight planning process and to comment on freight planning issues. Members are appointed by the PC. Engagement with the FAC will be targeted to freight network issues, recommendations, and priorities.

Bicycle & Pedestrian Advisory Committee (BPAC)

The BPAC is the community’s forum for bicycle and pedestrian issues affecting the AMATS area. Specific functions of this group are to assist in the promoting public participation in the non-motorized planning process and to comment on non-motorized planning issues. Like the FAC, members are appointed by the PC and will be engaged specifically on non-motorized network issues, projects, policies, recommendations, and priorities.

Other Stakeholders

Anchorage residents, businesses, freight groups, local chambers and community councils, transit service providers, and bicycle and pedestrian advocacy groups will be included as part of the MTP’s engagement strategy.

Stakeholder Input

All input provided by stakeholders will be considered by the project team and incorporated where appropriate and feasible. A linear engagement process will be used to collect input from stakeholders to maximize effectiveness and efficiency. AMATS Committees will be the first to

review and provide input on reports, memos, and other materials that will inform and develop the 2050 MTP. The TAC will have the first review to provide the most technical, detail-oriented input, followed by the PC as the AMATS guiding-and decision-making body. MTP supporting materials will then be refined based on Committee input and taken to the public for the third layer of public review as pertinent (see schedule below for public review periods and milestone opportunities for engagement). Following public review, the project team will carry forward, incorporating applicable comments received.

DOCUMENTATION

Detailed records on engagement activities will be maintained throughout the 2050 MTP update; including advertisements, telephone calls, emails, letters, e-newsletter and other correspondence from all stakeholders and members of the public. An ongoing record of public comments and project team responses will be kept by R&M and periodically updated on MS Teams as needed to support deliverables and key project milestones. Summary documents of aggregated comments will be provided after each public comment period in a format preferred by AMATS staff.

All meeting advertisements, notices, agendas, presentation materials and summaries will be kept in PDF format for inclusion as an appendix to the 2050 MTP.

SCHEDULE

The following table shows the timing of important public involvement milestones. This table assumes acceptance into all applicable regular meeting agendas (e.g. PC, TAC) and adherence to the overall project and design schedule.

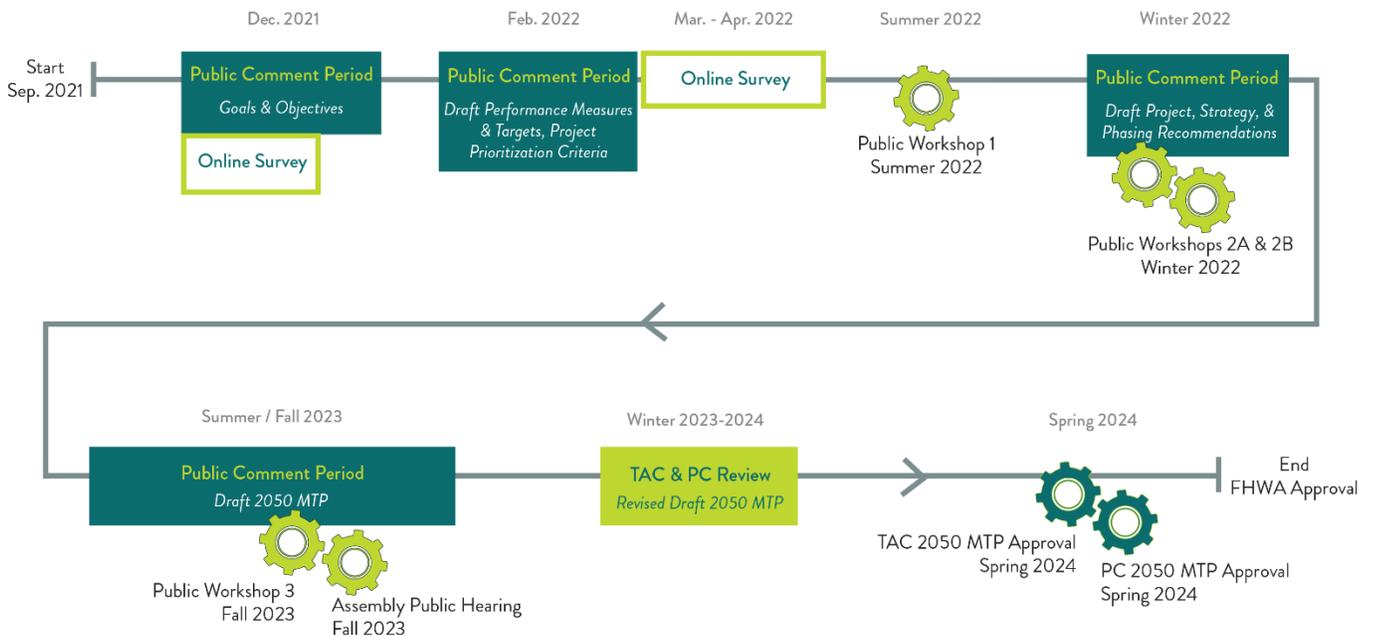
Public engagement for the 2050 MTP will be coordinated with upcoming applicable projects to maximize opportunities for meaningful participation and ensure deadlines are met.

ACTION	DATE	DURATION	OBJECTIVE
Webpage Completion & Launch	September 30, 2021	Full-project	Communication Tool, Project Documentation, Comments
FCC Presentation	November, 2021	1-day	Communicate project purpose and prepare for Goals & Objectives Public Comment Period
Online Survey #1	November-December 2021	15-21 Days	To confirm guiding principles, goals, & objectives. (concurrent with public comment period)

ACTION	DATE	DURATION	OBJECTIVE
Public Comment Period for Goals & Objectives	November-December 2021	30 Days	Feedback on Goals & Objectives, comments accepted any time (including at Public Workshop1)
Public Comment Period for Performance Measures & Targets, Project Prioritization Criteria	February 2022	30 Days	Feedback on Project Prioritization Criteria
Online Survey #2	March-April 2022	21-30 Days	To inform draft recommendations & Community Impact Analysis.
Advertise Public Workshop #1	Summer 2022	21 Days	Three weeks before the workshop.
Public Workshop #1	Summer 2022	1-Day	Discuss future transportation needs & develop alternatives.
Advertise Public Workshop #2A: Anchorage	Fall/Winter 2022	21 Days	Three weeks before the workshop.
Advertise Public Workshop #2B: Chugiak-Eagle River	Fall/Winter 2022	21 Days	Three weeks before the workshop.
Public Comment Period for Draft Project Strategy, & Phasing Recommendations	Winter 2022	30 Days	Concurrent with public workshops 2A & 2B
Public Workshop #2A: Anchorage	Winter 2022	1-Day	Review draft recommendations & Community Impact Analysis (Anchorage Bowl).
Public Workshop #2B: Chugiak-Eagle River	Winter 2022	1-Day	Review draft recommendations & Community Impact Analysis (Chugiak-Eagle River).
Advertise Public Workshop #3	Summer/Fall 2023	21-Days	Three weeks before the workshop.
FCC Presentation	Summer/Fall 2023	1-Day	Present and prepare for public comment period on Draft 2050 MTP
Public Review Period for Draft 2050 MTP	Summer/Fall 2023	60 Days	Feedback on Draft MTP

ACTION	DATE	DURATION	OBJECTIVE
Public Workshop #3	Fall 2023	1-Day	Present and discuss Draft 2050 MTP.
Assembly Public Hearing	Fall 2023	1-Day Hearing, Assembly has up to 45 days	Feedback on Draft MTP During Public Review Period
TAC/PC review of Public Comment Response Summary	Winter 2023-2024	Variable	Workshop(s) with committees, dependent on comments received
TAC Final Review: Draft 2050 MTP	Spring 2024	1-Day	Review & Refinement prior to PC Review
PC Final Review: Draft 2050 MTP	Spring 2024	1-Day	Final Review and Approvals

Schedule updated on 11/3/2021



Public Involvement Graphic Schedule