



Speaking With *One* Voice
Civil Rights Virtual Symposium

Gaining the Competitive Edge

March 13 - 15, 2018





U.S. Department of Transportation

**Office of the Secretary (OST)
Departmental Office of Civil Rights (DOCR)
Policy, Education, and Outreach Division (S-35)**

Inclusion and Equity from the Perspective of State and Local Transportation Entities

Introduction

HELLO
my name is

Moderator: Jonathan Klein,
National Team Lead, Airport
Disability Compliance Program,
Federal Aviation Administration

Presenter: Katherine (Katy)
Delaney, Community Planner,
FAA Detroit Airports District Office

Presenter: Stephanie Ward, AICP
Mead & Hunt, Inc.
Manager, Aviation Planning

Presenter: Airport Director,
Customer Experience and ADA
Coordinator, Hartsfield-Jackson
Atlanta International Airport (ATL)



AS CASE STUDY FROM CUYAHOGA COUNTY, OHIO

**Presented by
Katy Delaney and Stephanie Ward**

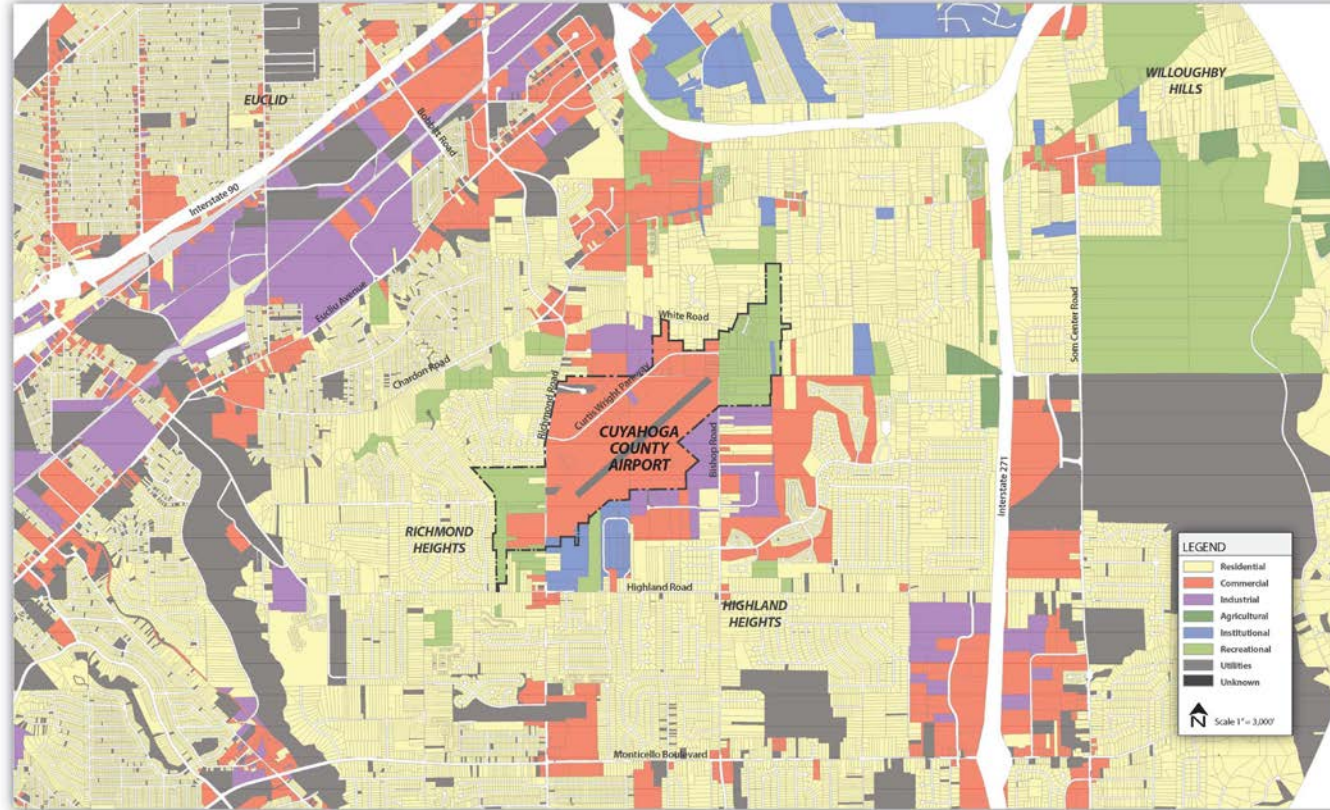


Overview

During this session, participants will learn

- History of the Project
- Outreach during the Planning Phase
- Public engagement techniques in the Environmental Phase
- Continued engagement in the Construction Phase





History of the Project

Cuyahoga County Airport

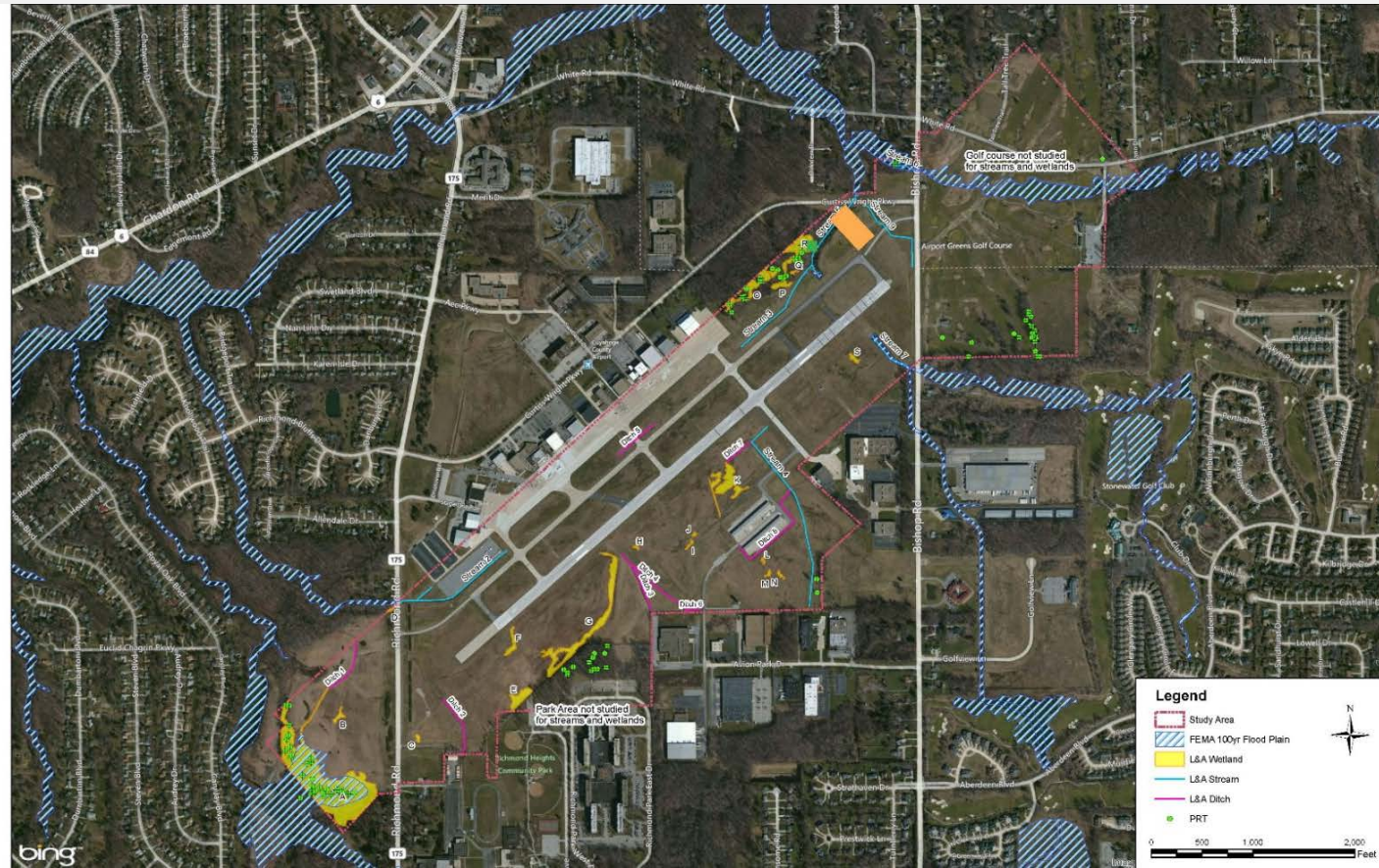


History of the Airport Project

Catalysts for Master Plan

- FAA takes strong stance on full RSA compliance prior to funding runway projects
- Local determination of runway rehabilitation needs at Cuyahoga County
- Master plan required to address RSA implementation options
- Users need for runway extension





Planning Phase



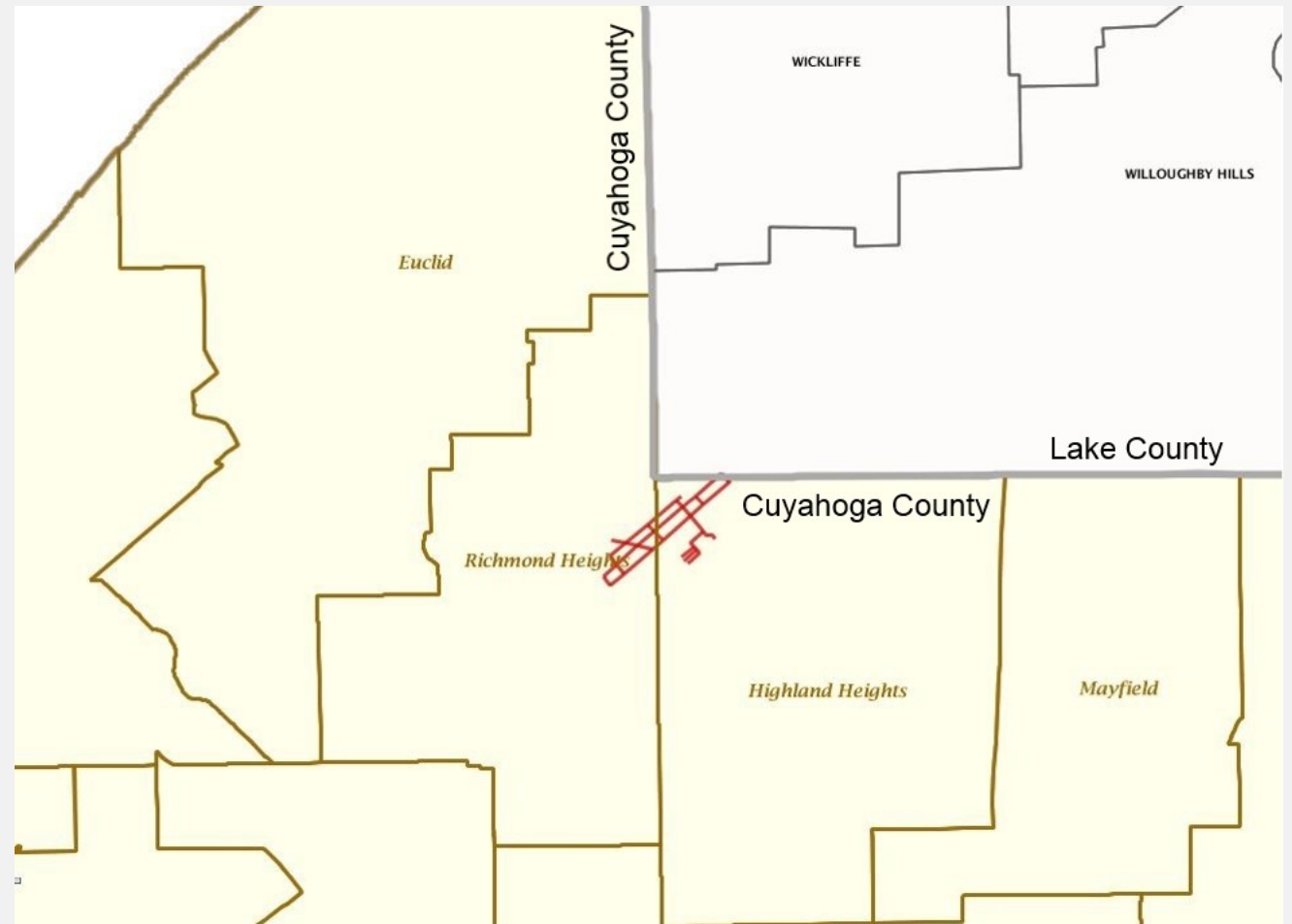
Master Planning Effort

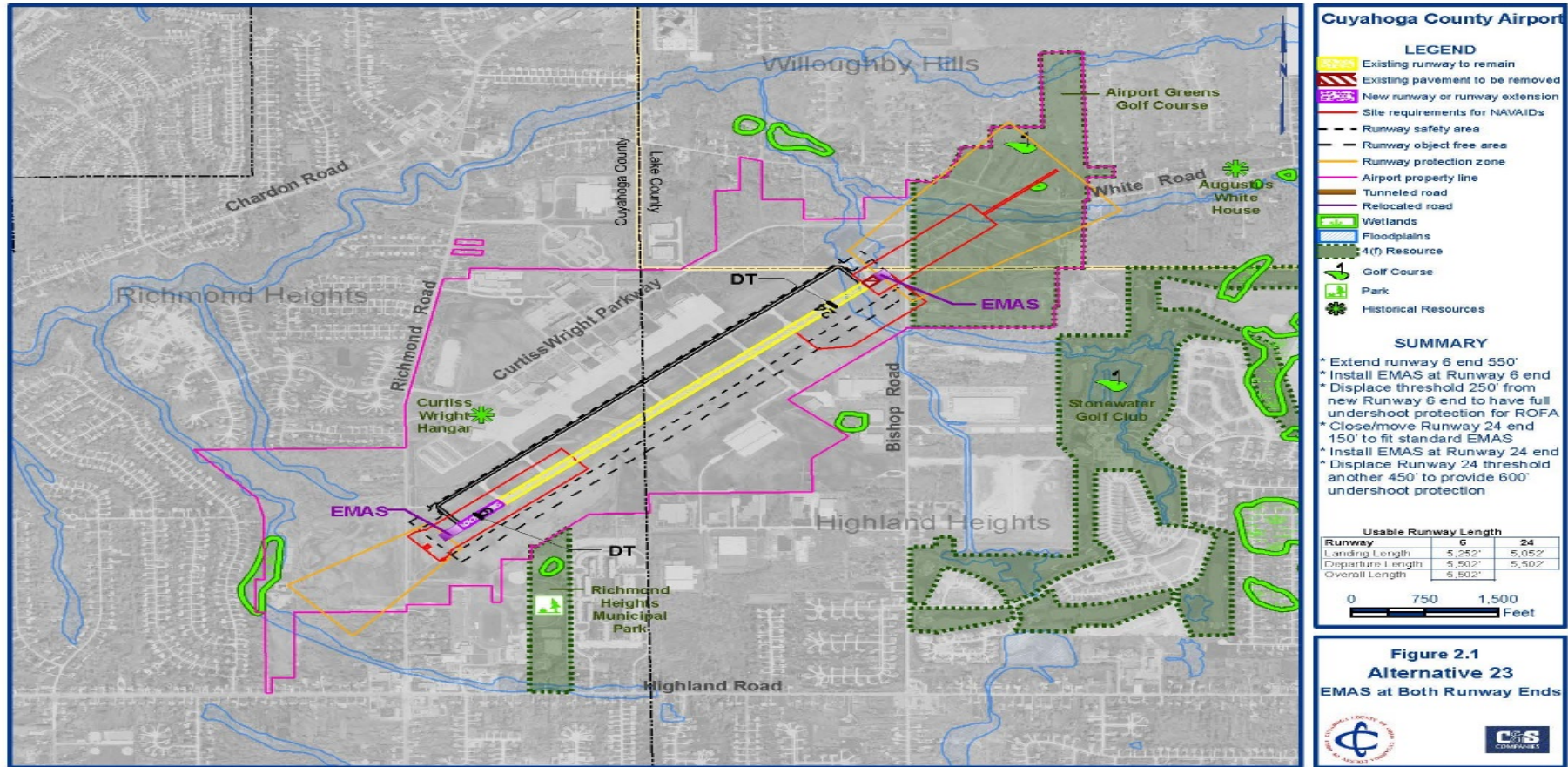
- **2003**
 - Planning Begins
 - Public meetings include Technical Advisory Committee & Community Advisory Committee
- **February 2009:** Board of County Commissioners considers Draft Master Plan recommending Alternative #38 as preferred
- **July 2009**
 - FAA requests an intermediate alternative to meet the Purpose and Need and with community input
 - Master Plan outcome Change of recommendation for intermediate term – Alternative #23. Alternative #38 is kept as ultimate
- **May 2010:** Master Plan Adopted by County
- **2010-2012:** Environmental Assessment Funding Identified
- **October 2012:** Environmental Assessment Initiated
- **May 2015:** FAA Issues Finding of No Significant Impact



Identification of Stakeholders

- Two Counties
 - Cuyahoga County
 - owner of the airport
 - Lake County
- Three Cities
 - Highland Heights
 - Richmond Heights
 - Willoughby Hills
- Based Aircraft Tenants
- Itinerant Users
- Local Residents & Businesses





Environmental Phase



One-on-One Meetings with Stakeholders



- ✓ Hear concerns first-hand
- ✓ Build trust in the process
- ✓ Put face-with-the-name
- ✓ Establish credibility



Public Meetings




- ✓ Open house style
- ✓ Meeting guide
- ✓ Varied venues
- ✓ Safety and Comfort
- ✓ Video/Slide shows for information



Print Materials

- ✓ Newsletters (print and electronic)
- ✓ Post Card mailers
- ✓ Business cards with project contact information
- ✓ Kiosks throughout the community
- ✓ Use of color and tables in documents



About the Environmental Assessment

Federally funded airport improvements constitute a "Federal Action" and are subject to the requirements of the National Environmental Policy Act (NEPA).

The NEPA process addresses the impacts of federal actions on the human environment, including noise, socioeconomic, land use, air quality, and water quality. Before the FAA can approve the project, an EA is required to assess the potential social, environmental and economic impacts.

The FAA as the Federal Lead Agency and the Airport as the project sponsor are preparing this EA to evaluate the potential environmental effects of the proposed runway safety area improvements to comply with NEPA requirements.

Public Comment


The Federal Aviation Administration encourages you to provide comments and suggestions regarding the Draft Environmental Assessment.

There are several ways for you to provide comments:

1. Verbal statements may be shared with the court reporter at tonight's event
2. Complete the comment forms and deposit in the comment boxes
3. Written comments may be provided via email to: jhusani@cuyahogacounty.us
4. Written comments may be mailed to the following address:
Cuyahoga County
Attn: Jamal Husani
2079 E. 9th Street, 5th Floor
Cleveland, OH 44115
5. Comments may be submitted online at the project website: www.cuyahoga-airportea.com

All comments received or postmarked no later than December 19, 2014 will be included in the official project record.

Upon completion of this Public Hearing all comments will be evaluated, and the project documents will be finalized for review by Cuyahoga County and the Federal Aviation Administration.



**RUNWAY SAFETY AREA
IMPROVEMENTS
ENVIRONMENTAL
ASSESSMENT**

Public Hearing

4-7 PM
November 19, 2014

Cuyahoga County Airport (CGF)

Environmental Assessment (EA)


Newsletter V.3

The Purpose and Need of the project is to provide 5,500 feet of usable runway length for takeoff in either direction and to establish compliant Runway Safety Areas per FAA requirements.

SELECTION OF ALTERNATIVE 23

Alternative 23 is considered the most prudent and feasible alternative when compared to the other alternatives, both meeting the project's primary purpose and need of providing safety areas that meet FAA requirements and providing 5,500 feet of runway. In addition, throughout the public involvement process, this alternative has been repeatedly identified as the alternative most preferred by the public.

The recommendation that Alternative 23 be selected as the Preferred Alternative for the EA was accepted by Cuyahoga County in early 2014. As a result, Alternative 23 was carried forward in the EA for additional analysis, public comment and agency review.



Preferred Alternative for the EA (Alternative 23)

Why select Alternative 23?

When compared to all of the other build alternatives, Alternative 23:

- Has the least anticipated impacts to floodplains, streams and farmland
- Does not impact parkland or recreational resources
- Has no road relocations
- Has the least amount of proposed ground disturbance for construction
- Has the least amount of community impacts
- Is supported by both the general public and elected officials in all three local communities

24/7 Project Access @ www.cuyahoga-airportEA.com

Public Hearing

Wednesday, November 19, 2014
4:00 - 7:00 PM


Location: 700 Beta Boulevard Conference Center, 700 Beta Drive, Cleveland, Ohio 44115

Please note that this location is not at the airport. Driving directions and a map are available on the project website.

Format: The public hearing will be a drop-in, open house format with no formal presentation given. Members from the project team and County representatives will be available to answer questions on an individual basis.

Two input options: A court reporter will be available for persons who wish to make a statement regarding the project. Participants will also have the opportunity to fill out comment forms.

Input received through the court reporter or through the comment forms will be included in the official public record and responses will be provided in the final EA document.



Use of Color and Rankings in Materials

Build Alternatives

Category	Criterion	Alternative 15	Alternative 16	Alternative 17	Alternative 18	Alternative 19	Alternative 23	Alternative 24
							Master Plan Preferred Alternative	
Community Impacts	Road Relocation / Tunnel (#)	3	1	2	2	3	0	1
	Relocate Richmond Road (yes / no)	Yes	Yes	No	No	Yes	No	No
	Relocate Bishop Road (yes / no)	Yes	No	Yes	Yes	Yes	No	Yes
	Relocate Curtiss Wright Parkway (yes / no)	Yes	No	Yes	Yes	Yes	No	No
	Total Road Relocation Length (linear feet)	9,050	3,750	4,400	3,000	6,850	0	3,300
	Parkland / Recreational Resources (yes / no)	Yes	No	Yes	Yes	Yes	No	Yes
Environmental Impacts	Wetlands (acres)	1.62	12.37	3.92	3.92	2.72	2.61	2.61
	100-year Floodplain (acres)	8.16	20.22	7.43	4.23	6.55	2.30	5.51
	Streams (linear feet)	9,040.33	6,824.76	8,319.31	6,354.12	8,182.08	5,259.42	7,617.43
	Ditches (linear feet)	1,398.86	2,818.31	1,618.48	2,068.65	2,303.99	2,068.65	1,373.60
	Prime Farmland if Drained (acres)	304.74	280.55	252.09	251.67	267.33	209.28	220.53
	Property Noise Impacts within 65 DNL (yes / no)	No	No	No	No	No	No	No
	Total Ground Disturbance (acres)	344.00	318.77	298.71	293.49	312.28	239.86	260.68

Notes: The color "green" and "red" represent a specific environmental category considered to have the least (green) or the most (red) amount of expected impacts when compared to the other build alternatives



Social Media tool: Web Page and Blog



- ✓ Created common location for information
- ✓ Updated frequently
- ✓ Easy to find



Social Media Tool: Facebook



- ✓ Recognizable
- ✓ Understandable
- ✓ Friendly
- ✓ Visually appealing



Social Media: Twitter



- 140 characters insures you keep it brief
- Network builds quickly
- “Re-tweet”



Social Media: Considerations

Pros

- Venue for community conversation
- Interactive engagement tool
- Youth participation
- Identify concerns in real-time
- Low cost / free for software

Cons

- Can be labor intensive to monitor
- Control of the project messaging
- Negative comments
- Inappropriate comments
- QA QC Process
- Documenting public input





Construction Phase



Questions



OUTREACHING TO THE ADA COMMUNITIES

Steve Mayers
Airport Director
Customer Experience and ADA Coordinator



**U.S. Department
of Transportation**

Objectives

During this session, participants will learn

- How to establish communication with the community
- How to set expectations
- How to create a great customer experience model



Communication with the Community

- Build an ADA committee at your organization
 - **Membership**
 - **Meetings**
- Tours – Showcase your product to the community
- Events – Autism, Blind Awareness Etc.
- Engage with the community through sponsorship
- Showcasing individuals with disabilities in your advertising
- Increase the diversity by involving the community through creating more opportunities. (Ex. Job fair and volunteer opportunities)



Set Expectations

- Internal Guidelines
- Internal Compliance
- Auditing Regulations



Customer Experience Model

- Voice of the customer program – Can they reach you?
- Facilities - What is great customer service?
- Website – Is your site accessible?
- Social Media – Actively listen and respond to customers
- Measure your compliance



Airport Accessibility
For Travellers
@airportaccessibility



Additional Questions



Thank you very much!

Request additional information or pose questions to the following:

Departmental Office of Civil Rights

(202) 366-4648

crlc@dot.gov

