Gaining the Competitive Edge
March 13 - 15, 2018
Inclusion and Equity from the Perspective of State and Local Transportation Entities
Introduction

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
# Use of Color and Rankings in Materials

## Build Alternatives

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

**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
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
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