



COMMUNICATIO NS PLAN

JANUARY 2016

PUBLIC REVIEW

SECTION 1 AIRPORT CONTACT INFORMATION

AIRPORT ADDRESS:

5000 WEST INTERNATIONAL AIRPORT ROAD
SOUTH TERMINAL, 4TH FLOOR ROOM C4987
ANCHORAGE, AK 99502

AIRPORT WEB ADDRESSES:

MAIN WEBSITE:

WWW.ANCHORAGEAIRPORT.COM

CONTACT US / COMMENT LINK:

[HTTP://WWW.DOT.STATE.AK.US/ANC/COMMENTFORM.SHTML](http://WWW.DOT.STATE.AK.US/ANC/COMMENTFORM.SHTML)

AIRPORT STAFF CONTACT INFORMATION:

[HTTP://WWW.DOT.STATE.AK.US/ANC/ABOUT/CONTACT.SHTML](http://WWW.DOT.STATE.AK.US/ANC/ABOUT/CONTACT.SHTML)

AIRPORT TELEPHONE CONTACTS:

AIRPORT INFORMATION LINE:
(907) 266-2526

ONLINE PUBLIC NOTICE AND GOVDELIVERY:

SIGN UP FOR AN AUTOMATIC EMAIL LIST SERVE TO RECEIVE
INFORMATION ABOUT THE AIRPORT:

GOVDELIVERY:

[HTTPS://PUBLIC.GOVDELIVERY.COM/ACCOUNTS/AKDOT/SUBSCRIBER/NEW?](https://PUBLIC.GOVDELIVERY.COM/ACCOUNTS/AKDOT/SUBSCRIBER/NEW?)

STATE OF ALASKA ONLINE PUBLIC NOTICE:

[HTTP://AWS.STATE.AK.US/ONLINEPUBLICNOTICES/](http://AWS.STATE.AK.US/ONLINEPUBLICNOTICES/)

AIRTIMES AIRPORT NEWSLETTER:

AVAILABLE ONLINE AND DISTRIBUTED VIA GOVDELIVERY:
[HTTP://WWW.DOT.STATE.AK.US/ANC/BUSINESS/COMMUNITYRELATIONS/NEWSLETTERS.SHTML](http://WWW.DOT.STATE.AK.US/ANC/BUSINESS/COMMUNITYRELATIONS/NEWSLETTERS.SHTML)

MONTHLY AIRPORT UPDATE:

[AVAILABLE ONLINE AND DISTRIBUTED VIA GOVDELIVERY:
WWW.ANCHORAGEAIRPORT.COM](http://WWW.ANCHORAGEAIRPORT.COM)

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SECTION 2 AIRPORT COMMUNICATIONS PLAN

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2.1 AIRPORT COMMUNICATIONS PHILOSOPHY

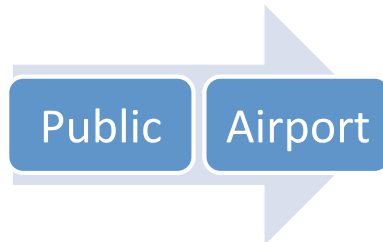
COMMUNICATIONS PLAN MISSION: INFORM, CONSULT, AND INVOLVE

THE AIRPORT BELIEVES IT HAS THE RESPONSIBILITY TO COMMUNICATE INFORMATION ABOUT BOTH ITS OPERATIONS AND EVENTS THAT ARE OF INTEREST TO TRAVELERS, ANCHORAGE AND STATE OF ALASKA RESIDENTS, AND OTHER INTERESTED PARTIES.

LEADERSHIP AT THE AIRPORT IS COMMITTED TO MAINTAINING LINES OF COMMUNICATION THROUGH PRESS RELEASES, ONLINE NOTIFICATIONS, IN-PERSON MEETINGS, AND OTHER METHODS INFORMING INTERESTED PARTIES ABOUT AIRPORT EVENTS AND ACTIONS THAT HAVE AN EFFECT ON THEIR LIVES AND LIVELIHOODS.

THE AIRPORT WORKS WITH NUMEROUS COMMUNITY AND GOVERNMENT ORGANIZATIONS ON A REGULAR BASIS AND STRIVES TO MAINTAIN A TRANSPARENT AND POSITIVE RELATIONSHIP WITH BUSINESSES, NEIGHBORHOODS, GOVERNMENT OFFICIALS, INTEREST GROUPS, AND OTHER INTERESTED PARTIES. THE COMMUNICATIONS PLAN DOCUMENTS THE AIRPORT'S MISSION WITH REGARD TO COMMUNICATING WITH BUSINESSES, NEIGHBORHOODS, GOVERNMENT OFFICIALS, INTEREST GROUPS, AND OTHER INTERESTED PARTIES, AND ESTABLISHES GUIDELINES FOR EFFECTIVE TWO-WAY COMMUNICATION BETWEEN THE ENTITEES. THE AIRPORT WILL ADHERE TO THE COMMUNICATIONS PLAN TO THE GREATEST PRACTICAL DEGREE AND ENCOURAGES BUSINESSES, NEIGHBORHOODS, GOVERNMENT OFFICIALS, INTEREST GROUPS, AND OTHER INTERESTED PARTIES TO ADHERE TO THE COMMUNICATIONS PLAN TO THE GREATEST PRACTICAL DEGREE.

2.2 PUBLIC COMMUNICATIONS TO AIRPORT



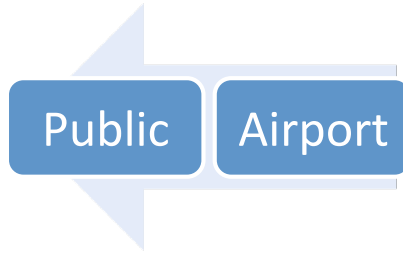
THE AIRPORT HAS ESTABLISHED LINES OF COMMUNICATION DESIGNED TO ALLOW THE PUBLIC ACCESS TO INFORMATION ABOUT THE AIRPORT AND THE AIRPORT TO RESPOND TO

REASONABLE INQUIRIES THAT RELATE TO AIRPORT OPERATIONS AND DEVELOPMENT IN A TIMELY FASHION.

THE AIRPORT ASKS THAT INDIVIDUALS AND ORGANIZATIONS WITH AN INTEREST IN THE AIRPORT, OR THAT HAVE AN INQUIRY OR COMMENT, USE ONE OR MORE OF THE FOLLOWING COMMUNICATIONS METHODS:

- SUBMIT COMMENTS, COMPLAINTS, AND QUESTIONS THROUGH RECOGNIZED AND ESTABLISHED MEANS AND METHODS SUCH AS THE ONLINE COMMENT FORM, EMAIL, CALLING AND/OR VISITING THE AIRPORT MANAGER'S OFFICE (SEE CONTACT INFORMATION IN SECTION 1)
- PARTICIPATE IN THE MOA'S COMMUNITY COUNCIL PROCESS (INFORMATION ABOUT COMMUNITY COUNCILS IS AVAILABLE AT WWW.COMMUNITYCOUNCILS.ORG)

2.3 AIRPORT COMMUNICATION TO THE PUBLIC



2.3.1 REQUIRED COMMUNICATION

THE AIRPORT WILL USE THESE GUIDELINES TO COMMUNICATE WITH THE FOLLOWING OFFICES, OR FOR THE FOLLOWING REQUIRED PROCESSES:

- THE AIRPORT WILL RESPOND TO REQUESTS FOR MEETINGS AND/OR INFORMATION AS REQUESTED BY:
 - U.S. CONGRESSIONAL DELEGATION
 - STATE OF ALASKA LEGISLATURE
 - MUNICIPALITY OF ANCHORAGE MAYOR'S OFFICE
 - MUNICIPALITY OF ANCHORAGE ASSEMBLY
 - OTHER ELECTED OFFICIALS
- NATIONAL ENVIRONMENTAL POLICY ACT (NEPA) - THE AIRPORT WILL COMPLY WITH NEPA AS NEEDED TO MEET FAA REQUIREMENTS.

2.3.2 PUBLIC NOTICE

THE AIRPORT IS RESPONSIBLE FOR COMPLYING WITH LAWS AND REGULATIONS THAT ESTABLISH THE BASIC MEANS FOR

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PROVIDING NOTICE FOR ALL PROJECTS AND PUBLIC MEETINGS PER THE OPEN MEETINGS ACT (AS 44.62.310-312). ANY AIRPORT-RELATED EVENT THAT REQUIRES PUBLIC NOTICE PURSUANT TO STATUTES OR REGULATIONS WILL BE PUBLISHED A MINIMUM OF 7 DAYS IN ADVANCE, WITH A GOAL OF 10-14 DAYS IN ADVANCE. PUBLIC MEETINGS WILL REQUIRE:

- PUBLICATION ON THE STATE OF ALASKA ONLINE PUBLIC NOTICE SYSTEM
- PUBLICATION ON GOVDELIVERY
- POSTING IN THE AIRPORT MANAGER'S OFFICE,

THE AIRPORT WILL COMPLY WITH ANY CHANGES IN PUBLIC NOTICE REGULATIONS THAT MAY OCCUR IN THE FUTURE.

WITH REGARD TO LEASES AND PERMITS FOR AIRPORT LAND, TERMINAL SPACE, AND CONCESSIONS, ALASKA ADMINISTRATIVE CODE, TITLE 17 CHAPTER 42, REGULATES PUBLIC NOTICE. APPROVED AIRPORT LEASE APPLICATIONS ARE NOTICED THROUGH:

- PUBLICATION ON THE STATE OF ALASKA ONLINE PUBLIC NOTICE SYSTEM
- POSTING IN A PUBLIC PLACE ON OR NEAR THE AIRPORT

THE CONTENT OF ANY PUBLIC NOTICE FOR LEASES IS ALSO REGULATED AND, AT A MINIMUM, REQUIRE NOTICE OF THE APPLICANT NAME, LOCATION OF THE LEASE, TERM LENGTH, AND LEASE RATE. DEPENDING ON THE PURPOSE OF THE LEASE (NEW, RENEWING, OR MAKING A MATERIAL CHANGE) THE NOTICE EITHER IS TO INVITE PUBLIC COMPETITION OR IS FOR INFORMATIONAL PURPOSES ONLY. THESE ARE REGULATED REQUIREMENTS THAT ARE SUBJECT TO CHANGE WHEN REGULATIONS ARE PERIODICALLY UPDATED. THE AIRPORT ALSO REQUESTS THAT APPLICANTS WITH AIRPORT-APPROVED LAND LEASES INFORM AFFECTED AIRPORT-ADJACENT COMMUNITY COUNCILS OF THEIR ANTICIPATED DEVELOPMENT.

2.3.3 REGULAR COMMUNICATION WITH ORGANIZATIONS

THE AIRPORT REGULARLY PARTICIPATES IN MEETINGS HELD BY COMMUNITY ORGANIZATIONS, AVIATION GROUPS, AND OTHER ENTITIES.

TO FACILITATE ITS REGULAR MEETING SCHEDULE, THE AIRPORT PUBLISHES A MONTHLY AIRPORT UPDATE DISTRIBUTED VIA GOVDELIVERY. THIS DOCUMENT SHARES INFORMATION ABOUT AIRPORT NEWS, EVENTS, AND NOTEWORTHY OPERATIONS ACTIVITY. THE PUBLIC CAN VIEW THE MONTHLY AIRPORT UPDATE ON THE AIRPORT'S WEBSITE, WWW.ANCHORAGEAIRPORT.COM, OR SIGN UP FOR GOVDELIVERY TO RECEIVE THE MONTHLY UPDATES.

SAND LAKE, SPENARD AND TURNAGAIN COMMUNITY COUNCILS

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A REPRESENTATIVE OF THE AIRPORT WILL ATTEND MONTHLY MEETINGS OF THE SAND LAKE, SPENARD, AND TURNAGAIN COMMUNITY COUNCILS AS THESE COMMUNITIES ARE DIRECTLY ADJACENT TO THE AIRPORT. AIRPORT RESPONSIBILITIES INCLUDE:

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- SEND THE MONTHLY AIRPORT UPDATE REASONABLY IN ADVANCE OF THE COUNCIL'S MEETING AND POST AN UPDATE ON THE AIRPORT'S MAIN WEBPAGE THAT WILL INCLUDE A LIST OF ALL LAND LEASE APPLICATIONS THAT WERE PUBLIC NOTICED IN THE PRIOR MONTH,
- PROVIDE AIRPORT-SPONSORED PROJECT UPDATES AS REQUESTED BY THE COMMUNITY COUNCILS OR AS DESIRED BY THE AIRPORT
- ANSWER QUESTIONS AT COMMUNITY COUNCIL MEETINGS, INCLUDING QUESTIONS ASKED FROM THE FLOOR (INDIVIDUAL INQUIRIES SHOULD BE ADDRESSED AT THE SAME FORUM WHERE ASKED)
- TAKE COMMENTS FROM COMMUNITY COUNCIL MEETING ATTENDEES AND FOLLOW-UP AS REQUESTED

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THE COMMUNITY COUNCILS ARE RESPONSIBLE TO:

- SCHEDULE THE AIRPORT UPDATE ON THE MONTHLY COMMUNITY COUNCIL MEETING AGENDA AT A CONSISTENT TIME
- SCHEDULE ALL ADDITIONAL AIRPORT-RELATED AGENDA ITEMS AS CLOSE AS POSSIBLE TO THE MONTHLY UPDATE SUCH THAT AIRPORT-RELATED MATTERS CAN BE ADDRESSED UNIFORMLY
- INCLUDE THE MONTHLY AIRPORT UPDATE WITH DISTRIBUTION OF THE AGENDA
- CIRCULATE AIRPORT RESPONSES AND FOLLOW UP TO QUESTIONS POSED DURING COMMUNITY COUNCIL MEETINGS TO MEMBERSHIP
- ENCOURAGE ALL PERSONS INTERESTED IN AIRPORT ISSUES TO SIGN UP FOR GOVDELIVERY
- COMMUNICATE THE COMMUNITY COUNCIL'S VISIONS, GOALS, AND UNDERLYING PHILOSOPHIES TO THE AIRPORT

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NOTE: THE AIRPORT WILL RESPOND TO REQUESTS FOR MEETINGS AND / OR INFORMATION FROM OTHER AREA COMMUNITY COUNCILS ON A CASE-BY-CASE BASIS.

LAKE HOOD USERS GROUP

THE AIRPORT WILL MEET WITH THE LAKE HOOD USERS GROUP SEMI-ANNUALLY, OR MORE OFTEN AS NEEDED, TO ADDRESS SPECIFIC ISSUES.

THE AIRPORT WILL:

- DISCUSS LAKE HOOD ISSUES WITH THE USER GROUP
- RECOMMEND ACTIONS TO APPROPRIATE AIRPORT STAFF
- FOLLOW UP WITH INFORMATION AS NEEDED

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THE LAKE HOOD USER GROUP WILL:

- PROVIDE FEEDBACK TO THE AIRPORT
- COMMUNICATE MEETING TOPICS TO THE AIRPORT

THE ANCHORAGE INTERNATIONAL AIRPORT STAKEHOLDER GROUP

THE AIRPORT MEETS REGULARLY, WITH THE STAKEHOLDER GROUP, A GROUP OF BUSINESS, COMMUNITY, INDUSTRY AND AVIATION INTERESTED PARTIES. MEETINGS ARE ORGANIZED BY THE AIRPORT.

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THE AIRPORT'S RESPONSIBILITIES CONSIST OF:

- DISCUSSING AIRPORT-RELATED MATTERS WITH THE STAKEHOLDER GROUP
- TAKING STAKEHOLDER GROUP COMMENTS
- ANSWERING QUESTIONS FROM STAKEHOLDER GROUP PARTICIPANTS AND FOLLOW-UP WITH PERTINENT INFORMATION AS NECESSARY

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THE AIRPORT STAKEHOLDER GROUP RESPONSIBILITIES CONSIST OF:

- PROVIDING FEEDBACK TO THE AIRPORT AND ITS REPRESENTATIVES
- COMMUNICATING MATTERS FOR DISCUSSION AT MEETINGS TO THE AIRPORT AND ITS REPRESENTATIVES

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OTHER INTEREST GROUPS

THE AIRPORT WILL RESPOND TO COMMUNICATIONS REQUESTS FROM OTHER INTEREST GROUPS ON A CASE-BY-CASE BASIS. EXAMPLES OF OTHER INTEREST GROUPS THAT MAY SEEK COMMUNICATIONS FROM THE AIRPORT INCLUDE:

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- HOMEOWNER ASSOCIATIONS
- FREIGHT ADVISORY COMMITTEE
- LAKE HOOD PILOTS ASSOCIATION

2.3.4 COMMUNICATION REGARDING AIRPORT SPECIAL PROJECTS, MANAGED BY CONTRACTORS

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THE AIRPORT PARTICIPATES IN VARIOUS REQUIRED OR VOLUNTARY STUDIES AND PLANNING PROCESSES.

THE FOLLOWING ARE SPECIAL PROJECTS THAT ARE SUBJECT TO FAA REGULATIONS REGARDING PUBLIC PARTICIPATION AND NEPA AND ARE MANAGED BY CONTRACTORS WHO ALSO COLLECT PUBLIC INPUT AND CONDUCT COMMUNICATIONS FOLLOW-UP DIRECTLY:

- PART 150 NOISE STUDY
- PLANS (I.E., ANCHORAGE AIRPORT MASTER PLAN UPDATES, LAKE HOOD MASTER PLAN UPDATES)

IN THE CASE WHERE SUCH SPECIAL PROJECTS ARE BEING MANAGED BY CONTRACTORS, THE AIRPORT WILL WORK WITH THOSE CONTRACTORS TO FOLLOW THESE PUBLIC COMMENT GUIDELINES.

- THE AIRPORT WILL COMMUNICATE HOW PUBLIC COMMENTS CAN BE SUBMITTED TO THE AIRPORT IN A TIMELY MANNER CONSISTENT WITH ESTABLISHED REGULATIONS, GUIDELINES, AND DEADLINES.

THE AIRPORT WILL MAKE PUBLIC COMMENTS AND RESPONSES IT RECEIVES REASONABLY ACCESSIBLE AND AVAILABLE.

INFORMATION REGARDING THE ANNUAL AIRPORT CONSTRUCTION PLAN WILL BE PUBLISHED AS IT IS AVAILABLE IN THE AIRPORT'S MONTHLY AIRPORT UPDATE.

2.3.5 AIRPORT RESPONSE TO PUBLIC QUESTIONS/COMMENTS

REGARDING COMMENTS AND QUESTIONS FROM THE PUBLIC, THE AIRPORT WILL FOLLOW THESE COMMUNICATIONS GUIDELINES:

- COMMENTS AND QUESTIONS CAN ALSO BE SUBMITTED BY VISITING THE FOLLOWING WEBSITE:
[HTTP://DOT.ALASKA.GOV/ANC/COMMENTFORM.SHTML](http://dot.alaska.gov/anc/commentform.shtml)
- WHEN NECESSARY, INQUIRIES WILL BE DIRECTED TO AIRPORT SUBJECT MATTER EXPERTS ACCORDING TO TOPIC. THESE EXPERTS WILL RESPOND EITHER DIRECTLY OR THROUGH A REPRESENTATIVE.

2.3.6 AIRPORT PUBLIC INVOLVEMENT ACTIVITIES

IN ADDITION TO THE COMMUNICATIONS ACTIVITIES OUTLINED IN THIS PLAN, THE AIRPORT IS ALSO AN ACTIVE PARTICIPANT IN THE FOLLOWING ORGANIZATIONS:

- ANCHORAGE ECONOMIC DEVELOPMENT CORPORATION
- VISIT ANCHORAGE
- ALASKA TRAVEL INDUSTRY ASSOCIATION
- ANCHORAGE CHAMBER OF COMMERCE
- ALASKA CHAMBER OF COMMERCE
- WORLD TRADE CENTER ALASKA

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THE AIRPORT HOLDS THE FOLLOWING PUBLIC EVENTS EACH YEAR:

- ALASKA AVIATION CAREERS AND AIRPORT JOB FAIR (ANNUAL, SPRING)
- AIRPORT HEALTH FAIR (PERIODICALLY)
- STAND DOWN FOR VETERANS (ANNUAL, FALL)
- AIRPORT CLEAN-UP (ANNUAL, SPRING)

2.4 MEDIA INQUIRIES

ALL MEDIA INQUIRIES SHALL BE MADE TO THE AIRPORT MANAGER'S OFFICE AT 266-2119.

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2.5 REVIEW AND RENEWAL

IN JANUARY OF EVEN-NUMBERED YEARS, THE MONTHLY AIRPORT UPDATE WILL INCLUDE NOTICE THAT THE AIRPORT IS SEEKING COMMENTS AND RECOMMENDATIONS FOR MODIFICATIONS TO THE COMMUNICATIONS PLAN, AND WILL ACCEPT COMMENTS AND RECOMMENDATIONS FOR 60 DAYS THEREAFTER FOR CONSIDERATION INTO THE PLAN'S UPDATE. IN THE JANUARY AND/OR FEBRUARY AIRPORT UPDATE, THE AIRPORT MAY INCLUDE ANY UPDATES IT RECOMMENDS TO THE COMMUNICATIONS PLAN. THE AIRPORT OR THE COMMUNITY COUNCILS MAY REQUEST THE COMMUNITY COUNCILS AND OTHER INTERESTED PARTIES TO FORM A COMMITTEE TO REVIEW COMMUNICATIONS BETWEEN THE AIRPORT AND THE COMMUNITY AND MAKE RECOMMENDATIONS. THE AIRPORT MAY UPDATE THE COMMUNICATIONS PLAN BASED ON BOTH THE PUBLIC COMMENTS AND RECOMMENDATIONS AND ITS OWN RECOMMENDATIONS.

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IF YOU HAVE ANY COMMENTS, EDITS OR SUGGESTIONS TO THIS UPDATE, PLEASE SEND THEM TO TERI.LINDSETH@ALASKA.GOV, OR CALL (907) 266-2544.

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