



Transit Center Study



Public Involvement Plan

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Table of Contents

1	General Information	3
1.1	Project Overview.....	3
1.2	Project Timeline	3
1.3	Key Project Team Members.....	4
2	Purpose of Public Involvement Plan	4
2.1	Public Involvement Goals.....	4
3	Stakeholders	5
3.1	Project Advisory Committee (PAC)	5
3.2	Key Stakeholders.....	7
3.3	Engagement Schedule	7
4	Decision Making Framework	9
5	Public Engagement Tools.....	10
5.1	Boards and Commission Meetings.....	11
5.2	Comment and Response Summary.....	11
6	Project Communication	12
6.1	Media Communications	12
6.2	Communications with Elected Officials	12
6.3	Telephone Communications	12
6.4	Electronic Communications	12
6.5	Communicating with the Public.....	12

1 General Information

1.1 Project Overview

The current Downtown Transit Center located at 700 W. 6th Avenue will need to be temporarily relocated due to a redevelopment project happening on that lot. The Municipality of Anchorage (MOA) Public Transit Department (PTD) desires to consider other options for a permanent center. This site study will consider downtown locations as well as potential midtown sites.

The project will be broken into two phases.

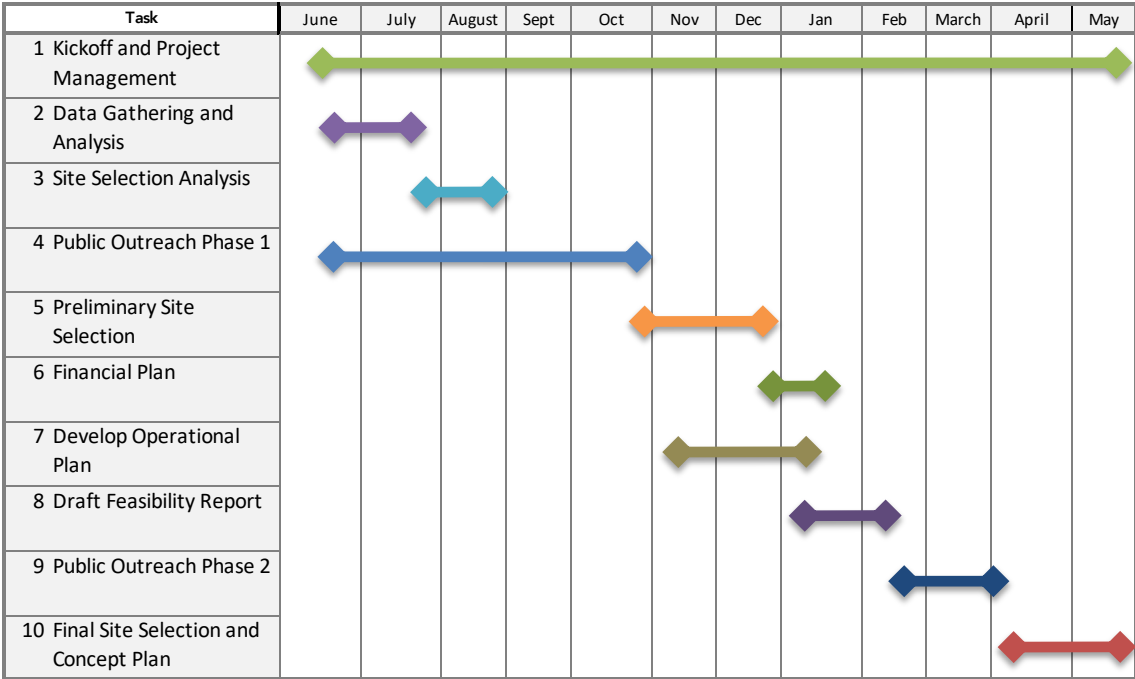
- Phase I will identify five potential sites. These sites, and the trade-offs associated with selecting each one, will be presented to the public and key stakeholders. The list of five sites will then be narrowed down to three.
- Phase 2 will involve a deeper analysis of the three most likely sites. For each site, a conceptual site layout and cost estimate will be developed as well as an analysis of the operational impact on the People Mover network.

A final report and recommendation will be made regarding the preferred location for Transit Center.

Engaging stakeholders and the public at various levels throughout the site selection process will be essential to the success of this project.

1.2 Project Timeline

The study will begin in June 2023 is expected to take approximately 12 months. Amore detailed schedule of public outreach activities is provided in a separate document.



1.3 Key Project Team Members

Agency/Organization	Name	Role	Contact Email
Public Transit Department (PTD)	Randy Brown	Project Manager	Randy.brown@ anchorageak.gov
	Bart Rudolph	PTD Planning & Communications Manager	bart.rudolph@anchorageak.gov
	Whitney More	PTD Marketing	whitney.more@anchorageak.gov
Jarrett Walker and Associates (JWA)	Daniel Costantino	Project Manager	daniel@jarrettwalker.com
	Gavin Pritchard	Lead Analyst	gavin@jarrettwalker.com
	Jarrett Walker	Lead Planner	jarrett@jarettwalker.com
Kinney Engineering (KE)	Jeanne Bowie	Traffic Engineer	Jeanne.bowie@kinneyeng.com
	Joann Mitchell	Public Involvement	Joann.mitchell@kinneyeng.com
	Phoebe Bredlie	Site Design	Phoebe.bredlie@kinneyeng.com

2 Purpose of Public Involvement Plan

This public involvement plan outlines methods for engaging stakeholders and the public. It defines the tools, schedule, and means for obtaining input throughout the site selection process. The project team will use this document to guide the public involvement process and update it as needed.

2.1 Public Involvement Goals

The overall public involvement goal is to ensure the public has opportunities to participate in the site selection process and provide input and feedback so that an informed decision can be made regarding the final site selection for the transit center. To achieve this goal, the project team will:

- Involve key stakeholders (representatives of key organizations, agencies, employers, or user groups) early in Phase 1.
- Provide timely, accurate, and easy-to-understand information, using a variety of tools.
- Clearly state how, when, and where the public can be involved in the project decision-making process.
- Post notices of Open House meetings at least two weeks in advance, using a variety of mediums to advertise the meetings to reach a broad audience.
- Provide accurate summaries of comments and feedback received from the public.

3 Stakeholders

There are four general groups of stakeholders for this project:

1. **Project Advisory Committee (PAC).** These people offer technical expertise or unique knowledge. They will help determine the site selection criteria and establish the minimum standards. They might also possess unique knowledge of the land available or being considered for the future site. This group is able to identify “deal breakers” up front.
2. **Key Stakeholders.** These are representatives of key organizations, agencies, employers, or user groups whose constituents rely heavily on transit or who have a vested interest in the location of the transit center. The input from these groups is especially important. The project team will rely on this group to be representatives of their constituents. They will be expected to share project information with their respective groups and speak on behalf of their organizations.
3. **General public.** This group includes transit riders, business owners, property owners, etc.
4. **Public Transit Advisory Board (PTAB).** The nine members of PTAB will play an important role in the site selection. They will be given monthly project updates at their regular meetings by either a member of the consultant team or a PTD staff member. All PTAB members will be invited to the stakeholder workshops. PTAB will be presented with the recommendations of the project team and PTAB will make the final recommendations.

3.1 Project Advisory Committee (PAC)

The PAC is comprised of technical experts whose knowledge and insight is key to a successful site selection. The PAC will provide input on the site selection criteria and feedback on the sites selected. The consultant team will meet with the PAC every one to two months throughout the project.

NOTE: The names listed are the initial contact. Those individuals may choose to appoint someone else to represent their organization/department. The list will be updated as members are appointed or commit to the PAC.

Project Advisory Committee			
Organization	Representative	Title	Email
MOA Office of Economic & Community Development	Lance Wilber	Director	lance.wilber@anchorageak.gov
Mayor's Office	Lance Wilber		lance.wilber@anchorageak.gov
Anchorage Community Development Authority (ACDA)	Mike Robbins	Executive Director	mrobbins@acda.net
Anchorage Economic Development Corporation (AEDC)	Bill Popp	President & CEO	bpopp@aedcweb.com
Public Transportation Department (PTD)	Matt Stuart	Capital Project Manager	Matthew.stuart@anchorageak.gov
Public Transportation Department (PTD)	Wes Renfrew	Operations	Wesley.renfrew@anchorageak.gov
MOA Traffic Department	Shane Locke	Municipal Traffic Department	Shane.Locke@anchorageak.gov
DOT&PF Traffic	Cynthia Ferguson	Traffic, Safety, & Utilities Group Chief	cynthia.ferguson@alaska.gov
MOA Planning Department	Ryan Yelle	Long Range Planning Manager	Ryan.yelle@anchorageak.gov
AMATS	Aaron Jongenelen	AMATS Coordinator	aaron.jongenelen@anchorageak.gov
MOA Real Estate Department	Tiffany Briggs	Director	tiffany.briggs@anchorageak.gov

3.2 Key Stakeholders

This group are representatives of key organizations, agencies, employers, or user groups whose constituents rely heavily on transit or who have a vested interest in the location of the Transit Center. Input from these groups is especially important. The project team will rely on this group to be representatives of their constituents. They will be expected to relay project information to their respective groups. The project team will host a half-day interactive workshop with the key stakeholders during Phase I to present the initial five sites and then again during Phase II to present the conceptual site plans of the three sites and the relevant consequences of each to the overall system.

Table 1 on the following page lists the organizations that will be contacted to participate in the stakeholders workshop. Additional organizations or agencies may be added.

3.3 Engagement Schedule

A detailed calendar of engagement activities has been developed as a separate document, though it is recognized that there will be changes as the study moves along. Below is summary of activities by month as planned at the time of project kick-off:

PHASE 1		
July		October
CC: Downtown, Midtown		CC: University
PAC		End Online Open House
Launch website		PAC
August		PTAB
PTAB		November
PAC		CC: Downtown, University, Midtown
September		FCC
CC: Downtown, University, Midtown		PTAB
PTAB		
Stakeholder Workshop		
Online Open House		
FCC		

PHASE 2		
December		March
CC: University		CC: Downtown, University, Midtown
PAC		End Online Open House
PTAB		PAC
January 2024		PTAB
CC: Downtown		April
PTAB		CC: University, Midtown
PAC		PTAB
February		May
CC: University		CC: Downtown
FCC		
PTAB		
Stakeholder Workshop #2		
Online Open House #2		
Open House (in person)		

Key Stakeholders (Organization/Agency)	
Access Alaska	Governor’s Council on Disabilities & Special Education
ADA Advisory Commission	Health & Human Services Commission
Alaska Department of Health & Human Services	Houseless Lived Experience Advisory Board
Alaska Institute for Justice	Housing, Homeless, and Neighborhood Development (HHAND) Commission
Alaska Mobility Coalition	JBER
Alaska Native Medical Center (ANMC)	Lutheran Social Services
Alaska Mental Health Trust Authority	Midtown Community Council
Anchorage Chamber of Commerce	MOA Homeless Coordinator
Anchorage Community Land Trust	MOA Human Services Department
Anchorage Coalition to End Homelessness (ACEH)	NAACP
Anchorage Downtown Partnership	NeighborWorks Alaska
Anchorage Faith & Action Coalition (AFACT)	Providence Medical Center
Anchorage Library	PTAB--invite all members
Anchorage Museum	RAIS (Refugee Assistance & Immigration Services)
Anchorage Neighborhood Health Center	Rasmuson Foundation
Anchorage Parks Foundation	Senior Citizen's Advisory Commission
Anchorage School District	Shiloh Community Development, Inc.
Anchorage Senior Center	Southcentral Foundation
APU	Statewide Independent Living Council
Arc of Anchorage	University Community Council
Bike Anchorage	UAA
Bean’s Cafe	United Way of Anchorage
Campbell Park Community Council (if a site is within their boundary)	Visit Anchorage
Catholic Social Services	Youth Advisory Commission
Cook Inlet Housing Authority	YWCA Alaska
Cook Inlet Tribal Council	
Downtown Hope Center	
Covenant House	
Downtown Community Council	
Federation of Community Councils	

Table 1: Key Stakeholder

4 Decision Making Framework

In Phase 1:

- The project team will rely on its understanding of operational requirements, combined with the technical knowledge and unique insights of the PAC when developing the short list of five sites.
- The five sites will be presented to key stakeholders and the public for feedback.
- Based on this feedback, and any further advice from the PAC, the project team will make recommendations on the three strongest sites to the PTAB.
- If PTAB concurs, the project will proceed to Phase 2.

In Phase 2:

- The project team will develop site layouts, cost estimates, and operational plans to outline the concrete implications of each relocation option.
- The three options will be presented to the PAC, key stakeholders and the public for feedback.
- The project team will present the site layouts and feedback received to the PTAB. The project team will outline (a) which option appears to best meet operational requirements, (b) which option comes with the lowest costs, and (c) which option received the most positive public feedback.
- The PTAB will pass a resolution supporting a recommended site.

Subsequently, the recommended site will go through the Public Facility Site Selection review and approval process in accordance with AMC 21.03.140, which requires approval by the Planning and Zoning Commission and the Assembly.

5 Public Engagement Tools

The following public involvement tools are anticipated to be used throughout the project. A separate, more detailed schedule is available.

Tool	Description
Project logo and Website	<p>A project logo will be created to help identify the project. The logo will complement and may incorporate the People Mover logo. The logo will also help distinguish this site selection process from future transit center projects PTD has planned at other locations.</p> <p>A project website will be developed to inform stakeholders and the public about the project and provide them a means to provide feedback and input. Pages of the site will include: Overview, Schedule, Documents, FAQs, Public Involvement Opportunities, Comment Submission, Contacts. A link will be on the PTD website and the consultants will host the site.</p> <p>Schedule: Launch July 2023, update as project progresses</p>
Community Council Presentations	<p>Presentations will be made to the Downtown, Midtown, and University Community Councils as well as the Federation of Community Councils. Should a site be selected for consideration that falls within the boundaries of another Community Council, that council will also be visited.</p> <p>Presentations will be made at the project kick-off and during the outreach period of each Phase to inform them of the project and solicit input. In addition, each council, and the FCC, will be asked to send a representative to the Stakeholder Workshops. KE will facilitate scheduling of all presentations.</p> <p>Schedule: See detailed schedule for dates.</p>
PTAB Presentations	<p>Updates will be made to the PTAB at each of their monthly meetings throughout the project.</p> <p>Schedule: Monthly (second Thursday of every month) beginning July 2023 throughout the length of the project</p>
Stakeholder Workshops	<p>Stakeholder workshops will be held during each phase of the project. The ½ day interactive workshops will be hands-on, engaging, and may include live polling and games. Attendees will be the key stakeholders, by invitation. Purpose of the Phase I workshop will be to explain the purpose and role of the transit center within Anchorage’s current and future transit network, present the initial five sites under consideration, and gather feedback on those five sites from the stakeholders. At the second workshop, the three sites will be presented and stakeholders will again have an opportunity to provide their feedback.</p> <p>Schedule: Phase I: week of September 18-25, 2023; Phase II: mid Feb 2024</p>

Open House	<p>Open Houses will be an opportunity for the general public to participate in the process and will be held during each phase of the project. For Phase I, it will be a virtual Open House, available for a two week time frame (materials will be on the website for longer but the comment period will be closed). For Phase II, the Open House will be in person and the materials will also be posted online. The in-person Open House may be held in two different locations or at two different times of day, as may be most useful to reach the broadest group of people possible. Advertising for the Open Houses will be coordinated with PTD’s Marketing staff. Notices will be on the buses and in the transit centers. Additionally, PTD has contracts for TV and radio ads that will be used.</p> <p>Schedule: Phase I: Launch week of September 18-25, 2023; Phase II: mid Feb 2024</p>
One-on-One Meetings	<p>As needed, the project team will meet with relevant stakeholders to gain a greater understanding of how they are impacted and determine potential ways to mitigate impacts or facilitate opportunities.</p> <p>Schedule: As needed</p>

5.1 Boards and Commission Meetings

In addition to the PTAB meetings noted above, the AMATS Technical Advisory and Policy Committees will be kept apprised of the project via updates at their regular meetings by PTD staff.

5.2 Comment and Response Summary

All comments received will be maintained in a spreadsheet that can be easily searched and sorted. Comments will be shared with the project team. Responses to comments will also be included in the spreadsheet.

6 Project Communication

Communication protocols are explained below.

6.1 Media Communications

The single point of contact for all external communications is Bart Rudolph, PTD Planning and Communications Manager. Media communications may include press releases, media briefings, and telephone interviews.

6.2 Communications with Elected Officials

All communications with elected officials will go through PTD.

6.3 Telephone Communications

All telephone communications from the public will be documented with copies distributed to the project team. If appropriate, the message will be entered into the Comment Summary spreadsheet.

6.4 Electronic Communications

All electronic communications from the public will be saved as PDF files with copies distributed to the project team. If appropriate, the message will be entered into the Comment Summary spreadsheet.

6.5 Communicating with the Public

Generally, all responses to the public will be in the same manner as they were received. For example, emails will be responded to with an email, phone calls will be returned with a phone call, etc. The protocols outlined above will be followed.