



# Crystal Airport Stakeholder Engagement Plan

## 1. Stakeholder engagement objectives

Stakeholder engagement facilitates and supports public involvement of interested members of the public – providing the opportunity for all stakeholders to participate and be heard. This plan describes coordination and communication efforts intended to inform, educate, and engage the public and airport users as part of the Federal Environmental Assessment (EA)/State Environmental Assessment Worksheet (EAW) for Crystal Airport, as well as the approach for documenting the outreach process. The EA will be carried out according to the requirements of the National Environmental Policy Act (NEPA) and the EAW will be carried out according to the requirements of the Minnesota Environmental Policy Act (MEPA). The two environmental processes will be carried out in parallel and the public engagement will include both processes. For the purposes of this Stakeholder Engagement Plan, the EA/EAW process will be referred to as the “environmental review.”

The focus audience for the strategy will be members of the Metropolitan Airports Commission (MAC) policy board, airport tenants, the general public and community leaders (elected and other) in the vicinity of the Airport, and stakeholders who actively participated in the recent long-term comprehensive plan (LTCP) process. When the term “the MAC” is used in this plan, it means the collective staff and board of commissioners and committee members acting in their respective roles and carrying out their respective responsibilities. When a specific staff or commissioner role is intended, that role is included in the reference.

The Stakeholder Engagement Plan is created to help the MAC achieve all of the following objectives:

- **Strengthen the MAC’s relationship with its stakeholders**
- **Build stakeholder trust and support**
- **Proactively identify areas of interest and concern in a collaborative setting**
- **Support and document a thorough and effective process and create a robust documentation record**
- **Formalize a system to reach a wide variety of stakeholders and interest groups**
- **Create opportunities for members of the MAC’s Board of Commissioners to recognize stakeholder engagement in the EA/EAW process**
- **Streamline agencies’ review**

In addition to achieving the above objectives, this strategy is designed to be mutually beneficial to the community members and other stakeholders. This plan sets a framework for an inclusive process so that interested stakeholders can be involved throughout the environmental review. It provides clarity on stakeholder roles and responsibilities, communication platforms, and how public comments will be addressed through the environmental process.

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By nature, this Stakeholder Engagement Plan is dynamic. The participatory and transparent long-term comprehensive planning process was used to define both the scope of stakeholder engagement as well as the stakeholder groups interested in the project. One of the objectives for the Crystal Airport improvements is to improve airfield safety by reducing the rate and risk for runway incursions. Since the improvements would largely address this pressing safety issue, coupled with the fact that the public comment process from the long-term comprehensive plan effectively addressed many of the public questions and concerns, this Stakeholder Engagement Plan has been streamlined and is designed to be specific to the Crystal Airport environmental review. Additionally, once the technical work on the environmental review begins, there may be circumstances that require an amendment to the plan in order to better achieve the above objectives. If the plan is amended, stakeholders will be made aware of the change through the project website and a notification through an electronic news (E-news) subscription service (see Section 6 Project Outreach Platforms).

## 2. Project roles and responsibilities

The Stakeholder Engagement Plan is designed to create a shared ownership of the engagement process for the Crystal Airport environmental review. There are several major stakeholder groups described here including the MAC, its consultant, the FAA, the Airport Community Panel (ACP) and the interested public. The Plan is built on the following roles and responsibilities.

**The MAC:** As the owner and operator of the Crystal Airport, a critical part of the MAC airport system, the MAC has the overall responsibility to conduct the environmental review. As the project sponsor, the MAC must submit the federal Environmental Assessment to the Federal Aviation Administration, which has the final decision-making authority (see below). The MAC takes action on the final state Environmental Assessment Worksheet as the responsible government unit under MEPA. The MAC developed the project scope, and approved this Stakeholder Engagement Plan in consultation with stakeholders and regulatory agencies.

**Mead & Hunt, Inc.:** The MAC contracted with Mead & Hunt, Inc. to provide technical consulting services for the environmental review. In this role, Mead & Hunt provides information and makes recommendations to the MAC. Mead & Hunt together with MAC staff serve as the Project Team in the environmental review.

**Federal Aviation Administration (FAA):** The FAA is the federal regulatory agency responsible for the national system of airports and the national airspace. The FAA has well-defined roles and responsibilities in the airport federal Environmental Assessment process. The FAA is responsible for publishing the Federal Register notice, handling public comments received from the notice and taking action on the federal environmental document once it is submitted to the FAA. The FAA takes action on the final Environmental Assessment document as the lead agency under NEPA.

**Airport Community Panel (ACP):** The ACP is an advisory board representing major stakeholder groups that is more closely involved in the environmental review than the public at large. The ACP serves several important functions, including: representing a broad range of stakeholder groups; receiving information about the environmental review and sharing it with constituencies; providing input to the environmental review as the voice of key stakeholders; ensuring public concerns and aspirations are

considered; and, in some cases, providing technical advice to the Project Team. Experience has shown that environmental review projects can benefit from the creation and participation of an ACP as part of the environmental review process. See Section 3 for more information on the ACP.

**It is important to note that the ACP is advisory only to the environmental review.** That is, the ACP may offer opinions, advice and guidance, but ultimately the environmental process will need to conform to federal and state environmental policies and the proposed airport improvements will need to conform to FAA design standards; therefore, the MAC has the sole discretion to act on the ACP recommendations.

**Interested Public:** Given the complexities of an environmental review and the fact that the MAC airports are public facilities, members of the public who have an interest in the environmental review have a role to play. Members of the general public are encouraged to stay informed of the environmental review progress by visiting the project website, registering for project notifications through the E-news subscription service, participating in public meetings, and submitting comments on the draft environmental review document. See Section 6 for a discussion of communication outreach tools.

Note: public input is one of the factors that the Project Team will consider in airport improvement projects. Conformance to design standards, operational safety and feasibility, federal and state environmental policies, and project cost are also critical factors. The Project Team will analyze public input and listen to concerns and aspirations. When possible, public input will be reflected in the alternatives developed in the environmental evaluation and feedback will be provided to the public on how it influenced decisions on the project.

### 3. ACP membership – key stakeholder groups

In order for the ACP to be effective and to be representative of all key stakeholders, it must be composed of a diverse group of stakeholders including, but not limited to, community representatives, aircraft operators, and affected jurisdictions. While representation needs to be broad, the ACP needs to remain a reasonable size so that deliberations are efficient and meetings are effective.

Key stakeholder groups will be represented on the Airport Community Panel (ACP) by the following representatives:

- City of Crystal
- City of Brooklyn Park
- City of Brooklyn Center
- Airport Tenant/User
- Local Citizen
- MAC Commissioner
- MAC staff (2 representatives)
- Hennepin County
- Aircraft Owners and Pilots Association (AOPA)

The MAC will work with the surrounding communities and tenant groups to identify specific members to serve on the ACP and extend an invitation to participate. The public will be encouraged to use their ACP representative as another means for engaging with the process and representatives will be expected to speak on behalf of their constituents. The first ACP meeting will be held in summer 2018 to provide background information on the environmental process, finalize this Stakeholder Engagement Plan,

review the LTCP components, and discuss the Purpose and Need of the airport improvements and the design alternatives being considered in the environmental review. See Section 2 for a description of the roles and responsibilities of the ACP.



#### 4. Approach to development of project messaging

The Project Team, using plain language, will develop materials and messages that are clear and relevant to lay members of the community. While this approach will strive for brevity and clarity, the information will also be complete – erring on the side of too much information rather than too little. This will be achieved through strategies that include:

- **Use of plain language – minimizing the use of acronyms and technical jargon that would likely be unfamiliar to a public audience**
- **Providing definitions of unfamiliar or technical terms when used in project messages**
- **Providing explanations related to the requirements of the environmental review at each stage of the process**
- **Providing explanations of aviation terms, regulations and airport operations that are relevant to project messages (such as Purpose & Need, No-Action Alternative, etc.)**
- **Using easy-to-understand graphics, tables and charts in addition to narrative descriptions**
- **Reviewing public comments received in response to public messaging and providing additional explanation or clarification when needed through follow-up outreach**

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The Project Team may develop suggested messaging text and presentations, and the ACP may be invited to comment on draft material. However, the MAC is the owner of the environmental review process and will make all final decisions related to printed content and graphic material produced for the project.

## 5. Timing, notification, and format for engaging stakeholder groups

In order to create an open and transparent process and to encourage public involvement, the Project Team will follow a standardized process for engaging stakeholder groups for each public and ACP meeting. That process is described here. More information about each public outreach tool is provided in Section 6.

**Project Website:** A project website will be developed and maintained during the environmental review process to share information. The website address is <https://www.metroairports.org/General-Aviation/Crystal-Airport-EnvironmentalAssessment/Overview.aspx>. The website may also be accessed through the current Crystal Airport page of the [Metroairports.org](http://Metroairports.org) website.

**Project Updates:** Regular project updates will be sent out through the E-news subscription service to all project subscribers. Additional notifications will be sent out if information is time sensitive.

**Initial Project Schedule:** An initial project schedule is included at the end of this Stakeholder Engagement Plan based on current expectations and assumptions. A current project timeline will be maintained on the project website and will be updated as needed to reflect project progress. If substantial changes are made, that information will be shared on the project website and included in a project update sent through the E-news subscription service.

**MAC Commission/Committee Meetings:** The Project Team will update the members of the MAC Commission or Planning, Development, and Environment (PD&E) Committee as necessary. The public may attend these meetings and public input will follow the established protocols governing public comments during the meeting. Meeting minutes and video recordings will be made available based on the standard practice of the MAC for these meetings.

**ACP Meetings:** Two ACP meetings will be held during the Crystal Airport environmental review process. The first ACP meeting will be held in summer 2018. At the first ACP meeting, the Project Team will introduce the environmental process and the Stakeholder Engagement Plan, review the long-term comprehensive plan, discuss the objectives of the airport improvements (“Purpose & Need”), and review design alternatives. Subsequently, the Project Team will schedule a second meeting with the ACP, anticipated in late 2018, to present the results of the environmental effects from the preferred design alternative and the “No-Action” alternative and plans for the public hearing. At least two weeks prior to each ACP meeting, the Project Team will identify specific goals and objectives for the meeting. The dates, times and locations of these meetings will be posted on the project website and the meetings will be open to members of the general public who may attend as observers. If a change is made to the ACP meeting date, a notification will be sent through the E-news subscription service to all project subscribers. Presentation materials including PowerPoint slides, graphic boards, and handouts will be posted to the project website no later than 3 business days following the meeting. Mead & Hunt will be

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responsible for developing draft meeting minutes for the MAC. The ACP meeting minutes will be posted to the project website within fourteen (14) business days.

**Public Meeting Events:** The environmental review process will include one public meeting and one public hearing.

The public meeting will provide an opportunity to introduce the environmental review requirements and process, share the objectives of the airport improvements (“Purpose & Need”), review the project design alternatives, present the results from the environmental effects evaluation for the preferred alternative and the “No-Action” alternative, and outline next steps for the public to submit comments during the subsequent public comment period.

A public hearing will be held during the public comment period to provide the general public with an opportunity to comment on the draft environmental review document. Comments recorded during the public comment period (including at the public hearing) will be responded to in the environmental review document. General responses may be developed and included in the document to address questions and comments that are consistent among comments received.

A date, time and location will be determined for these two public meetings at least 21 days before each event. As soon as a date, time and location are determined, the information will be shared in several ways:

- **Posted on the project website**
- **Sent out through the E-news subscription service to all project subscribers**
- **Emailed to ACP members and members of the MAC Commission**
- **Publishing a notice in the Sun Post, Robbinsdale/Crystal/New Hope edition**

## 6. Project outreach platforms

The Project Team will communicate through the following platforms:

**Special presentations for elected officials/city staff:** Special presentations for elected officials and city staff may be made on request.

**Project Newsletter:** An initial project newsletter will be developed and printed in advance of the first public meeting. The newsletter will include information about the event such as date, time and location as well as messages and content associated with the event and supporting graphics and photographs. The newsletter will also provide information about subscribing to the E-news subscription service and about the project website.

The newsletter will be mailed directly to homes near the airport in Crystal, Brooklyn Center, and Brooklyn Park and posted on the project website.

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The newsletter will contain four (4) pages and ½ page will be reserved for mailing space. Printed newsletters will be produced on an 11 x 17” sheet size, folded in half.

## **Project Website:**

A project website will be maintained during the environmental review process to share information. The website address is <https://www.metroairports.org/General-Aviation/Crystal-Airport-EnvironmentalAssessment/Overview.aspx>. The website may also be accessed through the current Crystal Airport page of the [Metroairports.org](http://Metroairports.org) website.

At a minimum, the website will include:

- **Public meeting information**
- **Public project documents (reports, newsletters, presentations, fact sheets, etc.)**
- **Frequently asked questions**
- **Information on how to provide public comment**
- **Information on how to sign up for the E-news subscription service notifications (see below)**
- **The project timeline**

**E-news subscription service:** A project account will be made available for the Crystal Airport environmental review project using the E-news subscription service. Stakeholders and members of the public will be informed of the opportunity to subscribe. Also, email addresses will be collected at the first public meeting and added to the E-news subscription service account if permission is granted on the sign-in sheet (check box to be added). Project updates will be sent out through the E-news subscription service to all project subscribers. Additional notifications will be sent out if information is time sensitive.

**Public Notices:** Public notices will be developed in advance of the two public events by the Project Team and will be distributed by the MAC to media outlets in and around the project area. Notifications will include information about public event logistics as well as the environmental review project messages.

## **7. Communication platforms – public input**

Throughout the environmental review process, the Project Team will gather input through a variety of specific input streams:

- **Public comment via the project website**
- **Written public comment submitted at the public events or mailed to an address posted on the project website**
- **At the public events**

While many opportunities will be provided for public input, the Project Team may not respond directly to individual comments. Rather, comments will be addressed in one or more of the following ways:

- **Comments may be addressed as part of the FAQs offered on the project website.**
- **Comments may be answered verbally as part of a question and answer session.**
- **Comments received during the public comment period will be reported in the draft final environmental review document with a written response.**

This policy supports the desired outcome of a transparent process by making the same information available to all members of the public, by presenting information that is consistent through the project and by creating a process to consistently document all comments and responses (see Section 8).

## 8. Approach to documenting and incorporating public feedback

**Documenting:** Mead & Hunt will collect, organize and save public comments received during the Crystal Airport environmental review project and will also collect, organize and save responses provided by the MAC if applicable (see Section 7). A master spreadsheet will be developed to track input. The spreadsheet will note the submitter name, date received, and method of input (i.e., written letter, website comment, public meeting, response to comment, etc.) as well as information such as address, zip code or email address that may be provided with the comment.

**Incorporating Public Feedback:** Public comment is a valuable part of an environmental review and each comment will be thoughtfully considered. During the course of the Crystal Airport environmental review, public comment will be considered and incorporated as follows:

In some cases, concerns and objections expressed through the public comment process indicate a lack of understanding or a misunderstanding on a specific topic. In this instance, the Project Team will refine the FAQs on the project website, include more information at the public meeting and/or include the topic as an agenda item at an ACP meeting in order to get more information out to the public.

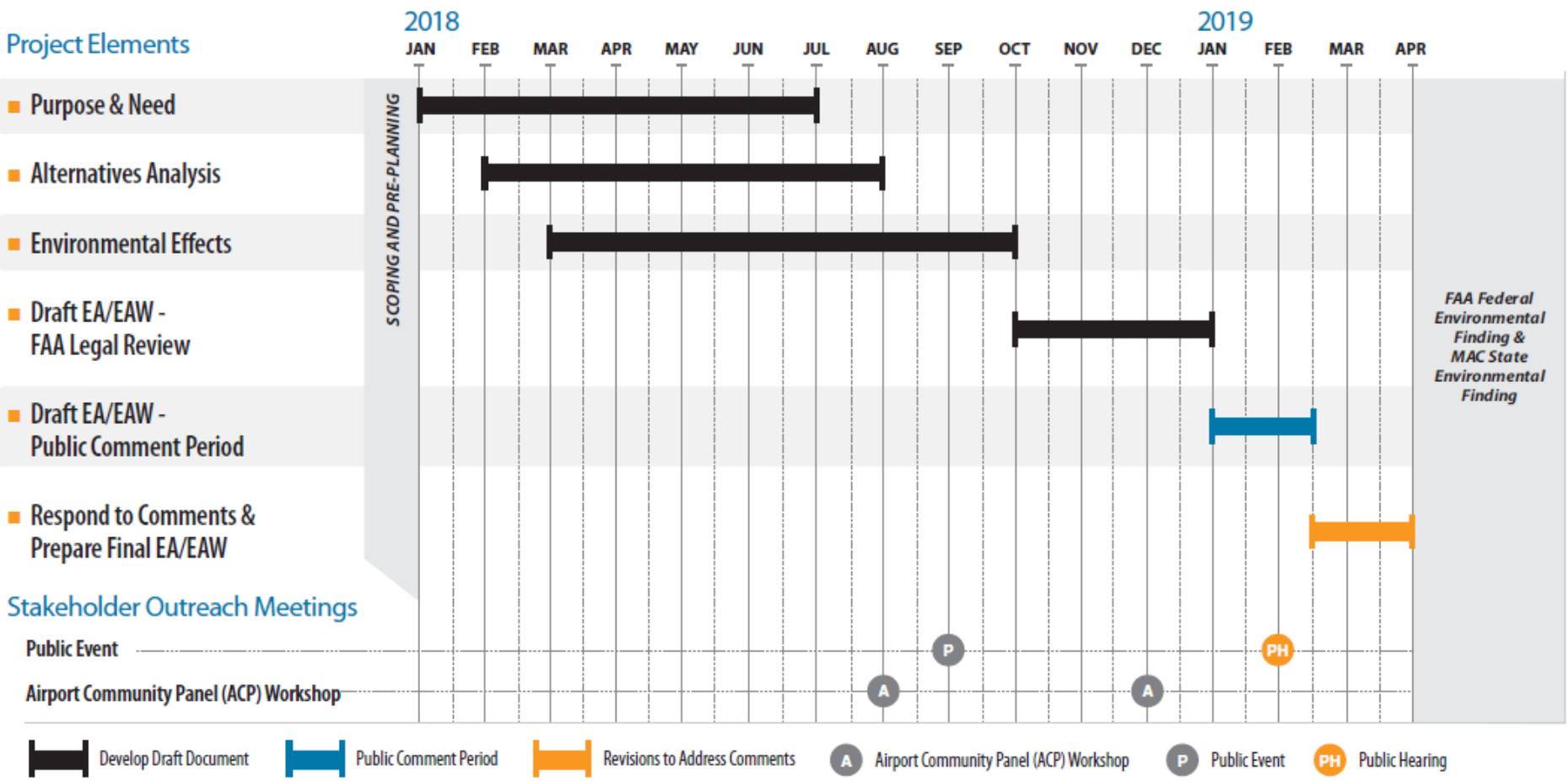
In some cases, public comments express support or opposition to the project and may include reasons for the opinions. These opinions are welcome, and they may provide valuable insight for the environmental review in terms of both project benefits and areas where concerns may need to be mitigated.

In other cases, public comments may raise a new issue or provide information that needs to be considered in the environmental review process. These comments will be vetted by the Project Team and included in the environmental review process as appropriate.

Comments received during the public comment period will be responded to in writing in the final environmental review document, except that similar comments on a common theme may be grouped together and addressed with one collective response.

Input received from stakeholders is one of the factors that decisions makers will be considering in the Crystal Airport environmental review process. Conformance to design standards, operational safety and feasibility, federal and state environmental policies, and project cost are also critical factors to consider.

# Project Schedule



Schedule updated June 15, 2018. This schedule is based on timely agency reviews and assumes no unforeseen issues.

Environmental Review  
Crystal Airport

