



AMATS

DESTINATION UMED PUBLIC INVOLVEMENT PLAN (PIP)

June 2022



DESTINATION UMED

More Travel Choices. More Opportunity.

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Introduction

Anchorage Metropolitan Area Transportation Solutions – AMATS contracted with Nelson\Nygaard, with support from R&M Consultants, Inc., Nunes-Ueno Consulting, and Kinney Engineering to conduct a Transportation Demand Management (TDM) Study for the University Medical District (UMED) within Anchorage. This project began in April 2022 and is to be completed within approximately 14 months.

Project Overview

As home to some of the biggest institutions in Anchorage, UMED provides a robust mix of employment, medical, housing, education, retail, and recreational opportunities. It is a crucial regional hub that continues to evolve from its unique past while it looks to future growth and opportunity. The [2016 UMED District Plan](#) recognized that to reach its vision in a sustainable way, however, UMED must take a proactive step to improve access to the district, reduce vehicle trips, and mitigate traffic congestion. A priority recommendation of the 2016 Plan was to fund a transportation demand management (TDM) study to “...determine options for reducing single-occupant vehicle travel into the District.”

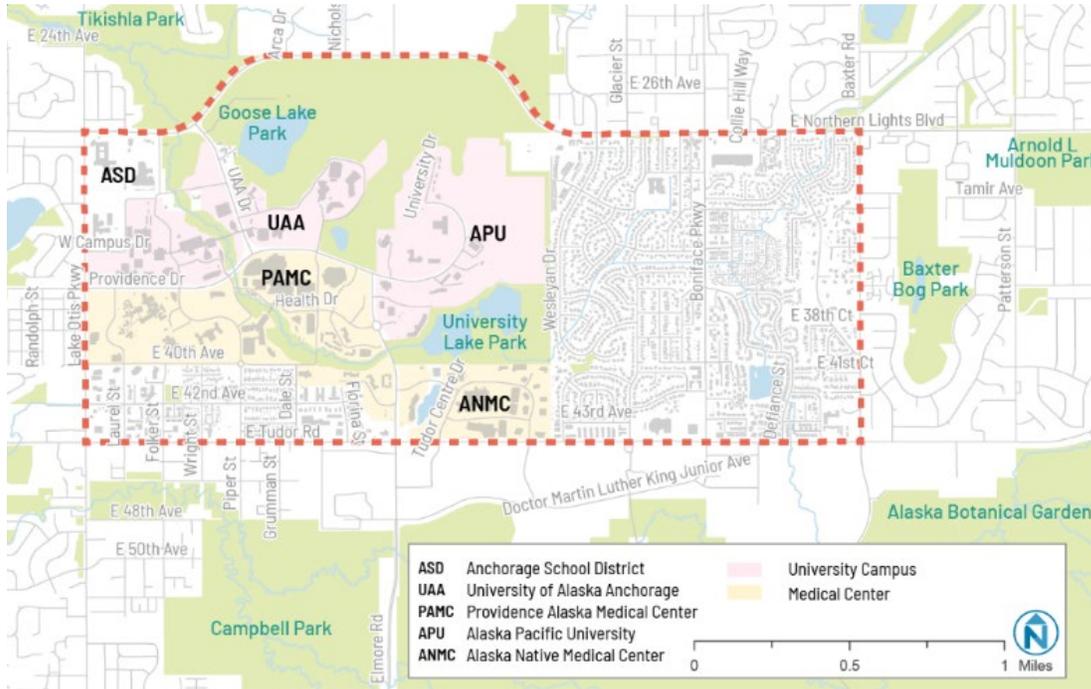
Destination UMED will define a policy framework and craft an actionable toolkit to advance realistic implementation of TDM in the UMED District to reduce traffic congestion, improve mobility choice and equitable access, and support economic development for the next decade.

This study will be guided by an advisory committee and seek input from a diverse set of stakeholders to build community consensus and secure informed consent of the recommendations.

Study Area

The UMED area is bound by Lake Otis Parkway to the west, Baxter Rd. to the east, E Northern Lights Blvd. to the north, and E Tudor Rd. to the south.

Figure 1 Destination UMED Study Area



Project Phases

Destination UMED will include several phases from start to finish:

- **Discovery:** This phase will include data collection, site visits, stakeholder interviews, and a travel survey to understand transportation issues, behaviors, and attitudes among UMED stakeholders.
- **Desire:** The project team will research and compile best practices in TDM and gather input from UMED stakeholders about a vision for transportation options, district access goals, and potential strategies to explore.
- **Design:** In the design phase, we will begin to identify strategies and their potential champions and associated costs. The project team will create scenarios, solicit input on strategy refinement, evaluation, and implementation.
- **Documentation:** The final Destination UMED Plan will document all project work from the previous tasks and phases.

AMATS Public Participation Process

This Public Involvement Plan (PIP) details the process to support, encourage, and facilitate participation from users and stakeholders of all transportation modes within the AMATS boundary. Public participation is a vital part of transportation planning processes, and the UMED PIP will inform planning, funding, and decision-making in the UMED District.

Methods in this PIP follow the guidelines adopted in the AMATS Public Participation Plan (PPP) and use them as baseline standards for all engagement strategies proposed. The PPP provides guidelines for officials, staff, consultant teams, and the public on participation opportunities for AMATS projects and programs. Guidance on notification methods including news releases, public comment periods, environmental justice and Title VI compliance, and more are included in the PPP.

Public Involvement Goals

Public involvement is critical to the success of Destination UMED by defining key milestones, audiences, tools, and strategies for successful engagement. The PIP will support the overall project goals and desired outcomes as outlined in the next section. The public involvement approach for this study aims to:

- Inform and educate the public about the purpose of TDM and its benefits;
- Involve UMED employers, major institutions, and key stakeholders in strategy development;
- Consult UMED stakeholders in decision-making; and
- Build relationships and identify champions to ensure successful implementation of recommendations.

Project Goals and Desired Outcomes

The Project Management Team (PMT) met on April 5, 2022 to kick off the project and discuss desired outcomes, as well as the anticipated difficulty or effectiveness of each outcome. Results are summarized in Figure 2:

Figure 2 Project Goals and Desired Outcomes

Higher difficulty and Lower impact	Higher difficulty and Higher impact
<ul style="list-style-type: none"> ▪ Improved safety and safety data within the district ▪ Development agreements/approval tied to non-motorized access ▪ Alternative and flexible work schedules ▪ Access to more goods and services 	<ul style="list-style-type: none"> ▪ District stakeholders’ buy-in and support for implementation ▪ Manage stakeholder politics and priorities ▪ Coordinated parking development, access, and pricing ▪ Established minimum TDM requirements for district entities ▪ Mode shift to more non-motorized trips and less drive-alone trips ▪ Transportation network enhancements to reduce congestion into UMED ▪ A districtwide shuttle service
Lower difficulty and Lower impact	Lower difficulty and Higher impact
<ul style="list-style-type: none"> ▪ Established mode share targets and an annual mode share survey ▪ Improved district walkability ▪ Measurable goals and outcomes 	<ul style="list-style-type: none"> ▪ Step-by-step plan to implement TDM strategies and recommendations ▪ Mode share targets tied to development/land use permits ▪ Easy patient access to hospitals and medical offices ▪ Increased transit availability and first-/last-mile options ▪ Increased participation among district students

Concurrent Planning Efforts

There are multiple AMATS projects currently underway that will require close coordination with Destination UMED to ensure messaging, schedules, and outreach opportunities are aligned and mutually supportive. Other planning efforts are summarized in Figure 3.

Figure 3 Summary of Concurrent Planning Efforts

Project	Schedule	Relationship to Destination UMED
AMATS 2050 MTP	September 2022 to August 2024	Overall direction for transportation for AMATS Anchorage area and Chugiak-Eagle River; Destination UMED will inform recommendations for this area in 2050 MTP
AMATS 2050 Travel Demand Model Update	February 2022 to June 2024	Informs 2050 MTP
AMATS TSMO	2022 to 2023	Informs 2050 MTP for Intelligent Transportation Systems (ITS), Congestion Management, TDM projects
UAA Campus Facilities Master Plan	2022 to 2023	Defines a vision for campus facilities and services; Inform strategies and policies of UMED study
ANTHC Campus Master Plan	2021 to TBD	Defines a vision for campus facilities and services; Inform strategies and policies of UMED study
Providence Alaska Master Plan	2022 to TBD	Defines a vision for campus facilities and services; Inform strategies and policies of UMED study

Project Management Team

The project management team responsible for the implementation of this PIP includes AMATS staff and a consultant team to lead the engagement strategy and development of Destination UMED.

AMATS Staff

AMATS staff will be responsible for guiding, managing, and supporting the consultant team, ensuring that internal resources are available to support the tasks in the project study and to lead with coordination with the AMATS committees.

Name	Title	Key Roles and Responsibilities
Jonathan (Jon) Cecil	AMATS Project Manager	Ultimate project direction and decision-making
Kristine Bunnell	Long Range Planning Division Manager	MOA long range planning coordination
James Starzec	Transportation Planner	Alaska Department of Transportation and Public Facilities (AK DOT&PF) coordination
Bart Rudolph	Transit Planning & Communications Manager	MOA Public Transportation/People Mover coordination
Aaron Jongenelen	AMATS Manager	AMATS Transportation Planning coordination

Consultant Team

The following consultant team members will have an active role in public and stakeholder engagement activities.

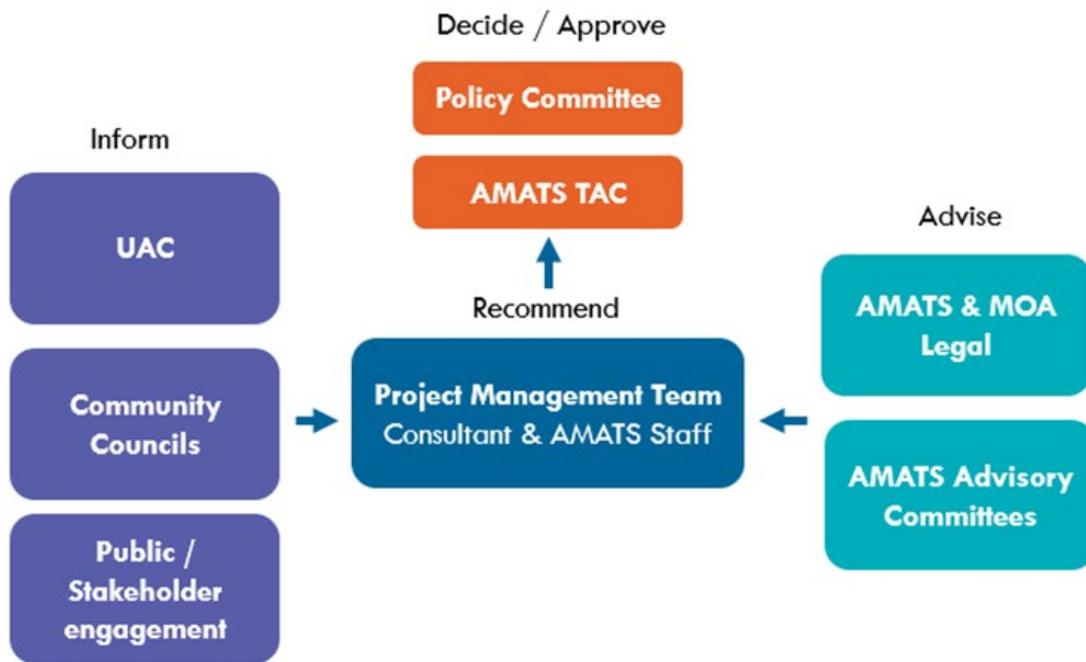
Name	Title	Key Roles and Responsibilities
Phil Olmstead	Project Manager, Nelson\Nygaard	Ultimate project direction; project steering and decision-making
Jeri Stroupe	Deputy Project Manager, Nelson\Nygaard	Support Project Manager and consultant team; strategy development and PIP implementation support

Name	Title	Key Roles and Responsibilities
Van Le	Engagement Lead/Planner, R&M Consultants	Public engagement strategy and implementation lead
Taryn Oleson-Yelle	Planner, R&M Consultants	Public engagement implementation support
Paulo Nunes-Ueno	TDM Strategy	Strategic advisor and stakeholder engagement support

Decision-Making Framework

The PMT will be responsible for gathering input from the public and stakeholders, presenting findings to solicit feedback, and will make final recommendations to the AMATS Policy Committee for approval.

Figure 4 Destination UMED Decision-Making Framework



Key Audiences, Issues, and Mitigations

A list of Potentially Affected Interests (PAIs) and stakeholders is shown in Figure 5. The list is intended to be dynamic and may change as the project progresses. The list is also not exhaustive and may not capture every interested individual or group, but documentation of engagement will be available for interested community members.

Figure 5 identifies PAIs and their likely concerns and interests in Destination UMED, capturing:

- UMED representatives who were not involved in the 2016 District Plan
- UMED members who may not fully be participating in the project advisory committee or have other/competing priorities
- Agencies who are indirectly involved in UMED or will review the study's recommendations and may need more engagement to understand the purpose and benefits of TDM in the Anchorage region.

Figure 5 Destination UMED PAIs + Key Issue Matrix

Potentially Affected Interests and Stakeholders	Key Issues and Interests							
	Travel Choices / Options	Program and Strategy Choices	Economic Impacts	Environmental Impacts	Infrastructure Changes	Consistency with Plans	Access and Parking	District Character
Property owners within and adjacent to the study area	✓	✓	✓	✓	✓	✓	✓	✓
Organizations within and adjacent to the study area	✓		✓	✓	✓		✓	
Residents, including tenants, within and adjacent to the study area	✓		✓	✓	✓	✓	✓	✓
Service providers to UMED (police/fire/medical)	✓				✓		✓	
MOA Depts. (Planning, PM&E, Traffic, Transit, Parks & Recreation, etc.)	✓	✓		✓	✓	✓	✓	✓
AK DOT&PF	✓	✓		✓	✓			
Local Municipal and State Elected Officials	✓		✓	✓	✓		✓	✓
University Area, Airport Heights, Russian Jack & Campbell Park Community Councils	✓	✓	✓	✓	✓	✓	✓	✓
Recreation & Non-motorized Organizations (Anchorage Park Foundation, Bike Anchorage, Race Event Organizers)	✓	✓	✓	✓	✓	✓	✓	

Stakeholder Engagement Strategies

The Destination UMED project team will ensure that the key audiences and interests identified above will be integrated into the study process by way of an advisory committee, stakeholder interviews, an online travel survey, Community Council presentations, and community workshops.

UMED Advisory Committee

We propose convening a Destination UMED Advisory Committee (UAC) to guide the TDM study's development, secure robust feedback from the core UMED stakeholders, and ensure that TDM recommendations have champions to help propel them forward. We anticipate up to four meetings with the UAC during the 14-month study timeframe. Key responsibilities of the UAC will include:

- Attend 4 meetings
- Provide feedback and guidance throughout
- Help provide key data sets to the consultant team
- Support community outreach and distribution of project materials, such as a online travel survey
- Liaise with their organizations and constituents
- Bring a collaborative, productive, and problem-solving approach
- Be prepared to support and advance implementation of the study recommendations

A list of UAC members and their affiliations is shown in Figure 6.

Figure 6 Destination UMED Advisory Committee (UAC)

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Primary Contact(s)	Organization	Title
Kimberly Mahoney	University of Alaska – Anchorage (UAA)	Associate Vice Chancellor of Facilities & Campus Services
Ben Hahn	Alaska Pacific University (APU)	Dean of Students
Jac Norvell-Moomaugh	Union of Students UAA	Student Government
Grace Schultz	APU Student Government	President of Student Govt.
Dale Rahn	Providence Alaska Medical Center (PAMC)	Executive Director of Real Estate Strategy & Operations
Heather Philp	Anchorage School District (ASD)	Senior Director of ASD Student Transportation
James Sears	South Central Foundation (SCF)	Director of Facilities
Kira Bishop	McLaughlin Youth Center (MYC)	Superintendent
Carolyn Ramsey	Airport Heights Community Council	Community Council Member
Jess Rigby	University Area Community Council	Community Council Rep
Kendra Kloster	Russian Jack Community Council	Community Council President
Anna Hutchison	Campbell Park Community Council	Community Council President
Peter Mjos	Roger’s Park Community Council	Community Council President
Shad Schoppert	Alaska Native Tribal Health Consortium	Facilities Director
David McDonald	Alaska Mental Health Trust Authority- Trust Land Office	Asset Manager
Taylor Keegan	Anchorage Parks and Recreation Department	Landscape Architect
Nancy Pease	Citizens for Responsible Development	Citizen Member
Scott York	Alaska Psychiatric Institute	Chief Executive Officer

Stakeholder Interviews and Site Tour

The PMT, including AMATS, will conduct group and individual interviews as part of the Discovery phase. Initial interviews will take place during the site visit in May 2022 but may also occur virtually in the initial weeks and months of work.

AMATS will coordinate one-on-one or small group meetings with key agency staff, UMED stakeholders, and community members to gauge community sentiment, identify key issues, understand perceptions beyond data, and test potential strategies. We propose a series of complementary, yet focused discussions with individuals or small groups.

Online Travel Survey

We will use an online survey¹ of UMED area employees, students, patients, residents, and neighbors to quantify and establish an understanding of baseline travel behaviors and attitudes. The travel survey will help to inform the following:

- Travel mode to, from, and within the district by UMED stakeholder and user groups
- Identify travel behavior, preferences, or issues
- Identify major barriers for changing mode choice
- Realistic goal setting
- Testing receptiveness for strategies for potential TDM and transportation strategies
- Demographics by user group

AMATS, the UAC, and UMED stakeholders will be encouraged to share and advertise the survey through their respective channels to reach employees, students, patients, and visitors. The consulting team will design, host, and analyze the survey, as well as provide general distribution support.

The timing, distribution methods/channels, and educational outreach are all key to successfully execute the survey to ensure that responsiveness is high, and the quality of the responses is helpful to the study's objectives.

¹ The online survey will identify a snapshot of travel behavior. It is not intended to include a detailed sampling plan.

Community Council Presentations

Key to working with the UMED community is ensuring the neighboring Community Councils are regularly updated on Destination UMED’s progress. The project team is scoped for up to three meetings with local Community Councils beyond their participation in the UAC and stakeholder interviews. The AMATS Project Manager will determine the key milestones or groups with whom the project team should meet. Meeting topics may include existing conditions findings, strategy development and prioritization, the presentation of the draft TDM toolkit and plan, or other topics specific to Community Councils.

Community Workshops

Community workshops for the public serve three primary purposes: (1) to inform and educate the public on Destination UMED, (2) collect valuable input, and (3) ensure transparency. To achieve timely public input, we will hold three public workshops at key milestones to strategically inform the study (see Figure 7). Each workshop correlates with major deliverables or decision points, keeping the public informed and involved, and project champions invested.

Figure 7 Community Workshop Topics

Workshop	Present	Ask
#1: Issues and Opportunities <i>Discovery</i>	Project overview and purpose; existing conditions; potential TDM strategies	How do people get around UMED and surrounding area today? What are the key transportation issues? What would people change or want in the future?
#2: Best Practices and Strategy Prioritization <i>Desire</i>	Present best practices; prioritization framework	What examples from elsewhere might be successful in UMED? What is most important to consider in evaluating TDM strategies?
#3: Strategy Evaluation and Review Draft Plan <i>Design/Document</i>	Share scenario evaluation findings; present the draft plan and recommendations	Do draft recommendations reflect community input and UMED’s vision for the future? How can implementation be successful?

Workshops are assumed to be virtual but could be adapted to be held in-person. These public events will aim to engage a larger audience of diverse community members and may utilize real-time platforms and interactive tools including Facebook Live, Wikimap, Mentimeter, or Miro. AMATS staff will be responsible for promoting events, organizing meeting logistics, and recording all virtual workshops on Microsoft Teams. The Consultant Team will post recordings to the project website.

Public Engagement Tools

To supplement the active engagement strategies laid out above, passive public engagement tools and notification of project updates and events will occur through four main avenues: project branding, project specific website, e-notifications, and AMATS social media posts/advertising.

Project Brand and Website

Brand

One of the first actions taken by the Project Team was to develop a brand unique to this effort. TDM is a technical term that has little to no relevance with the public; therefore, this project has been given a new name, logo and distinct set of colors and fonts to aid the public's recognition of the project.



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Website

Providing a one-stop information portal will improve the public's ability to learn about Destination UMED and participate easily throughout the process. We will create a desktop and mobile-friendly web portal that includes usability and equity features. We will incorporate accessibility elements under Web Content Accessibility Guidelines version 2.1 and provide content in other languages as needed. The project website, which will link to the AMATS page, will provide:

- Background information and document
- Clearly defined project scope and objectives
- Regularly updated and accurate development schedule

- Participation opportunities and instructions
- Interactive online participation tools and platforms (ESRI StoryMap, community workshops, surveys, presentation recordings, etc.)
- Agendas, meeting packets and summaries of public engagement (AMATS TAC and PC, UAC meetings, workshops, etc.)
- Public review deliverables, particularly the Draft and Final UMED TDM Study Report

The project-specific website will have a unique, easily searchable domain name: www.DestinationUMEDStudy.com

Notices and Informative Communications

Fact Sheet

A two-page Fact Sheet will be provided on the project website and distributed in introductory engagements with stakeholders and the public. The Fact Sheet can be linked within electronic notifications and within survey instructions.

Email Notifications and Social Media

The project team will develop content for AMATS to send out via email notifications and through AMATS social media platforms. Christine Schuette, AMATS Planner and Public Involvement Coordinator, will be the main point of contact for notifications and social media posts.

Inclusive Outreach and Translation

Inclusivity and engagement with historically underrepresented Title VI populations will be integrated into engagement. Translation, interpretation, participation in Title VI specific community events, and development of a group of trusted community advocates to help broaden reach in Native communities and Spanish, Tagalog, and Korean-speaking populations will be used as requested. Collaboration with and use of AMATS resources on translations and inclusive outreach will occur throughout the Destination UMED development process.

Engagement Schedule

Figure 9 shows the timing of important public involvement milestones. This engagement schedule assumes acceptance into all applicable regular meeting agendas (e.g., PC and TAC) and adherence to the overall project schedule. Public

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engagement will be coordinated with upcoming applicable projects to maximize opportunities for meaningful participation and ensure deadlines are met.

Figure 8 Engagement Schedule

Activity	Objective	Date	Duration
Project charter	Overall project guidance	Complete	1 week
Draft and Final Public Involvement Plan (PIP)	Strategy and program for public participation	In progress – May 5, 2022	2 weeks
Project Brand (Logo) and Style Guide	Project messaging & distinguishing features from other AMATS projects & past projects	Complete	2 weeks
Project Website	Public tool for information, documents, meetings	Anticipated by 5/19/22	2 weeks
UAC Meeting #1	Discovery Phase	May 24, 2022	1 Day
UAC Meeting #2	Desire Phase	Not yet started	1 Day
UAC Meeting #3	Design Phase	Not yet started	1 Day
UAC Meeting #4	Document Phase	Not yet started	1 Day
Community Council Meeting #1	TBD by AMATS Project Manager	Fall 2022	1 Day
Community Council Meeting #2	TBD by AMATS Project Manager	Fall/Winter 2022	1 Day
Community Council Meeting #3	TBD by AMATS Project Manager	Winter 2022/Spring 2023	1 Day
AMATS TAC & PC Meeting #1	Project Introduction and PIP review/approval	June 9, 2022 & June 23, 2022	2 days
AMATS TAC & PC Meeting #2	Public Review Draft	February 2023	2 days
AMATS TAC & PC Meeting #3	Final study approvals	June 2023	2 days
Site Tour & Stakeholder Interviews – Round 1	Discovery Phase	May 23- 25, 2022	3 Days

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Activity	Objective	Date	Duration
Stakeholder Interviews - Round 2	Desire/Design Phase	Not yet started	1-2 days
Online Travel Survey	Data collection, project introduction/education	September 2022	2 Month
Community Workshop #1	Discovery Phase	Not yet started	1 Day
Community Workshop #2	Desire Phase	Not yet started	1 Day
Community Workshop #3	Design/Document Phase	Not yet started	1 Day
Public Study Draft	Public Review Draft - 60-day review	April 2023	60 Days
Final Study	Final Study	June 2023	1 Month