

PZC Case No. 2016-0127
Anchorage 2040 Land Use Plan
Public Hearing Draft

Appendix F
Public Involvement Process

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Anchorage 2040 Land Use Plan

Public Involvement Plan (PIP) and Public Process Documentation

November 1, 2016 DRAFT

revised

1. Introduction

Planning Department Staff will involve a variety of stakeholders and diverse interests in the Anchorage Bowl 2040 Land Use Plan project (2040 LUP). These range from property owners who will be impacted by the plan outcomes to members of the general public who want to stay informed about future land use in the Anchorage Bowl. The level of interest in this project is expected to be high. The process aims to be inclusive, thoughtful, responsive to public concerns, and transparent. The strategies for public involvement will engage the community and provide opportunities for meaningful input.

2. Project Description and Background

The update of the Anchorage 2040 Land Use Plan began in April 2015, with a project team assembled by late July 2015. More than 120 organizations, agencies, and individual stakeholders were consulted before release of the Public Hearing Draft in September 2016. The current adopted Bowl-wide land use plan map dates back to 1982. The Planning and Zoning Commission conceptually approved a Public Hearing Draft of a new Land Use Plan in 2006, five years after the *Anchorage 2020: Anchorage Bowl Comprehensive Plan* was adopted. However, the Assembly set aside that Land Use Plan Map to focus first on completing the rewrite of the Title 21 Land Use Regulations. Since that task was largely completed in 2013, municipal planners were directed to update the map to reflect numerous changes in the Bowl over the last 10 years. Significant changes include changes in land uses, new land use policy direction through adopted area specific plans, and approved rezones.

3. Project Goals, Objectives, Principles, and Outcomes

a. Goals

The goal of the Public Involvement Plan is to collaborate with the citizens and stakeholders of Anchorage to develop a new land use policy map using an open, transparent, and fair process, involving a broad spectrum of groups that understand and embrace their role in forging the new 25-year land use plan for the Anchorage Bowl. The ultimate goal is for the community to provide their informed consent for the Plan and the Assembly to adopt it as the Anchorage 2040 Land Use Plan.

b. Objectives

The objectives for public outreach are:

- Build on existing community relationships;
- Make all inputs to the map publicly available;
- Inform stakeholders using an open, transparent process through which they have opportunities to comment in a meaningful way;
- Use a variety of venues to reach all audiences;
- Provide adequate time to participate and comment;
- Ensure a balanced and fair discussion of issues;
- Provide technical assistance as needed to understand and comment on the 2040 LUP; and
- Solicit and include local expertise in developing the 2040 LUP.

c. Principles

- The community has a clear, significant role in the Plan Map process.
- A broad spectrum of the community is involved in the process.
- All information used in developing the 2040 LUP is publicly available.
- Public Information is reliable, consistent, and clear.
- Community members' input is validated.
- Comments are received and reviewed and available to the public.
- Ensure maximum participation and fair discussion of issues in meetings.
- The public is informed when and where to comment so they have opportunities to affect policy-making.

d. Outcomes

The Public Involvement Plan is designed to achieve the following outcomes:

- Informed level of discussion;
- Participation by a broad, diverse public;
- Land Use plan is improved through community input, recent research, analyses, and best practices;
- Community direction is reflected in the Land Use Plan; and
- The 2040 Land Use Plan is adopted by the Anchorage Assembly.

4. Stakeholder Consultations

The project team has presented and consulted with more than 108 stakeholder groups, consultants, community councils, agencies, and individuals, in more than 124 separate consultation meetings between April 2015 and September 2016. These consultations included appearances at 20 Community Councils in the parts of the Bowl affected by this project.

These participants provided community knowledge, priorities, professional expertise, feedback, and questions that assisted in the preparation of the community discussion draft and public hearing draft iterations of the 2040 Plan. Stakeholders include representatives from groups such as:

- Affordable housing organizations
- Anchorage Bowl Community Councils
- Business organizations and associations
- Civic and other community organizations
- Developers and the design community
- Educational institutions
- Environmental organizations
- Finance, credit and banking representatives
- Homebuilders
- Municipal agencies
- Native Corporations and tribal entities
- State and federal agencies
- Transportation facilities: airports, Alaska Railroad, ADOT, and Port
- Utilities

5. Public Involvement Opportunities

a. Community Events

Project team planners conducted 15 public meetings during the public review period for the February 29 community discussion draft plan. They held 2 public informational meetings after releasing the September 26 public hearing draft plan. Additional meeting appearances, presentations, and individual stakeholder consultations were also provided.

- Community events: The project team consulted with community councils, agencies, municipal departments, developers, builders, advocacy groups, and others;
- Open Houses and Regional Community Meetings – March 15 and 16, and held several open houses between April 14 and 27, 2016;
- Special Areas Focused Discussions were held: April 14, 15, 22, 25, and 26, 2016;
- Community-wide meetings were held on April 19 and 27, 2016;
- Focus Group meetings were held on commercial/industrial and residential lands and needs May 3 and 12, 2016. An additional Focus Group meeting with the Live.Work.Play Housing Group was conducted on May 18, 2016.

b. Publicity and Information Tools

Publicity for meetings was arranged through purchase of Public Service Announcements on Alaska Public Media, the Anchorage affiliate of National Public Radio. Between April 25 and 29, 2016, Alaska Public Media radio station KSKA broadcast 15 Public Service announcements during peak drive times adjacent to popular programs: Morning Edition and All Things Considered, to highlight public meetings occurring that week. AK Public Media broadcast an additional 5 PSAs as a bonus, as their schedule allowed. The Anchorage 2040 Land Use Plan banner was also featured on all of their web pages. Between April 26 and 29, KSKA had 31,717 page views. On average, viewers spent 2 minutes and 32 seconds on the site.

The Anchorage 2040 Land Use Plan meeting schedule was also placed on the Anchorage Press Events Calendar, a widely read free Anchorage newspaper.

Information tools list:

- Press releases and interview opportunities for print and broadcast media, commercial and AK Public Media.
- Project website –
 - Link to webpage from MOA front page maps icon and through Planning Department webpage.
 - Website with project description, planning documents, project schedule, public events, a video presentation about the “data driven plan”, and links to other related planning efforts, FAQs, story maps, and 2040 Plan.
 - 2040 LUP Map Gallery with interactive zoom-in versions of the Land Use Plan and other maps in the plan, as well as some of the informational supporting maps.
 - All relevant documents were made available online on the municipal website.
- Pamphlets on relevant topics. One pamphlet was created and distributed at every Community Council meeting and consultation, summarizing the effort to produce a new Land Use Plan and important dates in the timeline.
- News Coverage: six stories on local print and broadcast media during the public review period in March and April 2016 .
- Electronic mailing list for updates regarding meetings, events, and new products. Occasional articles and notices were distributed through the Federation of Community Councils (approximately 6000 individuals) and the 2040 LUP email list of more than 150 individual stakeholders.
- Online surveys through the MOA website. This was planned, but could not be executed due to staff resources and time limitations.

6. Public Involvement Plan Timeline

This table presents the Plan Map timeline and related public events:

Milestone	Date
Project Consultations (Pre-release of draft plan)	April 2015 – January 2016
Public Events (Pre-release)	February 2016
Planning and Zoning Work Session	
Transportation Fair: Long-Range Planning Project Display	February 4, 2016 Alaska Airlines Center Auxiliary
Community Discussion Draft LUPM Release – Open public comment period	February 29
Open House – 2 days (2:00–5:00 pm) Two Regional Workshops (6:00–8:30 pm)	March 15 and 16, 2016 UAA Consortium Library
Open House 4:00–5:30 pm Presentation and Discussion 5:30–7:00 pm Focus: UMED, UAA, Tudor Area, Campbell Park, Airport Heights	April 14 MOA Planning and Development Center 4700 Elmore Road, Anchorage, AK
Open House 4:00–5:30 pm Presentation and Discussion 5:30–7:00 pm Focus: Hillside area and Huffman	April 15 MOA Planning and Development Center 4700 Elmore Road, Anchorage, AK
Community-wide Presentation & Discussion Anchorage Bowl Focus 8:30 – 10:30 am	April 19 BP Energy Center
FCC Meeting & Presentation 6:00 – 6:45 pm	April 20 Community Councils Center
Open House 4:00–5:30 pm Presentation and Discussion 5:30–7:00 pm Focus: North Star, Spenard, Midtown, Turnagain	April 22 Spenard Recreation Center
Open House 4:00–5:30 pm Presentation and Discussion 5:30–7:00 pm Focus: Fairview, Downtown, South Addition, Mountain View	April 25 Anchorage Senior Center
Presentation and Discussion 6:00–8:00 pm Focus: Sand Lake, Taku-Campbell, Oceanview, Klatt, Abbott Loop	April 26 ChangePoint Church
Community-wide Presentation & Discussion, 6:00–8:00 pm Anchorage Bowl	April 27 Begich Middle School
Commercial/Industrial Focus Group 2:00–4:00 pm	May 3, Jack Hernandez Fish Hatchery
Residential Lands Focus Group 2:00–4:00 pm	May 12, Jack Hernandez Fish Hatchery
Drop-In Visit with Project Staff	Wednesdays and Thursdays during May, 11:00 a.m. to 1:00 p.m.

Milestone	Date
Community Discussion Draft Comment Deadline	April 29 originally; Extended to May 27
Public Hearing Draft Anchorage 2040 LUP Release Open 21-day public comment period	September 26
Federation of Community Councils Presentation (pre-release)	September 21, Community Council Center 1057 Fireweed Lane
Informational public meeting 4:30 – 6:30 pm	September 26 Anchorage Senior Center
Informational public meeting 4:30 – 6:30 pm	September 28 Spenard Recreation Center
PZC/Assembly Joint Work session noon – 1:00 pm	October 7 City Hall Mayor’s Conference Room
PZC Public Hearing	October 17, Assembly Chambers
PZC Work Session 5:00 – 7:00 pm	November 7, Assembly Chambers
Additional PZC and Assembly Work Sessions	PENDING (TBD)
Assembly Introduction	PENDING (TBD)

7. Documentation of Public Comments and Response to Public Input

Written public comments received regarding the February 29, 2016, community discussion draft and September 25, 2016, public hearing draft are available online at the Anchorage 2040 Land Use Plan project web page:

<http://www.muni.org/Departments/OCPD/Planning/Projects/AnchLandUse/Documents>.

Staff use the issue-response format to acknowledge, consider, and provide documented responses to each public comment or question raised by all commentators and stakeholder entities. Comments will be integrated into ongoing work and provided to decision-makers and the public at large. A comment-issue response document is in preparation and will be published in early November 2016.

8. Public Involvement Evaluation:

The public involvement process was evaluated continually during the pre-release period, the community discussion draft public review period, and the public hearing draft review period, to make sure it was carried out in a relevant, useful and appropriate manner, using the following metrics:

- Attendance at community councils, public meetings, and stakeholder group meetings. The Land Use Plan Map team attended 78 meetings and consultations between April 2015 and September 2016 with agencies and community councils. There were multiple consultations with several entities. In total, the team

presented and consulted with more than 108 stakeholder groups, consultants, community councils, agencies, and individuals since the project began in April 2015.

- Two public meetings in March at the UAA Consortium library included a presentation, work session and Open House. These meetings attracted 57 and 51 participants respectively. Staff also held “pop-up” meetings at the Northway Mall the Dimond Mall on two Saturday mornings.
- Overall, the meetings in April attracted as few as 6 and as many as 57 Anchorage residents. An average of 16 people attended each of 6 public meetings about the Anchorage 2040 Land Use Plan between April 14 and April 27, 2016.
- Participation at focus groups. In April 2016, the LUPM team held focused group meetings on 3 specific areas of the Anchorage Bowl, as well as a presentation and meeting about the entire Bowl. In May 2016 two focus groups were convened to review the reports on industrial, commercial and residential forecast land needs at the Jack Hernandez Fish Hatchery May 3 and 12.
- Fifteen of 25 invited key respondents participated in the focus group meeting on Residential Lands and 13 of 30 invited key respondents participated in the focus group meeting on Commercial and Industrial Lands.
 - Occasionally polls were conducted at the beginning and ending of meetings to see if attendees have gained knowledge about the map, the map process, and feel they have been heard. Due to limited staff resources and equipment limitations, the team did not often conduct polls, instead relying on the discussion at the meetings.
 - Reports of the number of visitors to the website.
 - Return of online surveys about the Plan Map. No online surveys were done. We did not do these due to limited time and staff resources.
 - The number of resolutions regarding the Land Use Plan Map adopted by community councils. As of September 24, 2016, nine community councils had submitted resolutions.
 - Number and type of online comments.
 - Public attendance at meetings and events...
 - Verbal and written feedback from stakeholders.
 - Short questionnaires following events. These were not done due to limited staff resources, time constraints, and equipment limitations.
 - Peer evaluations at strategic points for professional feedback.
 - Team debriefings were held following meetings and events to discuss needed adjustments.