

# APPENDIX D - PUBLIC INVOLVEMENT PLAN SUMMARY

The purpose of this summary is to document outreach conducted throughout the MFR Master Plan process.

## INTRODUCTION AND BACKGROUND

The Rogue Valley International Airport- Medford (MFR or “the Airport”) plays a vital role in the community and regional economy. To help guide facility and service needs over the next 20 years, MFR updated the Airport Master Plan (the Plan). An Airport Master Plan evaluates existing operations and facilities, forecasts, future aviation demand and identifies potential improvements to airport facilities that would be needed to meet current standards and future growth. The previous master plan was completed in 2014 and the community, the aviation industry, and Federal Aviation Administration (FAA) standards have changed. By updating the Plan, the Airport has addressed these changes, updated the airport layout and capital improvement plans, and identified a pathway to compliance with FAA guidelines. The updated Plan, guides development of the facility for the next 20 years and provide for a safe, efficient facility that is economically viable, financially sustainable, and aligns with local, regional, state, and national planning goals.

The Airport is adjacent to several communities. This location makes community involvement and coordination critical to the Plan process. The Airport and project team enlisted several methods to engage the public, all of which are discussed in this summary. Input received through the Airport Advisory Committee (AAC), Master Plan Working Group (MPWG) meetings and the public open houses are incorporated into the Airport Master Plan. Input and outreach activities were developed to guide responses that could be most helpful to informing the Plan and outcomes.

## STAKEHOLDER COMMITTEES

The Airport staff and project team relied heavily on two stakeholder committees to help inform and guide the Plan development and provide a strong community outreach element.

Due to the technical nature of the Airport Master Plan the project team established a Master Plan Working Group (MPWG) comprised of Airport users and operators who interact with the Airport on a regular basis. Committee members use the Airport for business, pleasure, or otherwise, and have a deep understanding of the Airport, its role in the community, and its opportunities in the future.

To provide opportunity for community leaders to participate, two Land Use meeting were held with surrounding communities and local agencies. County leaders were also involved in the process with two Jackson County Administration and Board of Commissioners meetings.

Together, these committees served a critical role throughout the Airport Master Plan process. Airport Master Plans are technical documents that have specific requirements set by the FAA. The committee members are responsible for maintaining engagement throughout the process.

## Participating Organizations

The AAC members provided input and guided decision-making throughout the Airport Master Planning process and Plan development. Members participated in two committee meetings which informed the final recommendation for the Master Plan Airport development concept. The AAC included members that see day to day airport operations and are provided below.

### Airport Advisory Committee

- ▶ Airport Director
- ▶ Airport Administration and Finance
- ▶ Airport Operations

### Master Plan Working Group

The MPWG members provided input and shared information with MFR throughout the Airport Master Planning process and Plan development. Members participated in four meetings throughout the process which informed the final recommendation for the Master Plan Airport development concept. The MPWG included members of the following organizations:

- ▶ Passenger Airlines
- ▶ MFR Tenants
- ▶ Pilots Organization
- ▶ Economic Development Agencies
- ▶ Local Chamber of Commerce
- ▶ Neighborhood Association(s)
- ▶ Jackson County
- ▶ Cities of Central Point and Medford

All meetings were held at the Airport conference room A at 1000 Terminal Loop Pkwy, Medford, Oregon 97504. **Table D-1:** provides dates and details of each ACC and MPWG meeting.

**Table D-1: AAC and MPWG Meetings**

Meeting Date	Topic	Detail
<b>Airport Advisory Committee</b>		
02/24/2020	AAC Meeting #1	<ul style="list-style-type: none"> <li>• Schedule and Coordination,</li> <li>• Demand Forecasts,</li> <li>• Facility Requirements,</li> <li>• Next Steps</li> </ul>
10/19/20	AAC Meeting #2	<ul style="list-style-type: none"> <li>• Status of Air Travel and Expected Growth,</li> <li>• Preferred Development Concept (Near, Mid, Long Terms)</li> </ul>
<b>Master Plan Working Group</b>		
11/14/2019	MPWG #1	<ul style="list-style-type: none"> <li>• Study Process,</li> <li>• SWOT Analysis</li> <li>• Activity Forecasts</li> </ul>
02/24/2020	MPWG #2	<ul style="list-style-type: none"> <li>• Facility Requirements</li> <li>• Initial Improvement Alternatives</li> </ul>
06/24/20	MPWG #3	<ul style="list-style-type: none"> <li>• Revised Improvement Alternatives</li> <li>• Initial Capital Plan</li> <li>• Implementation Plan</li> </ul>
10/20/20	MPWG #4	<ul style="list-style-type: none"> <li>• Final Capital Plan</li> <li>• Implementation Plan</li> </ul>
<b>Other Meetings</b>		
08/03/2020	Land Use Agency Meeting #1	<ul style="list-style-type: none"> <li>• MFR Airfield Development Plan,</li> <li>• Airport Compatibility Assessment</li> </ul>
10/26/2020	Land Use Agency Meeting #2	<ul style="list-style-type: none"> <li>• Airport Overlay Zoning District</li> </ul>
10/20/2020	Jackson County Administration and Board of Commissioners #1	<ul style="list-style-type: none"> <li>• Overview of the Master Plan Process</li> </ul>
05/11/2021	Jackson County Administration and Board of Commissioners #2	<ul style="list-style-type: none"> <li>• Overview of the Master Plan Process</li> </ul>

## Public Information Meetings

To share relevant and timely information with the public, MFR hosted two public open houses at key milestones throughout the planning process. Each open house was hosted at the Airport and was advertised broadly in the local newspapers, on the Airport Facebook page, and through email lists from the Airport members and their networks.

Attendees at the open houses were welcomed and asked to sign in, provided with a project overview factsheet, and given an overview of the open house layout and opportunities for engagement. Comment cards were provided at each open house, though few were returned. All comments have been filed and included in a Comment Log, which the Airport retains for reference and documentation.

Digital documents and a comment section were provided on the Master Plan website for those members of the public that could not attend the meeting but wanted to engage in the Master Plan. **Table D-2:** provides dates and details of each public information meeting.

**Table D-2: Public Information Meetings**

Meeting Date	Topic	Outcome
Subheading		
02/24/2020 Location: Airport Conference Room A	<ul style="list-style-type: none"> <li>• Schedule,</li> <li>• Airport</li> <li>• Overview,</li> <li>• Aviation Activity Forecasts,</li> <li>• Facility Requirements,</li> <li>• Parking and Circulation,</li> <li>• Environmental Considerations,</li> <li>• Non-Aeronautical Development</li> </ul>	Eight attendees that included hangar owners, tenants, City of Medford, and Jackson County members.
10/19/20 Location: Airport Conference Room A	<ul style="list-style-type: none"> <li>• Schedule</li> <li>• Preferred Layout Plan</li> <li>• Terminal Building Construction Layout</li> <li>• Capital Plan Phasing</li> <li>• Terminal Concepts</li> <li>• Airport Funding</li> </ul>	Three attendees that included tenants from Mercy Flights and JCAA.