

SECTION 10 - STAKEHOLDER COORDINATION PROGRAM

Throughout the Master Plan process, the Stakeholder Coordination Program encouraged information-sharing and collaboration among the airport sponsor, users and tenants, resource agencies, elected and appointed public officials, residents, travelers, and the general public. Collectively, these various groups form the stakeholders who have an interest in the outcome of the Master Plan. A variety of forums were used to engage stakeholders, including a citizen advisory committee, a technical advisory committee, Airport staff working group, and a public awareness campaign that included public information workshops, newsletters, a project website, meetings with a newspaper editorial board, numerous individual meetings with stakeholders and several open houses. These efforts are described more fully below.

10.1 WCAA Coordination

The Master Plan was coordinated extensively through the WCAA Board and staff. The Board members were briefed collectively and individually throughout the process. WCAA Executive Staff oversaw the planning effort and received numerous updates and provided valuable feedback during Senior Staff Meetings as well as through individual meetings throughout the effort. Finally, WCAA staff participated in the planning process through a Staff Working Group which met several times during the planning process. Each of these coordination efforts are discussed below.

10.1.1 WCAA Board Briefings

The WCAA Board was briefed numerous times on the Master Plan. This included individual briefings throughout the process as well as collective briefings of the entire Board as part of the regular WCAA Board meetings. These briefings allowed the Board members to discuss relevant issues and provide guidance and direction to WCAA staff regarding Master Plan issues. The WCAA Board was particularly helpful providing guidance related to various regional planning and marketing considerations and the overall vision for DTW. Members of the WCAA Board also participated in the Citizens Advisory Committee. **Table 10.1-1** lists the WCAA Board briefings conducted as part of the Master Plan.

Table 10.1-1 – WCAA Board Briefings	Date
Board Meeting #1	October 2005
Individual Briefing #1	January 24, 2007
Individual Briefing #2	February 12, 2007
Individual Briefing #3	February 12, 2007
Individual Briefing #4	February 26, 2007
Individual Briefing #5	February 27, 2007
Board Meeting #2	March 19, 2007
Individual Briefing #6	February 25, 2008
Individual Briefing #7	March 5, 2008
Individual Briefing #8	March 11, 2008
Board Meeting #3	March 20, 2008
Board Meeting #4	July 24, 2008

10.1.2 WCAA Staff Coordination

WCAA Executive Staff directed the Master Plan and provided valuable input into the overall planning process and the key policy decisions. In addition, a Staff Working Group (SWG) was established at the beginning of the project to assist in developing the Master Plan. The purpose of staff working meetings is to provide opportunities for detailed discussions about departmental or organizational issues and concerns as well as provide information regarding their respective areas of responsibility. Each department of the Airport was represented on the SWG. These meetings allowed representatives responsible for the day to day management and operation of DTW to help shape how future facilities should be implemented and to maximize flexibility and efficiency if and when capital projects were developed. **Table 10.1-2** depicts the meetings held with the SWG throughout the Master Plan process.

Table 10.1-2 – Airport Staff Working Group Meetings	Date
Staff Working Group Meeting	July 7, 2006
Staff Working Group Meeting #2	July 25, 2006
Staff Working Group Meeting #3	October 5, 2006
Staff Working Group Meeting #4	December 20, 2006
Staff Working Group Meeting #5	February 1, 2007
Staff Working Group Meeting #6	March 16, 2007
Staff Working Group Meeting #7	June 12, 2007
Staff Working Group Meeting #8	June 25, 2007
Staff Working Group Meeting #9	December 17, 2007

10.2 Stakeholder Committees

Two stakeholder committees were used to solicit input on the Master Plan; the Citizen Advisory Committee (CAC) and the Technical Advisory Committee (TAC). These committee structures and responsibilities are referenced in *FAA Advisory Circular 150/5070-6B Airport Master Plans* dated May 1, 2007.

10.2.1 Citizen’s Advisory Committee

The CAC serves as a sounding board and information exchange group for the Airport sponsor. Its primary function is to review the plans and proposals and make consensus recommendations to the planning team. The CAC for the DTW Master Plan was composed of civic, corporate and community leaders from the Southeast Michigan. The CAC members viewed DTW and the projects stimulated from the Master Plan from a regional perspective with a focus on making DTW an economic catalyst for the region.

CAC members met as a group a total of five times throughout the master plan process. These meetings focused on reviewing the major milestone activity (i.e. Forecast of Aviation Activity, Facilities Requirements, Alternatives Development, Preferred Development Plan, and an Implementation/Funding Plan) and understanding the magnitude of the proposed development. The CAC also considered how the growth and development if the Airport could impact the economic development for the region. CAC members provided their input on several key decisions around development alternatives in consideration of economic opportunities in and around the Airport with

the goal of ensuring the Airport’s plans were congruent with those of the surrounding communities. **Table 10.2-1** depicts the CAC meetings.

The planning team offered a standing invitation to all members of the CAC to discuss and answer questions regarding any of the components of the DTW Master Plan Study. Almost all of the members of the CAC took advantage of those individual meetings on several occasions. **Table 10.2-2** depicts the individual meetings with the CAC members.

The members of the CAC include:

- N. Charles Anderson, Detroit Urban League
- Richard E. Blouse, Jr., Detroit Regional Chamber
- Beth Chappell, Detroit Economic Club
- Matt Cullen, Michigan Economic Development Corporation
- Dr. Mary Sue Coleman, University of Michigan
- Wayne Doran, Board Member, Wayne County Airport Authority
- Jim Kosteva, University of Michigan
- Tarik Daoud, Al Long Ford
- Deborah Dingell, General Motors
- Walter Douglas, Avis Ford
- W. Frank Fountain, DaimlerChrysler Corporation
- Michael Glusac, Board Member, Wayne County Airport Authority
- Fred Hoffman, DaimlerChrysler Corporation
- Paul Hillemonds, DTE Energy Company
- George W. Jackson, Detroit Economic Growth Corporation
- Douglas Kelbaugh, University of Michigan
- Tim Keyes, City of Romulus
- Florine Mark, The WW Group
- Philip Power, The Center for Michigan
- Lester Robinson, Wayne County Airport Authority
- Doug Rothwell, Detroit Renaissance
- Brenda L. Schneider, Comerica Bank
- Wayne Sieloff, Wayne County Airport Authority

Table 10.2-1 – Citizen Advisory Committee Meetings

	Date
CAC Meeting #1	October 11, 2006
CAC Meeting #2	January 25, 2007
CAC Meeting #3	March 28, 2007
CAC Meeting #4	July 12, 2007
CAC Meeting #5	December 12, 2007

Table 10.2-2 – Citizen Advisory Committee Individual Meetings

	Date
Douglas Kelbaugh, University of Michigan	December 21, 2006
Walter Douglas, Avis Ford	December 22, 2006
Tarik Daoud, Al Long Ford	January 3, 2007
Beth Chappell, Detroit Economic Club	January 4, 2007
Paul Hillemonds, DTW Energy Corporation	January 4, 2007
Fred Hoffman, Daimler Chrysler Corporation	January 9, 2007
Phil Powers, The Center for Michigan	January 11, 2007

Jim Kosteva, University of Michigan	January 11, 2007
Charles Anderson, Detroit Urban League	January 24, 2007
Richard Blouse, Detroit Regional Chamber	February 12, 2007
Doug Rothwell, Detroit Renaissance	February 27, 2007
Michigan Economic Development Corp.	March 2, 2007, March 25, 2008, June 19, 2008
Matt Cullen, General Motors	March 2, 2007
George Jackson, Detroit Economic Growth Corporation	March 13, 2007

10.2.2 Technical Advisory Committee

The TAC was responsible for providing input and insight on technical issues. Committee members provided a high level of technical competency associated with aviation or airport operations and were major stakeholders in the Airport’s operation. The TAC for the DTW Master Plan debated the technical merits of the study based upon the goals and objectives of the study as well as against the plans, goals, and objectives that were unique to each stakeholder group.

TAC members met a total of six times as a group throughout the master plan process to discuss the status of the process which included the project schedule, a briefing on the major milestones (i.e. Forecast of Aviation Activity, Facilities Requirements, Alternatives Development, Preferred Development Plan, and an Implementation/Funding Plan). TAC Meeting dates are shown in **Table 10.2-3** below.

Table 10.2-3 – Technical Advisory Committee Meetings

	Date
TAC Meeting #1	October 18, 2006
TAC Meeting #2	January 24, 2007
TAC Meeting #3	March 26, 2007
TAC Meeting #4	July 12, 2007
TAC Meeting #5	September 13, 2007
TAC Meeting #6	January 10, 2008

TAC members provided input on the various milestones mentioned above through participation in the meetings, letters and individual meetings. During the planning process, TAC members were encouraged to meet with the Airport and the Consulting Team to discuss their concerns regarding any of the components of the DTW Master Plan Study. Several members of the TAC, including the City of Romulus, the Southeast Michigan Council of Government’s (SEMCOG), the City of Dearborn, Huron Charter Township, Northwest Airlines and the FAA, took advantage of those individual meetings on numerous occasions. The TAC Individual Meetings are depicted on **Table 10.2-4**.

The TAC members were encouraged to submit their comments to the WCAA and the planning team after each TAC meeting as well as throughout the Master Plan process. Copies of those written comments from the TAC members are located in the Master Plan Supporting Information.

The following organizations participated in the TAC:

- AAA-Auto Club Group
- City of Allen Park
- City of Belleville
- City of Dearborn
- City of Dearborn Heights
- City of Detroit
- City of Ecorse
- City of Garden City
- City of Inkster
- City of Lincoln Park
- City of Livonia
- City of Riverview
- City of Romulus
- City of Southgate
- City of Taylor
- City of Trenton
- City of Wayne
- City of Westland
- City of Wyandotte
- County of Wayne
- Detroit Regional Chamber of Commerce
- Federal Aviation Administration (FAA)
- Huron Charter Township
- MDOT Bureau of Aeronautics
- Northwest Airlines
- Southeastern Michigan Council of Governments
- Sumpter Township
- Van Buren Township
- Wayne County Commission

Table 10.2-4 – Technical Advisory Committee Individual Meetings

	Date
Southeast Michigan Council of Governments #1	February 14, 2006
FAA Briefing #1 (Forecast)	August 15, 2006
Dearborn Heights	January 4, 2007
City of Romulus	January 5, 2007
Southeast Michigan Council of Governments #2	January 9, 2007
Northwest Airlines	January 11, 2007
City of Dearborn	January 12, 2007
City of Taylor	January 17, 2007
Huron Charter Township	January 18, 2007
City of Wayne	January 18, 2007
Wayne County	January 24, 2007
Michigan Department of Transportations	January 31, 2007
Detroit Regional Chamber	February 12, 2007
City of Detroit	February 13, 2007
City of Romulus	February 13, 2007
City of Romulus	February 20, 2007
FAA Briefing #2 (Airfield & Terminal Options)	March 9, 2007
Southeast Michigan Council of Governments #3	April 14, 2007
Northwest Airlines	April 25, 2007
FAA Briefing #3	June 7, 2007
FAA Meeting w/ Ernest Gubry	June 12, 2007
FAA Air Traffic Control Meeting #1	June 13, 2007
Huron Charter Township	September 11, 2007
City of Romulus	September 12, 2007
FAA Briefing #4	August 8, 2007
FAA Air Traffic Control Meeting #2	September 6, 2007
FAA Air Traffic Control Meeting #3	September 12, 2007
Northwest Airlines	December 20, 2007
Northwest Airlines	March 2008

10.3 Public Awareness Campaign

An effective public awareness campaign is an essential part of the stakeholder coordination program. It is instrumental in fostering stakeholder input and participation, maintaining stakeholder interest throughout the program, and is an excellent mechanism for keeping the general public informed of the progress of the Master Plan. The public awareness campaign for the Master Plan included public information workshops and open houses, informational materials, such as newsletters and an Airport Master Plan website, and meetings with an Editorial Board made up of the editors of the local newspapers. Copies of the public information workshop presentations, open house boards, and newsletters can be found in the Master Plan Supporting Information.

10.3.1 Advertisement of Public Awareness Campaign

The WCAA held a total of 12 Public Information Workshops and Master Plan Open Houses throughout the Metro Detroit area. A variety of different media were utilized to inform the citizen's of locations, dates and times of public events. The first advertising method was through our Technical Advisory Committee (TAC) members. Representation on the TAC came from the mayors and their respective planning departments of the local cities and communities, the Detroit Regional Chamber of Commerce, the FAA, the Michigan Department of Transportation, Northwest Airlines, the Southeastern Michigan Council of Governments, and the AAA-Auto Club Group. The WCAA requested that each TAC member inform their respective communities regarding upcoming public events via local cable television, public notices in the lobbies of their respective City Halls, and any written correspondence to the citizens.

The Master Plan also advertised the Public Information Workshops and Open Houses through the local newspapers. All public events were advertised in the classified sections of the Detroit Free Press and the Detroit News, which are widely distributed throughout the Metro Detroit region. Advertisements were also placed in the News Herald, serving the Southgate Community for several of the public events. Additionally, the WCAA sent press releases to all of newspaper editors announcing the public events. The press releases were also posted on the WCAA's website along with flyers that gave a brief overview of the meeting along with directions to the meeting location.

WCAA published and distributed two newsletters dedicated to providing information on the Master Plan for DTW. The newsletters were sent to residents of communities surrounding DTW to inform them that DTW was conducting a Master Plan. One of the newsletter publications was utilized to announce the Public Information Workshop held on November 7, 2007.

Additionally, flyers advertising the Master Plan Open House were sent to the TAC members and the following elected officials:

- Honorable Hoon-Yung Hopgood, Chair-House Transportation Comm.
- Honorable Phillip LaJoy, House Transportation Committee
- Honorable Pam Byrnes, House Transportation Approps.
- Honorable Martin J. Griffin, Majority Vice Chair-House Transportation Committee
- Honorable Tom Casperson, House Transportation Committee
- Honorable Richard LeBlanc, House Transportation Approps.
- Honorable Frank Accavitti Jr., House Transportation Committee

- Honorable Neal Nitz, House Transportation Committee
- Honorable David Agema, House Transportation Approps.
- Honorable Steve Bieda, House Transportation Committee
- Honorable Phil Pavlov, House Transportation Committee
- Honorable Goeff Hansen, House Transportation Approps.
- Honorable Marie Donigan, House Transportation Committee
- Honorable Tom Pearce, House Transportation Committee
- Honorable Jud Gilbert, Chair-Senate Transportation Comm.
- Honorable Kate Ebli, House Transportation Committee
- Honorable John Stahl, House Transportation Committee
- Honorable Roger Kahn, Vice Chair-Transportation Comm.
- Honorable Gabe Leland, House Transportation Committee
- Honorable Marty Knollenberg, House Transportation Committee
- Honorable Gerald Van Woerkom, Senate Transportation Committee
- Honorable Jeff Mayes, House Transportation Committee
- Mary Lou Terrien, Clerk, House Transportation Committee
- Honorable Raymond E. Basham, Senate Transportation Committee
- Honorable Fred Miller, House Transportation Committee
- Honorable Lee Gonzales, House Transportation Approps.
- Honorable John Gleason, Senate Transportation Committee
- Honorable Coleman A. Young, House Transportation Committee
- Honorable Marsha Cheeks, House Transportation Approps.
- William E Hamilton, Clerk, Senate Transportation Committee
- Honorable Kathleen Law
- Honorable Gino Polidori
- Honorable Bob Constan
- Honorable Andy Dillon, Speaker of the House
- Southeast Michigan Council of Governments
- Rob Abent , MI Bureau of Aeronautics
- Dick Blouse, President and CEO, Detroit Regional Chamber
- Honorable Mike Bishop, Senate Majority Leader
- Jeff Mason, Michigan Economic Dev. Corp
- Honorable Morris W. Hood III
- Doug Rothwell
- Honorable Bruce Patterson

10.3.2 Public Information Workshops

Public Information Workshops with interactive information stations staffed by the planning team were used to engage the public and stakeholders in soliciting their opinions on development options. A total of six Public Information Workshops were held throughout the metropolitan Detroit where a short presentation at the beginning of the workshop was used as an introduction to the Master Plan. Afterwards, workshop participants were invited to interact and provide their input to the planning team at various information stations. **Table 10.3-1** depicts the Public Information Workshops held throughout the Master Plan process.

Table 10.3-1 – Public Information Workshops	Date
Public Information Workshop #1: Livonia Community Center	December 14, 2006
Public Information Workshop #2: Metropolitan Hotel, (Romulus)	December 14, 2006
Public Information Workshop #3: Southgate Public Library	December 16, 2006
Public Information Workshop #4: Northwest Detroit Activity Center	December 18, 2006
Public Information Workshop #5: Metropolitan Hotel, (Romulus)	February 7, 2007
Public Information Workshop #6: Metropolitan Hotel, (Romulus)	November 7, 2007

10.3.3 Master Plan Open Houses

WCAA hosted six Open Houses to provide area residents and businesses with additional opportunities to learn about the Master Plan. All six sessions provided the same format and resources but were held at different times and on different dates to maximize community participation. Details about the Master Plan were provided using informational displays, and representatives from the WCAA and the planning team were available throughout each session to personally address questions and concerns of individuals. **Table 10.3-2** depicts the Master Plan Open Houses held during the Master Plan Study.

Table 10.3-2 – Master Plan Open Houses	Date
Master Plan Open House #1 and #2 Metropolitan Hotel, (Romulus)	April 23, 2008
Master Plan Open House #3 and #4 Metropolitan Hotel, (Romulus)	April 29, 2008
Master Plan Open House #5 and #6 Metropolitan Hotel, (Romulus)	May 1, 2008

10.3.4 Public Comments

At all of the public events, citizens were encouraged to submit their comments to the WCAA via several different methods:

- Comment cards located at the Public Comments Table
- WCAA’s website:
 - <http://www.metroairport.com/programs/DTWMasterPlan/Comments.asp>
- By mail to:
 - Public Affairs/Community Relations
 Wayne County Airport Authority
 L.C. Smith Terminal - Mezzanine
 Detroit, Michigan 48242

A summary of the public comments received during the Master Plan process is included in the Master Plan Technical Document.

10.3.5 Informational and Educational Materials

Informational and educational materials were designed to educate a broad audience about all aspects of the Master Plan study. The planning team produced two newsletters detailing the economic impact the Airport has on the region, future aviation activity forecasted for DTW, collaboration among many different entities regarding regional initiatives, development of concepts that meet

future aviation needs and finally, the overall public awareness campaign. Copies of the newsletters can be found in the Master Plan Supporting Information.

The planning team also created a webpage that was included in the Airport’s website (**Figure 10.1**), <http://www.metroairport.com/programs/DTWMasterPlan/default.asp>. This webpage included a detailed description of the master plan process, master plan study documents, stakeholder presentations and a link for providing comments on the Master Plan.

Figure 10.1 – Master Plan Website



10.3.6 Editorial Board Meetings

WCAA attended seven meetings with individual representatives of editorial boards from newspapers serving southeast Michigan to present the key objectives, issues and recommendations of the Master Plan. **Table 10.3-3** depicts the Editorial Board Meetings held during the Master Plan Study. The purpose of these meetings was to promote the Master Plan effort and provide information relating to the need for a plan to meet the goals of the region and to stimulate newspaper articles to inform the public. These meetings provided WCAA with another opportunity to communicate with the public about the Master Plan.

Table 10.3-3 – Editorial Board Meetings

	Date
Oakland Press	October 17, 2007
Detroit News	October 18, 2007
Observer Newspapers	October 18, 2007
Crain’s Detroit Business	October 29, 2007
Detroit Free Press	October 31, 2007
Michigan Chronicle	November 5, 2007
Heritage Newspapers	November 8, 2007