

# Appendix C

## Public Meetings and Agency Coordination

### C.1 MASTER PLAN UPDATE FOCUS GROUP SESSION

#### C.1.1 Introduction

P. J. Noble and Associates, Inc., under an agreement with The LPA Group Incorporated, conducted a focus group session with local community and political leaders from the Alexandria International Airport and England Airpark target areas. The focus group session was used to solicit opinions and perspectives from those potentially impacted by the development of the Airport and the Airpark as part of the public input component of the Master Planning Update process.

Focus Group interviews are among the most frequently used form of data collection in marketing research. This form of research offers the unique opportunity for a facilitator or moderator to listen to a small group of individuals, usually in a certain target market, and discuss an important issue or topic. Focus groups usually involve six to twelve participants who are usually pre-recruited to meet certain characteristics such as age, condition, gender, professional or personal profile, etc.

Data collected through focus group research is not intended to provide hard conclusions, nor can the information automatically be projected to the entire population. Rather, focus group research provides useful insight into the thoughts and perceptions of the target audience and allows for more in-depth discussion of relevant subjects. One of the greatest benefits of the focus group approach is the opportunity for the client to get a first hand view of the target market.

#### C.1.2 Master Plan Update Focus Group Session

**The Master Plan Update Focus Group Session** was held on Monday May 12, 2008 at the Main Conference Room of the Alexandria International Airport Terminal Building in Alexandria, Louisiana. Twenty-two (22) participants were confirmed for this session and seven participants attended and participated in the discussion at the early morning breakfast session. Three Alexandria Airport Staff members were also present along with four Consultant team members.



### **C.1.3 Participant Recruitment**

The participants in the focus group session were identified and recruited by the England Economic and Industrial Development District (England Authority) Staff from the following target groups and/or organizations:

- City of Alexandria
- City of Alexandria Council President
- City of Pineville
- City of Pineville
- Rapides Parish Police Jury
- Mayors:
  - 1) Woodworth
  - 2) Lecompte
  - 3) Cheneyville
  - 4) McNary
  - 5) Glenmora
  - 6) Boyce
  - 7) Forest Hill
  - 8) Ball
- Chambers of Commerce
- State Senators
- State Representatives
- Past England Authority Board Chairmen
- Rapides Parish Tax Assessor
- Rapides Parish Registrar of Voters
- Rapides Parish Sheriff
- Rapides Parish Clerk of Court
- Alexandria Port Authority
- Rapides Parish School Board
- England Authority Present Officers

### **C.1.4 Moderator's Guide**

A moderator's guide (a list of research questions) was developed to guide participants through the discussion relative to the Master Plan Update and Economic Development at the Alexandria International Airport and the England Airpark. (The guide is presented in **Section C.2** of this appendix).



### C.1.5 Discussion

The discussion was facilitated by a moderator equipped with a series of questions designed to elicit information regarding the participant's opinions in five basic areas of interest relative to the Master plan Update to include the following:

- 1) Existing Perceptions regarding the Alexandria International Airport and the England Airpark;
- 2) Target Areas of Economic Development
- 3) Primary Resources to Foster Economic Development;
- 4) Assets and Constraints of the Airport and/or Airpark
- 5) Vision for the Future (Future uses)

The focus group participants responded to questions designed to elicit opinions on the above referenced topics for approximately sixty (60) minutes. The responses have been provided for each question in the summary and analysis of the discussion below.

#### Existing Perceptions of Participants

1. When asked **“What comes to mind when you hear the term England Airpark or Alexandria International Airport?”** the respondents answered as follows:

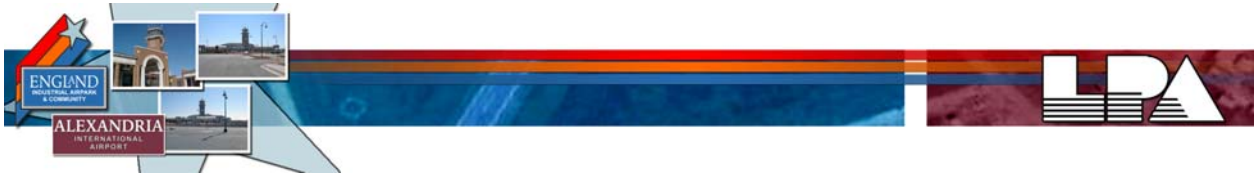
- Reincarnation
- Industrial development
- Prettiest terminal in the United States

2. When asked **“What comes to mind when you hear the term economic development as it relates to your constituents or geographic location?”** they responded with the following comments:

- Creating new jobs
- Creating wealth
- Increased sales tax

3. When asked **“Do you think there is any correlation between economic development and the England Airpark?”** the participants stated:

- Yes, (the Airpark) generates more revenue to further economic development
- Progress at the Airpark
- Land and infrastructure



4. When asked “**In your opinion, to what extent does the local economy depend on the growth and development of the England Airpark?**” they responded:

- Job(s) Stability
- Transportation Services
- Infrastructure
- Housing, Both Existing and Additional growth

The participant perception of the Alexandria Airport and the England Airpark is very positive and participants seem to draw a direct correlation between the growth and expansion of the Airport/Airpark and economic development in the local area. The areas of wealth creation, jobs creation and infrastructure development were identified as key roles of the Airport and the Airpark in the community.

#### Target Areas of Economic Development

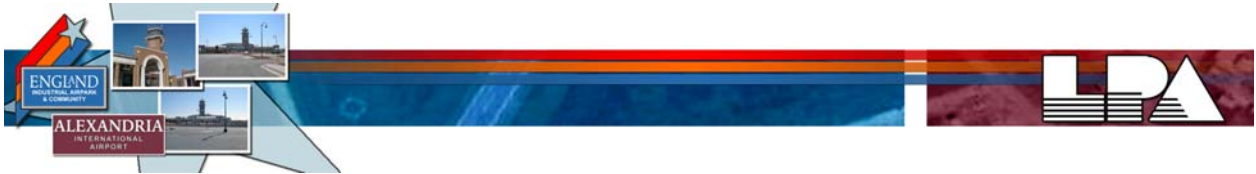
When asked “**What, in your opinion are the economic segments that have the greatest potential for long term growth (domestic or international) within Rapides Parrish and the surrounding area?**” the responses were as follows:

- Manufacturing
- Military
- Potential Education (Job/Technical Training)
- Health Care
- Transportation
- Distribution

#### Primary Resources to Foster Economic Development

6. When asked “**What primary resources/infrastructure currently exist within the area to support the economic sectors you discussed earlier?**” they responded with the following comments;

- The I-49 Interstate
- The HIGHWAY 28 Interstate
- Electrical Utilities
- The Port



7. The participants were then asked “**What primary resources and/or infrastructure would be required within the area to support the economic sectors you discussed earlier?**” and the key responses were as follows:

- State Off-System Road Improvements
- A Loop or Beltway around the area
- The development of an Industrial Park
- HIGHWAY 28 / I-49 Connector

The participants agreed that the presence of the two interstates (HIGHWAY 28 and I-49) in the area serve as assets in fostering economic development in the greater Alexandria community and surrounding areas. They also expressed, however, that several additional resources should be in place in order to enhance and facilitate economic development in the area. These primarily were identified as roadway improvements as related above and the development of an industrial park in the area.

#### Assets/Constraints of the Airpark and/or Airport

After having queried the participants about the resources necessary for economic development, we asked questions relevant to the major assets and constraints of the Airport and Airpark.

8. When asked “**What do you think about the Air Service currently available at the Alexandria International Airport?**” the participants provided the following responses:

- Great
- Convenient
- Staff should encourage participation of other airlines

9. When asked “**What do you think about the current land uses at the England Airpark?**” they responded:

- We should demolish the old buildings on the property
- We should have retail development
- Should expand the educational facilities into a Community College

10. When asked “**What, in your opinion, are the primary strengths or assets of the England Airpark?**” they stated the following:

- Length of the Runway
- Terminal facility
- Management
- Available land



11. The respondents were then asked, **“What, in your opinion, are the primary constraints with respect to the England Airpark?”**, and they responded:

- The lack of available skilled workers
- Monetary resources
- Lack of cooperation/collaboration among the local leadership

### The Vision (Future Uses)

The participants were then asked about their long term vision for the Airport and Airpark in an effort to get input into the direction of the Master Plan Update?

12. The participants were asked **“How would you like the headlines to read about the England Airpark and the Alexandria International Airport in the year 2028?”**, and their responses were the headlines below:

- **“Alexandria International Airport -The Concord Just Landed”**
- **“Alexandria International Airport -Terminal Expansion Completed”**
- **“Model Airport - Transform/Closures at Alexandria International Airport”**
- **“Most Successfully Re-used Airbase at Alexandria International Airport”**
- **“Continuing Excellence at Alexandria International Airport”**
- **“Alexandria International Airport – The New Hub of South”**

13. When asked **“What would you recommend to move the (air) services here at England Airpark to the next level?”** had the following comments:

- Increased passengers
- More cargo
- Reduced wait time for baggage pickup
- All jet service
- Transportation or shuttle from the parking area to the airport terminal

14. The respondents were then asked to respond to **“How might the England Airpark/Alexandria International Airport most compliment the economic development activities in your local jurisdiction?”** the responses were:

- Help to foster awareness of other’s plans for economic development in the area
- Coordination/collaboration with other organizations
- Provide Knowledge of Per Capita Income to reflect the increase



## Other Comments

15. The final question for the group was “**Are there other comments you would like to make regarding the future initiatives of the England Airpark or the Alexandria International Airport?**,” the responses were as follows:

- Consider renovation of runway
- Showcase through collaboration with other economic groups in the area
- Increase our efforts of educating the community on what is available at the **Alexandria International Airport**
- Continued efforts to educate and explain goals of the **Alexandria International Airport**
- During the planning process, ensure that the future goals include room for expansion
- Consider widening of roads/access to interstate

## Closing Statement

The facilitator asked if there were any additional comments or questions. Since there was no additional discussion, she thanked everyone for their input and participation and the Focus Group Session was adjourned.

### **C.1.6 Key Findings**

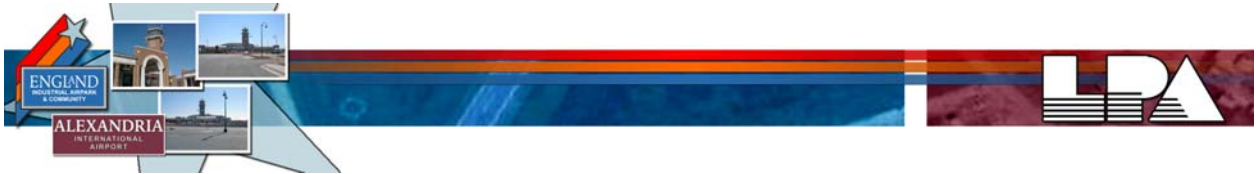
The following conclusions have been drawn from the review and analysis of the opinions from the participants in the focus group session.

#### Existing Perceptions

- Existing perceptions of the England Airpark and the Alexandria International Airport evoked pride and positive feedback from the respondents. Terms like “a reincarnation”, “the prettiest terminal in the United States” and “progress” were articulated by the participants.
- The participants pointed out a direct link between the Airpark and economic development in their communities. They perceived that the Airpark’s growth and expansion creates new jobs, expanded transportation services, infrastructure and increased housing opportunities to the local economy.

#### Target Areas of Economic Development

- The participants in the focus group indicated that there are several economic segments which offer opportunities for long term growth in the Rapides Parrish area. They included in their responses the economic segments of manufacturing; military



opportunities and uses; educational/ technical training for jobs relocating to the area; health care; transportation and distribution.

### Primary Resources to Foster Economic Development

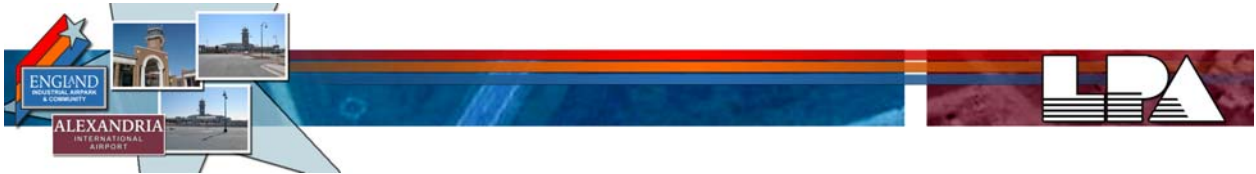
- The participants indicated that the primary resources in the area include the land; the proximity to the interstate system; the Port and the electrical utilities.
- Resources required would include improvement to the off system state roads in order to facilitate better access for trucks connecting to the Airpark; the development of a loop or beltway system; the development of an Industrial Park; and the building of the HIGHWAY 28/I-49 Connector Roadway.

### Assets/Constraints of the Airpark and Airport

- The responses regarding the air service available at the Airport were positive including comments like “great” and “convenient”. At least one of the respondents felt that additional airlines should be recruited and an all jet fleet would be preferable.
- The responses relative to the current land uses at the Airpark provided suggestions for additional land uses to include retail development; expanded educational facilities to include an Community College; and a suggestion that the older buildings that are still standing on the site be demolished.
- The primary strengths of the England Airpark, according to the focus group participants are the current length of the Airport Runway; the beauty of the terminal facility; the management and staff of the Airport and Airpark; and the availability of land for growth and expansion.
- The participants felt that the primary constraints included the lack of the availability of trained, skilled workers in the area; the lack of monetary resources to expand and redevelop; and the lack of cooperation and collaboration among the leadership of the surrounding municipal entities.

### The Vision

- The majority of the focus group participants support the concept of continued growth and expansion of the Alexandria International Airport and the England Airpark. They indicated in their responses that they would like to see expanded Air Service to include larger, more efficient planes; expanded terminal facilities; increased cargo; and additional passengers to justify an Air Service Hub in the distant future.



- Two “Airside Improvement” comments were made which included implementing procedures to reduce the wait time for picking up luggage in baggage claim and the addition of shuttle service from the parking lot to the Terminal building.
- The majority of the participants seem to agree that there is a direct link between economic development in the local and surrounding geographic areas and the development of the Alexandria International Airport and the England Airpark.
- The participants suggested that the England Authority Staff should be proactive in making sure that the local and surrounding communities are made aware of the various initiatives being planned at the England Airpark. They suggested that there should be increased efforts “To educate the community on what is available at the Alexandria International Airport and England Airpark” and “Continued efforts to share the goals of the Airport and Airpark”.
- The participants also suggested that a cooperative agenda should be forged with other governmental and economic development entities in an effort to work collaboratively in sharing economic development plans and programs in order to ensure that planned efforts are complimentary in nature. They suggested that the Airport “showcase through collaboration with other economic groups in the area”.

## **C.2 FOCUS GROUP MODERATOR’S GUIDE**

### **C.2.1 Welcome / Purpose of the Discussion/Focus Group Session**

- The discussion should be as free and open as possible. We’re interested in your thoughts, feelings and opinions. There is no right or wrong answer to any of the issues we are discussing.
- These sessions are confidential. Your names will never be associated with any of the remarks that you make in the reports or information we provide to the Airport Authority. I also ask that you respect the privacy of each individual participating in the discussion, by not sharing any information outside of this room that is revealed during the meeting.
- The session will be audio taped to ensure that we capture an accurate account of your feelings and perspectives and for no other purpose.
- As the moderators, we are to guide you through the various topics as we discuss them. However the main purpose of this meeting is to give you an opportunity to share your ideas and perspectives about the future of the Alexandria International Airport and the England Airpark.

### **C.2.2 Introduction of the Staff, Consultants, and Participants**



## C.2.3 Discussion

### Existing Perceptions

1. What comes to mind when you hear the term England Airpark?
2. What comes to mind when you hear the term “economic development” as it relates to your constituents or geographic location?
3. Do you think there is any correlation between economic development and the England Airpark?
4. In your opinion, to what extent does the local economy depend on the growth and development of the England Airpark? In what way?

### Target Areas of Economic Development

5. What, in your opinion, are the **economic segments** that have the greatest potential for long term growth (domestic & international) within Rapides Parish and the surrounding area?

### Primary Resources to Foster Economic Development in the Area

6. What primary resources/infrastructure currently exists within the area to support the economic sectors you discussed earlier?
7. What primary resource /infrastructure would be required within the area to support the economic sectors you discussed earlier?

### Assets/Constraints of the Airpark

8. What do you think about the air service available at England Airpark?
9. What do you think about the current land uses at the Airpark?
10. What, in your opinion, are the primary **strengths** or **assets** of the England Airpark?
11. What would you say are the primary **constraints** with respect to the England Airpark?

### The Vision/Future Uses (Aviation and Land Use)

12. How would you like the headlines to read about the England Airpark and Alexandria International Airport in 2028?



13. What would you recommend to move the (air) service here at England Airpark to the next level?
14. How might Alexandria International Airport and the England Airpark most compliment the economic development activities in your local jurisdiction?

Other Comments

15. Are there other comments that you would like to make regarding future initiatives of the England Airpark or England International Airport that we have not discussed?

*Thank you so much for your participation in the development of the Alexandria International Airport/England Airpark Master Plan Update*

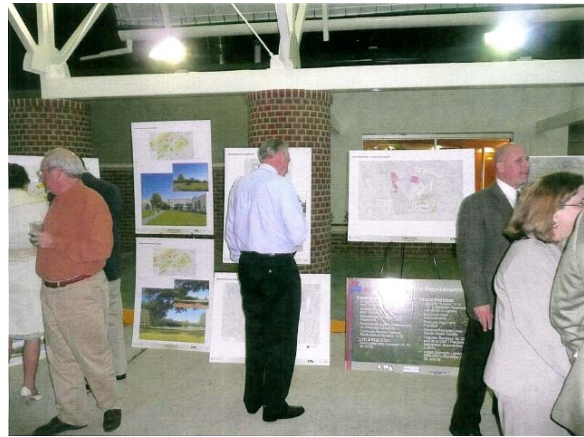
## C.3 PUBLIC INVOLVEMENT/MEETINGS

### C.3.1 Project Website

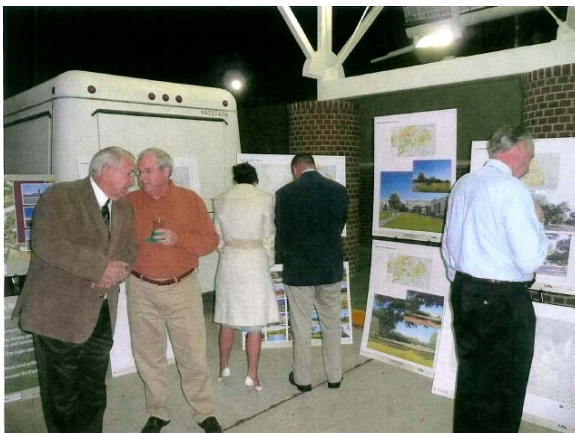
As a key element of the Master Plan Update public involvement process, a web page was developed describing the master planning process, the time frame for the study and key points where public meetings were held, local and consultant contacts, and the overall goals and objectives of the AEX Master Plan Update. Over the course of the study, this site ([www.aexmasterplan.com](http://www.aexmasterplan.com)) was used to highlight issues important to the Airpark and the community. The site was also used as a means to post project documents for public review.

### C.3.2 Public Information Meetings

Public Information Meetings were conducted to inform the general public and interested stakeholders about the ongoing status of the Airport Master Plan Update and to solicit public comment throughout the project's implementation. The Project Team coordinated the meeting logistics and facilitated public meetings as appropriate.



The Public Information Meetings were conducted as part of the Airpark Alternatives development process in order to solicit input from various stakeholders and members of the local community prior to finalizing refined alternatives. In order to maximize participation, the Consultant Team used an "open house" format to present the master planning process and development concepts to the public. The meetings were conducted over a three day period (November 6-8, 2008) as part of the grand opening of the new Million Air FBO Terminal. Over 500 people participated in activities conducted during the three-day affair. Key Consultant Team and England Authority staff members were present to answer questions as members of the community viewed project highlights via strategically positioned color graphic presentation displays. Verbal feedback from the public was positive and no written comments were received during any of the public meetings. Members of the community were invited to review project progress and provide further comments via the project website.





### C.3.3 Agency Coordination

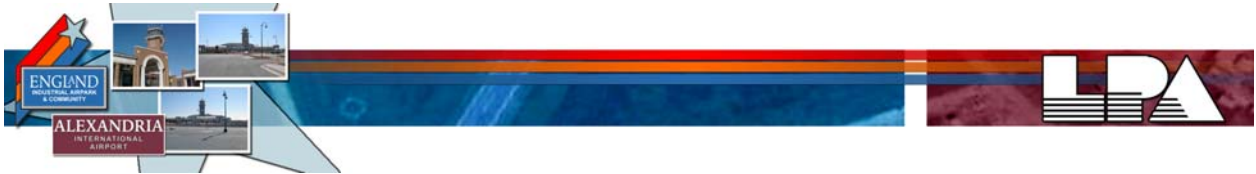
As part of the master planning process, key components of the Airport Master Plan Update must be coordinated with representatives of the Federal Aviation Administration (FAA) for approval. This includes submittal of the Aviation Forecasts and the Airport Layout Plan drawing set.

#### Aviation Forecast Review and Approval

The Aviation Forecasts associated with this study were prepared in accordance with Advisory Circular **AC 150/5070-6B**, *Airport Master Plans* and submitted to the Louisiana/New Mexico Airports District Office (ADO) in accordance with the FAA's Memorandum pertaining to *FAA Review and Approval of Aviation Forecasts*, dated December 23, 2004. Correspondence pertaining to the review and approval of the Master Plan Update forecast is included at the end of this appendix.

#### Airport Layout Plan Review and Conditional Approval

The Airport Layout Plan drawing set approval process consists of multiple submittals to the airport sponsor and the FAA. Upon completion of the final draft of the technical report and Airport Layout Plan drawing set, the Draft ALP and supporting documentation was submitted to the FAA ADO for initial review and comment. Upon addressing the ADO's initial round of comments, the Draft Airport Layout Plan drawing set was resubmitted to the ADO for distribution to various FAA offices for airspace review. Following this process the drawing set was revised based on the airspace determination and review comments received. The Final Airport layout Plan drawing set and accompanying Airport Master Plan Update Report was submitted to the FAA for distribution and Conditional Approval. Correspondence pertaining to the review and approval of the Airport Layout Plan drawing set is included at the end of this appendix.



**From:** Scott Gammel [SGammel@englandairpark.org]  
**Sent:** Tuesday, November 25, 2008 4:02 PM  
**To:** Ilia.Quinones@faa.gov  
**Cc:** Lacey.Spriggs@faa.gov; Jufko, Philip; Jon Grafton  
**Subject:** RE: Update on AEX Forecast Review

Good afternoon Ilia,

Thank you for the update.

As you are aware this is one of the last remaining issues for the completion of the AEX Master Plan. If we can be of further assistance please let me know.

Thanks again and have a Happy Thanksgiving!

Scott Gammel  
Airport Manager  
Alexandria International Airport  
318-427-6419

-----Original Message-----

**From:** Ilia.Quinones@faa.gov [mailto:Ilia.Quinones@faa.gov]  
**Sent:** Tuesday, November 25, 2008 2:54 PM  
**To:** Scott Gammel  
**Cc:** Lacey.Spriggs@faa.gov  
**Subject:** Update on AEX Forecast Review

Dear Scott:

I've recently conversed with Headquarters on the status of their review of the AEX forecast of aviation activity.

This is a complex forecast and there are unique circumstances that have delayed their review and coordination. At this point we anticipate that a response back to you will be in early January 2009.

We appreciate your understanding and will keep you posted on progress in this matter.

Ilia A. Quiñones  
Program Manager  
PH: 817-222-5646  
FAX: 817-222-5988



**From:** Scott Gammel [SGammel@englandairpark.org]  
**Sent:** Monday, October 06, 2008 10:06 AM  
**To:** Jufko, Philip  
**Subject:** FW: AEX Forecast Response to FAA

FYI

Scott Gammel  
Airport Manager  
Alexandria International Airport  
318-427-6419

-----Original Message-----

**From:** Ilia.Quinones@faa.gov [mailto:Ilia.Quinones@faa.gov]  
**Sent:** Monday, October 06, 2008 8:59 AM  
**To:** Scott Gammel  
**Cc:** Lacey.Spriggs@faa.gov  
**Subject:** AEX Forecast Response to FAA

Dear Scott:

We received the above on October 3, 2008. I have initiated the internal coordination. Will keep you posted of progress in this matter.

Ilia A. Quiñones  
Program Manager  
PH: 817-222-5646  
FAX: 817-222-5988



From: Ilia.Quinones@faa.gov [mailto:Ilia.Quinones@faa.gov]  
Sent: Friday, August 08, 2008 8:52 AM  
To: Scott Gammel  
Cc: TFantinato@lpagroup.com; PJufko@lpagroup.com; Thomas.Wade@faa.gov  
Subject: Fw: Alexandria (AXE) Forecast

Dear Scott:

We have completed our review of the AEX draft Aircraft Activity Forecast. This includes coordinating the same with both the regional level and with Headquarters. Please address the following comments and send in a revised forecast document with a letter that explains how the comments were resolved. I will review and re-coordinate your response.

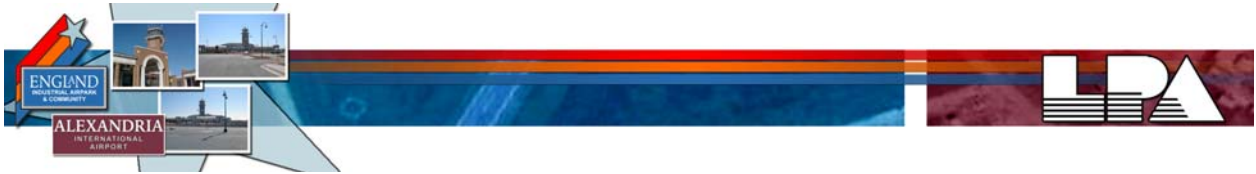
#### Major Issues

1. Non-scheduled enplanements: We are aware that the database we use does not always contain "military enplanements on nonscheduled charter flights." Most of the time the difference in enplanements is very small and does not impact the forecast. Please see item one below. We will include your response and the ACAIS list in our internal review of the revised forecast. One possible solution is to approve the sponsor's enplanement forecast with a note that it differs from the TAF because of the inclusion of the military enplanements in the air carrier category. For national consistency purposes, the TAF is unlikely to be revised to include the military enplanements.

Note: Prisoners are not included in historic or forecast enplanements.

2. Military Operations: Recent letters should be obtained from the military supporting the increased operations (35,000+) of the 172nd. If the military support letter(s) included in the Part 150 study are more than a year old, the letter can be provided accompanied by written documentation from the sponsor/consultant that they recently (show date) reconfirmed the numbers with the military. Also, provide either current letter from the ATCT or written record of recent phone conversation that supports the 1000/month air operations for T-1 and A-10 training, among others.

Detailed Comments: the sponsor/consultant should:



1. Explain the difference between the 2007 enplanement levels of Table 3.6 (15,499) and the ACAIS report (16,765).
2. Explain the 100% military load factor noted in section 3.4.3 and the less than 50% load factors of Table 3.33.
3. Section 3.4.4 - We will need to consult further on whether charters for military purposes count as a basis (500 annual itinerant operations) for AIP eligibility of facility improvements.
4. Section 3.12.1 - to strengthen the decision not to use regression analysis in this forecast, provide us with the independent variables (i.e. personal income, population, yield, employment, etc.) used for regression analyses and the resulting correlations.
5. Section 3.12.2 - provide recent letters from JRTC and ISB Management supporting the additional 9000 and 3000 military enplanements noted on page 3-10. As an alternate, provide original letters from Part 150 study and documented phone conversations with JRTC and ISB verifying currency of these levels.
6. Table 3.22 - since these forecasts may be used in FAA decision making, we become responsible for their accuracy. As such, we need to be able to replicate them. For the "Preferred Air Carrier Forecast" provide the data, assumptions, and calculations used to develop the numbers shown (i.e. 30,338 in 2017, etc.)
7. Table 3.33 - load factors appear incredibly low for charter operations. With these loads factors, the tendency would be to use smaller aircraft. Please explain.
- 8). Table 3.36 - the peak day factor of 14.44 is well out of the normal range of peak hour factors. It results in a peak hour enplanement number of 358 (2022, 2027). Combining this with a 40% load factor and a peak hour factor of 1 operation (Table 3.37) would yield an aircraft size of 900. Where is this 900 passenger aircraft coming from?
- 9). Table 3.38 - Preferred Regional Enplanement forecast. See comment 6, above. We need to be able to replicate this forecast. Provide backup data, assumptions and calculations.
- 10). Page 3-42 - the top bullet shows T-1 training operations increasing 5% annually. Table 3.4.3 (Recommend Forecast Column) shows no increase in operations from 2012 to 2027. Explain.
- 11) Table 3.43 - Preferred Forecast Local Military Assumptions. See comment 6, above. We need to be able to replicate this forecast. Provide back the calculation showing increase from 2007-208.

Thanking you in advance for your attention to this request.

Ilia A. Quiñones  
Program Manager  
PH: 817-222-5646  
FAX: 817-222-5988



From: Ilia.Quinones@faa.gov [mailto:Ilia.Quinones@faa.gov]  
 Sent: Wednesday, July 16, 2008 7:34 AM  
 To: Scott Gammel  
 Subject: Re: Master Plan

Hi Scott,

I have not looked at the Master Plan forecast yet. Between being sick and working on project closeouts, these have been hectic times for me. I have completed the closeout of the AEX 27-2004 grant - so the only outstanding matter for you is the forecast.

I'll be attending a funeral later on today, tomorrow I'm traveling. I am currently heavily involved in PFC related projects (8 total) that are on "the clock". I foresee the end of the month before I can get to the forecast document.

Ilia A. Quiñones  
 Program Manager  
 PH: 817-222-5646  
 FAX: 817-222-5988

"Scott Gammel"  
 <SGammel@englandairpark.org>

07/15/2008 04:06 PM

Ilia Quinones/ASW/FAA@FAA

Master Plan

To

cc

Subject

Good afternoon Ilia,

Just wanted to check in and see if you had had time to review the Master Plan Forecast Chapter that was submitted. When you get a chance please give me a call at 318-427-6419. Hope you had a great day; take care!

Scott Gammel  
 Airport Manager  
 Alexandria International Airport  
 318-427-6419