



Draft Community Outreach Plan

Summary

Fundamental to the Consulting Agreement and the exploration of the possibility of the privatization of the St. Louis Lambert Airport requires the Advisory Team to support the City of Saint Louis and its requirements of a vigorous public engagement process. Specifically, Section 1.b. iv. requires “a detailed and fully public schedule of outreach meetings to enable public engagement in the process” and Section 1.c.xxvii provides “upon request of the City, evaluating options for potential application of any net proceeds of the proposed lease transaction”.

Consistent with this engagement mandate, the Communications and Outreach team has engaged the Advisory Team to develop an overview of a Community Outreach Plan – among the interested groups to be engaged are:

- City Residents
- Regional Residents
- Flying Public
- Corporate and Entrepreneurial Community
- Other Business and Educational Leaders
- Vendors and Lessees
- State and Local Government Representatives
- Other interested parties

In addition, there needs to be a special communication and outreach process for the current Airport employees.

In the first phase, the City is requesting that the Advisory Team undertake a process of direct information gathering from a sampling of the City residents. The purpose of this phase one outreach plan to a sampling of residents it to identify what is known about the exploration process, gather information about residents’ goals for improving the airport.

In this phase, the data collected will help the City of Saint Louis and the Working Group prepare for the next phase; the bidding process. This plan outlines the audiences and methods we will employ and how we will measure success

Key Objectives

1. Gather information about what residents know about the exploration process
2. Gather information about residents’ goals for improving the airport
3. Develop, adapt, and circulate materials to provide factual overview of the exploration process
4. Develop plan for further community outreach to:
 - a. Regional Residents



- b. Flying Public
 - c. Corporate and Entrepreneurial Community
 - d. Other Business and Educational Leaders
 - e. Vendors and Lessees
 - f. State and Local Government Representatives
 - g. Other interested parties
5. Conduct pointed focus groups related to #1-5 above
 6. Regular briefings with Board of Aldermen Committees

Field Outreach Steps

1. Targeting: The Advisory Community Outreach Team will focus outreach efforts on reaching the largest racially and geographically diverse group of Saint Louis residents. They will meet with organizations such as; Sororities, Fraternities, Associations (Missouri Legislative Black Caucus, Black Banking Association, National Black MBA Association, National Black Accountants, Mound City Bar Association, Mound City Medical Forum, Black Nurses Association of Greater St. Louis), Community Organizations----Urban League, NAACP, etc., Churches, Neighborhood/Block Unit Meetings, Nursing Homes and Independent Living Facilities targeting senior residents. The Community Outreach Team will target the above groups to understand what is known about the project and to circulate materials about the guiding principles and the overall idea and purpose for the exploration of a possible Lambert International P3 Project. The Working Group will provide feedback on the overall communication message before sharing it with the community. The Community Outreach Team will work with the Working Group to determine appropriate number of meetings, communication level and message. Feedback survey will be given at each meeting to determine the level of understanding of the project.
2. Canvass: The Community Outreach Team will start with exploring what is known about the project and to circulate materials about the guiding principles and the overall idea and purpose for the exploration of a possible Lambert International P3 Project. They will survey and have conversations with residents by going door-to door throughout the city. Also, they will conduct street canvass activities at transportation hubs and places of business that community members are likely to use. The purpose of canvassing is to better understand resident. The goal is to knock 100K doors and contact 20K city residents.
3. Media: Throughout the process the Community Outreach Team will continue to monitor that are raised via traditional media, social media, blogs, or other web-based platforms. The team will immediately respond to all misinformation and misstatements in any media venue and will present new and updated information as it becomes available. They will constantly update the Working Group's FLY314 site with accurate and timely information and provide summaries of issues being raised and addressed to the Working Group on a bi-weekly basis. The Community Outreach Team should also explore the opportunity to conduct a Twitter townhall or web town hall in later phases of the process.
4. Data Analysis/Follow ups: We will review and analyze the information collected from the community outreach and present findings to Working Group. During this data review period we may be required to conduct follow up meetings with residents as needed to gather additional information regarding their issues or concerns.



5. Presentations to the City of Saint Louis resident stakeholders/Aldermen: Once the data has been analyzed we plan to setup meetings with Aldermen and stakeholders to go over the data at individual Ward levels.

Focus Groups-purpose of focus group are to gather information and develop communication materials to provide accurate information and inform residents about guiding principles and purpose of exploration, i.e. see if can have better airport, if can make airport a larger part of the overall economic development strategy for region and if can have a major transformative impact on the City of Saint Louis

1. Focus groups will take place August 27-29th. Information gathered from the focus groups will help shape the overall messaging of the community outreach. It will also allow the Working Group to proactively address potential concerns before reaching out to larger audience
2. Information from the focus groups will also be used to create initial collateral materials that will be sent to Working Group for approval.

Key Dates/Timeline (Dates will be adjusted as needed)

1. **August**
 - A. 13-16th Regional Poll conducted
 - B. 20-24th Draft collateral materials created for Working Group review
 - C. 28th Working Group Meeting
 - i. Announcement of Phase One of Community Outreach Plan
 - D. 27-28th City of Saint Louis Focus Groups
2. **September**
 - A. 3rd-7th Start of listening tour in the City of Saint Louis
 - i. Starting in North City, South City, and Central Corridor
 - B. TBD Modify collateral materials
 - C. 10th-14th Meetings with Transportation Committee and Airport Commission
 - D. 22nd-26th Share key findings to-date with Working Group
 - E. 22nd-26th Transportation and Commerce Committee Community Meeting
3. **October**
 - A. 8th-26th Continue listening in City of Saint Louis
 - i. Continuing to simultaneously canvass in North City, South City, and Central Corridor
 - B. 8th-12th Schedule meetings with community groups
 - i. Conduct meetings from October-November
 - C. 19th-23rd Transportation and Commerce Committee Briefing
4. **November-December**
 - A. Complete 20K contacts
 - B. Prepare draft data analysis and report

Audience

Our overall goal is to cover the entire city and reach as many Saint Louis residents as possible. In addition, we want diversity in race, gender, and geography in our sampling. Saint Louis is broken



down by 28 Wards that are all unique and their residents' concerns and needs may be different based on Ward location. See Maps attached

1. The field team will start simultaneously in Wards in North City, South City, and Central Corridor and continue until the entire city is covered.
2. Field goals are developed based on historical census and previous election data.
 - i. Potential Goals by Ward to get to 20K

Ward	Potential Goal
1	574
2	516
3	523
4	512
5	522
6	967
7	792
8	1133
9	763
10	762
11	585
12	876
13	674
14	611
15	988
16	1277
17	779
18	521
19	496
20	380
21	673
22	462
23	1043
24	780
25	390
26	702
27	611
28	1087

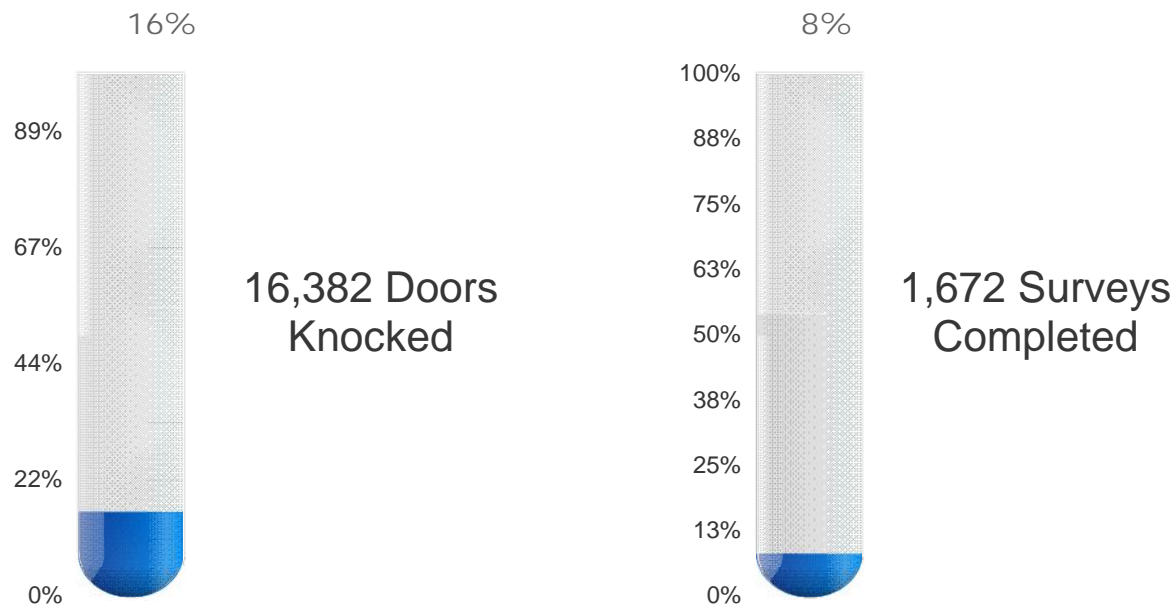
1. Summary

During the period of 9/4-9/16/18, we have knocked on 16,382 doors and completed 1,602 surveys. We canvassed homes in wards 4, 6, 9, 10, 17, and 21 this past week. A list of all wards canvassed thus far is below. Our contact rate has remained consistent at 10%. If our daily door knocks total increase by 20% we should close on our key performance indicators. In conclusion, this upcoming week's focus will be on increasing our door knocks and continued staff development.

Wards visited thus far

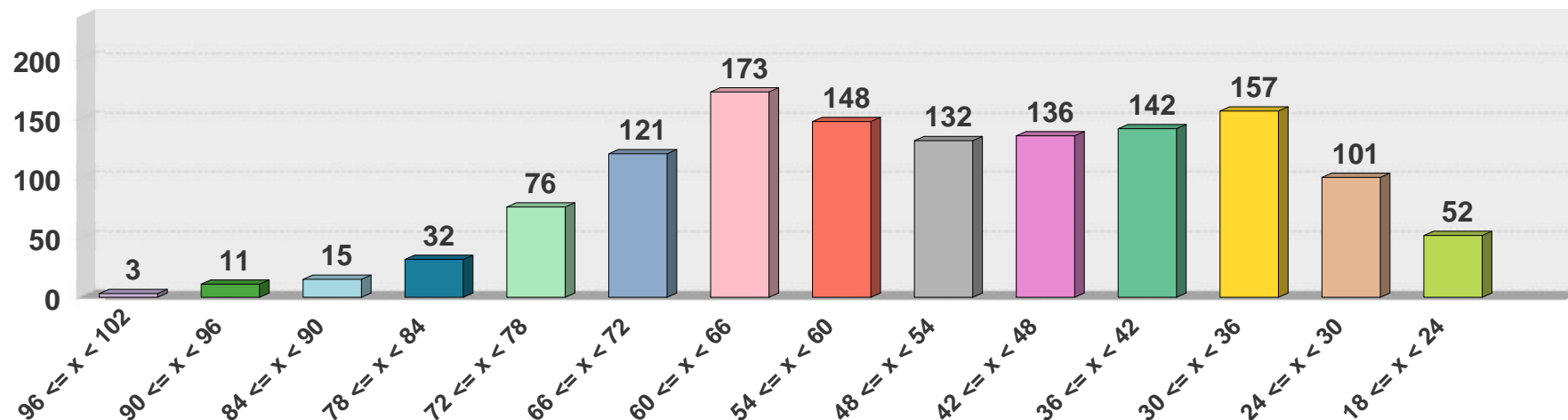
- 4
- 6
- 9
- 10
- 17
- 18
- 21
- 24
- 28

2. Key Performance Indications

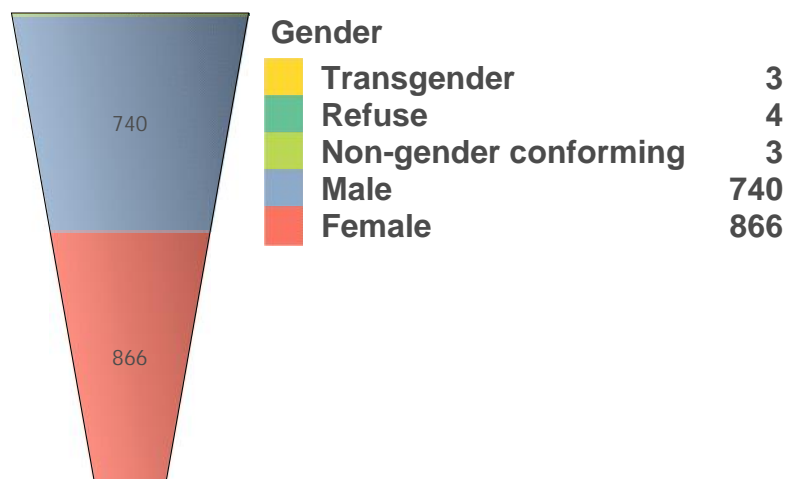


3. Demographics

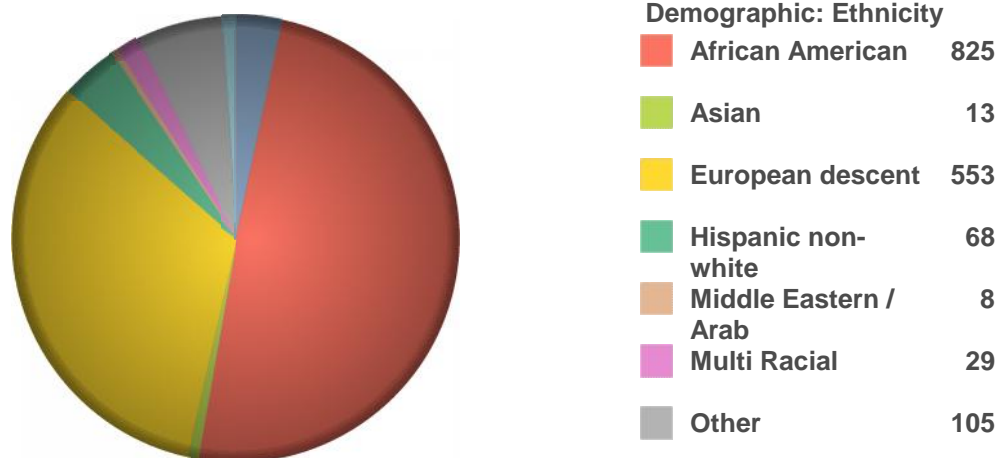
Demographic: Age



Demographic: Gender

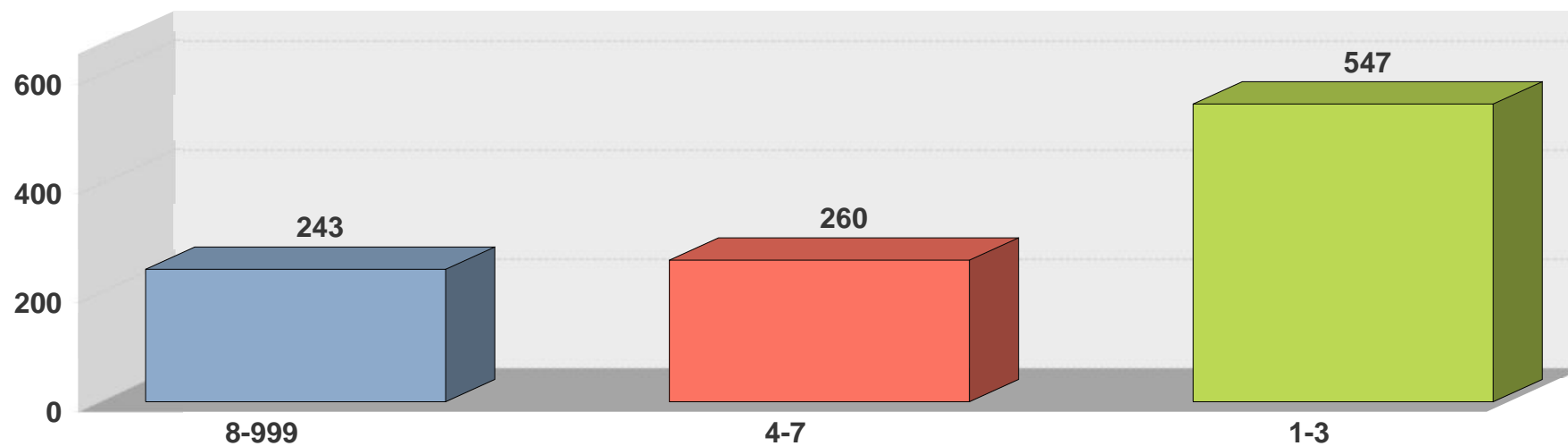


Demographic: Ethnicity

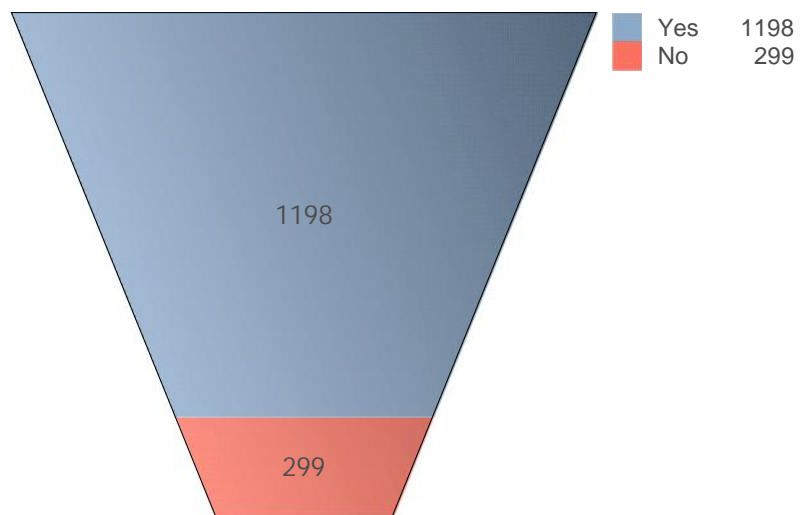


4. Operations

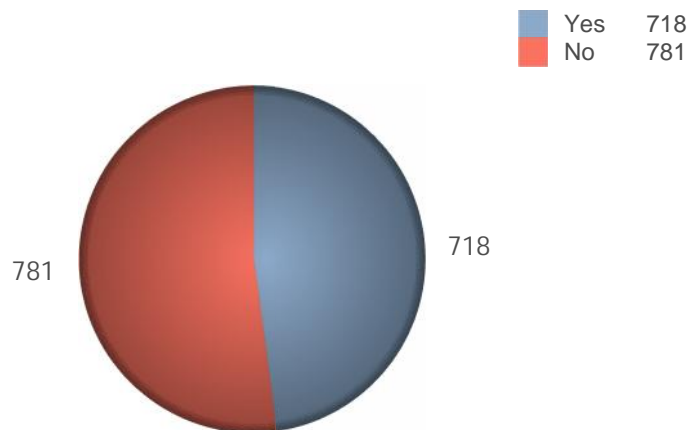
Lambert Usage Frequency



Willing to share remarks as testimony

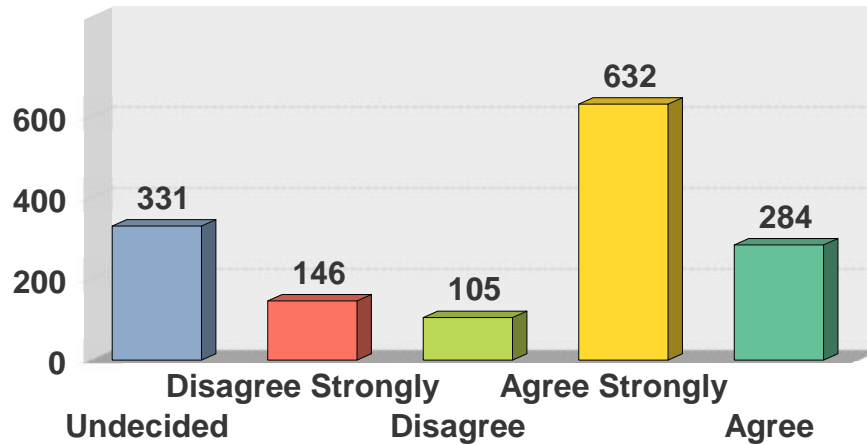


Familiarity with Project

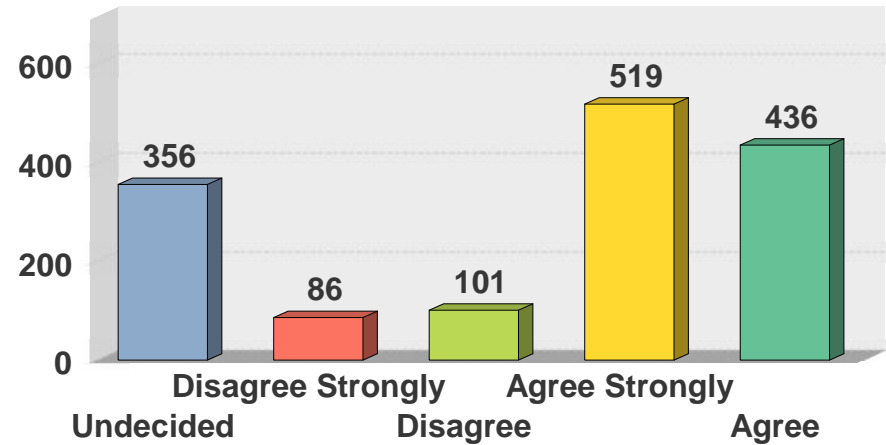


5. Visual Summary of Responses

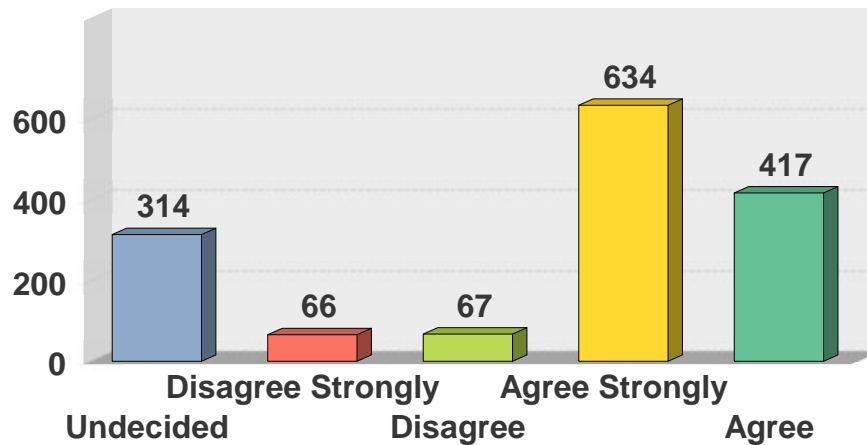
Principle #1: Prohibition of Sale



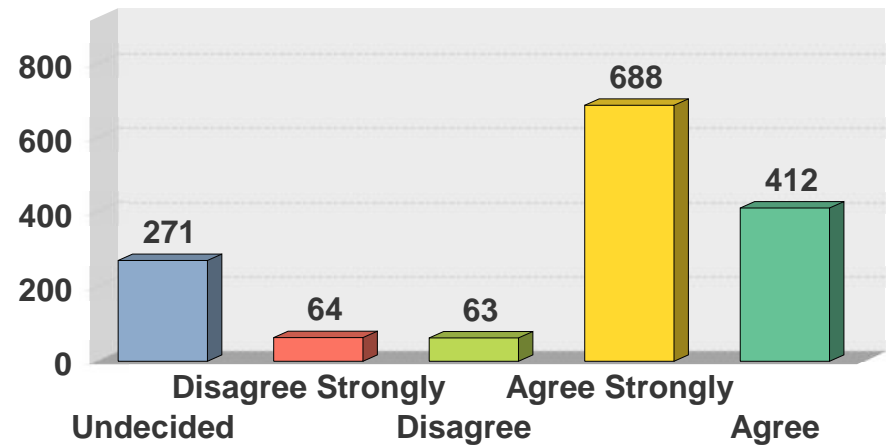
Principle #2: Debt Payoff



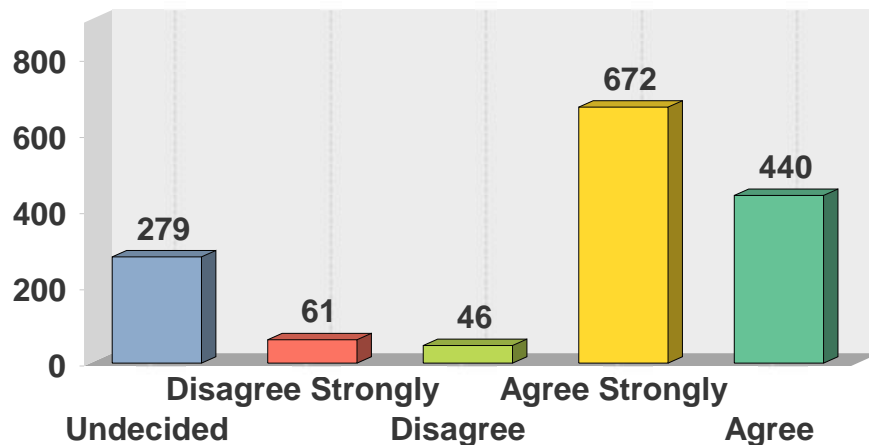
Principle #3: lease & vendor contracts



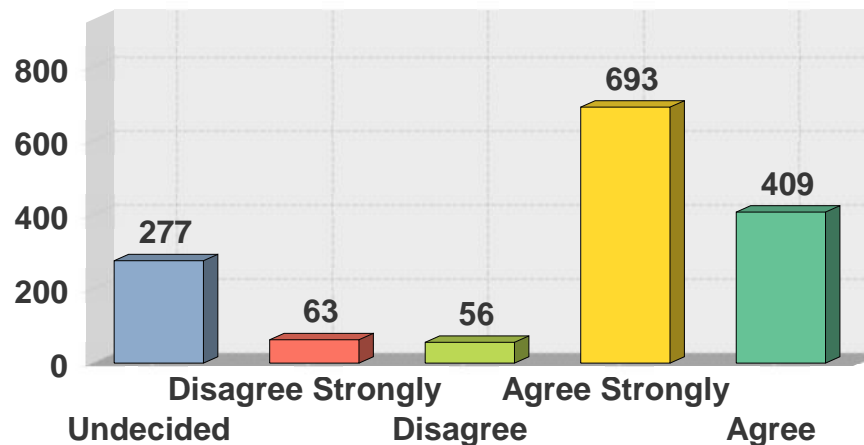
Principle #4: CBA Protection



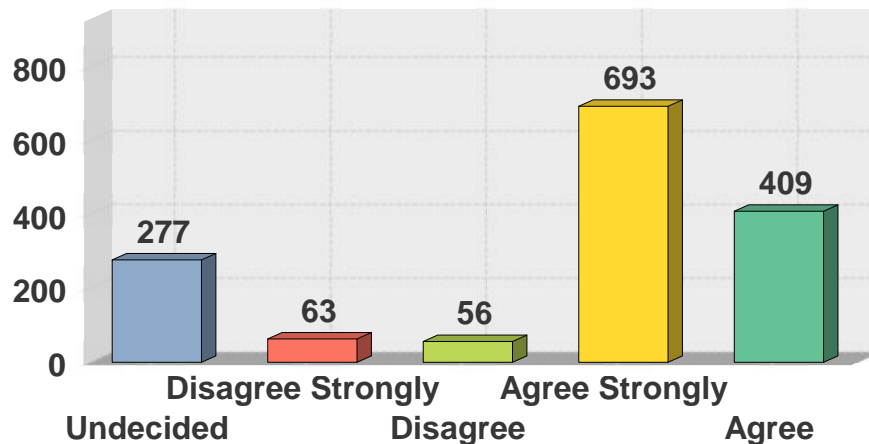
Principle #5: Worker Protection



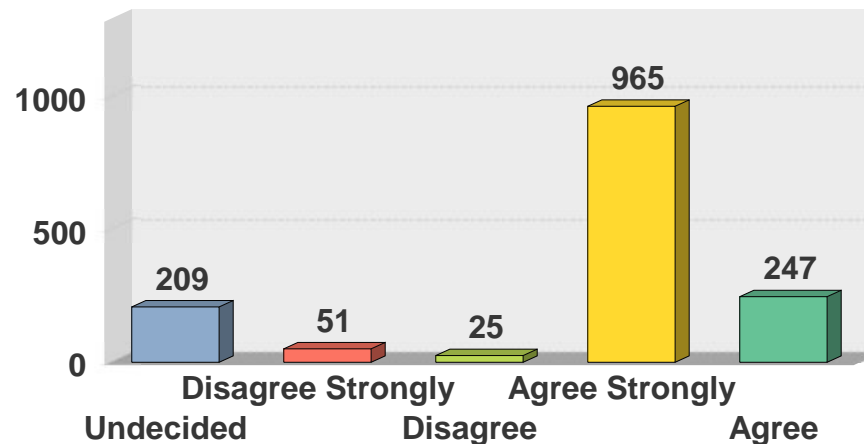
Principle #6: Increase Flights



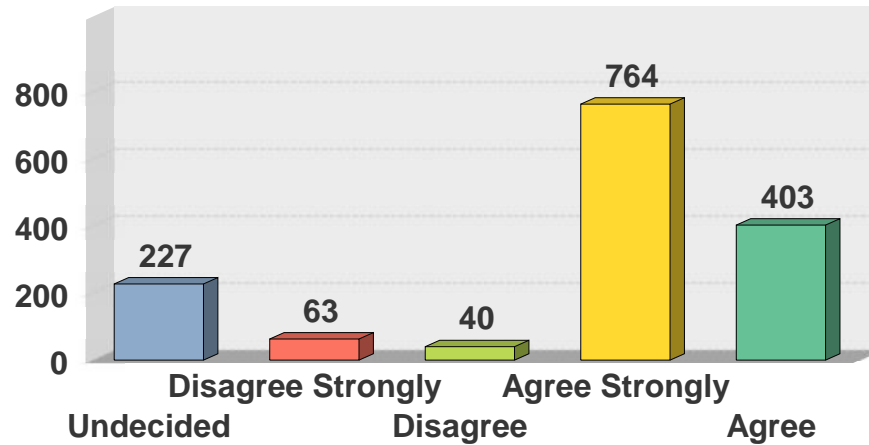
Principle #7: Growth Plan



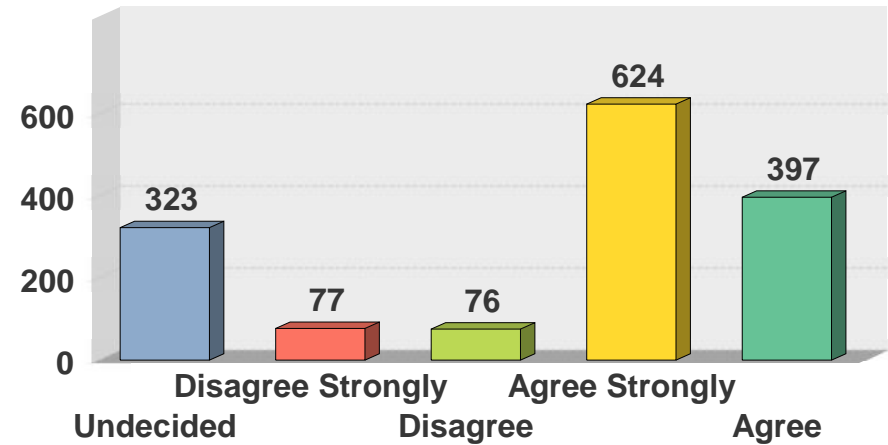
Principle #8: Prohibition against discrimination



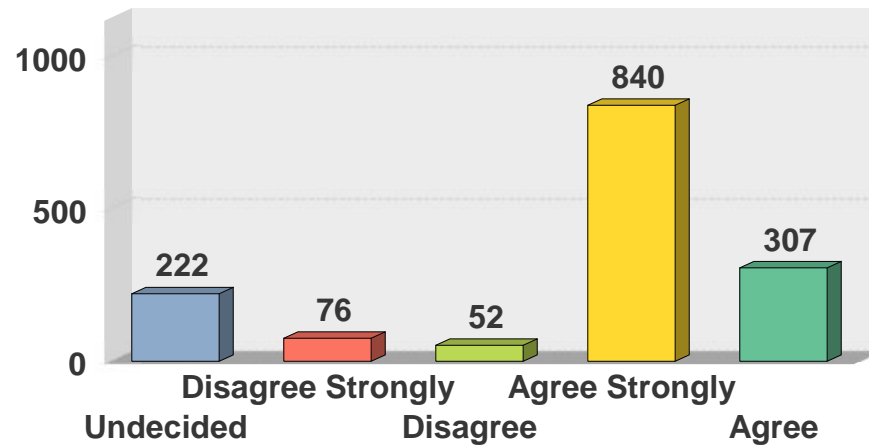
Principle #9: Inclusion & Minority business



Principle #10: Improve Operations



Principle #11: Net Funds



First Canvassing Pass City of St. Louis Completed

North Wards	Dates	Central Wards	Dates	South Wards	Dates	
18	09/04-09/07	28	09/04-09/08	24	09/04-09/08	
4	09/08-09/14	17	09/09-09/12	10	09/09-09/12	
21	09/15-09/18	6	09/13-09/17	9	09/13-09/17	
27	09/19-09/22	19	09/18-09/22	15	09/18-09/22	
2	09/23-09/27	7	09/23-09/27	23	09/23-09/27	



WE STOPPED BY TO DISCUSS: THE AIRPORT

The City of St. Louis is exploring the possibility of allowing St. Louis Lambert International Airport to be leased. It will be up to the City to decide whether or not to enter into a lease agreement with an outside group to manage and operate the airport. It's important for City residents like you to know why the City would consider this kind of partnership. If the City does not like any offer made then the airport would simply continue with business as usual.

PLEASE GIVE US YOUR TAKE ON THIS

- Visit www.FLY314.com and click on "Contact"
- Leave a comment with the Federal Aviation Administration at this link: www.FLY314.com/FAA

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THE CITY'S 11 GUIDING PRINCIPLES FOR EXPLORING A POTENTIAL AIRPORT INVESTMENT PARTNERSHIP

1. Prohibition against sale of the Airport
2. Paying off all Airport-related debt in full
3. Assumption of existing leases and vendor contracts
4. Protection of existing collective bargaining agreements and future protections as outlined in the contract
5. Development of an agreed upon plan and approach to offer employment to existing employees not covered by collective bargaining agreements and future protections as outlined in the contract and a commitment to inclusion and diversity in hiring with a focus on minority and disadvantaged hiring
6. The pursuit of a better flying experience, additional national and international passenger flights, and more freight service that support job retention and expansion in the City and the region
7. Development of a plan for growth and development of the Airport and adjoining property
8. Prohibition against discrimination
9. A commitment to achieving long term improvements in the areas of inclusion, diversity and equality for all and the utilization of MBE/WBE contractors, subcontractors and vendors
10. Achieving the goal of improving Airport operations, eliminating bonded indebtedness of the Airport and evaluating options for a potential investment partnership
11. Using any net funds in a way that will have a dramatic and positive impact on the City and its citizens



Survey Script

The text below will be a guide script for members of the community outreach team for in person conversations.

Greeting & Disclosure

Hi [Insert Constituent name],

I am [insert outreach team member name]. I am with the community outreach team of St. Louis Lambert Airport City Working Group.

Question #1 Consent: General

Do you have time for a brief survey on the St. Louis Lambert International Airport?

Branching logic

If yes, Question # 2

If no closing

Question #2 Familiarity: General

Have you heard that the City of St. Louis is exploring the possibility of allowing St. Louis Lambert International Airport to be leased?

Branching logic

If yes, Question # 3

If no, Question #4

Question #3 Connections: General

How did you hear about the project?

[1] local TV news

[2] local print media

[3] Social Media

[4] From someone you know

Question #4 Travel: Frequency

How often do you travel outside of the St Louis Metro area last year?

- [1] 0 times
- [2] 1-3 times
- [3] 4-7 times
- [4] 7 or more
- [5] Refuse

Question #5 Travel: Purpose

What was the primary reason for your travel last year?

- [1] Vacation or leisure
- [2] Family related
- [3] Business or work related
- [4] Other - free form input
- [7] Refuse

Question #6 Travel: Mode

How did you travel? - Select All that Apply

- [A] Personal Motor Vehicle
- [B] Bus
- [C] Commercial Flight
- [D] Rail
- [E] Other - free form input
- [F] Refuse

Branching logic

If Commercial Flight is applicable, Question #7

If not, Question #10

Question #7 Lambert: Frequency

Over the past 24 months, how many times did you use or visit St. Louis Lambert International Airport?

- [1] 0 times

[2] 1-3 times

[3] 4-7 times

[4] 7 or more

[5] Refuse

Branching logic

If zero, Question #10

Question #8 Lambert: Experience

If you had to give the Saint Louis International Airport a grade on how well it is performing, what would it be? A-F

[1] Input

[2] Refuse

Question #9 Lambert: Operations

Do you believe operations at St. Louis International Airport are fine as they currently are? On a scale of 1 to 10. 1 being strongly disagree and 10 strongly agree

[1] Input

[2] Refuse

Question #10 Lambert: Operations

Do you believe operations at St. Louis International Airport can be improved? On a scale of 1 to 10, 1 being strongly disagree to 10 strongly agree

[1] Input

[2] Refuse

Question #11 Working Group: Principles

The city has 11 guiding principles for exploring a potential airport investment partnership. Can you rate each on a scale of 1 to 10? 1 being strongly disagree to 10 strongly agree

1. Prohibition against sale of the Airport

[1] Input

[2] Refuse

2. Paying off all Airport-related debt in full

[1] Input

[2] Refuse

3. Assumption of existing leases and vendor contracts

[1] Input

[2] Refuse

4. Protection of existing collective bargaining agreements and future protections as outlined in the contract

[1] Input

[2] Refuse

5. Development of an agreed upon plan and approach to offer employment to existing employees not covered by collective bargaining agreements and future protections as outlined in the contract and a commitment to inclusion and diversity in hiring with a focus on minority and disadvantaged hiring

[1] Input

[2] Refuse

6. The pursuit of a better flying experience, additional national and international passenger flights, and more freight service that support job retention and expansion in the City and the region

[1] Input

[2] Refuse

7. Development of a plan for growth and development of the Airport and adjoining property

[1] Input

[2] Refuse

8. Prohibition against discrimination

[1] Input

[2] Refuse

9. A commitment to achieving long term improvements in the areas of inclusion, diversity and equality for all and the utilization of MBE/WBE contractors, subcontractors and vendors

[1] Input

[2] Refuse

10. Achieving the goal of improving Airport operations, eliminating bonded indebtedness of the Airport and evaluating options for a potential investment partnership

[1] Input

[2] Refuse

11. Using any net funds in a way that will have a dramatic and positive impact on the City and its citizens

[1] Input

[2] Refuse

Question #12 Lambert: Open Question

Are their thoughts that you can share with city officials and government officials as they decide on potential partnerships with St. Louis Lambert International Airport?

[1] Input

[2] Refuse

Question #13 Consent: Open Question

Do we have your consent to share your thoughts publicly as testimony?

[1] Yes - Input Signature & Validation

[2] No

Question #14 Consent: Contact Information

We would like to share developments as the project progresses. Can we contact you in the near future?

[1] Yes

[2] No

Branching logic

If yes, Question #14

If no, Question #15

Question #15 Contact Information: General

What is the best phone number to reach you?

[1] Home

[2] Cell

[3] Other

What is your phone number?

[1] input

Authorize text message contact

[1] input - legal authorization language

What is your email?

[1] input

Authorize email contact

[1] input- legal authorization language

Question #16 Demographic: Gender

What is your gender identity?

[1] Female

[2] Male

[3] Transgender

[4] Non-gender conforming

[5] Refuse

Question #17 Demographic: Age

How old are you?

[1] Input

[2] Refuse

Question #18 Demographic: Ethnicity

What is your ethnicity or race?

[1] African American

[2] European descent

[3] Hispanic non-white

[4] Asian

[5] Middle Eastern / Arab

[6] Other or Biracial - free forum input



[7] Refuse

Question #19 Associations: Civic

Are you a member of a civic, community, or membership-based organization?

[1] Yes - free form input

[2] No

[3] Refuse

Question #20 Associations: Faith based

Are you a member of a faith-based organization?

[1] Yes - free form input

[2] No

[3] Refuse

Closing

Thank you for your time. We really value your time and feedback. You can find out more information and updates about the project online at Fly314.com. You can reach staff with our firm at info@mssolutions.us. Thanks again.

