



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 is 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