AC NO: 150/5050-4

DATE: September 26, 1975

ADVISORY CIRCULAR

DEPARTMENT OF TRANSPORTATION
FEDERAL AVIATION ADMINISTRATION

SUBJECT: CITIZEN PARTICIPATION IN AIRPORT PLANNING

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1. PURPOSE. This advisory circular provides guidance for citizen involvement in airport planning. Even though not mandatory in airport grant programs, it demonstrates the desirability and need for early citizen participation in airport planning and the methods by which this participation may be achieved. It is intended as a guide for airport sponsors, planners, and interested citizens in achieving citizen participation in airport planning studies. It should also be used by FAA field personnel in advising airport sponsors and planners on citizen involvement matters.

2. REFERENCES.

   a. The latest issuance of the following free publications may be obtained from the Department of Transportation, Publications Section, TAD-443.1, Washington, D.C. 20590. Advisory Circular 00-2, updated triannually, contains the listing of all current issuances of these circulars and changes thereto.

      (1) AC 00-2, Federal Register, Advisory Circular Checklist and Status of Federal Aviation Regulations.

      (2) AC 150/5100-7, Requirement for Public Hearings in the Airport Development Aid Program.

      (3) AC 150/5900-1, The Planning Grant Program for Airports.

   b. The latest issuance of the following for sale publications, which can be found in AC 00-2, may be obtained from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. Use the GPO catalogue number when ordering, along with the FAA number and title.

Initiated by: AAS-440

(1) AC 150/5050-3, Planning the State Airport System.

(2) AC 150/5070-5, Planning the Metropolitan Airport System.

(3) AC 150/5070-6, Airport Master Plans.

3. HOW TO OBTAIN THIS PUBLICATION. Additional copies of this circular, AC 150/5050- 4 , Citizen Participation in Airport Planning, may be obtained from the Department of Transportation, Publications Section, TAD-443.1, Washington, D. C. 20590.

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CHAPTER 1. INTRODUCTION

1. PURPOSE. This advisory circular has been prepared by the Federal Aviation Administration (FAA) to provide guidance for citizen involvement in airport planning. It is intended to demonstrate the need for early citizen participation in airport planning and the methods by which this participation may be achieved. The guidelines presented in this publication are general and may be modified for the individual situation. While this guidance is based upon experience both within airport planning and in the general field of urban planning, it must be recognized that citizen participation in the public planning and decision making processes is a continually evolving art. It is therefore urged that persons using this guidance keep abreast of the state-of-the-art in citizen participation.

2. BACKGROUND. Airport planning is a key ingredient of any comprehensive transportation planning effort. The planning and development of airports and systems of airports have great potential impact upon a given community or region. Whether the summation of this impact is acceptable to the citizens will depend to a large degree upon the effectiveness of the citizen involvement program. The right of citizens to be actively involved in molding the plans which will affect their future is fundamental. To be effective, this involvement must begin early enough in the planning program to assert a real influence over its direction and decisions.

   a. Public hearings have been the traditional means for involving the public in planning public works. But such hearings, although allowing the public to express its opinions, do not necessarily provide the best forum for a continuing evaluation and discussion of alternatives and issues. This precept has been articulated in the Comptroller General's December 1974 Report to the Congress: Public Involvement In Planning Public Works Projects Should Be Increased. The report noted that an effective public involvement effort should insure the public an opportunity to be heard early, before major project decisions are made; provide adequate notice of opportunities for involvement to interested or potentially affected parties; and should provide for frequent forums throughout all stages of project development.

   b. The Planning Grant Program (PGP) for Airports was established by the Airport and Airway Development Act of 1970. The goals of the Program are to improve airport planning, to promote the effective location and development of airports, and to develop an adequate National Airport System Plan. In order to accomplish these goals, the Act provides for grants to planning agencies for airport system

planning and to public agencies for airport master planning. Public hearings, public information sessions, publications necessary or desirable for adoption or promotion of the planning, and coordination activities are elements that may be included in these planning efforts.

3. OVERVIEW.

a. Two levels of citizen participation are outlined in this guidance: a minimal level program for simple and noncontroversial studies and a comprehensive program suitable for complex and/or controversial studies. Intermediate level programs may be interpolated between these two. The minimal level program includes a public information program and an optional series of public information meetings. The comprehensive program includes a citizen planning group which is open to all interested citizens. This group works and interacts with the planners in identifying the issues, relating them to community goals and values, and selecting alternatives. The comprehensive program also includes a significant public information program. Although two basic programs are outlined, sponsors and consultants having expertise in citizen involvement may utilize alternative approaches. Where there are existing citizen groups or committees which may be expanded to a sufficiently broad and open citizen membership, they may be considered as a possible base for the citizen involvement program.

b. Emphasis is placed upon the early involvement of citizens in the planning process and on the early identification of potentially controversial issues or choices. This would be particularly important in sensitive studies such as site selection for a new airport or major expansion of an existing airport. The results of the citizen involvement program provide valuable inputs to the project's environmental impact assessment, thus minimizing controversy and delineating the effort to achieve overall environmental compatibility.

4. DEFINITIONS.

a. Citizen Participation. Citizen participation is defined as an open process in which the rights of the citizen to be informed, to influence, and to receive an adequate response from government are reflected, and in which a representative cross section of affected citizens interact with appointed and elected officials on all issues of planning and development. The participants in the process identify and examine all reasonable alternatives and their consequences to assist the appropriate decision makers in choosing the course of action that they believe to be needed and that they feel will best serve the needs and objectives of the community. In airport planning the interaction in a given airport

planning study takes place between the citizens and those planners and officials charged with the conduct of the study.

b. Planning Team. The Planning Team consists of the professional and technical personnel charged, under the direction of the sponsor, with the responsibility of developing the airport plan, plus any additional specialists in citizen involvement or public information which may be required to execute the citizen participation program associated with the planning study. (See paragraph 22a for additional details.)

c. Citizen Planning Group. The Citizen Planning Group is the basic unit of citizen involvement in airport planning. It is an actively involved body of lay citizens commissioned by and responsible to the official body(s) sponsoring the study, representing a viable cross section of the area(s) affected by the planning study. Although the Citizen Planning Group has no decision making power of its own, it helps shape the final decision through its interaction with the Planning Team in the planning process and its recommendations on the finished plan to the official body. Membership and participation in the Citizen Planning Group is open to all interested citizens. (See paragraph 23 for more details.)

d. Organizing Committee. The Organizing Committee is a special committee of citizen and community leaders whose primary role is to assist the Planning Team in organizing the Citizen Planning Group. The committee disbands itself upon completion of its work. (See paragraph 22b for additional details.)

e. Airport Master Plan. An airport master plan is a presentation of the phased development of a specific airport. It presents the research and logic from which the plan evolved and displays the plan in a graphic and written report. Master plans are applied to the modernization and expansion of existing airports and to site selection and planning for new airports, regardless of their size or functional role. It is desirable that airport master plans be developed within the framework of metropolitan or regional plans or state airport system plans. Guidance for the preparation of airport master plans is contained in AC 150/5070-6, Airport Master Plans.

f. State Airport System Plan. A state airport system plan is a representation of the aviation facilities required to meet the immediate and future air transportation needs of the state and to

achieve the overall goals of the state. It recommends the general location and characteristics of new airports and the nature of expansion for existing ones. It shows the timing and estimated cost of development, relates airport system planning to the economic development and environmental goals of the state, and is accomplished in a comprehensive planning framework. When the state contains major metropolitan areas or regions for which metropolitan area or regional system plans are to be developed, it is necessary that they be integral components of the state plan and highly desirable that they be developed in conjunction with the state plan. The state system plan provides a basis for the preparation of definitive and detailed individual airport master plans. Guidance for the preparation of state system plans is contained in AC 150/5050-3, Planning the State Airport System.

g. Regional/Metropolitan Airport System Plan. The regional/metropolitan airport system plan is a representation of the aviation facilities required to meet the immediate and future air transportation needs of the regional/metropolitan area and is considered a subsystem of the state airport system. It recommends the extent, type, nature, general location, estimated cost, and timing of airport development required to meet the aviation needs of the regional/metropolitan area and provides the framework for definitive and detailed individual airport master planning. Guidance for preparation of regional/metropolitan airport system plans is contained in AC 150/5070-5, Planning the Metropolitan Airport System.

h. Off-Airport Land-Use Plan. An off-airport land-use plan is an element of an airport master plan which is designed to achieve, within areas affected by aircraft noise, aircraft obstructions, or airport access systems, land uses compatible with the long-range development of the airport and its neighbors. It takes into account the social, economic, and environmental consequences directly attributable to the impacts of the airport and should result in complementary planning and zoning by those jurisdictions empowered to implement its recommendations. It involves the affected citizen as well as the professional planner and elected officials in the planning and decision making processes. It does not, however, include the preparation of detailed plans for off-airport complexes. To be effective (and to be eligible for a planning grant under the FAA's PGP), the off-airport land-use planning study should be accomplished jointly by the airport operator and affected jurisdictions or, where this is not practical, between the airport operator and an areawide planning organization. (Requirements for funding an off-airport land-use study under the PGP are more fully discussed in AC 150/5900-1, The Planning Grant Program for Airports.)

i. Public Hearing. A public hearing is held for the purpose of considering the economic, social, and environmental effects of the recommendations of an airport planning study or of specific airport

development proposals. Guidance on requirements and conduct of public hearings is provided in AC 150/5100-7, Requirement for Public Hearings in the Airport Development Aid Program.

5. OBJECTIVES AND TIMING OF CITIZEN INVOLVEMENT.

a. Objectives. The objectives of citizen participation in airport planning are improved airport planning, the minimization of controversy, and the generation of public support for airport projects. Improvements in the airport planning process should result from the interactions of citizens and planners in establishing criteria for the planning; in relating the planning more closely to the citizens' goals, values, and needs; and in the drafting of the plans. Controversy should be minimized by identifying and resolving issues via citizen involvement before they become controversial. Public support is generated by the citizens' involvement with the project and consequent understanding of its benefits, the constraints encountered, and the tradeoffs necessary for their resolution. Citizen participation is also an educational process which informs the general public of conflicts between airport use and other adjacent land uses as well as the justification for using community resources.

b. Timing. Citizen involvement has its greatest effect during the formative stages of the planning process, before irreversible decisions have been made, and while the maximum number of alternative actions are still available. Citizen support is significantly enhanced by their early involvement in the study which may begin during the development of the work program. The earlier issues are recognized, the greater flexibility there is in planning. The planners may then proceed in reasonable confidence that their actions are compatible with the citizens' needs and desires. When the citizens become involved before major decisions or commitments are made, the planners can better deal with issues of community concern and improve the chances of reaching a solution on controversial matters. Chances that planning decisions may be overturned by adverse public hearings or referendums are then greatly reduced. Conversely, the frustration generated if citizens become aware that the important decisions were made before they were invited to participate can quickly translate into distrust of the planners and into project opposition. When the public involvement opportunities are provided late in the planning process, there is greater reluctance to make changes. The tendency, instead, is to defend previously determined courses of action rather than to explore any new information or views received.

6. LEVEL OF INVOLVEMENT. The level of citizen involvement in airport planning should be proportionate to the complexity of the planning study and to the degree of public interest likely to be generated. A minimal level of involvement is intended for planning projects not

likely to be of intense public interest. A full citizen participation program is intended for highly structured, complex planning studies. Most planning studies will fall some place in between and the level of citizen involvement should be adjusted appropriately.

a. Airport Master Plans. The level of citizen involvement in airport master planning should be based upon the scope and complexity of the study and upon the character of the study area. Airport master plans may vary widely in their scope and complexity. They may be as simple as the planning for a small general aviation airport with little expansion required or as complex as an airport site location study or an off-airport land-use planning study for a major airport. The former study should require only a minimal level of public involvement with a single public information meeting usually sufficing. It should be recognized, however, that even very small airports can have very sensitive problems which would likely generate considerable public interest. In such cases, a comprehensive citizen participation program may be required.

b. Regional/Metropolitan Airport System Plans. These studies recommend general locations and characteristics for new airports and the nature of expansion for existing ones in the area. They state broad goals and objectives and address policy issues. Such studies are of a distinct interest to the citizens and require at least an intermediate level of citizen involvement. According to the character of the area, these studies are also capable of generating considerable public interest or controversy. In these cases, a more comprehensive citizen participation planning program is appropriate.

c. State Airport System Plans. These planning studies take a comprehensive view of the airport needs of the entire state. Regional and metropolitan system plans, which are modular components of the state plan, usually contain the elements likely to generate significant public interest or controversy. The state plan, however, is not likely to generate such interest and a high level of citizen involvement may not be productive. Keeping the public fully informed, via the popular news media (see Chapter 3), as to the progress of the study and conducting public information meetings to insure citizen input from rural as well as urban counties, should constitute the major portion of the citizen involvement program.

7.-19. RESERVED.

CHAPTER 2. ORGANIZING A CITIZEN PARTICIPATION PROGRAM

20. GENERAL. This chapter outlines citizen participation programs for two levels of citizen involvement: comprehensive programs and minimal level programs. It also describes the organizational structure and activities applicable to both program levels. However, individual circumstances may warrant variances in these programs or interpolation to an intermediate level in order to effect a program suitable to the specific situation.

21. A COMPREHENSIVE LEVEL CITIZEN PARTICIPATION PROGRAM. This program maximizes opportunity for citizens to participate in the planning process. The Planning Team, assisted by the Organizing Committee, organizes the citizens into a Citizen Planning Group. The Citizen Planning Group holds a series of planning workshops. At these workshops, the Planning Team makes a presentation of its proposals and alternatives for the current step of planning. The citizens then break into smaller work groups to discuss the proposals and to resolve the issues. These groups also attempt to reach consensus recommendations upon the proposals. The Planning Team then tries to modify its proposals to reflect these recommendations and proceeds to the next planning step. The Citizen Planning Group also reviews and endorses the completed plan prior to formal public hearings or the adoptive process. The following paragraphs describe the organization of a Citizen Planning Group and the workshop concept.

22. ORGANIZING THE CITIZEN PLANNING GROUP. Getting the Citizen Planning Group organized and operating properly is the joint responsibility of the Planning Team and the Organizing Committee. The process is essentially a series of work tasks which begins with the development of an organization strategy and ends with the successful completion of the first meeting.

a. Planning Team. Citizen participation imposes some special requirements upon the typical airport Planning Team. In addition to its usual interdisciplinary composition, the team, should, if possible, include expertise in both citizen participation and public information programs. The Planning Team must have or develop a sensitivity and a positive attitude towards citizens being involved in the planning program. The members of the team must also be indulgent of the extra time and personal effort that will be required. It will be necessary for the members of the team to meet often with the citizens, not only at regular Citizen Planning Group workshops, but perhaps at special sessions of the work groups or at public information meetings. This may require, in the case of a planning consultant, that a field office and staff be maintained at or near

the study site. It is important that the actual planning be done by the same planners who work with the citizens at the workshops. Experience in citizen participation has shown that the planners must gain the confidence of the citizens and overcome any initial prejudices before any real progress can be made in the development of the program or project. There will also be occasions when it will be necessary for the Planning Team to subordinate its own proposals to those of the citizen planners. The Planning Team must be able to lend the citizens the full support of its planning experience without overwhelming them with its ideas.

b. Organizing Committee. The Organizing Committee is appointed by the sponsor and, as may be appropriate to the study, by the local planning commission(s). Its members are selected from among citizen and community leaders. Its chairman may be appointed or be elected by the committee members. In either case, the chairman should be a recognized and respected community leader. The purpose of the committee is to assist the Planning Team in getting the Citizen Planning Group organized. Upon completion of its task, the committee disbands itself. The committee meets with the Planning Team to set the strategy. The committee helps the planners to establish contact with the citizens, anticipates problems and pitfalls in citizen mobilization that may be unique to the community, and helps identify areas of community sensitivity. It appoints the temporary chairman for the Citizen Planning Group. The committee also serves as a sounding board for the planner's proposals and provides a source of community background information.

c. Initial Citizen Planning Group Meeting. One of the most important responsibilities of the Organizing Committee is preparing for the first Citizen Planning Group meeting. Initial disorganization could detract from the entire process. In preparing for the first meeting, the Organizing Committee should accomplish the following tasks:

(1) Prepare draft organization documents for easy adoption by the Citizen Planning Group:

(a) By-Laws.
(b) Voting Rules.
(c) Rules of Order.

(2) Arrange for the Planning Team's presentations on citizen involvement in the planning process and on the planning project at hand.

(3) Prepare meeting agenda. See sample agenda in Illustration 1.

(4) Through the Public Information Program, begin publicity for the Organizational Meeting.

(5) Make final arrangements for meeting place and for public officials included on the agenda.

23. CITIZEN PLANNING GROUP. In a comprehensive citizen participation program, most of the activity takes place in the Citizen Planning Group. This is an actively involved advisory body of lay citizens commissioned by and responsible to the official body(s) sponsoring the study.

a. Role. The basic role of the Citizen Planning Group is to review the Planning Team's plans and proposals, to interact with Planning Team members during the review, to make consensus recommendations to the Planning Team, and finally to give its recommendations on the finished plan to the sponsoring body. In reviewing and discussing the proposals, the Citizen Planning Group weighs them against the community's goals, values, and needs. The Citizen Planning Group, however, has no binding decision making power of its own. The official body does not delegate its authority and responsibility to the Citizen Planning Group. The specific role of the Citizen Planning Group should be clearly defined at the onset of the study and then be carefully explained to the participants at the initial meeting to prevent later misunderstandings.

b. Membership. The membership of the Citizen Planning Group should be representative of the areas affected by the planning. The total membership of the Citizen Planning Group and its average attendance must be large enough to assure the credibility of citizen involvement. Each significantly affected area should also be represented; this may require active recruitment in some cases. Within the limits of practicality, the Citizen Planning Group should be open to all citizens willing to expend the time and effort for regular attendance. Also, local professional people, such as planners, engineers, and architects, should be urged to participate. Overrepresentation or possible domination by any one area or group should be avoided while remaining within the framework of an open membership. A common problem of citizen participation programs is dropoff of attendance after the first few sessions. The meetings and workshops must be kept interesting and productive to keep the attendance at useful levels.

ILLUSTRATION 1

Sample Agenda for Citizen Planning Group Organizational Meeting

(1) Preliminaries.

(a) Call to order by the temporary chairman.

(b) Introduction by a local government official.

(c) Statement of purpose by a local government or planning commission official.

(d) Introduction of the Planning Team.

(2) Presentation by the Planning Team.

(a) Citizen Participation in Planning.

(b) Outline of the planning to be done.

(c) Briefing on the Citizen Planning Group workshops.

(d) Briefing on the work program.

(3) Organization of the Citizen Planning Group.

(a) Adopt nomination and voting rules.

(b) Elect permanent chairman.

(c) Adopt by-laws and rules of order.

(d) Elect other officers.

(e) Appoint committees and committee chairman.

(4) Set time and place for first Citizen Planning Group workshop.

c. Structure. The structure of the Citizen Planning Group should include a chairman and other officers elected from its membership, a set of adopted by-laws, voting rules, and rules of order. Committees are appointed to handle matters such as publicity and membership recruitment. The membership is organized into a series of work groups for the actual planning participation activities.

d. Work Groups. These smaller size work groups are less formal than the entire Citizen Planning Group and permit more citizens to actively participate in the discussions of the issues and alternatives at workshops. Each group should have an elected or appointed discussion leader and a recording secretary. Each work group should consist of seven or more regular attendants. A general background questionnaire filled out by each Citizen Planning Group member could be used to achieve representative community cross sections within the work groups. A member of the Planning Team should sit in with each work group to answer questions and to be their technical advisor. The groups may specialize, discussing areas with which its members are more interested or familiar. The work groups allow the citizens to know their fellow participants better, to obtain better interaction, and to achieve rationally derived tradeoffs.

24. WORKSHOPS. The citizens' principal involvement in the planning process occurs in the Citizen Planning Group workshops after the initial organization meeting. The typical workshop has two major parts. The first is a presentation by the Planning Team of its proposals and alternatives for the planning step currently under consideration. This presentation is made to the assembled Citizen Planning Group. The Citizen Planning Group then breaks into work groups to discuss the proposals and attempt to make consensus recommendations to the Planning Team. The Citizen Planning Group may elect to hold a regular business session prior to the Planning Team's presentation. The Citizen Planning Group should keep and adopt minutes covering all sessions and workshops and the conclusions or recommendations agreed upon.

a. Planning Team Presentation. The Planning Team presentation is made to the assembled Citizen Planning Group. This allows every Citizen Planning Group member to be apprised of the entire planning process. The first part of the presentation should include a summation of the work group recommendations at the previous workshop and the changes and adjustments that have been made to the plan based upon those recommendations. The second part of the presentation covers the current planning steps and should include discussion of current planning alternatives and summations of the social, economic, and environmental costs of each alternative. The presentation should be unbiased so that all schemes receive equal consideration. The

Planning Team, however, should indicate the scheme that it prefers and the reasons for this preference. The pluses, minuses, and trade-offs involved with each scheme or alternative should also be summarized. The presentations should make appropriate use of slides, maps, and/or charts.

b. Work Group Discussion. After the Planning Team presentation, the Citizen Planning Group membership is subdivided into the work groups for discussion of their particular interest area. A member of the Planning Team should sit in with each work group, providing the forum for interaction between the citizens and the planners. Consensus recommendations on the Planning Team's proposals and alternatives should be sought. Where there is a strong minority differing in opinion from the consensus, this should also be noted. If there is strong opinion from one or two members of the group, they should be allowed to pursue their line of reasoning independently of the main group and, when ready, report their findings to the work group. The recommendations and any minority reports are recorded in minutes for future reference and for reporting to the full Citizen Planning Group. For the work group process it may be prudent to establish a special committee for strategy and review. This committee would include the Citizen Planning Group chairman, vice-chairman, and the work group discussion leaders. The Planning Team presents to this committee a summation of the work group recommendations and an outline of any plan changes necessary to reflect the recommendations. The committee reviews the proposed changes and either concurs or recommends additional changes. The Planning Team and the committee then discuss and set the strategy for the next Citizen Planning Group workshop.

25. MINIMAL LEVEL PROGRAM. There are two basic elements in a minimal level citizen participation program: a public information program and public information meetings.

a. Public Information Program. These are designed to keep the general public informed as to the direction and character of the study and to the decisions that have been made. Popular media such as newspapers, radio, and television are used to the maximum extent possible because of their wide coverage. Special newsletters or displays, however, are used where public media coverage is not possible and to reach special audiences. See Chapter 3 for the discussion on public information programs.

b. Public Information Meetings. These are public meetings held at significant steps in the planning process to brief citizens on the study and give them an opportunity to express their views. The

Planning Team reviews the resulting comments and, as warranted, modifies its proposals to reflect the citizens' recommendations. The number of public information meetings should be proportionate to the size and complexity of the study. For example, a single such meeting would normally be appropriate for a small airport master planning study. Very minimal and uncomplicated airport master planning studies, however, may not require any public information meetings if the citizens have been adequately informed by the public information program. The public information meetings consist of presentations by the Planning Team and question and answer sessions. The principal organizational tasks are: determining which planning steps, if any, should be supported by public information meetings; determining whether geographic coverage requires more than one meeting for each step; preparation of a tentative schedule of meetings and meeting places; gearing the public information program to adequately publicize each of the meetings; and organizing the individual meetings. A Planning Team's presentation should summarize the planning that has been completed and agreed upon at previous public information meetings before the presentation on the planning step under consideration. The question and answer session should last until everyone present has an opportunity to question or comment upon the proposals and alternatives.

26.-29. RESERVED.

CHAPTER 3. PUBLIC INFORMATION PROGRAM

30. GENERAL. An effective public information program is an essential part of the citizen participation program. It is instrumental in generating initial citizen involvement, in maintaining citizen interest throughout the program, and in keeping the general public aware and informed on the activities of the Citizen Planning Group. Public information activities and associated publications are eligible elements of planning programs under the PGP. This discussion provides a general outline of a public information program; appropriate references or expertise should be consulted in preparing the specific program.

31. OBJECTIVES. The public information program has three basic objectives:

    a. Generation of initial citizen interest in being involved in the airport planning study.

    b. Maintenance of the citizens' interest and attendance during the conduct of the study through both general publications and releases and by specific publications and notices aimed at the active participants.

    c. Keeping the general public aware, informed, and interested in the planning activities and in the activities of the Citizen Planning Group.

32. SIZE AND SCOPE OF PROGRAM. The size and scope of the public information program should be adjusted to suit the size and complexity of the citizen participation program. Even the simplest programs, however, should provide for public comment and an agency which will receive comments from interested individuals should be indicated.

33. STAFFING. Staffing should be appropriate to the size and scope of the program. In many instances the publicity committee of the Citizen Planning Group can fulfill this role if given support and technical advice by the Planning Team. The larger programs may require additional staffing on the Planning Team.

34. MEDIA. The media available to the public information program are of two kinds: popular media such as newspapers, radio, and television; and project media such as newsletters, flyers, posters, ads in popular media, displays, and meeting notices.

35. POPULAR MEDIA. Participation by a significant number of citizens in a planning project that may have great impact upon the community is

always of interest to the popular media. News, however, quickly grows old and the public information program must find ways to keep the interest of the popular media through the duration of the study. Effective use of the popular media is important to citizen participation.

a. News Release. Interesting, newsworthy, well-written, and well-edited news releases are almost always welcome by the popular media. Writing successful news releases that will be used by the popular media is an art that is well covered in other publications. If this expertise does not exist in either the Planning Team or the Citizen Planning Group, these publications should be consulted early in the program.

b. Prepared Materials. Packets of information, previous news releases, maps, photos, and concise project histories are often helpful in establishing rapport with the popular media.

c. News Conference. The news conference is a useful tool for the public information program. It should be used, however, only when there are significant events to relate or when requested by the media. Be certain that all media have equal access to the news conferences.

d. Coverage of Citizen Planning Group Workshops. The popular media should be included on the mailing list for meeting notices. Additional notice should be given prior to workshops which are likely to be of special interest.

36. PROJECT MEDIA. Project media include all publications and other media paid for by the planning study as part of the public information program. Project media are of two kinds, that which is aimed at the general public and that which is aimed at the citizens participating in the Citizen Planning Group.

a. General Public. This portion of the project media fills in the gaps in coverage by the popular media. It is intended to concentrate on areas more heavily affected by the planning study or where greater participation is desired. It may also be judiciously used when coverage by the public media begins to slacken. It includes:

(1) Advertisements in popular media.

(2) Newsletters.

(3) Posters.

(4) Flyers.

(5) Special displays for use in public places such as libraries, city halls, shopping malls, or airport lobbies.

b. Citizen Planning Group. This portion of the project media is intended to inform the active participants and to help maintain their interest in the program. It includes:

(1) Meeting notices and minutes.

(2) Newsletters.

(3) Special flyers to bolster sagging attendance.

(4) Special flyers providing information on other citizen participation programs that may be of interest to the Citizen Planning Group.

APPENDIX 1. BIBLIOGRAPHY

These publications may be obtained as indicated.

1. "Citizen Participation in Transportation Planning," Highway Research Board, 1973. May be obtained from Transportation Research Board, National Academy of Sciences, 2101 Constitution Avenue, N.W., Washington, D.C. 20418, $5.00.

2. "A City Planning Agency Makes A Move Toward Advocacy Planning," City of Fort Worth, D.E. Farrington, 1970. May be obtained from American Institute of Planners, 1776 Massachusetts Avenue, N.W., Washington, D.C. 20036, $1.50.

3. "Citizen Involvement in Short-Range Transit Planning," Appendix VIII of Short-Range Transit Planning, prepared for Urban Mass Transit Administration, U.S. Department of Transportation, 1973. May be ordered from U.S. Government Printing Office, Washington, D.C. 20402, Stock No. 5014-00002, Catalogue No. TD7.2:T68, $2.15

4. "Sector Planning Workbook For Citizen Participation," Fort Worth City Planning Department, 1974. May be obtained from City Planning Department, City of Fort Worth, 1000 Throckmorton Street, Fort Worth, Texas 76102, $3.00.

5. "A Manual for Achieving Effective Community Participation in Transportation Planning," 1974. Prepared for Department of Transportation, Commonwealth of Pennsylvania, in cooperation with Federal Highway Administration, U.S. Department of Transportation. May be obtained from Bureau of Advance Planning, Department of Transportation, Commonwealth of Pennsylvania, Transportation and Safety Building, Harrisburg, Pennsylvania 17120, no charge.