



PUBLIC ENGAGEMENT

ADVANCED AIR MOBILITY

SOURCE: BETA TECHNOLOGIES

Effective communication and engagement efforts require an on-going commitment. Given the arrival of Advanced Air Mobility (AAM) technology, it is important for local governments to develop community understanding as this industry evolves. From a public perspective, aviation activities have traditionally operated at airports. AAM operators envision an expansion of aviation into use cases and areas that either are underserved or not served at all by traditional aviation. Helping members of the public understand the basic elements of AAM will assist in engaging meaningful and constructive dialogue with all interested parties. In addition, gaining insight into community concerns will be invaluable to local decision-makers. Key to the success of any engagement plan is the opportunity for community members to be heard and that their input is given consideration.

BENEFITS OF A COHESIVE COMMUNICATION AND ENGAGEMENT EFFORT ALLOWS ENTITIES TO:

Provide opportunities to increase education and awareness

Effectively convey important and accurate information

Communicate in a timely and effective manner

Ensure robust and transparent communication

Gather community issues and concerns

ESSENTIAL ELEMENTS TO DEVELOPING A SUCCESSFUL OUTREACH PLAN INCLUDE:

- Define essential communication objectives that fit the nature of the engagement
 - Building community awareness vs considering a zoning change for AAM
- Identify your audience and stakeholders as well as roles
- Understand knowledge and/or history of aviation issues in the community including such things as noise, compatible land use, etc.
- Develop key content items including potential route maps, data on frequency of operations, etc.
- Determine timeline
- Identify budget
- Select appropriate engagement tools based on goals and community awareness of AAM
- Determine evaluation tools to understand the need for ongoing engagement efforts as the AAM industry continues to evolve

CONSIDER THESE ACTIONS TO SUPPORT A ROBUST ENGAGEMENT EFFORT:

- Identify clear purpose for engaging with the public
- Create an engagement approach and plan
- Define engagement expectations
 - Inform
 - Involve
 - Collaborate
- Identify your audience and stakeholders as well as roles
- Select the rights tool to meet and manage expectations
 - Online Surveys
 - Neighborhoods Meetings
 - Focus Group Meetings
 - One-on-One Meetings
 - Open Houses/Town Hall Meetings
 - Industry and/or Community Events
 - Social Media/Written Media
 - Website/Public Comment Portal
- Consider accessible methods to promote participation
- Ensure participants have a working knowledge base through educational efforts
- Listen and encourage dialogue
- Follow through on any commitments; remain accessible
- Adapt as issues or information changes and evolves



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SOURCE: EVE AIR MOBILITY

PREPARING YOUR LOCAL GOVERNMENT FOR ADVANCED AIR MOBILITY

For Advanced Air Mobility (AAM) to be successful, there are multiple stakeholders that the Local Government should consider engaging. Proactive communication and coordination with policymakers and the community, AAM subject matter experts (SMEs), airports and heliports in the local jurisdiction, local utility providers, fire departments, and multimodal transportation departments, among other relevant stakeholders, is recommended. Coordination among the various stakeholders will assist the Local Government in establishing relationships and take an interdisciplinary approach in understanding the impact of and preparing for vertiport construction and operations.



POLICYMAKERS AND COMMUNITY

Educate local policymakers and develop an understanding of how AAM can support the community. Develop AAM goals and objectives.



UTILITY PROVIDER COORDINATION

Contact your local utility provider on the availability of electrical power supply for a vertiport. See [Florida Department of Agriculture and Consumer Services' Electric Utilities](#) for a list of Florida's electric service providers.



AAM SUBJECT MATTER EXPERTS & EVTOL AIRCRAFT PROVIDERS

Learn more about AAM by engaging with experts to better prepare the Local Government to integrate AAM. Local Governments are encouraged to engage with AAM industry events, attend conferences on AAM, and consult with industry leaders.



FIRE DEPARTMENT COORDINATION

Work with your local fire department to develop protocol for responding to electric aircraft fires. Refer to the [National Fire Protection Association \(NFPA\) 418: Standard for Heliports](#) for guidance.



AIRPORT COORDINATION

Talk to your local public-use airport about vertiport planning. Airports are aware of the complexities of airspace, ground infrastructure, and protected surfaces, and may be able to provide valuable insight into the impacts of a new vertiport.



MULTIMODAL TRANSPORTATION DEPARTMENT COORDINATION

Integrating AAM into the existing transportation network means multimodal transportation planning is needed with departments that plan for roadways, pedestrians and bicycling, public transit, ferries, etc. Coordinate with these various departments.

