

Airport Sponsor Community Participation Plan (CPP)¹

1. Administration

The purpose of this CPP is to ensure that stakeholders or communities affected² by the **Greater Asheville Regional Airport Authority** projects or operations can be informed and participate and have their input thoughtfully considered in the key stages during airport planning efforts, regardless of their race, color, national origin, sex, sexual orientation, gender identity, creed, age, or disability (hereafter, the “protected bases”). This plan is provided in accordance with Title VI of the Civil Rights Act of 1964 (Title VI) and related authorities.³ This plan and associated reports regarding our CPP efforts will be communicated to the public in formats accessible to persons with disabilities and to limited English proficient (LEP) individuals.

The individuals primarily responsible for implementing the **Greater Asheville Regional Airport Authority** CPP are:

Responsible Official	Title, Office, and Responsibilities
1 Tina Kinsey	VP – Marketing, PR, Air Service
2 Heather Pfeffer	Marketing & PR Coordinator
3 Ellen Heywood	Executive Assistant to the President & CEO
4 Alex Ingle	Brand & Experience Designer
5 Anna Henderson	Planning Coordinator

Responsible officials’ contact information is shared with the public through the following methods:

Website⁴, In-person, and Other Communication Methods

1 Website – flyavl.com in several locations: flyavl.com/about-the-airport/airport-authority/staff and flyavl.com/passenger-services/special-needs
2 At public meetings
3 In person

In addition, **Greater Asheville Regional Airport Authority** will ensure that members of the public are advised of our nondiscrimination obligations. This includes how to file discrimination complaints with **Greater Asheville Regional Airport Authority** and the FAA. We will also conspicuously display the FAA-provided Unlawful Discrimination Posters at airport facilities.

¹ See DOT Order 1000.12C, “The U.S. Department of Transportation (DOT) Title VI Program,” Ch. 2, Sec. 4. (Jun. 11, 2021). <https://www.transportation.gov/sites/dot.gov/files/2021-08/Final-for-OST-C-210312-002-signed.pdf>

² Within this CPP, the term “affected” also means *served*, in addition to *positively or negatively impacted*.

³ Related authorities include the Age Discrimination Act of 1975; Sec. 520 of the Airport and Airway Improvement Act of 1982; and the Civil Rights Restoration Act of 1987.

⁴ *[If adding a website, include the relevant webpage location address]*

See Notice section of **Greater Asheville Regional Airport Authority's** Title VI Plan.

Greater Asheville Regional Airport Authority also makes this CPP available through the following methods when engaging members of the public concerning planning efforts:

Website⁵, In-person, and Other Distribution Methods

- | |
|--|
| 1 In person |
| 2 Airport website at flyavl.com/passenger-services/special-needs |

2. Goals and Objectives

This CPP applies to all airport planning and decision-making efforts, whether or not directly supported by Federal assistance. This includes surveys, public meetings (e.g., airport commission meetings), and hearings, not only meetings for a project requiring an environmental impact statement (EIS) or environmental assessment (EA).

The Greater Asheville Regional Airport Authority's planning processes that lead to decisions for projects or operations or those of any sub-recipients are:

Planning Processes

- | |
|--|
| 1. Terminal rehabilitation & expansion |
| 2. ARFF Vehicle procurement |
| 3. Air Traffic Control Tower construction |
| 4. Lower parking lot rehabilitation |
| 5. Rental car facility repairs and replacement |
| 6. New parking garage design |
| 7. Taxiway A rehabilitation |
| 8. Westside apron and taxiway design and construction |
| 9. New garage construction |
| 10. Runway/taxiway sealcoat |
| 11. Terminal apron improvements |
| 12. Land development project – gas and convenience retail |

The Greater Asheville Regional Airport Authority seeks public input for the above processes through the following methods:

⁵ *[If adding a website, include the relevant webpage location address]*

Public Input Methods	Planning Process(es) that use each Method
A. In person registration for comment at public meetings	#1-12
B. Website open opportunity for comments from the public: Home Asheville Regional Airport (flyavl.com); Contact Us Asheville Regional Airport (flyavl.com); AVL Forward Microsite Asheville Regional Airport (flyavl.com)	#1-12

3. Identification of and Focused Outreach to Affected Communities

See Community Statistics section of **Greater Asheville Regional Airport Authority’s** Title VI Plan, for detailed discussion of Affected Communities.

The specific steps **Greater Asheville Regional Airport Authority** will take to communicate with, inform, educate, consult or solicit input from, and expand opportunities for engagement with each Affected Community,⁶ are provided below.

⁶ “Affected communities” means any readily identifiable group impacted or potentially impacted by an airport project or operation, such as the community immediately surrounding a project or a community in the flight path.

Affected Community	Key Community Reps. (CBOs, unions, leaders, etc.) ⁷	Focused Outreach Steps
i. Buncombe County	Asheville Area Chamber of Commerce; Buncombe County Economic Development Coalition; Asheville City Council; Buncombe County Commission	a. Email outreach and/or b. Informational events targeting participation by businesses within the affected community and/or c. Advertisements in community-focused media; and/or d. Presentation with Q&A at public meetings
ii. Henderson County	Henderson County Chamber of Commerce; Henderson County Partnership for Economic Development; Henderson County Commission	a. Email outreach and/or b. Informational events targeting participation by businesses within the affected community and/or c. Advertisements in community-focused media and/or d. Presentation with Q&A at public meetings

4. Effective Communication

The Greater Asheville Regional Airport Authority will ensure that public engagement is effective, meaningful, and free of linguistic, economic, historical, and cultural barriers to participation. Every effort will be taken to ensure clear, plain, and effective communication with Affected Communities, including ensuring materials are in accessible formats for persons with disabilities and in languages other than English. See Limited English Proficiency (LEP) section of **Greater Asheville Regional Airport Authority’s** Title VI Plan.

⁷ Potential representatives include chamber of commerce, environmental advocacy groups, business leaders, and labor groups. These representatives should have a close association with the community, with particular emphasis on connection to racial and ethnic minority groups within the communities, including limited English proficient populations, as well as other constituencies historically underserved by transportation programs, such as low income populations, and others.

5. Communication Platforms

Diverse communication platforms will be utilized to effectively reach the broadest audience. We will use the following platforms to communicate project details, our nondiscrimination obligations, and points of contact for the public to share project or operational feedback with our office and the FAA.

Social Media, Monitors, and Other Communication Platforms

1 Hosting community events (when applicable)

**2 Website for online comments – [Home | Asheville Regional Airport \(flyavl.com\)](#);
[Contact Us | Asheville Regional Airport \(flyavl.com\)](#);
[AVL Forward Microsite | Asheville Regional Airport \(flyavl.com\)](#)**

3 E-newsletter to subscribers

4 Surveys (when applicable)

5 Social Media – could include: Facebook, Instagram, X, LinkedIn
<https://www.facebook.com/FlyAVL/>
<https://www.x.com/flyavl.now>
<https://www.instagram.com/flyavl/>
<https://www.linkedin.com/company/asheville-regional-airport>

6. Records

This section includes the procedures **Greater Asheville Regional Airport Authority** will follow to document outreach efforts. Records for steps taken to provide outreach to Affected Communities will be maintained in the following locations:

Website⁸, In-person, and Other Storage Methods

- 1 In person at GARAA Administrative Offices, 134 Wright Brothers Way, Fletcher, NC 28732
- 2 Designated Title VI office/GARAA Administration – digital filing and tracking system

Records will be kept for community input. The records will document how **Greater Asheville Regional Airport Authority** considered, weighed, and incorporated input received. The records will include justifications for any decisions contrary to community feedback. The records will be stored in the following locations:

Website⁹, In-person, and Other Storage Methods

- 1 In person at GARAA Administrative Offices, 134 Wright Brothers Way, Fletcher, NC 28732
- 2 Designated Title VI office/GARAA Administration – digital filing and tracking system

Records for demographics of participants will also be kept. Requested demographic information will include race, national origin, sexual orientation, gender identity, creed, age, disability,

⁸ [If adding a website, include the relevant webpage location address]

⁹ [If adding a website, include the relevant webpage location address]

languages spoken, and community membership.¹⁰ Demographic information will be requested by the following methods:

Demographic Information Collection Methods

- | |
|--|
| 1 Voluntary disclosure by attendees at public meetings on sign-in sheets |
| 2 Event registration, when applicable |
| 3 Surveys (when applicable) |

CPP records will be made available to the public using the same methods for other information outlined within this plan.

7. Reporting Outcomes

Within 60 days of the end of each fiscal year (FY),¹¹ Greater Asheville Regional Airport Authority will create a CPP Report for the completed FY. The report will summarize efforts taken under this CPP in a narrative statement describing:

1. The specific steps taken to produce meaningful engagement with Affected Communities the completed FY,
2. The results of those efforts for the completed FY, and
3. How the Affected Communities' comments and views are or will be incorporated into the decision-making process.

The CPP Reports will be included with **Greater Asheville Regional Airport Authority's** Title VI Plan. *[For example, assuming that the Title VI Plan is updated every 3 years, the CPP Reports for the prior 3 years will be added to the Title VI Plan]*. If no current Title VI Plan exists, the CPP Reports will be added to its Title VI Assessment for each grant.

¹⁰ This information is solicited to demonstrate compliance with Title VI and related requirements. See 49 CFR § 21.9(b); 49 U.S.C. § 47123; 28 CFR § 42.406; and FAA Order 1400.11.

¹¹ The first report is required after the first complete fiscal year, after this plan is adopted. Information for activities during a partial year immediately following adoption of the plan will be included with the first full year's report.

Appendix 1

Complete only if required by Section 3¹²

Title VI regulation require Federal grant recipients to know their community demographics. See 49 CFR § 21.9(b). By knowing this information, the **Greater Asheville Regional Airport Authority** will be able to identify, understand, and engage with communities. In doing so, the **Greater Asheville Regional Airport Authority** needs to know about communities eligible to be served, actually or potentially affected, benefited or burdened by **Greater Asheville Regional Airport Authority's** airport program.

Affected Communities ¹³	Population
<i>Buncombe County</i>	262,724
<i>Henderson County</i>	115,037

(Hereafter, the above communities will be referred to collectively as “the Affected Communities”).

We have identified the following facts about the Affected Communities:

Low Income Communities¹⁴.

A low-income area is an identifiable group of persons living in geographic proximity, whose median household income is at or below the Department of Health and Human Services poverty guidelines. Pursuant to Executive Order 12898, “Federal Actions to Address Environmental Justice in Minority Populations and Low-Income Populations,” **Greater Asheville Regional Airport Authority** is collecting information about affected and potentially affected low-income communities. According A low-income area is an identifiable group of persons living in geographic proximity, whose median household income is at or below the Department of Health and Human Services poverty guidelines. Pursuant to Executive Order 12898, “Federal Actions to Address Environmental Justice in Minority Populations and Low-Income Populations,” AVL is collecting information about affected and potentially affected low-income communities. According to the *U.S. Census Report, S1701: Poverty Status in the Past 12 Months*, the overall poverty level for Asheville, North Carolina metropolitan area is approximately 11.5 %. The poverty rate is lower compared with the rest of the state of North Carolina (13.3%) The poverty rates for the specific Affected Communities are as follows:

¹² [In general, this appendix should only be completed if the airport does not have a current Title VI Plan that has been accepted by the FAA. Information does not need to be copied and pasted from the Title VI Plan].

¹³ “Affected communities” means any readily identifiable group potentially impacted by an airport project or operation, such as the community immediately surrounding a project or a community in the flight path.

¹⁴ Low-income data must be collected to assist in our compliance with Environmental Justice requirements (not Title VI requirements). For example, this data will be utilized in our Community Participation Plan (CPP) to help ensure the meaningful involvement of low income communities in airport programs and activities.

Affected Communities	Poverty Rate
<i>Buncombe County</i>	<i>11.2%</i>
<i>Henderson County</i>	<i>11.4%</i>

Source: U.S. Census Bureau, 2018-2022 American Community Survey 5-Year Estimates

Racial and Ethnic Communities.

Demographic data for race, color, and national origin was evaluated to identify racial and ethnic communities and populations in each Affected Community. The demographic composition by race, color, or national origin for the specific Affected Communities are as follows¹⁵:

Affected Community: Buncombe County
Total Affected Community Population: 262,724

Demographic Group within Affected Community	Number of People in Minority Group	Percent of Total Affected Community Population
American Indian and Alaska Native alone	491	0%
Asian alone	2,995	1%
Black or African American alone	14,182	5%
Hispanic or Latino origin (of any race)	18,690	7%
Native Hawaiian and Other Pacific Islander alone	373	0%
Some other race alone	4,536	2%
Two or more races	15,611	6%
White alone	224,536	85%

Source: U.S. Census Bureau, 2018-2022 American Community Survey 5-Year Estimates

Affected Community: Henderson County
Total Affected Community Population: 115,037

Demographic Group within Affected Community	Number of People in Minority Group	Percent of Total Affected Community Population
American Indian and Alaska Native alone	517	0%
Asian alone	1,506	1%
Black or African American alone	3,781	3%
Hispanic or Latino origin (of any race)	12,080	11%
Native Hawaiian and Other Pacific Islander alone	168	0%
Some other race alone	3,840	3%
Two or more races	5,026	4%
White alone	100,199	87%

Source: U.S. Census Bureau, 2018-2022 American Community Survey 5-Year Estimates

¹⁵ Recommend using demographic groups from the U.S. Census.

Limited English Proficiency (LEP).

The goal of all language access planning and implementation is to ensure that GARAA communicates effectively with limited English proficient (LEP) individuals. Effective language access requires self-assessment and planning. The next table lists non-English languages¹⁶ that are spoken in LEP households in the Affected Communities. The data source is the American Community Survey.

The threshold we have used for identifying the languages with significant LEP populations is the DOT LEP Policy Guidance safe harbor threshold, which is 5% or 1,000, whichever is less.¹⁷ The safe harbor for our community is 1,000.

Languages Spoken by LEP Population that Meet the Safe Harbor Threshold	Number	Margin of Error
<i>Spanish (Buncombe County)</i>	5,439	±606
<i>Spanish (Henderson County)</i>	4,912	±513

Source: U.S. Census Bureau, 2011-2015 American Community Survey 5-Year Estimates

Frequency of contact with LEP individuals at the airport and airport-related activities (all languages):

Languages Spoken by LEP Persons	A few times a year (12 or less days a year)	Several times a month (13 to 51 days a year)	At least once a week (52 to 364 days a year)	Every day (365 days a year)
<i>Spanish</i>		X		

Source: Airport staff

Additional languages spoken by significant numbers of LEP persons in the Affected Communities, local schools, emergency service providers, and others, include:

Additional Languages Spoken

<i>None</i>

¹⁶ Recommend using language groups from the U.S. Census, and using data for the “Speak English less than ‘very well’” category for each language over the threshold.

¹⁷ See the DOT LEP Policy Guidance at <https://www.federalregister.gov/d/05-23972/p-133>. The safe harbor provisions apply to the translation of written documents only; however, it provides a consistent starting point for identifying significant LEP populations.

This information is updated annually¹⁸ through checking the following resources:

Data Sources for Languages Spoken in Affected Community	Website link to Data Source
<i>U.S. Census Bureau</i>	https://data.census.gov/table/ACSST5Y2022.S1701?q=S1701&g=050XX00US37021,37089

Beneficiary Diversity.

Demographic information is collected from airport customers, attendees at community meetings, and businesses seeking opportunities at the airport, through voluntary disclosures.

Description of Beneficiary Demographic Information Collection Methods

- *The airport will include voluntary demographic questions on sign-in-sheets at all community meetings, business outreach meetings and on airport surveys.*

Staff and Advisory Board Diversity.

Demographic information is collected from airport program employees and members of planning and advisory boards, through voluntary disclosures.

Description of Employee and Advisory Board Demographic Information Collection Methods

- *The airport tracks demographic information for its employees, available in the payroll system.*
- *Members of the Airport Authority Board and any planning or advisory boards will be given voluntary disclosure forms for demographic data collection.*

¹⁸ Data should be kept up-to-date, but this plan does not need to be updated for incremental data changes during the Plan's 3-year period.

Appendix 2

Complete only if required by Section 4¹⁹

In creating a Language Assistance Plan, the **Greater Asheville Regional Airport Authority** will consider the volume, proportion, or frequency of contact with LEP persons in determining the appropriate language assistance to provide.

In Community Statistics section, we identified the following languages spoken by LEP persons in Affected Communities:

Language

Spanish

AVL also collects data for languages spoken by airport guests.²⁰ Data sources include:

Data Sources for Languages Spoken by Airport Guests	Website link to Data Source
<i>Assistance requests to airport information desks</i>	<i>N/A</i>

Based on the above data, the following additional languages have been identified as likely to be spoken by LEP airport guests:

Language

None

The Title VI Coordinator will also actively engage with community educators, community groups, places of work, business groups, social groups, and the like to confirm that translation and interpretation services are accurate and effective. Additionally, the Title VI Coordinator will inform leadership and staff of AVL of the responsibility to provide language access. We have made the following plans to provide translation services free of charge to ensure that individuals with LEP have access to the benefits of the airport:

Translation Services:

- All written notices contain a statement in the identified languages, when appropriate, of how to receive translated written materials.

¹⁹ [In general, this appendix should only be completed if the airport does not have a current Title VI Plan that has been accepted by the FAA. Information does not need to be copied and pasted from the Title VI Plan].

²⁰ We aim to provide appropriate language assistance services to every LEP person encountered. This includes instances when LEP statistical data for a particular language was not available beforehand, or the safe harbor threshold for written translation was not met.

- The following vendors have been identified for written translations:

Translation Vendors	Languages
<i>ALTA</i>	<i>Spanish</i>
<i>Interpreters Unlimited</i>	<i>Spanish</i>

- Information regarding translation services can be obtained at:

Location for Translation Assistance	Languages
<i>On-line, phone</i>	<i>Spanish</i>

Interpretation Services:

- The following vendors have been identified for interpretation services:

Interpretation Vendors	Languages
<i>ALTA</i>	<i>Spanish</i>
<i>Interpreters Unlimited</i>	<i>Spanish</i>
<i>Google Translate</i>	<i>Spanish and others if needed</i>

- Information regarding interpretation services can be obtained at:

Location for Interpretation Assistance	Languages
<i>Airport information desk</i>	<i>All above languages, using Google Translate or third-party interpretation/translation service</i>
<i>On-line, phone</i>	<i>Spanish</i>

Description of Interpretation Assistance Processes

- *The Guest Services information desk is the central hub for assistance, and all airport tenant organizations send customers to the desk for language assistance, if needed. If language translation services are needed, the team is trained to use Google Translate to assist. If more complex service is required, one of the contracted services listed will be contacted via phone or on-line for on-demand assistance.*