



Detroit Metro Airport – FAA Environmental Study

Challenge

The Wayne County Department of Airports (Metro Airport) in partnership with the Federal Aviation Administration (FAA) conducted an environmental study to examine the levels of aircraft noise in communities around the airport. Residents in the six cities surrounding the airport were eligible to participate in a FAA noise reduction program. To achieve reduction in sound levels within homes, major sound insulation treatments were necessary. Residents were suspicious of the validity of the program and of allowing the Federal Government into their homes. Additionally, the former project management company had botched many homes, which resulted in negative press, citizens lobbying and applying pressure with their local and state representatives.

Solution

Avance developed and implemented a three-year public information program to promote the Wayne County Noise Compatibility Program. The program offered residents living within the airport's noise impact zone free sound insulation products. Avance's public information program consisted of communications and marketing components, including: program branding, media, public, government and community relations, internal communications, web site and video development, and the creative design of collateral materials such as brochures, newsletters, forms and a homeowner's handbook. Avance rebranded the program. The Avance team developed enlightening and transparent information for residents, which addressed their apprehensions. Avance also created and implemented marketing communication activities for other stakeholders such as government officials, the media and contractors working for the new program manager. Avance's public information campaign in conjunction with the new program manager's improved performance resulted in eligible residents from the six cities participating in the environmental study and Metro Airport achieving its goal.

Wayne County Noise Compatibility Program:

A Sound Improvement

