Being a responsible neighbour

Communication and Engagement with airport residents

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Horizon 2020

Knowledge for Tomorrow

Noise management through communication and engagement

- Non-acoustic factors are explaining at least 1/3 of noise annoyance

- Many non-acoustic factors (e.g. attitudes, expectations, mistrust) associated with aspects of communication and engagement

- Communication and Engagement can be seen as a spectrum from disseminating information to a two-way dialogue

➢ Communication and Engagement can both
  - **support Balanced Approach Interventions**
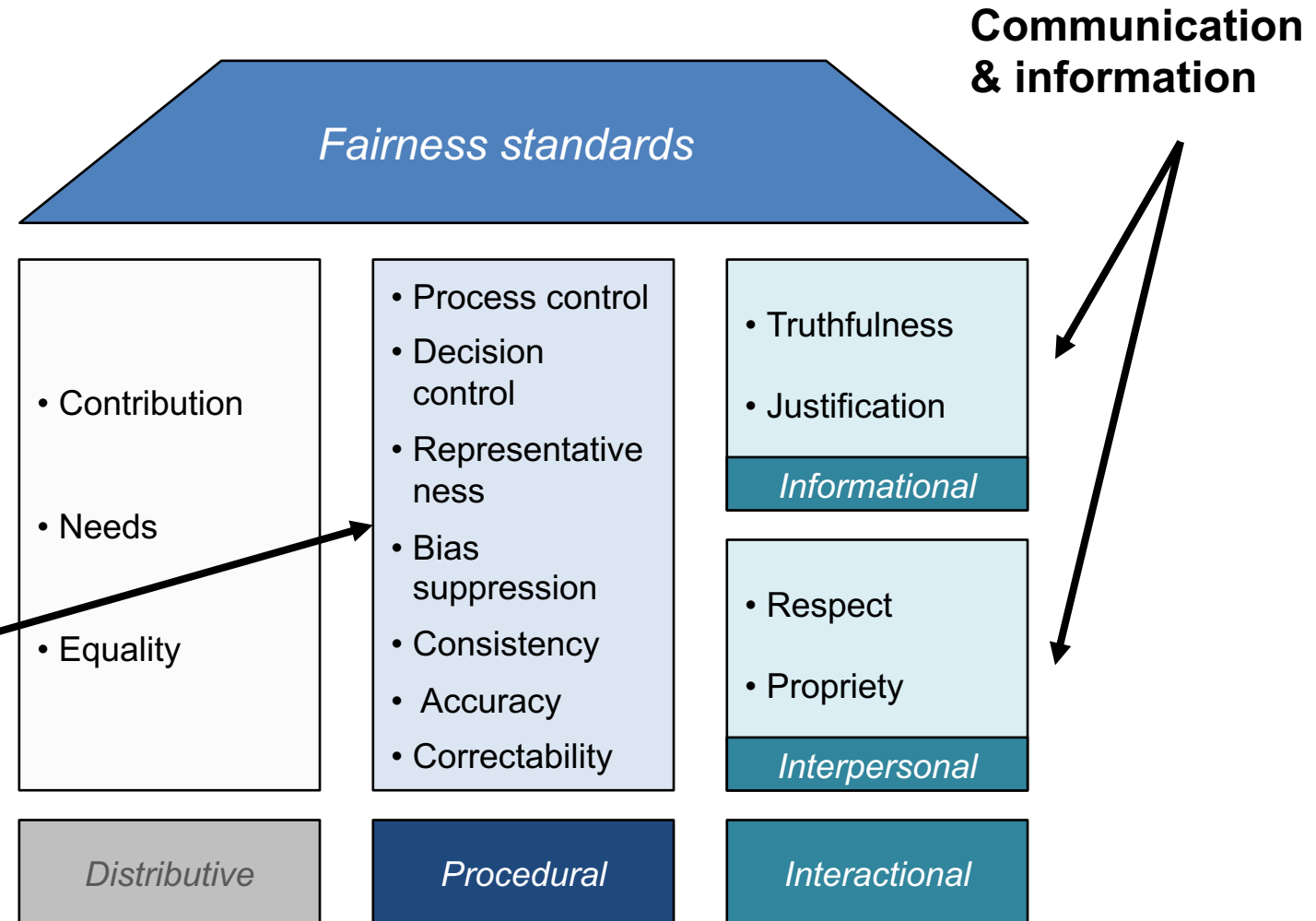 - **acting as an intervention on its own right**
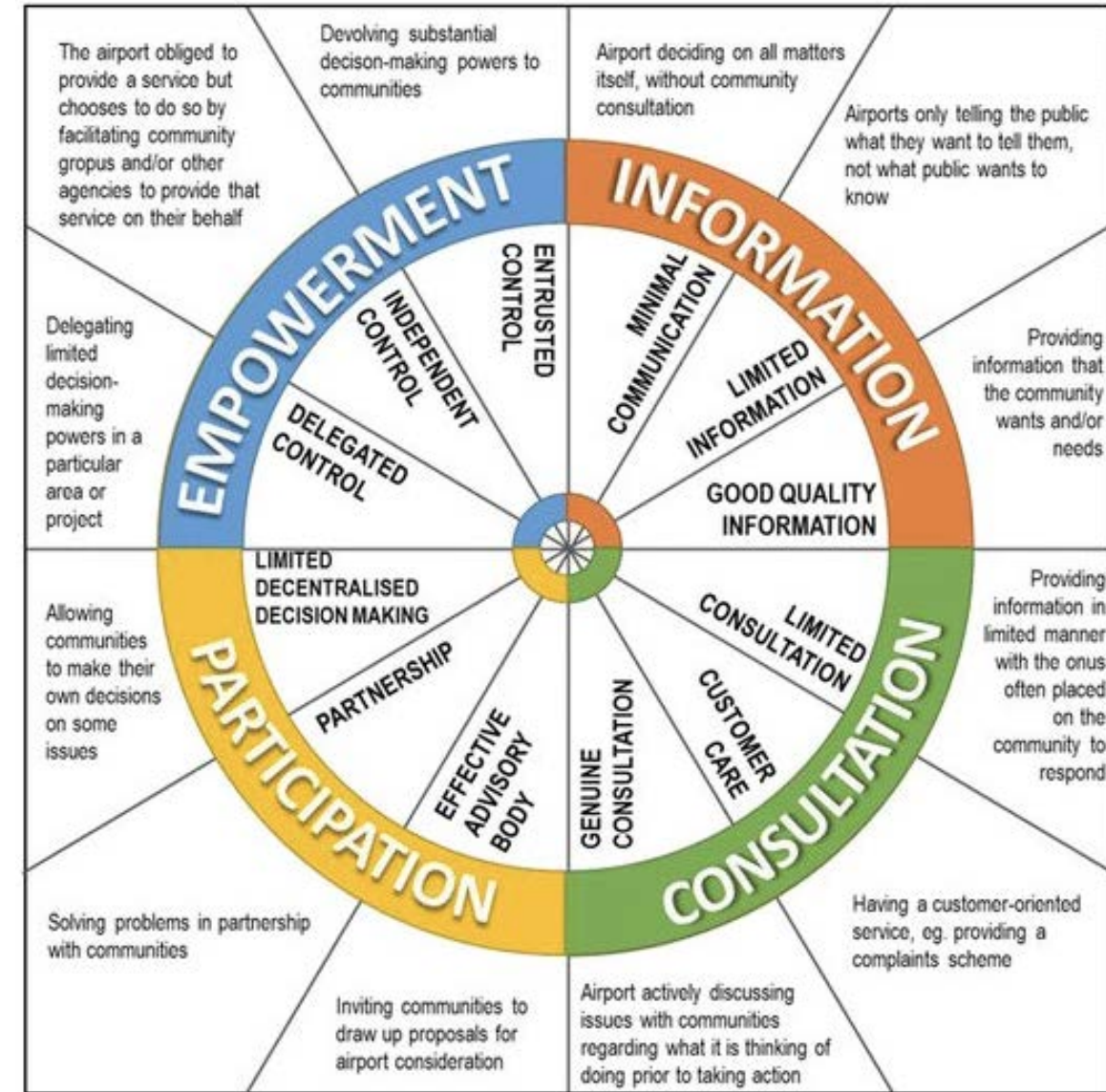
Why do communication and and engagement matter?
Fairness as the overall goal

- People are more likely to accept and adopt unfavourable outcomes of decisions when the decision is based on correct information, free from bias and when people are involved in the decision making process (Leventhal, 1980).

Engagement of noise-affected residents

(Rules taken from Thibaut & Walker, 1975; Leventhal, 1976; 1980; Adams 1965; Bias & Moag, 1986; Greenberg, 1993 after Bartels, 2014; Colquitt)

Communication & information

Fairness standards

- Contribution
- Needs
- Equality

- Process control
- Decision control
- Representativeness
- Bias suppression
- Consistency
- Accuracy
- Correctability

- Truthfulness
- Justification

Informational

- Respect
- Propriety

Interpersonal

Distributive

Procedural

Interactional

How to be a fair neighbor?
Through the eyes of affected residents

- Focus groups and in-depth interviews were conducted around
  - Cologne-Bonn Airport
  - Düsseldorf Airport
  - East Midlands Airport
  - Paris Charles-de-Gaulle Airport

- Interviews and focus groups were recorded, transcribed & analyzed
- Basis for recommendations on communication & engagement

- Asked question regarding…
  - perceptions of the current communication and relationship to the airport
  - needs and expectations concerning information about aircraft noise and the airport in general

„How would a good, fair neighborly relationship with the airport look like?"

Technical & operational aspects

- Night-flight ban
- Improvement of sound insulation schemes
- Replacement of old aircraft
- …

Non-technical (social) aspects

- More transparent information
- Being honest
- Demonstrate the willingness to reach out to residents
- Give more explanations
- Involve residents in the decision making

Communication & engagement

On what do you wish to receive information?

- Enviromental impact (on people, animals, nature)

- Future plans

- Statistics (e.g. number flight movements, flight route distribution)

- Explanining night-flight ban

- News and improvements (technical improvements, planned changes)

- Sound insulation schemes

- Where to complain

Non-technical (social) aspects

- More transparent information
- Being honest
- Demonstrate the willingness to reach out to residents
- Give more explanations
- Involve residents in the decision making

Who should provide this information?

- Mainly from the airport operator
  - Only if the airport would mean it seriously

- Political instances (city, state, individual municipalities, federal government, EU)

- **Neutral body (mediator, or an ombudsman) (in Cologne-Bonn and Paris)**

Non-technical (social) aspects

- More transparent information
- Being honest
- Demonstrate the willingness to reach out to residents
- Give more explanations
- Involve residents in the decision making

How and when should this information be provided?

- In general: easy to understand, factual, easy to find

- **Information Dissemination**

  - Social media (Facebook)
  - Mobile (SMS, Apps)
  - Paper based (Newspaper, Flyer)
  - Websites
  - Radio
  - Airports YouTube or radio channel

Personal Communication

- Citizens information center
- General information events
- Discussion rounds (focus groups)
- Open citizens dialogue
- Open day at the airport

- More transparent information
- Being honest
- Demonstrate the willingness to reach out to residents
- Give more explanations
- Involve residents in the decision making

- Communication desired …
  - … whenever changes occur
  - … continously as regular exchange of information between airport and residents

Guidance on communication and engagement

I   **Inclusive, Information provision, Impartial, Interrogate**

D   Decision, Direct

E   Early, Easy, Explain, Empathy

A   Accessible, Authentic, Accurate, Amendable

L   Legitimacy

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Conclusion and Outlook

- Communication is currently often perceived as not honest or a least not transparent and a lack of engagement opportunities are perceived

- ANIMA provides recommendations based on theory and empirical evidence → evaluation of these recommendations as next step
  - Reduction of annoyance?
  - Increase in trust in noise authorities and acceptance of the airport & local aviation?

- ANIMA questionnaire to capture fairness aspects in the airport management
  - Capture current problems of fairness at specific airports
  - Evaluate implemented interventions & strength of impact regarding e.g. reducing annoyance

Final remark:
Communication and engagement that is not sincere can be perceived more negatively by those affected than no communication at all!

Thank you very much
for your attention !

For more information please contact us!

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