



From Priorities to Buildable Project

A Planner's Perspective

Who am I?

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What I'll cover



WHAT "PROJECT
DEVELOPMENT" MEANS



HOW IT DIFFERS FROM
ENGINEERING/DESIGN



WHY EARLY-PHASE
WORK IS CRITICAL

Why early-phase development matters



COST EFFICIENCY:
AVOID EXPENSIVE
REDESIGNS



RISK REDUCTION:
IDENTIFY ISSUES
EARLY



**PUBLIC TRUST: BUILD
SUPPORT FROM THE
START**



**BETTER PROJECT
OUTCOMES**

Project Lifecycle Overview

From Idea to Reality

- Idea / Need Identification
- Planning & Feasibility
- Environmental Review & Approvals
- Engineering & Design (*future topic*)
- Construction & Operations (*future topic*)

 **Today's focus:** Everything before design begins

Identifying the Need

Where Projects Begin

- Community concerns
- Safety issues
- Regulatory requirements
- Asset condition & life cycle needs

Defining the Problem

- Focus on the *problem*, not the solution
- Clear problem statements guide better outcomes

Goals & Objectives

What Are We
Trying to
Achieve?

Mobility &
access

Safety

Equity

Sustainability

Economic
impact

Reviewing Existing Information

Don't Start From Scratch

- Master plans
- Corridor studies
- Environmental documents
- Capital improvement programs

Key Takeaways

- Learn from past projects
- Avoid duplication
- Align with broader priorities

Data & Gap Analysis

Building a Strong Information Base

- Traffic and usage data
- Environmental resources
- Land use & zoning
- Demographics & equity

Identify Gaps

- Missing or outdated data

Fill Gaps

- Field studies
- Modeling
- Interagency sharing



Stakeholder & Public Involvement

Engagement is Essential

- Residents, businesses, agencies, tribal governments
- Goals: transparency, trust, better outcomes

Methods

- Public meetings, workshops
- Surveys, online tools

Equity Focus

- Include underrepresented communities
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Interagency Coordination

Working Across Jurisdictions

- Local governments & elected officials
- State & federal agencies
- Regulatory vs. funding roles

Keys to Success

- Early coordination
- Aligned timelines
- Clear communication

Developing & Screening Alternatives

Exploring Options Before Committing

- No-build, low-build, build options

Evaluation Criteria

- Cost
- Feasibility
- Environmental impact
- Community support

Screening

- Fatal flaw analysis
- Comparative evaluation

Environmental Review

Navigating Regulatory Pathways

- Federal processes (e.g., NEPA)
- State/local requirements

Key Considerations

- Natural resources
- Community impacts

Risks

- Delays if not addressed early





Funding & Implementation

Making Projects Real

- Funding sources: local, state, federal
- Partnerships
- Phasing & scalability
- Planning-level cost estimates

Goal: Build a *fundable* project



Risk Management

Anticipating Challenges Early

- Community opposition
- Environmental constraints
- Funding uncertainty

Mitigation

- Early engagement
- Flexible planning
- Scenario analysis

Transition to Design - Setting Up Engineers for Success

What Gets Handed Off

- Clear purpose & need
- Stakeholder input
- Selected alternative
- Environmental documentation

Why It Matters

- Reduces redesign
- Saves time and cost

From Priorities to Projects

- Start with a clearly defined need
- Use data and existing plans
- Engage stakeholders early and often
- Coordinate across agencies
- Build a fundable, feasible project

Final Thought:

Strong early-phase development leads to successful delivery

