

Public Involvement in Rural Alaska

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Communities are Different



Importance of PI in Rural AK

- Meet requirements
- Address concerns
- Build support
- Facts not fiction



PI Takes Planning

- Public Involvement Plan
 - Goals
 - Tools
 - Schedule



PI Tools

Tool	Inform Public	Gather Information	Build Support	Check Box
Meetings	X	X	X	X
Mailers	X			X
Posters	X			X
1-on-1 Meetings	X	X	X	
Email/Text Messages	X			
Facebook/Social Media	X	X	X	
Public Radio	X	X	X	
Project Area Tours	X	X	X	
Newspaper Ad	X			X
Project Website	X			X
Web Meetings	X			

Public Meeting

- Pre-meeting Planning
 - Ask permission
 - Schedule around other events
 - Ask community for right location
 - Advertise
 - (Creative) Attendance boosters?
 - Project people : public (ratio)



Public Meeting

- During Meeting
 - Sign in sheet
 - Agenda
 - Handouts/comment sheets
 - Facilitation
 - Translator



Public Meeting

- After Meeting
 - Follow up with community



Fliers and Mailers

- Remember your audience
- Simple
- Creative
- Local help



1-on-1 Meetings

- Low key way to get good information
- In person or by phone
- Schedule before and confirm
- Come prepared
- Be flexible



Email/Text Messages

- Good way to advertise for meeting
- “Ok” way to gather information
- Choose wording carefully
- Remember data limits

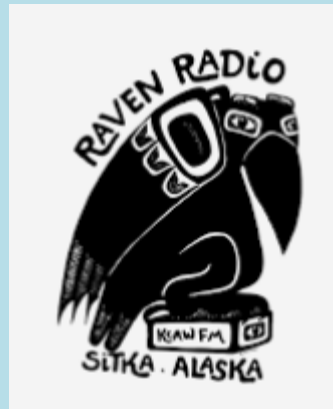


Facebook/Social Media

- Great way to advertise meeting/project
- Words of caution

Public Radio

- PSAs
- Announcement shows
- Local talk shows



Project Areas Tours

- Walk throughs to share and gather information
- Specific information
- Keep good notes



Newspaper Advertisements

- Better in larger rural communities
- “Old school” but may be online
- Display vs classified ads

**YOUR
AD
HERE**



Call classifieds
to place your ad.

The Nome Nugget
Alaska's Oldest Newspaper
• USPS 598-100 • Single Copy Price - 50 Cents in Nome •

The Arctic Sounder

Delta Discovery

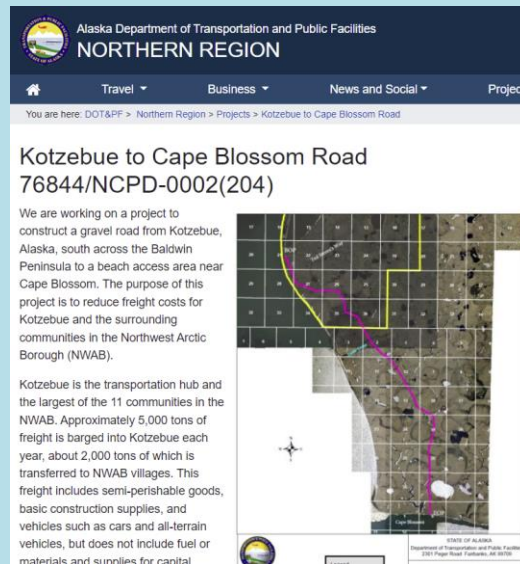
The Bristol Bay Times & Fisherman
The Dutch Harbor

CLASSIFIEDS & LEGALS



Project Website

- Better in larger rural communities
- Good way to give lots of information
- Public input via contact info or web tool
- Remember audience



The screenshot shows a website for the Alaska Department of Transportation and Public Facilities, Northern Region. The page is titled "Kotzebue to Cape Blossom Road 76844/NCPD-0002(204)". The text describes a project to construct a gravel road from Kotzebue, Alaska, south across the Baldwin Peninsula to a beach access area near Cape Blossom. The purpose is to reduce freight costs for Kotzebue and surrounding communities in the Northwest Arctic Borough (NWAB). It also notes that Kotzebue is a transportation hub and the largest of 11 communities in the NWAB, with approximately 5,000 tons of freight barged in each year, including semi-perishable goods, construction supplies, and vehicles.

Alaska Department of Transportation and Public Facilities
NORTHERN REGION

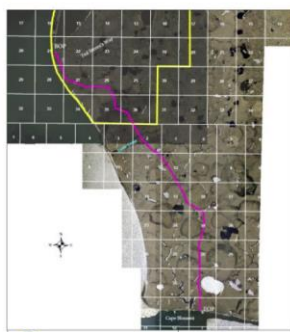
Travel Business News and Social Projects

You are here: DOT&PF > Northern Region > Projects > Kotzebue to Cape Blossom Road

Kotzebue to Cape Blossom Road 76844/NCPD-0002(204)

We are working on a project to construct a gravel road from Kotzebue, Alaska, south across the Baldwin Peninsula to a beach access area near Cape Blossom. The purpose of this project is to reduce freight costs for Kotzebue and the surrounding communities in the Northwest Arctic Borough (NWAB).

Kotzebue is the transportation hub and the largest of the 11 communities in the NWAB. Approximately 5,000 tons of freight is barged into Kotzebue each year, about 2,000 tons of which is transferred to NWAB villages. This freight includes semi-perishable goods, basic construction supplies, and vehicles such as cars and all-terrain vehicles, but does not include fuel or materials and supplies for capital



STATE OF ALASKA
Department of Transportation and Public Facilities
2011 Paper Road Fundamentals, 08/05/10



Lessons Learned

- Be prepared
- Awareness of surroundings
- Be ready for an adventure



Thanks.

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