

Meeting Notes

SUBJECT: Anchorage Transportation Fair
PROJECT NO.: State #s Z529140000/Z529290000/Z543730000
Federal #s 0A41025, 0A1026, 0A1029
GROUP: Public
DATE: Thursday, February 4, 2016
TIME: 4 to 8 p.m.
LOCATION: Alaska Airlines Center Auxiliary, University of Alaska
Anchorage, 3550 Providence Drive, Anchorage
MEETING OUTREACH: See Table 1. Meeting Outreach
MEETING ATTENDANCE: 383 people signed in
STAFF PRESENT: *DOT&PF:* Robert DeVassie

MEETING INFORMATION:

Attendees were greeted at the door and asked to sign in. They were provided with a program showing the layout of the event and a passport highlighting major projects. Over 80 Anchorage area transportation projects were represented. Community members were encouraged to ask questions of the project teams and to provide written comments. This project was represented by a fact sheet on the Parks Highway Corridor table.

Attendees submitted the following general comments about the Transportation Fair.

- Very good presentation, very knowledgeable. Thanks!
- The fair was awesome! I wish I knew about it earlier. The food was awesome as well. Hope to see this expand!
- Please incorporate BMP's into all new and ongoing projects to prevent the introduction and spread of non-native invasive species through our transportation corridors. Together, we can make a difference for Alaska. Thanks!
- This fair is an excellent use of state money. Thanks.
- Thank you for again providing a convenient way for the public to learn of the many transportation related issues and projects in South Central Alaska. As usual, I learned about projects that I hadn't been aware of and now have current contacts. Items about which I want to continue to receive updated information. Thank you, too, for having the fire department there to demonstrate child safety equipment. For the last year I had a question about a booster seat that I didn't take the time to stop at a station to get an answer. The fire personnel at your event were able to quickly answer my question and

demonstrate the use of the particular booster seat about which I had a concern. Thank you to Quantum Spatial for providing the handy bags. It made it much easier to carry the information sheets that I gathered during the event. I'm looking forward to this event next year.

Table 1. Meeting Outreach

Date	Outreach method	Description
12/04/2015	Blog post	Information posted on the event blog, 1,100 page views in the last month
01/04/2016	Meeting notice to Brooks & Associates (BA) projects websites	Meeting notice posted on the public involvement page
01/06/2016	DOT&PF Online Calendar	Inviting the public to the event
01/13/2015 02/01/2016	Email notice and reminder to BA project lists	Provide email invitation to project stakeholders, 1,383 sent, 31-36% open rate
01/13/2016	Community calendars	A request was sent to the <i>Alaska Dispatch News</i> , <i>Anchorage Press</i> , and KTUU to post the event on online calendars
01/14/2016	Event flier and a request to forward sent to all Anchorage area elected officials	Inviting the public to the event
01/20/2016 02/02/2016	Notice sent to all community councils	Notice of event sent to community council memberships
01/21/2016 02/04/2016	Facebook and Twitter update on DOT&PF's page	Inviting the public to the event
01/22/2016 01/29/2016 02/03/2016	What's Up Listserve	Announcement inviting the public to the event
01/22/2016 01/29/2016	Municipality of Anchorage Bulletin	Inviting the public to the event
01/22/2016	Municipality of Anchorage website notice	Inviting the public to the event
01/23/2016	Facebook boosted post about event	Reach of 13,658, 125 photo clicks, 206 post likes, 53 new DOT&PF page likes, 35 shares, and 12 comments
01/26/2016	<i>Alaska Dispatch News</i> display ad	Inviting the public to the event
01/28/2016 02/01/2016 02/04/2016	Facebook notice on People Mover page	Inviting the public to the event
02/01/2016	Press release	Released by DOT&PF
02/02/2016	GovDelivery	Inviting the public to the event, sent to 3,432 email addresses, 1,678 total opens
02/02/2016	Flyers on People Mover buses	Event flyer posted on People Mover bus bulkheads

Date	Outreach method	Description
02/03/2016	Channel 11 news piece about the Fish Creek Trail project that mention the Anchorage Transportation Fair	Earned media event notice
02/04/2016	Public service announcement	Request to air the event announcement sent to Anchorage area radio and television stations

Documents on file:

Outreach Materials

Fact Sheet

Sign-In Sheet