

DRAFT: AMHS Reform, Phase II: Public Involvement Plan

Task 1: Identify Key Contacts and Contact List

Utilize existing networks to provide project updates, identify speaking opportunities, and solicit feedback. Augment project email list and mailing list as needed based on project communications including feedback/requests that are generated via the website and project meetings.

AMHS Operations and Project Administration including:

- AMHS Reform Steering Committee
- DOTPF and AMHS
 - Management
 - Labor Unions
 - MTAB
- Dept. of Administration
- Governor's Office

Communities, Economic Development Orgs, and Business Trade Orgs including:

- SE Conf and other regional economic development orgs (SWAMC, PWSEDD, AEDC, FNSB, etc.)
- Chamber of Commerce: coastal communities directly served by AMHS plus communities linked by AMHS to road system (ANC, FAI, Mat-Su, Kenai, Glennallen, Tok, Delta)
 - Alaska Chamber of Commerce
 - Community/Regional Chamber of Commerce
 - Visitor Bureaus
- Industry Trade Organizations
 - Alaska Travel Industry Association
 - CLIA Alaska
 - Resource Development Council
 - Alaska Chamber of Commerce
 - Alaska Miners Association
 - Alaska Oil and Gas Association
 - Pacific Seafood Processers Assn
 - United Fishermen of Alaska
 - Alaska Trucking Association
 - American Waterways Operators
 - Passenger Vessel Association
- Education Organizations
 - Alaska Council of School Administrators
 - School Districts on AMHS route and road system
 - University of Alaska
 - Alaska Vocational Technical Center (AVTEC) - Seward
- Other Economic and Community Development Entities
 - Alaska Municipal League
 - Regional ANCSA CEOs

- Village ANCSA CEOs
- Canadian Neighboring Communities
 - Yukon Chamber of Commerce
 - City of Prince Rupert
 - TIA Yukon
 - Association of Yukon Communities
- Bellingham
 - Bellingham Chamber
 - Port of Bellingham

Media Contacts including:

- Newspapers
- Radio

Task 2: Update Project Website for Use as Primary Communication Tool

Work with SE Conf website contractor to update home page, content, and site to ensure AMHS Reform project conveys statewide message.

- Create new landing page.
- Create method to consistently capture comments.
- Refresh website content throughout the project as needed.

Initial engagement:

- Susan and Robert are meeting with SE Conf designer on May 8.
- Generate feedback on impact of AMHS on their household, business, and/or community.
 - Possibly create form to capture contact info, residence, AMHS importance.

Solicit response to draft plan:

- Following completion of the draft plan, solicit feedback via email and website.

Note: Adjust tasks as needed if optional survey(s) are incorporated.

Task 3: Media Outreach

Proactive engagement of the public via press releases and targeted briefings with media.

- Issue press releases at key points during the project: launch, website update, solicitation of feedback on draft plan.
- Leverage communication methods used by community and business organizations. Generate public awareness and engagement via their respective newsletters, emails, and social media.

Task 4: Coordinate Outreach with Steering Committee Meetings

Six public meetings are planned during Phase II, commencing with the Mid-Session Summit in Juneau in mid-March and concluding with SE Conf Annual Meeting in Haines in September.

In addition to meetings with Steering Committee members, which will be publicized and open to the public, supplemental committee meetings will be held with community leaders.

- Mid-Session Summit: Juneau, March 14
- May 2 Steering Committee, Juneau
- June 6 Steering Committee, TBC (Robert will be in Kake and will solicit feedback)
- July 5 Steering Committee, TBC
- Aug 1 Steering Committee, TBC
- SE Conf Annual Meeting: Haines, September 19-22

Steering Committee, Contractor, and Staff Outreach

- Utilize project-related travel to brief key contacts.
- Project team and staff will refresh project presentations occasionally.
- Master calendar will be maintained by staff and McDowell Group.
 - Need an efficient way to share information: Outlook, google docs, SE Conf calendar?

Task 5: Supplemental Outreach

Leverage collective communications skills and statewide reach to engage community leaders and business associations.

- Message delivered by SE Conf staff, Steering Committee, and Contractors.
- Project update presentations to be drafted by EBDG/MG for approval/distribution by SE Conf.
- Coordination/scheduling to be coordinated between SE Conf, MG, and Public Process/Stakeholder committee chair(s).

Task 6: Communicate with AMHS Clients and Employees

There is no expense budget for the following items. However, DOTPF, Gov Office, and/or SE Conf may be able to implement if project team assists with content.

- Employee email and/or payroll notice inviting comments via website.
- Vendor notice inviting comments via website.
- Onboard displays and/or surveys inviting comments.

OUTSIDE OF SCOPE: Post-Fall Conference Outreach

The staff time, travel and registration expense, and timing of the conferences listed below is outside of the Phase II scope of work. However, some advance coordination will be needed during the summer months to secure time on conference agendas, information tables, and/or information in delegate packets.

The project team and staff will be in contact with many of these organizations at project milestones including launch, initial comments on the website, and comments on the draft plan.

- Seek opportunities for project presentations, solicit comment, and create momentum for anticipated legislation.

- Anticipated conference coordination and presenters: staff and/or Steering Committee members.
- Possible venues include:
 - AK Assn of Harbormasters and Port Administrators, Oct 2-6, PBG
 - ATIA Annual Convention, Oct 3-5, Kodiak
 - Alaska Chamber Fall Forum, Oct 10-12, Sitka
 - Alaska Federation of Natives, Oct 19-21, ANC
 - AK Miners Association, Nov 5-11, ANC
 - Resource Development Council, Nov 15-16, ANC