



MEETING NOTES

SUBJECT: Parks Highway Bridge Replacement: Montana Creek & Sheep Creek
PROJECT NO.: 0A41034 / Z589760000
GROUP: Public
DATE: Thursday, September 22, 2016
TIME: 4 to 8 p.m.
LOCATION: Alaska State Fairgrounds, Palmer, AK
OUTREACH: See Table 1. Event Outreach
ATTENDANCE: 283 people signed in, 81 returned the Passport
MATERIALS: Aerial photos of project area, sign-in sheet, comment sheets, map comment sheets, and fact sheets
STAFF PRESENT: *DOT&PF:* Sean Holland, Galen Jones

MEETING INFORMATION:

Attendees were greeted at the door and asked to sign in. Over 60 Mat-Su area transportation projects and programs were represented. Community members were encouraged to ask questions of the project teams and to provide written comments. This project table contained only the fact sheet and comment sheet. No staff was available to receive and respond to questions.

Attendees thanked organizers for another great transportation fair this year and said they learned a lot about what was going on around the Matanuska Susitna Borough.

Table 1. Event Outreach

Date	Outreach Method	Description
06/01/2016	Blog post	Information posted on the event blog, 1,500 page views in the last month
08/15/2016	Meeting notice posted on projects websites (Glenn Highway MP 34-42, Parks Highway MP 44-52, Fairview Loop, Palmer-Wasilla Highway, Seward Meridian)	Meeting notice posted on the public involvement page
08/26/2016	Email "Save the Date" notice sent to Mat-Su project email lists	Inviting the public to the event (1586 sent, 599 opened, 32.5%)

Date	Outreach Method	Description
		clicks)
08/29/2016	Community calendars	A request was sent to the <i>Mat-Su Frontiersman</i> , <i>Anchorage Daily News</i> , and <i>Make a Scene</i> to post the event on online calendars
09/01/2016	Email to Glenn Highway MP 34-42 project list providing project update and notice of 2016 Mat-Su Transportation Fair	Inviting the public to the event. 428 sent, 47.0% open rate
09/01/2016	DOT&PF Online Calendar	Inviting the public to the event
09/01/2016	Event postcards sent to project lists for the following projects: Parks Highway MP 44-52, Glenn Highway MP 34-42, Palmer-Wasilla Highway, Fairview Loop Reconstruction, and Seward Meridian Parkway Phase 2	Inviting the public to the event
09/01/2016 09/07/2016 09/15/2016	What's Up Listserve	Announcement inviting the public to the event
09/13/2016	Email to Parks Highway MP 44-52 project email list providing project update and Mat-Su Transportation Fair details	Inviting the public to the event
09/13/2016	Big Lake Community Council	Event announcement made at the Big Lake Community Council meeting
09/14/2016	Email to Mat-Su project lists announcing KSKA Hometown Alaska show concerning Mat-Su Transportation Fair	Inviting the public to listen to show and participate. 2154 sent, 33.2% open rate, 55 clicks
09/14/2016	KSKA (FM 91.1) Radio Program, Hometown Alaska show about transportation fairs	Raise awareness and invite public to event
09/15/2016	Facebook posts	Requests were sent to the City of Palmer, DOT&PF, City of Wasilla, City of Houston, and Mat-Su Community Transit to post about the event on Facebook
09/15/2016	GovDelivery message sent by DOT&PF	Inviting the public to the event, Sent to 733 recipients, 35% open rate
09/16/2016	Request to Alaska State Fair to provide notice of transportation fair on electronic messaging sign and online calendar	Inviting the public to the event

Date	Outreach Method	Description
09/16/2016 to 09/18/2016	KAYO-FM, Country Legends 100.9 Radio Ads aired 72 times. Sponsored by Alaska Railroad Corporation.	Invitation to Mat-Su Transportation Fair
09/16/2016	Notice of Mat-Su Transportation Fair posted on Mat-Su Borough website homepage	Inviting the public to the event
09/17/2016	Facebook ads sponsored by City of Wasilla	Inviting the public to the event. 3484 people reached
09/21/2016	Email to Mat-Su project lists including layout for transportation fair	Inviting the public to the event, letting them know what projects to be included. 1454 sent, 38.9% open rate, 141 clicks
09/19/2016 to 9/21/2016	KSKA (FM 91.1) Radio Advertising airing 14 times. Sponsored by City of Palmer.	Inviting the public to the event

Related documents on file:

- Meeting Graphics
- Fact Sheet
- Comment Sheet
- Outreach Documents
- Sign-In Sheet