How to Run for Local Office

A workshop offered by the Juneau League of Women Voters, City & Borough of Juneau, and Friends of the Juneau Public Library

Saturday, June 25, 2022
9 am – 2 pm
City Assembly Offices

With content and contributions from the City and Borough of Juneau, the Juneau School District, the Alaska Division of Elections, Association of Alaska School Boards, and the Alaska Public Offices Commission
### Workshop Agenda

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<thead>
<tr>
<th>Time</th>
<th>Segment</th>
<th>Panelists</th>
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<tr>
<td>9:00 am</td>
<td>Welcome and Housekeeping</td>
<td>Donna Knight-Staton, Clerk, LWVJ</td>
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<td>Beth McEwen, Municipal Clerk</td>
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<td>9:10 am</td>
<td>The Jobs of Assembly and School Board Members</td>
<td>Sally Rue, Moderator</td>
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<td>Mila Cosgrove, Former Deputy City Manager</td>
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<td>Bridget Weiss, Superintendent, JSD</td>
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<td>Maria Gladziszewski, Assembly Member, CBJ</td>
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<td>Brian Holst, Board of Education, JSD</td>
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<tr>
<td>10:10 am</td>
<td>Break</td>
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<tr>
<td>10:20 am</td>
<td>Candidate Legal Requirements</td>
<td>Andrea Hirsh, Moderator</td>
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<td>Beth McEwen, Municipal Clerk</td>
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<td>Di Cathcart, Deputy Municipal Clerk</td>
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<td>Jim Wilson, Former Campaign Treasurer</td>
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<tr>
<td>11:20 am</td>
<td>Break</td>
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<tr>
<td>11:30 am</td>
<td>Campaign Basics</td>
<td>Donna Knight-Staton, Moderator</td>
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<td>Rob Edwardson, Former Assembly Member</td>
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<td>Amber Frommherz, School Board Member</td>
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<tr>
<td>12:30 pm</td>
<td>Lunch</td>
<td>Provided for pre-registered participants</td>
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<tr>
<td>12:50 pm</td>
<td>Preparing to Run for Local Office</td>
<td>Jim Powell, Moderator</td>
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<td>Christine Woll, Assembly Member</td>
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<td>Will Muldoon, School Board Member</td>
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<td>Beth McEwen &amp; Di Cathcart, Clerks</td>
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<td>1:50 pm</td>
<td>Wrap Up and Evaluation</td>
<td>Donna Knight-Staton</td>
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<td>Sarah Moore, LWVJ</td>
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<tr>
<td>2:00 pm</td>
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</tbody>
</table>
# TABLE OF CONTENTS

**HOW TO RUN FOR LOCAL OFFICE – AGENDA** ................................................................. 3

**HOW TO RUN FOR LOCAL OFFICE – INTRODUCTION** ................................................ 6

  - 2022 Workshop Panelist Biographies ........................................................................ 7
  - Run for office? (seats available in October 4, 2022 municipal election) ............... 11

**HOW TO RUN FOR LOCAL OFFICE – THE JOB** .......................................................... 13

  - Current Assembly and School Board Members ..................................................... 15
  - Overview of Governmental Functions – CBJ Org Chart ........................................ 16
  - A Citizen’s Guide to the City and Borough of Juneau Government .................... 18
  - CBJ Assembly 2022 Calendar .............................................................................. 26
  - 2021-2022 Assembly Committee and Liaison Assignments ................................. 27
  - Assembly Goals 2022 ......................................................................................... 28
  - A Resolution Repealing and Reestablishing the Assembly Rules of Procedures .... 30
  - CBJ Legislative Priorities FY2023 ..................................................................... 45
  - 2022-2023 School Board Meeting Calendar ......................................................... 70
  - 2021-2022 Juneau School District Board of Education Committee Assignments ... 71
  - 2020-2025 JSD Strategic Plan .............................................................................. 72
  - Links to Helpful Documents .............................................................................. 76

**HOW TO RUN FOR LOCAL OFFICE – LEGAL REQUIREMENTS** ................................. 77

  - Legal Requirements ............................................................................................ 79
  - Qualifications for Office ...................................................................................... 80
    - Eligibility ........................................................................................................ 80
    - Nomination-Petitions ...................................................................................... 81
    - Alaska Public Offices Commission ................................................................ 82
    - Write-In Candidates ....................................................................................... 83
    - Withdrawal from Candidacy .......................................................................... 84
  - Quick Reference Dates – October 4, 2022 Regular Municipal Election ............... 85
  - CBJ Assembly Districts ...................................................................................... 87
  - Alaska Public Offices Commission – Candidate Reporting Dates ..................... 88
  - Alaska Public Offices Commission – Municipal Elections ................................. 89
  - Alaska Campaign Annual Contribution Limits ................................................. 92
  - Alaska Public Offices Commission – Common Errors That Will Cause Your Reports to be Returned .................................................................................. 93
  - Alaska Public Offices Commission – Reminders or Treasurers and Deputy Treasurers .......................... 94

**HOW TO RUN FOR LOCAL OFFICE – CAMPAIGN BASICS** ......................................... 97

  - Common Campaign Pitfalls .............................................................................. 99
  - Political Signs and the City and Borough of Juneau Sign Ordinance ............... 100
  - Typical Campaign Projects/Job Descriptions .................................................... 101
  - Guide to Running a Successful Campaign – Compiled by Linda Rogers ............ 105
  - How to Use Facebook Live – Brandy Shaul ....................................................... 117
  - What Every Campaign Staffer Should Know About Cybersecurity .................. 118
  - Cyber Security Playbook Summary ................................................................ 120
  - Speak Your Peace – The Civility Project ........................................................... 122
  - Division of Elections Election Resources .......................................................... 124
  - Links to Helpful Documents ............................................................................ 126
  - Bibliography ..................................................................................................... 127
INTRODUCTION

You can make a difference in our community! And it’s not that hard.... Or, to put it another way, “Many hands make light work.”

The City Borough of Juneau is one of only four unified home-rule municipalities (consolidated city/county functions) in the state of Alaska. As such it has a great deal of local control and autonomy. All who live here depend on engaged citizens - dedicated and competent community leaders –being willing to step forward and serve either in elective office or on one or more of Juneau’s 30+ appointed public bodies1:

Whatever the office, our public institutions are stronger when voters have a choice of candidates to represent them. Democracy works only when enough citizens have the courage and determination to run for, and hold, public office.

Regardless of whether you are thinking about running for election this year, or perhaps at some unspecified time in the future, this Tool Kit provides information for the reader about how to get elected as well as more about what it takes to carry out the responsibilities of holding elective office.

Those elected to the Juneau Assembly and Board of Education (School Board) are expected to apply their skills and talents in finding positive ways to address a broad range of complex community problems. Appointees to other bodies are likewise expected to apply their skills and talents in finding positive ways to resolve problems on specific issues.

All elected and some appointed positions require a significant commitment of volunteer time and energy. Thus, it is desirable to have in waiting a pool of individuals who are willing to step up and carry the load when incumbents need to take a break or move on to other things.

As everyone who has been there will tell you, there is nothing more rewarding than public service. Knowing how your government works, and helping to make it work better, is satisfying work indeed.

As preparation for running, or for those who want to serve but just not in elective office, serving on one of Juneau’s appointed Boards and Commissions may be satisfying work for you.

1 These appointed bodies include:

- Enterprise Boards
- Hybrid Board/Commissions
- Advisory Boards/Commissions/Ad Hoc Committees
- Appeal Boards (Quasi-Judicial bodies)
Donna Knight-Staton grew up in Pullman, Washington and graduated from WSU in 1973 with a degree in elementary education and fine arts. After graduation, she went to the University of Oregon and obtained a Master’s Degree in Curriculum and Instruction and a Reading Certification in Remedial Reading. She moved to Juneau with her soon to be husband, Norm in 1976 where she became a reading specialist throughout the Juneau school district and retired in 2014. They have two adult daughters, Katie and Tess. A son, Ryan passed away in 2014. Donna loves to travel having been to Japan, Mexico, Nova Scotia, across the United States and Europe. At home she enjoys reading, gardening, walking and cross stitch. She and Norm have a year-old grandson, Dylan Ryan born May 15th, 2021. Feeling blessed

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Beth McEwen is the Municipal Clerk for the City Borough of Juneau. She has worked with CBJ since 1997 and served as Deputy Clerk from 2000-2018. Beth received her Certified Municipal Clerk designation in 2004 and her Master Municipal Clerk certification in 2012. She is an active member the International Association of Municipal Clerks, of the Alaska Association of Municipal Clerks (AAMC), currently serving as the AAMC Education Director, and in 2015 she was awarded the Alaska Municipal League Municipal Employee of the Year. Beth and her family have lived in Juneau since 1975 and she graduated from JDHS and UAS and has raised her sons and is now the proud grandmother of a seven-year-old grandson. She is an active member of the Douglas Community Methodist Church and a life coach/meeting facilitator/business owner of “The Next Chapter.” Beth is a dedicated civil servant and “government geek” and has a passion for democracy in action. She has been known to declare Elections as the “Fun part of the job!”

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Sally Rue served on the Juneau School Board for two terms and on the Alaska State Board of Education. She served as director of the Alaska Initiative for Community Engagement with the Association of Alaska School Boards for eleven years. She’s been an active volunteer in public schools and volunteered as a Big Sister with Big Brothers/Big Sisters. She has forty years of experience in Alaska in community development, youth engagement, public education and natural resources planning. She worked a total of twelve years in the Alaska Governor’s Office (Hammond and Knowles administrations) including as chief of staff to Lt. Governor Fran Ulmer.

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Mila Cosgrove is the principal consultant for Workforce Solutions and the former Deputy City Manager for the City and Borough of Juneau, a position she held for 5 years prior to retiring. Prior to joining the Manager’s Office, Mila worked in the Human Resources field for 30 years. She was the Director of Human Resources and Risk Management at CBJ for 10 years and prior to that had various assignments for the State of Alaska including Director of Personnel, Deputy Director of Personnel, Management Services Managers, Workforce Planning and Development Manager, and Labor Relations Specialist. Mila also worked for the Alaska Public Employees Association as the Southeast
Regional Manager and for Resource Planning Inc. as a Project Manager. She has a BA in Psychology from Naropa University. Mila has served on the board of the Alaska Municipal Managers Association, the International Public Manager’s Association for Human Resources, the National Association of State Personnel Executives, and the Luke Center for Catalytic Leadership. Mila served as the IPMA-HR International President in 2013 and helped develop their Executive Development program.

Dr. Bridget Weiss is the Superintendent of the Juneau School District. After graduating high school in Juneau, Bridget graduated from Whitworth University in 1984, with a Bachelors in Mathematics, a Minor in Physical Education and a secondary teaching certificate. Following graduation, she spent the next 26 years in Spokane as a high school math teacher, coach, high school assistant principal, elementary principal, Executive Director of Instructional Programs and Superintendent. Once back in Alaska, Bridget spent four years as principal of North Pole High School, four years as Director of Student Services for the Juneau School District, and the last four years as Superintendent in Juneau. Bridget attained her Masters in Mathematics from Eastern Washington University and her Doctorate in Educational Leadership from Washington State University. Her work has been in districts as small as 1,800 and as large as 29,000 students. Bridget is completing her 38th year in education.

Maria Gladziszewski is in her 3rd term on the Assembly. Prior to running for the Assembly, she served for 11 years on the Planning Commission and also on the AJ Mine Advisory Committee. Maria is Deputy Director, Division of Wildlife Conservation, Alaska Department of Fish & Game and holds a BS in Biology from the University of Illinois and an MA in Science, Technology, and Public Policy from George Washington University. In addition to the above, Maria has served as: lecturer/naturalist in Glacier Bay and Katmai National Parks as well as for private tour companies; staff to the U.S. House Committee on Science, Space, and Technology; analyst for the Alaska legislature (in its non-partisan research bureau); CBJ Special Projects Officer (tackling issues as varied as tourism policy, human/bear conflicts, and solid waste management); and President, Perseverance Theatre Board. In her spare time, Maria enjoys acting (Perseverance, Theatre in the Rough, Juneau Lyric Opera) as well as gardening and all types of outdoor activities including hiking, sailing, hunting, fishing, and camping.

Brian Holst has been a member of the Juneau Board of Education since 2014 serving in his third term. He served as President for five years. He Chaired a Board of Education at an international school in Serbia for two years as well. He is a graduate of Juneau-Douglas High School and spent twenty years working internationally, mostly in Latin America and Eastern Europe before returning to Juneau about ten years ago. Brian is currently the Executive Director of the Juneau Economic Development Council. With wife Estela, they have four children, two of which have graduated from JDHS (one this year!) and two more still in high school.
Andrea ‘Andi’ Hirsh has worked at the Juneau Public Libraries for the last 9 years as the Outreach and Senior Services Librarian. She works to make the library more accessible for those who face additional barriers to using it, including bringing "pop-up" libraries to senior centers, book clubs to detention facilities, and more.

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Diane ‘Di’ Cathcart has worked for CBJ since 2001 in various position. In June 2018, when Laurie Sica retired and Beth McEwen, moved into the Municipal Clerk position Di was happy to take the position of Deputy Municipal Clerk. Four years and one global pandemic later, it has been quite the career experience. When not busy helping everything run in the Clerk’s Office, or working towards her Certified Municipal Clerk (CMC) designation, you can find Di on the trails harvesting the bounty of wild edibles with her husband, son and their Newfoundland, Nellie.

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Jim (James R) Wilson was the campaign treasurer for Representative Andi Story, for her first two elections to the Alaska Legislature (2018 & 2020). He came to Alaska in 1975, worked for the Alaska Department of Labor and Workforce Development, retiring in 2013 after 37 years of service. He finished his career as an Economist, serving as Alaska’s Unemployment Insurance Actuary. Now he’s with a NPO, the Beaver Patrol, maintaining Dredge lake area waterways in co-operation with the US Forrest Service.

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Rob Edwardson was born in Sitka and raised in Ketchikan. He grew up in a commercial fishing family and married Sandy (Brown) from Ketchikan nearly 35 years ago. Rob has two grown children, Jordan and Susie, both also call Juneau their home. Rob has degrees in Administration and Management and has worked in public administration for 30 years. He has also served the community as a past member of Juneau Gastineau Rotary, and Secretary of the Juneau Douglas Fish and Game Advisory Committee. Rob was elected to the Assembly in 2017 and was the Chair of the Assembly’s Human Resources Committee.

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Amber Frommherz has served on the Juneau School District Board of Education since 2021. With the School Board, she serves on the Board’s Policy, Program Evaluation Committees, and the Equity Action Team and serves on the Dzantik’i Middle School and Mendenhall River Community School and represents the School Board on the Teen Health Center. She is the Director of Tribal Services and Outreach for Tlingit and Haida Regional Housing Authority. Her spouse is an active duty Coast Guard. She lives with her spouse, three daughters and their Golden Doodle dog.
**Jim Powell** is an Assistant Research Professor at the University of Alaska Southeast (UAS) where he conducts research and teaches natural resource policy, sustainability, and local government. Jim’s interest in local governance led him to run for public office and consequently served three terms on the City and Borough of Juneau (CBJ), Assembly including Deputy Mayor. Prior to his appointment to UAS in 2013, Jim spent nearly 40 years in Alaska managing environmental and natural resource programs at the Departments of Natural Resources and the Department of Environmental Conservation holding several positions including Special Assistant to the Commissioner, a Division Director, and managed the Water Quality Standards Program. Currently, he conducts research on COVID 19 impacts to Juneau and SE Alaska. He also studies several Arctic communities on adaptive capacity, and measuring socio-economic impacts around climate change. Jim’s publications include technical, academic articles, and book chapters on adaptive governance including the Kenai fisheries, food security and sustainability in Fairbanks, and sustainability planning in Whitehorse, Yukon Territories. Jim currently serves on the CBJ’s Sustainability Commission. Jim received his PhD in Natural Resources and Sustainability from the University of Alaska Fairbanks. He earned and MPA at UAS, and a BA in Environmental Studies from Eisenhower College. Jim balances his teaching and research with serving on nonprofit boards and consults with local communities on environmental issues and sustainability planning. Jim has been a Juneau resident for more than 35 years and married to Beth Kerttula.

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**Christine Woll** has served on the Juneau Assembly since 2020. Prior to running for Assembly, Christine served on the Juneau Commission on Sustainability and chaired Juneau’s Blueprint Downtown steering committee. In her day job, she is the regional program director for The Nature Conservancy, a job that involves collaborating with Southeast communities to manage lands and waters for social, economic, and conservation benefits. Christine lives with her husband Peter and their dog Stikine on the Mendenhall Peninsula.

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**Will Muldoon** has served on the Juneau School District Board of Education since 2021. With the School Board, he serves on the Board’s Facilities, Finance Committees and serves on the Sayeik: Gastineau Community School and Yaakoosge Daakahidi Alternative High School Site Councils and represents the School Board on the Juneau Workforce Consortium. He works for the State of Alaska as a data processor and a mainframe operator. He brings a passion for data analysis to the Board.

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**Sarah Moore** was born and raised in Juneau and enjoyed moving home after going to college Outside. She has been a Juneau League of Women Voters board member since 2020 and is currently serving as Vice President. She works for the State of Alaska Department of Environmental Conservation in the field of oil spill prevention and response.
Run for Office?

Serving on the Assembly or Board of Education “School Board” is a noble contribution to your community, and one which comes with hours of work and little economic reward. You will hear about the issues from your neighbors, friends, family and people on the street, and your private life will be reduced. You will be presented with pages and pages of information to read before meetings, sit through hours and hours of meetings, only to be required to make tough decisions that may not be popular. You may even have to deal with extraordinary circumstances such as a once-in-a-century pandemic. Still interested? Then read on…

Your quest will start with the Municipal Clerk’s office. The Clerk will provide you with the forms and information you need and can answer your questions.

Each year on the first Tuesday in October, a local election is held in the City and Borough of Juneau to elect candidates. The Assembly and School Board members serve for staggered three-year terms. Assembly members are limited to three terms. Term limits do not apply to members of the School Board.

The following lists are the current roster, seats and terms. Expiring and/or open seats on the ballot in October 2022 are noted with an asterisk:

Assembly

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<th>Seat</th>
<th>Name</th>
<th>Term ends</th>
<th># of terms served</th>
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<tr>
<td>Mayor</td>
<td>Beth Weldon</td>
<td>10/2024</td>
<td>(second term as Mayor)</td>
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<tr>
<td>Areawide Assembly</td>
<td>Maria Gladziszewski</td>
<td>10/2023</td>
<td>(third term)</td>
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<tr>
<td>Areawide Assembly</td>
<td>Carole Triem</td>
<td>10/2022*</td>
<td>(first full term)</td>
</tr>
<tr>
<td>District 1 Assembly</td>
<td>Alicia Hughes-Skandijs</td>
<td>10/2023</td>
<td>(first full term)</td>
</tr>
<tr>
<td>District 1 Assembly</td>
<td>‘Wáahlaal Giidaak</td>
<td>10/2024</td>
<td>(first term)</td>
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<tr>
<td></td>
<td>(Barbara Blake)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>District 1 Assembly</td>
<td>Greg Smith</td>
<td>10/2022*</td>
<td>(first term)</td>
</tr>
<tr>
<td>District 2 Assembly</td>
<td>Michelle Bonnet Hale</td>
<td>10/2024</td>
<td>(second term)</td>
</tr>
<tr>
<td>District 2 Assembly</td>
<td>Wade Bryson</td>
<td>10/2022*</td>
<td>(first term)</td>
</tr>
<tr>
<td>District 2 Assembly</td>
<td>Christine Woll</td>
<td>10/2023</td>
<td>(first term)</td>
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Board of Education (aka: School Board)

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<tr>
<th>Name</th>
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<tr>
<td>Deedie Sorensen</td>
<td>10/2022*</td>
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<tr>
<td>Emil Mackey</td>
<td>10/2022*</td>
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<tr>
<td>Brian Holst</td>
<td>10/2023</td>
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<td>Martin Stepetin Sr.</td>
<td>10/2023</td>
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<tr>
<td>Elizabeth Siddon</td>
<td>10/2024</td>
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<td>Amber Frommherz</td>
<td>10/2024</td>
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<tr>
<td>Will Muldoon</td>
<td>10/2024</td>
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THE JOB

Flaticon.com
This chart highlights the basic functions of the City and Borough of Juneau as well as the overall
OVERVIEW OF GOVERNMENTAL FUNCTIONS

hierarchical structure of the administration.

CITY AND BOROUGH OF JUNEAU ASSEMBLY (ELECTED)

MANAGER
Rorie Watt

DEPUTY MANAGER
Robert Barr

ATTORNEY
Rob Palmer

SCHOOL BOARD (ELECTED)

SUPERINTENDENT OF SCHOOLS
(PRODUCES A SEPARATE BUDGET DOCUMENT)

ENGINEERING & PUBLIC WORKS

PARKS & RECREATION

POLICE

LIBRARIES & MUSEUM

General Engineering
Water Connection
Capital Improvement Projects
Fleet Maintenance
Street Maintenance
Transit
RecycleWorks
Wastewater
Water

Parks and Landscaping
Recreation
Facility Maintenance
Youth Center & Shelter
Treadwell Arena
Jensen-Olson Arboretum

Patrol
Dispatching
Parking Control
Records
Metro
Community Work Program
Investigation

Library Services Operations
Outreach Grants
Museum Services
A Citizen’s Guide to
City and Borough of Juneau Government

What is CBJ?
Article 10 of the Alaska State Constitutions, Section 1 states in part: “The purpose of this article is to provide for maximum local self-government with a minimum of local government units, and to prevent duplication of tax-levying jurisdictions”

In 1970, the voters of the City of Juneau, the City of Douglas, and the Greater Juneau Borough voted to dissolve their respective governments and created the City and Borough of Juneau (CBJ), a “Home Rule Municipality.”

At that time, the voters adopted a Charter, which is similar to a local constitution. The Charter outlines the powers, organization, and procedures of the municipality, and is implemented through locally adopted ordinances, which become the Municipal Code. The state constitution provides that home rule municipalities may exercise all legislative powers not prohibited by law or by charter. The limits to the power CBJ is able to exercise are found in Alaska Statute 29.10.200. Any changes to the Charter must be approved by the voters in a municipal election.

What is the role of the Assembly?
The Assembly is the governing body of the municipality. The Assembly has the legislative and policy-making powers of the municipality and ensures that all duties and obligations of the Charter are met. The Assembly sets the policy direction for the Manager and staff to enact, as CBJ has a "City Manager" form of government. The Assembly hires only two staff members, the Municipal Manager (commonly known as the “City Manager” in Juneau) and the Municipal Attorney.

How are Assemblymembers chosen?
CBJ voters elect nine members to the Assembly. The Mayor is considered one of the nine Assemblymembers and serves as the presiding officer. Assemblymembers are elected to rotating three-year terms at the regular municipal election held the first Tuesday of each October. No Assemblymember may serve more than three consecutive terms without taking a minimum of a one year break from service before running again. The CBJ Charter outlines that the Mayor and Assemblymembers are elected at large and, at the time of election, must reside in the district to which the seat they seek is assigned.

What are Assembly Districts?
The City Code defines the Assembly Districts, dividing the land within the boundaries of CBJ into two areas of equal population. These “residential” district seats attempt to “spread out” the Assemblymembers so that the perspective provided by living in various geographical areas is represented.

Three Assemblymembers must reside in District 1, three in District 2 and two other Assemblymembers may live in any area of the borough, known as the “areawide seats.” The Mayor may also live in any area of the borough. District 1 generally encompasses the area south of “McNugget Intersection” and around the airport to the banks of the
Mendenhall River south, all of Douglas Island, Lemon Creek, “downtown” and Thane. District 2 includes “the valley” and everything north of that area with the exception of the airport area.

Whether elected to a district seat, an area wide seat or as the Mayor, all Assembly members serve all constituents within the CBJ. Most important, and different from the State of Alaska regarding House of Representative representation, CBJ voters may cast a ballot for all of the seats that are open on the ballot, regardless of where the voter lives. Only one ballot is printed for candidates in the City and Borough of Juneau, and voters may cast a vote in each and every race on the ballot.

**What is the role of the Mayor?**
Although the voters select a person to fill the Office of the Mayor, the Mayor is a member of the Assembly and has all the powers and duties of an Assembly member. The Mayor votes on issues and in a role call vote is traditionally called upon last. The Mayor does not have veto power. The Mayor presides at meetings of the Assembly, and is the head of the municipality for ceremonial purposes. In emergencies, the Mayor is recognized by the Governor as having the powers conferred by law upon peace officers and may exercise such powers to prevent disorder, preserve the peace, health and safety of persons and property.

**What is the role of the Deputy Mayor?**
After each election in October, the Assembly elects a Deputy Mayor from its membership. The Deputy Mayor succeeds to the Office of Mayor when a vacancy occurs in that office, and in such a case, performs the duties and exercises the powers of the Mayor when the Mayor is absent or unable (as determined by the Assembly) to perform the duties of the office. For instance, the most common occurrence is when the Mayor is absent from a meeting, then the Deputy Mayor presides. When the Mayor and Deputy Mayor are both absent, the Assembly member with the longest period of current consecutive service on the Assembly fills the role, per CBJ Code 11.15.015.

**What is the role of the Assembly’s “Standing Committees?”**
The Assembly accomplishes much of its work in committee. The Assembly Rules of Procedure, adopted via Resolution, establishes the “standing” (or ongoing / continual) committees and their duties, to which four Assembly members are assigned. Committee assignments are made by the Mayor each year after the regular election and are approved by the Assembly. The committees are: Human Resources, Lands and Resources, and Public Works and Facilities.

In addition, two more “standing” committees are established, to which all nine members of the Assembly sit on: Finance Committee and Committee of the Whole. These working committees review matters in a level of detail that is not generally possible during regular Assembly meetings. The meetings are less formal and are considered work sessions to allow the Assembly to ask questions and obtain information on the topics assigned to that specific committee.

The public may wonder how complex issues seem to be addressed so quickly in a regular Assembly meeting. This is generally due to the amount of advance study and planning done by the Assembly’s standing committees.
What is the role of the School Board?
The voters of Juneau directly elect a 7-member Board of Education “School Board” to provide for a system of public education in CBJ.

The Board of Education is governed by the state constitution, the statutes of the State of Alaska, the Alaska Administrative Code, the CBJ Charter, and the Board’s own adopted by-laws in order to provide for the management and control of the public schools. The duties of the Board include:

- Setting the broad, general policy for the operation of public schools in the municipality;
- Establishing educational policy including but not limited to approval of curriculum study guides, curriculum materials and textbooks;
- Proposing an annual budget, subject to adoption by the Assembly,
- Maintaining custodial services for school facilities, and
- Making recommendations regarding school construction, major maintenance and other capital improvement projects to the Assembly.

Similar to the Assembly in its appointment of a City Manager, the Board appoints a Superintendent of Schools who is responsible for enacting and enforcing the policy decisions of the Board and for the day to day management of the school system.

School Board members are elected to three-year terms, without term limitations.

What is the role of the Planning Commission?
The planning commission performs the areawide functions of planning, platting and zoning for the City and Borough.

The duties of the Planning Commission include:

- Comprehensive Plan review.
- Review of the capital improvements program.
- Review of City and Borough land acquisitions, disposals and projects.
- Review of development code amendments,
- Review of land use actions, and
- Serve as the Board of Adjustment to review and decide variance requests, rule upon map boundary questions and make “similar use” determinations.

The Planning Commission is a hybrid Decision Making/Advisory Body and is the only CBJ body other than the Assembly and School Board where its members are required to file Alaska Public Offices Commission Public Official Financial Disclosure Statements in accordance with Alaska Statute 39.50. The Assembly appoints nine citizens who are residents of the City and Borough to serve three-year terms on each of these boards. There is a term limit of three terms.

What is the role of the Assembly’s appointed “Enterprise Boards?”
The Charter provides for the establishment, by ordinance, of “enterprise” aka “empowered” boards, whose members have a measure of expertise or specialization in
a specific topic or “business” of CBJ. These volunteer boards, appointed by the Assembly, generally run an “enterprise” of the CBJ and hire a manager that reports to the Board directly, rather than to the City Manager. These boards approve the enterprise’s budget for submission to the Assembly, and monitor the progress of the enterprise’s goals. These Boards include the Airport Board, Bartlett Regional Hospital Board, Docks and Harbors Board, and the Eaglecrest Ski Area Board.

**What is the role of the Assembly's appointed Advisory Boards and Commissions?**
The Assembly has established several boards that provide advice to the Assembly on specific topics. The Assembly appoints volunteers with knowledge of the topic to investigate matters and make recommendations to the Assembly. The advisory boards report annually to the Assembly or more frequently as the needs arise.

The topics are wide ranging, and a few examples include the Juneau Commission on Aging, the Sister City Committee, the Juneau Human Rights Commission, the Juneau Commission on Sustainability, and the Parks and Recreation Advisory Committee. The most recently created advisory board is the Systemic Racism Review Committee created in 2020.

Several other Boards serve as appeal boards, and the duties are outlined in city code. These include the Animal Hearing Board, the Bidding Review Board, the Board of Equalization, the Building Code Board of Appeals, the Personnel Board, and the Sales Tax Board of Appeals.

Approximately 230 people serve on CBJ Boards and Committees. Service on an advisory board is an excellent way to contribute knowledge to the community and gain experience in governmental operations.

**What is the role of the Municipal Manager?**
The Municipal Manager (also commonly known as the City Manager or just the Manager) is hired and directed by the Assembly as a whole to carry out the policy direction of the Assembly. No individual Assemblymember may provide instructions to the Manager or the Manager’s staff. The Manager delegates work to a large staff in nine departments, including: Administration, Community Development, Engineering and Public Works, Finance, Fire, Human Resources and Risk Management, Library, Parks and Recreation, and Police.

**What is the role of the Municipal Attorney?**
The Municipal Attorney (also commonly known as the City Attorney or “Law Department”) is hired and directed by the Assembly as a whole to be the legal advisor to the Assembly, the School Board, and other officials of the municipality, and to represent the municipality in criminal and civil proceedings. Assemblymembers may request the Municipal Attorney to draft legislation or amendments to legislation to be brought forward to a future Assembly meeting. An individual Assemblymember may seek the counsel of the Municipal Attorney in matters generally, and is encouraged to do so whenever there are matters specifically relating to conflicts of interest.

The Assembly, as a body, may provide direction to only the City Manager and the Municipal Attorney and they will delegate those tasks to the appropriate staff as needed.
What is the role of the Municipal Clerk?
The Municipal Clerk is an officer of the government and serves as a liaison between the Assembly, the CBJ Staff and the public. The Municipal Clerk functions include conducting local elections, attending meetings of the Assembly and keeping the journal (minutes), administering appeals to the Assembly, safeguarding municipal records, administering the appointment and training of CBJ boards and commissions, overseeing the local review of state liquor and marijuana licenses, and publishing required notices, information and publicity. The Clerk is the custodian of the seal of the municipality and certifies municipal records. Unlike some other Alaskan communities, for CBJ, the Clerk’s Office is a Division within the Administration Department and the Clerk serves at the pleasure of the City Manager.

What is the role of the public?
The public are the electors - voting for the elected officials who set the goals for the community and supervise the City Manager and Municipal Attorney, who in turn hires the staff to carry out the goals. The public are the customers in paying taxes and fees for the services provided by the local government, including water, sewer, police, fire, streets and sidewalks, education, libraries, recreational facilities and many other services. The public provides input on how the community should look, feel and operate, assisting the elected officials and staff to define and carry out the mission and goals of the community.

How does the Assembly conduct business?
The Assembly addresses issues of current and future interest in the community by meeting in public to hear public comment, discuss, vote on issues and advise the manager. The Assembly’s agenda is prepared by the City Manager and is subject to review and revision by the Mayor.

The Charter requires one regular meeting a month. The current practice is to conduct a regular meeting every third Monday, unless adjusted due to holidays or other reasons determined by the Assembly in coordination with the Manager & Clerk staff. Although the Monday holiday schedule can add some confusion to these dates, the annual Assembly meeting calendar is drafted by the Clerk’s office and presented to the Assembly for its review and adoption soon after the October election.

The Mayor or any three Assemblymembers may call a special meeting outside of the regular meeting schedule as long as 24-hour notice to the members, media and the public is provided. The scope of conversation at Special Assembly meetings is limited to the subjects noticed on the agenda for the meeting.

What is a Quorum?
A quorum is the minimum number of members that must be in attendance throughout a meeting in order to legally transact business. A quorum of the Assembly, a nine-member body, is five members. In the absence of a quorum, the only action that may take place at a meeting is to set the next meeting date and adjourn.

What rules does the Assembly follow?
The Charter requires that the Assembly determine written rules for the conduct of its
business and that a journal of Assembly actions be kept. The Assembly has adopted Rules of Procedure via Resolution (included as an appendix in this toolkit). The rules include: the outline of the agenda; the rules of attendance, how legislation is drafted and presented; the establishment of committees; the rules of debate and of public participation; how motions are handled, voting, and reconsideration of votes; telephonic participation; and adopts Robert’s Rules of Order as a guide.

The “journal” is also known as “minutes,” which are kept permanently on file by the Municipal Clerk’s office and are open for public inspection.

What are the rules of voting?
A prevailing vote of at least five members is required for the Assembly to take official action, unless two or more members have been excused from voting, in which case a prevailing vote of four members is sufficient. Each Assemblymember present is required to vote on every question before the Assembly, unless excused by the affirmative vote of all remaining members able to vote on the question. Generally, an excuse from voting would be based upon establishing that a member has a conflict of interest.

What is a Conflict of Interest?
CBJ Code 01.45 outlines the CBJ Conflict of Interest law. The Assembly established this law as a guide to municipal officers for avoiding actions based upon substantial personal or financial interests. In turn, ethical standards promote and strengthen the public’s confidence in its government. If an Assemblymember believes that they have a conflict regarding a particular matter, they are encouraged to meet with the City Attorney for guidance, and to announce the nature of the conflict to fellow Assemblymembers prior to any discussion or vote on the topic. The Mayor then rules whether a conflict exists or not, and the Mayor’s ruling may be challenged by a vote of the Assembly.

What is the Alaska Open Meetings Act?
Alaska Statute AS44.62.310 – Government Meetings Public (Also known as the Alaska Open Meetings Act (OMA)) is a state statute which requires that all meetings of state and local government bodies be open to the public.

For policy-making or decision-making bodies (the Assembly, the School Board, the Planning Commission and the enterprise boards), the law says that a "meeting" occurs when more than three members or a majority of the members, whichever is less, are present and they collectively consider a matter upon which their body is empowered to act.

Under the OMA, a public body is allowed to discuss certain subjects in executive session. These subjects are very limited. Also, certain steps must be followed in order to properly convene an executive session.

The OMA provides in AS 44.62.310(e) that reasonable public notice must be given for all meetings. The notice must include the date, time and place of the meeting, and if the meeting is by remote participation, the manner in which the remote participation may be accessed by the public. The notice must be posted at City Hall, and may also be given by print and broadcast media. Each body should give notice in a consistent fashion for all its meetings.
The CBJ Charter requires that at least 24-hours’ notice of special meetings be given. Written notice of a special meeting must be delivered to the newspaper and radio and television stations, and no business may be transacted at a special meeting unless the subject of the action has been noticed on the agenda.

State law, AS 29.20.020, and the CBJ Charter require that at public meetings, "the public shall have a reasonable opportunity to be heard". This requirement does not mean that the public has a right to dominate or disrupt a meeting, and the chair may impose reasonable rules on the manner and extent of public participation.

A court may void any action taken by a public body in violation of the OMA. It is also possible for the body to undertake "substantial reconsideration" of an issue discussed or decided upon at a meeting held in violation of the OMA.

It is recommended that if you have any questions regarding the propriety of a meeting, whether your body is subject to the OMA, that you call the City and Borough Law Department, which routinely provides assistance on these issues for all of the CBJ bodies, boards and committees.

**What is the Alaska Open Records Act?**

The general law, "Unless specifically provided otherwise, the public records of all public agencies are open to inspection by the public under reasonable rules during regular office hours…” is provided in AS 40.25.110 (a).

Public records include any “…writings, including drafts and memorialization of conversations, … regardless of format … developed or received by a public agency, or by a private contractor for a public agency, and that are preserved for their informational value or as evidence of the organization or operation of the public agency…” AS 40.25.220(3). In 2017, CBJ Adopted its own Public Records Code section 01.70 that further outlines the conditions and procedures by which records may be requested and provided to the public.

All correspondence between the public, staff and elected officials are public records and need to be maintained according to the CBJ Records Retention Schedule. Generally this is a seven year period and correspondence should be reviewed before destruction for archival value. The easiest way to maintain correspondence is to make sure the Municipal Clerk is copied, and let the clerk maintain the record.

Assemblymembers, Planning Commissioners, Enterprise Board members, and members of the Systemic Racism Review Committee are issued CBJ email accounts and are expected to use these accounts for the transaction of CBJ business during the term of service.

**Do any of these public servants get paid?**

CBJ Charter 3.10 states “The assembly by ordinance shall provide for compensation of the mayor and other assemblymembers. An increase in compensation shall not take effect until the assembly meeting following the regular election after the ordinance has been adopted.”

CBJ Code 11.15.050 currently sets the compensation rate as follows:

(a)The mayor shall be compensated at the rate of $3,500.00 per month.
(b) *All other assembly members shall be compensated at the rate of $750.00 per month.*

In 2021, the Assembly recently adopted Ordinance 2021-20(b)(am) which increased the rate of compensation for the Mayor, Assembly and Planning Commission first time since 1994 as well as set up compensation for members of the Bartlett Regional Hospital Board. This ordinance also provides for an automatic increase of the monthly compensation rate for Assembly members to $1,000 effective January 1, 2025.

In addition to their monetary compensation, Assembly members also receive CBJ health benefits at the standard level and PERS retirement unless they choose to opt out.

The Planning Commission members and Hospital Board members are compensated at the rate of $225.00 per month.

The Board of Education (School Board) sets its own compensation rate and members currently receive a monthly stipend of $270 and the Board President receives a monthly stipend of $337.50.

All other board members serve as volunteers.

**What if I have further questions?**

The Municipal Clerk’s office is the first stop in your quest for information about the municipality. The staff can be reached at:

City Hall, Room 202  
155 S. Seward St.  
Juneau, AK 99801  
Email: city.clerk@juneau.org  
Phone:(907) 586-5278
How to Run for Local Office Toolkit

Adopted 11/22/2021 bj

How to Run for Local Office Toolkit

City & Borough of Juneau Assembly 2022 Calendar

Regular Assembly & HRC Meetings
[10/24 Assembly Reorganization Meeting (No HRC)
Potential Assembly retreat dates 11/5, 12/3 or 12/10]

PWFC/LHED/COW Meetings
Assembly Finance Committee Meetings

Holidays
Municipal Election Day & Certification Day

Dates for Spec. Events/Conferences:
1/18 Start of Legislative Session
3/21-3/25 JSD Spring Break
AML & SE Conference Mid-Session Summits (TBD)
8/8-10? AML Conf. of Mayors (8/10-12) & Summer Legislative Conf. (Sitka)
9/14-16 SE Conference (Ketchikan)
11/9-10 AML Virtual Newly Elected Officials Training
11/14-16 AML Annual Conference & Affiliate Association Meetings 11/16-11/19 (Anchorage)
[AML = Alaska Municipal League]

Reg. Meeting Start Times for Assembly Committees
Human Resources Committee (HRC) – 6pm
Regular Assembly Meetings – 7pm
Special Assembly Meetings – 5:30 or 6pm
Public Works & Facilities Comm. (PWFC) – 12pm
Lands, Housing & Economic Dev. (LHED) – 5pm
Committee of the Whole (COW) – 6pm
Assembly Finance Committee (AFC):
~During budget season – 5:30pm
~Non-budget season – 6pm

(All Meeting Times Subject to Change as Needed)
## 2021-2022 Assembly Committee and Liaison Appointments

<table>
<thead>
<tr>
<th>Human Resources</th>
<th>Lands, Housing &amp; Economic Development</th>
<th>Public Works and Facilities</th>
<th>Committee of the Whole</th>
<th>Finance</th>
<th>Joint School Facilities</th>
<th>Eaglecrest Summer Operations Task Force</th>
<th>Housing &amp; Development Task Force</th>
<th>BRH &amp; Assembly Joint Committee</th>
<th>Board &amp; Committee Liaisons &amp; Other Assignments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beth Weldon</td>
<td></td>
<td></td>
<td>Member</td>
<td>Member</td>
<td>Member</td>
<td>Member</td>
<td>Member</td>
<td>JEDC, AK Committee, Capitol Comm.</td>
<td></td>
</tr>
<tr>
<td>Maria Gladziszewski</td>
<td></td>
<td></td>
<td>Chair</td>
<td>Member</td>
<td></td>
<td>Member</td>
<td></td>
<td>Deputy Mayor, DBA</td>
<td></td>
</tr>
<tr>
<td>Carole Triem</td>
<td></td>
<td></td>
<td>Member</td>
<td>Member</td>
<td>Chair</td>
<td>Member</td>
<td></td>
<td>JCOS, Aquatics Board, VITF</td>
<td></td>
</tr>
<tr>
<td>Michelle Hale</td>
<td>Member</td>
<td>Chair</td>
<td>Member</td>
<td>Member</td>
<td></td>
<td>Member</td>
<td></td>
<td>BRH, Chamber of Commerce, JEDC alt.</td>
<td></td>
</tr>
<tr>
<td>Wade Bryson</td>
<td>Member</td>
<td>Chair</td>
<td>Member</td>
<td>Member</td>
<td>Member</td>
<td>Member</td>
<td></td>
<td>Airport, LEPC, Travel Juneau, VITF</td>
<td></td>
</tr>
<tr>
<td>Alicia Hughes-Skandijs</td>
<td>Member</td>
<td>Chair</td>
<td>Member</td>
<td>Member</td>
<td></td>
<td>Chair</td>
<td>Planning Commission, PRAC, JCOA</td>
<td>AK Committee alt., Eaglecrest, JCHH, UAS Campus Council</td>
<td></td>
</tr>
<tr>
<td>Greg Smith</td>
<td>Member</td>
<td>Member</td>
<td>Member</td>
<td>Member</td>
<td>Chair</td>
<td>Chair</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Christine Woll</td>
<td>Member</td>
<td>Member</td>
<td>Member</td>
<td>Member</td>
<td></td>
<td>Member</td>
<td>Docks &amp; Harbors, SRRC</td>
<td></td>
<td></td>
</tr>
<tr>
<td>'Wáahlal Gíidaak (Barbara Blake)</td>
<td>Member</td>
<td>Member</td>
<td>Member</td>
<td>Member</td>
<td></td>
<td>Member</td>
<td>School Board, Sister Cities Committee</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Liaisons from other groups to Assembly Committees</td>
<td>Planning Commissioner, PRAC, Docks &amp; Harbors</td>
<td>Planning Commissioner</td>
<td>Plus School Board Members (TBA)</td>
<td>Eaglecrest Members: Shawn Eisele, Jonathan Dale, Michael Satre</td>
<td>BRH Members: Kenny Solomon-Gross, Brenda Knapp, Lance Stevens</td>
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</tbody>
</table>

"Liaison" is defined as "the person who initiates and maintains contact between units in order to ensure concerted action and cooperation."

The Mayor is ex-officio on all CBJ committees.

All Assemblymembers are members of the Alaska Municipal League (AML) and of Southeast Conference.

All Assemblymembers are members of the Committee of the Whole (COW) and Finance Committee (AFC).

Mayoral Task Force or Ad Hoc Committees listed in blue/italics

ADOPTED 10/25/2021 bjm
### 1. Housing - Assure adequate and affordable housing for all CBJ residents

<table>
<thead>
<tr>
<th>AA*</th>
<th>Implementing Actions</th>
<th>Responsibility</th>
<th>Notes:</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>P</td>
<td>Revise and improve Title 49 to facilitate housing</td>
<td>Assembly, Planning Commission, Manager's Office, CDD</td>
</tr>
<tr>
<td>B</td>
<td>P/F</td>
<td>Implement projects &amp; strategies that advance the goals of the Housing Action Plan</td>
<td>Assembly, Manager's Office</td>
</tr>
<tr>
<td>C</td>
<td>P/F/O</td>
<td>Continue a robust use of the Affordable Housing Fund and its sustainability</td>
<td>Assembly, Manager's Office</td>
</tr>
<tr>
<td>D</td>
<td>P/F</td>
<td>Reduce barriers to downtown housing development</td>
<td>Assembly, Manager's Office, CDD</td>
</tr>
</tbody>
</table>

### 2. Economic Development - Assure Juneau has a vibrant, diverse local economy

<table>
<thead>
<tr>
<th>AA*</th>
<th>Implementing Actions</th>
<th>Responsibility</th>
<th>Notes:</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>F/O</td>
<td>Update the Comprehensive Plan</td>
<td>Assembly, Planning Commission, Manager's Office, CDD</td>
</tr>
<tr>
<td>B</td>
<td>O</td>
<td>Adopt and implement strategies developed by the Visitor Industry Task Force to mitigate impacts &amp; increase economic benefits of tourism</td>
<td>Assembly, Manager's Office, Docks &amp; Harbors</td>
</tr>
<tr>
<td>C</td>
<td>P/F/O</td>
<td>Examine options for a tourism governing structure that mitigates impacts &amp; increases economic benefits of tourism</td>
<td>Assembly, Manager's Office, Docks &amp; Harbors</td>
</tr>
<tr>
<td>D</td>
<td>P/F/S</td>
<td>Implement project strategy for Juneau Economic Plan, including revitalizing downtown, with regular updates</td>
<td>Assembly, Manager's Office</td>
</tr>
<tr>
<td>E</td>
<td>F</td>
<td>Explore financing for the Capital Civic Center</td>
<td>Assembly, Manager's Office, Finance</td>
</tr>
<tr>
<td>F</td>
<td>P/F/S</td>
<td>Support Eaglecrest Summer Operations Task Force &amp; self-sufficiency of Eaglecrest</td>
<td>Assembly, Manager's Office, Eaglecrest</td>
</tr>
<tr>
<td>G</td>
<td>P/F</td>
<td>Pursue and plan for West Douglas and Channel Crossing</td>
<td>Assembly, CDD, Planning Commission, Manager's Office</td>
</tr>
</tbody>
</table>

### 3. Sustainable Budget and Organization - Assure CBJ is able to deliver services in a cost efficient and effective manner that meets the needs of the community

<table>
<thead>
<tr>
<th>AA*</th>
<th>Implementing Actions</th>
<th>Responsibility</th>
<th>Notes:</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>P/F</td>
<td>Develop strategy for fund balance and protect restricted budget reserve</td>
<td>Assembly, Manager's Office, Finance</td>
</tr>
<tr>
<td>B</td>
<td>P/F</td>
<td>Continue to evaluate sales tax structure including equity and evaluate removing sales tax on food</td>
<td>Assembly, Manager's Office, Finance</td>
</tr>
<tr>
<td>C</td>
<td>P</td>
<td>Long term strategic planning for CIPs</td>
<td>Assembly, Manager's Office, EPW</td>
</tr>
<tr>
<td>D</td>
<td>P/F</td>
<td>Reduce mil rate as appropriate</td>
<td>Assembly, Manager's Office, Finance</td>
</tr>
<tr>
<td>E</td>
<td>F/O</td>
<td>Allocate resources to implement Assembly goals</td>
<td>Assembly, Manager's Office, Finance</td>
</tr>
<tr>
<td>F</td>
<td>F/O</td>
<td>Maintain Assembly focus on deferred maintenance including BRH and JSD.</td>
<td>Assembly, Manager's Office, EPW, all operating departments with facilities</td>
</tr>
</tbody>
</table>

*Assembly Action to Move Forward: P = Policy Development, F = Funding, S = Support, O = Operational Issue
## Assembly Goals 2022

Assembly Goals set at December 4, 2021 retreat

### 4. Community, Wellness, and Public Safety - Juneau is safe and welcoming for all citizens

<table>
<thead>
<tr>
<th>AA*</th>
<th>Implementing Actions</th>
<th>Responsibility</th>
<th>Notes:</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Acknowledge and honor Juneau's indigenous culture, place names, naming policy, and recognize Elizabeth Peratrovich Day</td>
<td>Assembly, Manager's Office</td>
<td></td>
</tr>
<tr>
<td>B</td>
<td>Explore government to government relations with tribes</td>
<td>Assembly, Manager's Office</td>
<td></td>
</tr>
<tr>
<td>C</td>
<td>Examine social service funding levels and process</td>
<td>Assembly, Manager's Office</td>
<td></td>
</tr>
</tbody>
</table>

### 5. Sustainable Community - Juneau will maintain a resilient social, economic, and environmental habitat for existing population and future generations.

<table>
<thead>
<tr>
<th>AA*</th>
<th>Implementing Actions</th>
<th>Responsibility</th>
<th>Notes:</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Develop a zero waste or waste reduction plan</td>
<td>Assembly, Manager's Office, EPW, Finance</td>
<td></td>
</tr>
<tr>
<td>B</td>
<td>Develop strategy to measure, track and reduce CBJ energy consumption.</td>
<td>Assembly, Manager's Office, all departments</td>
<td></td>
</tr>
<tr>
<td>C</td>
<td>Implement projects and strategies that advance the goal of reliance on 80% of renewable energy sources by 2045</td>
<td>Assembly, Manager's Office, all departments</td>
<td></td>
</tr>
<tr>
<td>D</td>
<td>Develop a climate change adaptation plan</td>
<td>Assembly, Manager's Office</td>
<td></td>
</tr>
<tr>
<td>E</td>
<td>Develop strategy to reduce abandoned/junked vehicles</td>
<td>Assembly, Manager's Office, EPW, Law, P&amp;R, D&amp;H</td>
<td></td>
</tr>
</tbody>
</table>

*Assembly Action to Move Forward: P = Policy Development, F = Funding, S = Support, O = Operational Issue
RESOLUTION OF THE CITY AND BOROUGH OF JUNEAU, ALASKA

Serial No. 2976

A Resolution Repealing and Reestablishing the Assembly Rules of Procedure.

WHEREAS, similar to the First Amendment of the U.S. Constitution, Article I § 5 (Freedom of Speech) of the Alaska Constitution states “Every person may freely speak, write, and publish on all subjects, being responsible for the abuse of that right”; and

WHEREAS, similar to the First Amendment of the U.S. Constitution, Article I § 6 (Assembly; Petition) of the Alaska Constitution states “The right of the people peaceably to assemble, and to petition the government shall never be abridged”; and

WHEREAS, the Ninth Circuit Court of Appeals decisions provide guidance when speech or gestures at an Assembly meeting are protected by the First Amendment; and

WHEREAS, the Ninth Circuit Court of Appeals concluded that a person speaking during public comment at a city council meeting generally has strong First Amendment protections except when their speech actually “disrupts, disturbs or otherwise impedes the orderly conduct of the Council meeting,” White v. City of Norwalk, 900 F.2d 1421 (9th Cir. 1990); and

WHEREAS, the Ninth Circuit Court of Appeals stated in White that “A speaker may disrupt a Council meeting by speaking too long, by being unduly repetitious, or by extended discussion of irrelevancies. The meeting is disrupted because the Council is prevented from accomplishing its business in a reasonably efficient manner.”; and

WHEREAS, a public comment decorum rule may only allow “a presiding officer to eject an attendee for actually disturbing or impeding a meeting.” Acosta v. City of Costa Mesa, 718 F.3d 800, 815 (9th Cir. 2013); Norse v. City of Santa Cruz, 629 F.3d 966, 976 (9th Cir. 2010); and
WHEREAS, the Ninth Circuit Court of Appeals concluded that a public comment decorum rule that simply prohibits the making of “personal, impertinent, profane, insolent, or slanderous remarks” is an unconstitutional prohibition on speech unless that speech actually disrupts a city council meeting. *Acosta v. City of Costa Mesa*, 718 F.3d 800, 813-14 (9th Cir. 2013); and

WHEREAS, the Ninth Circuit Court of Appeals concluded that police officers did not use excessive force for removing people that disrupted a city council meeting by refusing to leave—after being given a warning—that they were preventing the city council meeting from continuing. *Williamson v. City of Nat’l City*, 23 F.4th 1146 (9th Cir. 2022); and

WHEREAS, given the legal precedent, the desire to protect people’s rights to access their government, the desire to ensure the Assembly has clear rules for public participation, and upon balancing the interests of the community and the government, the following amendments are necessary for the orderly conduct of business at Assembly meetings.

NOW, THEREFORE, BE IT RESOLVED BY THE ASSEMBLY OF THE CITY AND BOROUGH OF JUNEAU, ALASKA:

Section 1. Rules of Procedure. The following rules of procedure are adopted:

RULE 1. AGENDA.
A. Order of Business. At all regular meetings the order of business shall be:
   I. Flag Salute
   II. Land Acknowledgment
   III. Roll Call
   IV. Special Order of Business
   V. Approval of Minutes
   VI. Manager’s Requests for Agenda Changes
   VII. Public Participation on Non-agenda Items (Not to Exceed a Total of 20 Minutes, Nor More than Five Minutes for Any Individual)
   VIII. Consent Agenda
      A. Public Requests for Consent Agenda Changes, Other than Ordinances for Introduction
      B. Assembly Requests for Consent Agenda Changes
      C. Assembly Action
   IX. Ordinances for Public Hearing
      A. Administrative or Committee Reports
      B. Public Hearing
      C. Assembly Action
   X. Unfinished Business
      A. Administrative or Committee Reports
B. Public Hearing
C. Assembly Action

XI. New Business
A. Administrative or Committee Reports
B. Public Hearing
C. Assembly Action

XII. Staff Reports

XIII. Assembly Reports
A. Mayor's Report
B. Committee & Liaison Reports
C. Presiding Officer Reports

XIV. Assembly Comments and Questions

XV. Continuation of Public Participation on Non-agenda Items

XVI. Executive Session

XVII. Adjournment

B. Agenda Preparation. The agenda shall be prepared by the Manager subject to review and revision by the Mayor. The Mayor or the Manager shall brief the Assembly as to any revisions. Other matters may be considered under administrative reports, unfinished business, or new business as applicable.

C. Consent Agenda. The Manager shall include under the consent agenda:

1. Ordinances for introduction;
2. Resolutions;
3. Bid awards requiring Assembly concurrence; and
4. Other items requiring Assembly action which do not involve substantial public policy questions.

The Manager shall include with the agenda such supplemental material or reports as may be necessary to explain each item on the consent agenda and shall include a specific recommendation for Assembly action on each item. Material, reports, and recommendations submitted in writing to each member present and which are available for public inspection prior to the Assembly meeting need not be read aloud, but the minutes shall reflect the Manager's recommendation on each consent agenda item adopted. Upon adoption of a motion to adopt the consent agenda, all consent agenda items subject to the motion are adopted as recommended by the Manager. The motion to adopt may not be amended; provided, upon the request of any member, an item on the consent agenda shall be removed from the consent agenda and placed under the appropriate regular agenda item for Assembly action. A notice or motion for reconsideration or a motion to rescind a consent agenda motion shall contain reference to the specific consent agenda item which is the subject of the notice or motion and only that item shall be affected by the notice or motion.
RULE 2. MEETINGS.

A. Date and Time of Regular Meetings. The Assembly shall regularly meet at 7:00 p.m. every third Monday according to a schedule approved by the Assembly and published by the Clerk’s office. The Assembly may by motion or otherwise change the date of a meeting as may be necessary or convenient.

B. Place of Regular Meetings. Regular Assembly meetings shall be held in the Assembly Chambers at the Municipal Building at 155 South Seward Street, Juneau, Alaska. However, the location of a regular meeting may be changed up to 24 hours in advance of the meeting (a) by the Assembly, at a preceding regular or special meeting, by motion or otherwise, upon designating a different place for a particular meeting; or (b) by the Mayor or any three Assemblymembers due to extenuating circumstances (i.e. public health requirement, equipment or facility problem in Assembly Chambers) to hold the meeting virtually with remote participation (i.e. video conferencing technology).

C. Special Meetings. Special meetings may be called and held as provided by the Charter.

D. Time of Adjournment. Meetings will adjourn at 11:00 p.m. unless extended by a vote of at least six members.

E. Public seating area. People in a meeting room must comply with all laws, including occupancy and public health requirements.

RULE 3. ASSEMBLYMEMBER ATTENDANCE POLICY FOR REGULAR MEETINGS.

A. Excused Absences. Any absence of an Assemblymember from a regular meeting of the Assembly shall be deemed to be unexcused unless the Assemblymember is absent from the meeting as a result of attending to official business on behalf of the City and Borough of Juneau, for extenuating medical reasons, or for other significant cause, in which case the absence shall be deemed to be excused.

B. Attendance Report. Upon request of the Human Resources Committee, the Manager shall direct the Clerk to provide to the Assembly quarterly reports on attendance at regular Assembly meetings.

RULE 4. LEGISLATION.

A. Drafting. The Attorney shall draft ordinances and resolutions

1. For presentation to the Assembly only
   (a) by vote or consensus of the Assembly,
   (b) by vote of a standing or ad hoc Assembly committee,
   (c) by request of the Mayor, the Manager, or any member, or
(d) on the Attorney’s own initiative to correct errors not otherwise correctable in any section or to make amendments to Title 01.45 the Conflict of Interest Code, Title 01.50 the Appellate Code, Title 01.60 the Regulation Procedures Code, Title 03.30 the Code Enforcement Code, Title 42 the Penal Code, or any section imposing duties on the Attorney.

2. For presentation to a standing or ad hoc Assembly committee only by vote of the committee, request of its chair, or by direction of the Assembly.

B. Procedure. Upon presentation of an ordinance, any member may move that it be introduced and set for public hearing, referred to committee, deferred, or rejected as provided in Charter section 5.3. If the motion is for referral to committee, the Mayor shall refer the ordinance to the appropriate committee. The Mayor’s referral may be changed by a majority vote of the members of the Assembly. If the motion is for introduction, the motion shall set a date for the public hearing. All such motions may be amended.

**RULE 5. COMMITTEES.**

A. Standing Committees. The Assembly shall have the following standing committees:

1. Committee of the Whole
2. Finance Committee
3. Human Resources Committee
4. Lands, Housing, and Economic Development Committee
5. Public Works and Facilities Committee
6. Joint Assembly/School Facilities Committee (per Charter 13.8)

Any member of the Assembly may sit with any committee at all times; such member shall have the right to participate in committee discussion except that members of the committee shall have priority in obtaining the floor and only committee members may vote. Reasonable opportunity for the public to be heard shall be allowed at committee meetings other than those designated as work sessions.

B. Special Committees. The Assembly shall have such special committees as may be considered necessary. Special committees automatically terminate upon completion of the committee’s assignment.

C. Selection, Process and Duties of Committees of the Assembly.

1. Standing Committees.
   
   (a) With the exception of the Committee of the Whole, the Finance Committee, and the Human Resources Committee in proceedings pursuant to Rule 5(C)(2)(f), there shall be not more than four Assemblymembers appointed to each standing committee of the Assembly. Each Assemblymember will be appointed to at least one,
but not more than three, standing committees, in addition to the Finance Committee and the Committee of the Whole.

(b) Nominations for standing committee appointments and for the position of chair of each such committee shall be made by the Mayor, and shall be subject to ratification by the Assembly. In making nominations for committee appointments, the Mayor shall strive to ensure, to the extent reasonably possible, that there is a balance and diversity of opinion, viewpoints, and perspective among the Assemblymembers nominated for committee membership, and that there is at least one Assemblymember nominated for appointment to each committee who has expertise in the areas assigned to the committee.

(c) Each year following the regular municipal election, all Assemblymembers will be given an opportunity to indicate in writing which of the standing committees they request to serve on. At least two of the nominations for appointment for each standing committee shall be made from those Assemblymembers, if any, who have requested to serve on the committee for which the appointments are to be made. The nomination for membership and chair positions shall be made by the Mayor and ratified by the Assembly within seven days of the first meeting after the certification of the regular municipal election each year. All committee members shall be appointed to serve for a term expiring upon ratification by the Assembly of the committee appointments following the next regular municipal election. All committee members serve at the pleasure of the Assembly.

(d) A standing committee may at the call of its chair or the vote of its membership take up any matter within the scope of its charge established by these rules and not pending as legislation authorized by the Assembly. Matters not within the scope of any standing committee, or within the scope of more than one standing committee shall be assigned by the Mayor.

(e) Each committee shall refer information to and coordinate activities with other appropriate committees. Issues referred to another committee and any directions to the Manager must have the concurrence of a majority of the committee members.

2. Human Resources Committee. The Human Resources Committee may take up issues relating to the health and well-being of Juneau citizens and their participation in local government. The duties of the Human Resources Committee shall include:

(a) Nominating citizens to all CBJ boards and commissions. Appointment to such bodies shall be made by the full Assembly;

(b) Making recommendations to the full Assembly regarding the issuance, renewal or transfer of liquor licenses, restaurant designation permits, and marijuana licenses;
(c) Reviewing and proposing amendments to these Rules;
(d) Reserved.
(e) Overseeing Juneau’s relations with its sister cities;
(f) Membership for Certain Appointments. The Human Resources Committee shall meet as needed to recommend appointments to the Planning Commission, the Hospital Board, the Ski Area Board, the Docks and Harbors Board, the Airport Board, and the Systemic Racism Review Committee. The Mayor and all Assemblymembers shall serve as members of the Committee and the Human Resources chair shall serve as chair at these meetings.

3. Finance Committee. The Finance Committee may take up issues relevant to the fiscal status of the CBJ. The Mayor and all Assemblymembers shall serve as members of the Finance Committee. Finance Committee meetings will be conducted as work sessions unless public testimony is permitted by call of the Chair at least 24 hours in advance of the meeting. The duties of the Finance Committee shall include:

(a) Review of the Manager's proposed budget and recommendations to the Assembly for a final budget;
(b) Review of the fiscal policies of the CBJ as deemed necessary by the committee.

4. Committee of the Whole. The Committee of the Whole may take up those issues within the jurisdiction of multiple committees and those warranting detailed review prior to consideration by the Assembly. The Mayor and all Assemblymembers shall serve as members of the Committee of the Whole. Generally, the rules of the Assembly shall be followed in the Committee of the Whole, provided that, at the discretion of the chair, the rules may be relaxed and the rules relating to participation by the presiding officer and the number of times a member may speak shall not be in effect unless otherwise ordered by a majority of the committee. In preparing the committee agenda the chair shall consult with the Mayor. Committee of the Whole meetings will be conducted as work sessions unless public testimony is permitted by call of the Chair at least 24 hours in advance of the meeting.

5. Lands, Housing, and Economic Development Committee. The Lands, Housing, and Economic Development Committee may take up issues relevant to the lands, housing, economic development, water or air within the City and Borough. The duties of the Lands, Housing, and Economic Development Committee shall include recommendations to the Assembly regarding:

(a) The preparation and revision of a land management plan and the acquisition and disposal of CBJ lands;
(b) The administration of the lands fund and the mineral holdings of the CBJ;
(c) Implementation of the Long Range Waterfront Development Plan, and issues relating to use and development of the CBJ waterfront;

(d) Promotion of improved housing availability in the City and Borough; and

(e) Promotion of a vibrant and diverse local economy.

6. Public Works and Facilities Committee. The PWFC may take up issues relevant to the infrastructure of CBJ, including transportation and utilities. The duties of the PWFC shall include:

(a) Making recommendations to the Assembly regarding the capital improvement program required by Charter section 9.2 and other capital improvement plans and lists;

(b) Advising each newly elected Assembly of unfinished capital projects to be continued;

(c) Making recommendations to the Assembly regarding the preparation and revision of an areawide transportation plan;

(d) Making recommendations related to energy efficiency, renewable resources, waste reduction and recycling, global warming and green building.

7. Special Committees. Nominations for special committee appointments and the chair position of each special committee shall be made by the Mayor, and shall be subject to ratification by the Assembly. In making nominations for special committee appointments, the Mayor shall strive to ensure, to the extent reasonably possible, that there is a balance of opinion, viewpoints, and perspective among the Assemblymembers nominated for committee membership, and that there is at least one Assemblymember nominated for appointment to each such committee who has expertise in the areas assigned to the committee. All members shall serve at the pleasure of the Assembly.

D. Reserved.

E. Quorum of Committees. For the Committee of the Whole and the Finance Committee, a majority of the membership shall constitute a quorum. For committees with seven or eight members, four of the membership shall constitute a quorum, for committees with five or six members, three of the membership shall constitute a quorum. For committees with four or fewer members, two of the membership shall constitute a quorum for the transaction of business.

F. Voting. The minimum vote required to take official action shall be the same as that constituting a quorum; provided, however, that in the case of a tie vote, the action fails.

G. Role of Board Liaison. Board liaisons shall be recommended by the board to the Assembly for approval. Any board liaison to an Assembly committee should sit with the committee at all times. A board liaison may have the right to participate in committee discussions at the pleasure of the chair of the Assembly committee except...
that Assembly members of the committee shall have priority in obtaining the floor. Only Assembly members on the committee may vote.

**RULE 6. ASSEMBLY LIAISONS TO BOARDS AND COMMISSIONS.**

A. Appointment of Liaisons. The Mayor shall nominate one member of the Assembly to serve as the liaison to each of the following City and Borough boards and commissions:

- Planning Commission
- Hospital Board
- Docks and Harbors Board
- Airport Board
- School Board
- Ski Area Board
- Aquatics Board

The nominations shall be subject to ratification by the Assembly. Liaisons to other entities may be appointed from time to time.

B. Role of Assembly Liaison. Assembly liaisons serve as a link between the Assembly and the board or commission to establish and maintain communication between the bodies on issues, projects, and other matters of mutual concern and interest. Assembly liaisons should regularly attend appointed board or commission meetings. Assembly liaisons shall not have the power to vote on the board or commission, and are not to be counted in determining whether a quorum of the board or commission is present. An Assembly liaison may participate in board or commission discussions when invited by the board chair.

C. Other Meetings. The Assembly encourages its members to attend meetings of other boards, commissions, and citizen groups and inform the Assembly on the activities of those bodies and the issues before them, as appropriate.

**RULE 7. DEBATE.**

A. Speaking on the Question. A member or the Manager may speak more than once to the same question at the same stage of proceedings provided that priority of access to the floor shall be given to members who have not spoken on the question. Members shall endeavor to provide the body with relevant facts and arguments and shall strive to avoid redundancy.

B. Asking Questions. After obtaining recognition from the chair, a member may ask direct questions of another member of the Assembly or to a person appearing before the Assembly. The questions should not be argumentative.

C. Decorum. Members shall not question the motives, competency or integrity of any person except as necessary to decide an appeal, personnel evaluation, contract award, or other matter in which such issues are clearly relevant. The chair shall
admonish any member violating this rule and if violations are severe or repeated, may without a vote declare a recess not to exceed ten minutes.

**RULE 8. RULES OF PUBLIC PARTICIPATION.**

When permitted by Rule 14, public participation during hearings on ordinances and matters other than appeals will be conducted according to the following rules, which will be posted in the Assembly Chambers and at www.juneau.org:

A. The hearing will be conducted by the Mayor as chair.

B. The Mayor will open the hearing by summarizing its purposes and reemphasizing the rules of procedure.

C. The Mayor may set a time limit for public testimony, for individual speakers, or both if it appears necessary to gain maximum participation and conserve time, and may for the same reason disallow all questions from the Assembly to members of the public. The time limit may be extended by a majority of the Assembly. The time limit for individual speakers shall be uniform for all speakers, and shall be strictly enforced. Speakers shall not have the right to transfer their unused time to other speakers, but the Mayor may grant additional time to a person speaking on behalf of a group.

D. People are encouraged to submit written presentations and exhibits to the Municipal Clerk and the Assembly via email (boroughassembly@juneau.org).

E. The Mayor will set forth the item or subject to be discussed and will rule non-germane speech out of order. A member of the public may not be stopped for speaking because of the viewpoint being expressed. However, a person may be stopped for disrupting, disturbing, or impeding the meeting when speaking longer than the time limit, when being unduly repetitious, or when discussing or presenting irrelevant matters. Such non-germane speech disrupts, disturbs, or impedes public meetings when the Assembly is prevented from accomplishing its business in a reasonably efficient manner or when the speech interferes with the rights of other speakers. A person stopped for non-germane speech during a meeting is welcome to submit a writing, presentation, recording, and exhibit to the Municipal Clerk and to the Assembly via email (boroughassembly@juneau.org).

F. All speakers, public, and members of the Assembly will be recognized by the chair by surname.

G. Members of the public will precede their remarks by stating their names and, unless otherwise allowed by the Mayor, the area of town in which they reside.

H. Members of the Assembly will not direct questions to each other or to the chair during public participation except as to the conduct of the hearing.

I. Members of the Assembly may direct questions to members of the public only to obtain clarification of material presented. The questions should not be argumentative, nor may they have the purpose or effect of unreasonably extending any time limit applicable to public speakers.

J. The public may direct questions to the Assembly or the administration.
K. The public may direct questions to the chair only as it pertains to the conduct of the hearing.

L. The Manager may participate in the same manner as the members of the Assembly.

M. There shall be an opportunity for public participation on non-agenda items at each regular meeting of the Assembly. Such public participation shall be limited to no more than 20 minutes, with each speaker limited to a length of time set by the Mayor not to exceed five minutes. Assembly members may ask questions of the speaker, but should not deliberate at that time on matters raised, or answer questions directed to the members.

N. Members of the public that want to provide oral public comment via remote participation must notify the Municipal Clerk prior to the meeting (i.e. call the Municipal Clerk Office or register online, when available). A person is not required to notify the Municipal Clerk prior to the meeting when providing in-person oral public comments.

O. Reasonable accommodations are available upon request. To the extent allowed by law (i.e. A.S. 15.13.040 & A.S.15.13.145), a spokesperson designated by a person with a disability wishing to provide oral public testimony should advise the Municipal Clerk. Please contact the Clerk's office prior to any meeting, preferably 36 hours ahead, so arrangements can be made if other accommodation requests like closed captioning or sign language interpreter services are desired. The Clerk's office telephone number is 586-5278, TDD 586-5351, e-mail: city.clerk@juneau.org.

RULE 9. MOTIONS.

A. Seconds. Seconds to motions are not required.

B. Renewal of Defeated Motions. Defeated motions may be renewed only under suspension of the rules.

C. Priority of Privileged Motions. Privileged motions shall have the following priority:

1. Fix time to adjourn
2. Give notice of reconsideration
3. Adjourn
4. Recess
5. Question of privilege of the body
6. Question of personal privilege

RULE 10. CLERICAL ERRORS.

Clerical errors that do not affect the substance of an ordinance or resolution, such as errors in numbering or errors in spelling, may be corrected by the Attorney upon discovery of the error.
RULE 11. VOTE REQUIRED.

The affirmative vote of five members of the Assembly shall be sufficient to take any action except as otherwise provided by Charter or ordinance and except in the following instances, which require the affirmative vote of at least six members:

A. Limiting, extending, or closing debates
B. Suspension of the rules
C. Setting of or postponement of special orders
D. Objection to consideration of question
E. Motion for immediate vote (previous question)
F. Rescind
G. To take up a motion for reconsideration at the meeting at which the action to be reconsidered was taken

RULE 12. PARLIAMENTARIAN.

The Attorney shall act as the parliamentarian.

RULE 13. SESSIONS.

Each regular or special meeting of the Assembly constitutes a session for purposes of the rules.

RULE 14. PUBLIC PARTICIPATION CONFINED TO THAT AGENDA ITEM.

No person except a member or the Manager may participate in Assembly proceedings except as provided in the agenda item for public participation and except that the Attorney or Clerk may comment on professional or procedural aspects. Public participation shall be permitted on a motion to recess into executive session prior to the vote on such a motion. Public participation shall be permitted on all items on the agenda, except for meetings advertised as work sessions only, but shall not be permitted on items before the body for information or scheduling purposes except to the extent such public participation concerns scheduling only.

RULE 15. RECONSIDERATION.

A. What May Be Reconsidered. Main motions, amendments to main motions, privileged motions involving substantive questions, and appeals are subject to reconsideration. Procedural motions may not be reconsidered.

B. Who May Reconsider. Any member, whether or not that member voted on the prevailing side, may give notice of or move for reconsideration.
C. Effect of Notice. The effect of giving notice of reconsideration is to suspend all action on the subject of the notice until a motion for reconsideration is made and acted upon or until the time within which the motion for reconsideration may be made and acted upon has expired.

D. Time in Which Notice Must Be Taken Up. A notice of reconsideration expires unless a motion for reconsideration is made and acted upon prior to adjournment of the next regular meeting succeeding the meeting at which the action to be reconsidered occurred.

E. Successive Reconsideration. There may be only one reconsideration even though the action of the Assembly after reconsideration is opposite from the action of the Assembly before reconsideration.

F. Precedence. A motion for reconsideration has precedence over every main motion and may be taken up at any time during the meeting when there is no other motion on the floor.

G. Effect. A motion for reconsideration completely cancels the previous vote on the question to be reconsidered as though the previous vote had never been taken.

**RULE 16. REMOTE PARTICIPATION.**

When a meeting is conducted entirely remotely (i.e. video conferencing technology), then all members are expected to attend remotely. The following apply to meetings that are held completely in-person or as a hybrid (partially in-person and partially remotely):

A. A member may participate remotely in an Assembly meeting, or an Assembly Committee meeting, if the member declares that circumstances prevent physical attendance at the meeting. If the Mayor chooses to participate remotely, the Deputy Mayor shall preside.

B. No more than the first three members to contact the Clerk regarding remote participation in a particular meeting may participate remotely at any one meeting.

C. The member shall notify the Clerk and the presiding officer, if reasonably practicable, at least four hours in advance of a meeting which the member proposes to attend remotely by and shall provide the physical address of the location, the telephone number, and any available facsimile, email, or other document transmission service.

D. At the meeting, the Clerk shall establish the remote connection technology when the call to order is imminent.

E. A member participating remotely shall be counted as present for purposes of quorum, discussion, and voting.

F. The member participating remotely shall make every effort to participate in the entire meeting and must have video turned on except during breaks. From time to time during the meeting the presiding officer shall confirm the connection.
G. The member participating remotely may ask to be recognized by the presiding officer to the same extent as any other member.

H. To the extent reasonably practicable, the Clerk shall provide backup materials to members participating remotely.

I. If the remote technology connection cannot be made or is made then lost, the meeting shall commence or continue as scheduled and the Clerk shall attempt to establish or restore the connection, provided that if the member participating remotely is necessary to achieve a quorum, the meeting shall be at ease, recess, or adjourn as necessary until the remote connection is established or restored.

J. Meeting times shall be expressed in Alaska time regardless of the time at the location of any member participating remotely.

K. Participation remotely shall be allowed for regular, special, and committee meetings of the Assembly.

L. Remarks by members participating remotely shall be transmitted so as to be audible by all members and the public in attendance at the meeting, provided that in executive session the remarks shall be audible only to those included in the executive session.

M. Any member of the public present with the member participating remotely shall be allowed to speak to the same extent the person was physically present at the meeting.

N. As used in these rules, “remote” means any system for synchronous two-way voice communication (i.e. telephone) or video conferencing technology. If a member needs to participate remotely, video conferencing technology is preferred. “Mayor” includes the Acting Mayor or any other member serving as chair of the meeting.

O. Regular and special meetings of the following entities must be recorded and live broadcast in a manner that is reasonably calculated to provide meaningful remote public observance and participation, when allowed, of the public meeting:

   i. Assembly
   ii. Assembly Standing Committees
   iii. Planning Commission
   iv. Hospital Board
   v. Docks and Harbors Board
   vi. Airport Board
   vii. Ski Area Board
   viii. Systemic Racism Review Committee

Any other board, commission, or committee meeting with anticipated substantial public interest should be recorded and live broadcast in a manner that is reasonably calculated to provide meaningful remote public observance and participation, when allowed, of the public meeting.
RULE 17. ADOPTION OF ROBERT’S RULES OF ORDER.

The conduct of the meetings of Assembly shall be governed by the Mayor according to Robert’s Rules of Order, 11th Edition, except as otherwise provided by Charter, law, or these rules.

Section 2. Repeal of Resolution. Resolution No. 2949 is repealed.

Section 3. Effective Date. This resolution shall be effective at midnight on February 28, 2022.

Adopted this 28th day of February, 2022.

Beth A. Weldon, Mayor

Attest:

Elizabeth J. McEwen, Municipal Clerk
City & Borough of Juneau
Legislative Priorities FY2023
Adopted 1-24-22
**TABLE OF CONTENTS**

Introduction: Page 3  
Legislative Priorities Development Schedule: Page 4  
Legislative Priority List  
  Individual Project Details: Pages 6-23  
APENDIX  
  Everything you wanted to know about the Legislative Priority List: Page 24  
  CBJ lists, plans and priorities graphic: Page 25
January 31, 2022

To The Honorable State and Federal Delegation:

This document presents the City and Borough of Juneau’s Fiscal Year 2023 Legislative Priority List. The Legislative priority list provides information on long range capital projects identified as priorities for the community of Juneau. Descriptions of projects include cost and schedule information, a designation of who will be responsible for operating and maintaining the infrastructure, and what goals the project is advancing.

The projects included in the Legislative Priority List were compiled over many months with input from CBJ Boards and Commissions. The Legislative Priorities will be used to inform requests to State Legislature, Federal Delegation and granting agencies.

It is the intent of the City and Borough of Juneau to update the Legislative Priority list annually to ensure the long-range capital improvement planning stays current, as well as to determine annual legislative priorities and assist with budget development. Please don’t hesitate to reach out with any questions.

Sincerely,

Rorie Watt
City Manager
<table>
<thead>
<tr>
<th>ACTION</th>
<th>TIME FRAME</th>
</tr>
</thead>
<tbody>
<tr>
<td>PWFC approval of schedule &amp; process</td>
<td>November 1, 2021</td>
</tr>
<tr>
<td>Prepare and distribute draft Legislative Request to CBJ advisory groups for review and input</td>
<td>November 2021</td>
</tr>
<tr>
<td>Input for new draft requested by</td>
<td>December 15, 2022</td>
</tr>
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<td>(Meeting dates): Planning Commission November 23 intro; CIP Committee December 1, December 07 PC Recommendation</td>
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<td>Parks &amp; Recreation Advisory Committee</td>
<td>December 7, 2021</td>
</tr>
<tr>
<td>Docks and Harbor Board</td>
<td>November 5&amp;6 retreat</td>
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<tr>
<td>Eaglecrest Board</td>
<td>November or December?</td>
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<tr>
<td>JSD Board (facilities committee)</td>
<td>December special meeting</td>
</tr>
<tr>
<td>Systemic Racism Review Committee (2 reviews: December 13 &amp; January 11)</td>
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<tr>
<td>Administrative review and compilation</td>
<td>December 15-16</td>
</tr>
<tr>
<td>PWFC</td>
<td>December 20, 2021</td>
</tr>
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<td>Homework: Assembly ranks projects</td>
<td>Due December 29, 2021</td>
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<td>Finance review of ranked projects</td>
<td>January 5, 2022</td>
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<td>SRRC 2nd Review</td>
<td>January 11, 2022</td>
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<tr>
<td>COW final adoption</td>
<td>January 24, 2022</td>
</tr>
<tr>
<td>Legislature/CAPSIS deadline</td>
<td>Early February</td>
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<td>Distribution of State/Federal Priorities</td>
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2023 Legislative Priorities
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<tr>
<th>Rank</th>
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<th>Purpose:</th>
<th>Amount:</th>
<th>Goal:</th>
<th>Page #</th>
</tr>
</thead>
<tbody>
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<td>1</td>
<td>Lemon Creek Multimodal Path</td>
<td>Design, Permitting, Property</td>
<td>$2M</td>
<td>Advance Long-term Goal of a New Non-Motorized Route</td>
<td>6</td>
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<td>2</td>
<td>Second Channel Crossing</td>
<td>Economic Impact Analysis and/or PEL</td>
<td>$7M</td>
<td>Economic Development</td>
<td>7</td>
</tr>
<tr>
<td>3</td>
<td>Pederson Hill Development</td>
<td>Development</td>
<td>$3M</td>
<td>Increase housing and development opportunities</td>
<td>8</td>
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<tr>
<td>4</td>
<td>New City Hall</td>
<td>Partial Funding</td>
<td>$5M</td>
<td>Reduce CBJ Operating Cost, Free up/create housing</td>
<td>9</td>
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<tr>
<td>5</td>
<td>Shore Power at Dock 16B</td>
<td>Final design and construction</td>
<td>$25M</td>
<td>Reduce emissions, improve air quality and economic development</td>
<td>10</td>
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<td>6</td>
<td>Capital Civic Center</td>
<td>Partial Funding</td>
<td>$5M</td>
<td>Support Convention and Visitor Economy</td>
<td>11</td>
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<tr>
<td>7</td>
<td>West Douglas Extension</td>
<td>Future Development</td>
<td>$3M</td>
<td>Long Term Development Support</td>
<td>12</td>
</tr>
<tr>
<td>8</td>
<td>Eaglecrest Expansion and Summer Operations Development</td>
<td>Phase one construction of new Gondola</td>
<td>$6.5M</td>
<td>Economic development/tourism diversification.</td>
<td>13</td>
</tr>
<tr>
<td>9</td>
<td>Telephone Hill</td>
<td>Site work</td>
<td>$2M</td>
<td>Prepare for Redevelopment</td>
<td>14</td>
</tr>
<tr>
<td>10</td>
<td>North State Office Building Parking</td>
<td>Partial Funding</td>
<td>$5M</td>
<td>State/legislative Parking, Auke District infill Development</td>
<td>15</td>
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<td>11</td>
<td>Mendenhall River Community School Renovation</td>
<td>Major Renovation</td>
<td>$21M</td>
<td>Renovate to facilitate delivery of high quality education</td>
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<td>12</td>
<td>Marie Drake Renovation</td>
<td>Major Renovation</td>
<td>$31M</td>
<td>Renovate to facilitate delivery of high quality education</td>
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</tr>
<tr>
<td>13</td>
<td>Aurora Harbor Phase III</td>
<td>Design, Permitting</td>
<td>$250K</td>
<td>Replace critical infrastructure and support maritime economy</td>
<td>18</td>
</tr>
<tr>
<td>14</td>
<td>Auke Bay New Breakwater</td>
<td>Match Potential Federal Funding</td>
<td>$5M</td>
<td>Increase Moorage and Renovate old Economic Development</td>
<td>19</td>
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<tr>
<td>15</td>
<td>North Douglas Boat Ramp Expansion</td>
<td>Planning, research, permitting</td>
<td>$250K</td>
<td>Improve safety and expand boating access and transport</td>
<td>20</td>
</tr>
<tr>
<td>16</td>
<td>Waterfront Juneau Douglas City Museum</td>
<td>Partial Funding</td>
<td>$1M</td>
<td>Reduce CBJ Operating Cost, Expand Capital Campus</td>
<td>21</td>
</tr>
<tr>
<td>17</td>
<td>Trail Maintenance and Development</td>
<td>Improve trail network in CBJ</td>
<td>$5M</td>
<td>Support health and wellness with low to no carbon footprint community connections.</td>
<td>22</td>
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<tr>
<td>18</td>
<td>Auke Bay Seawalk</td>
<td>Design, Permitting, Property</td>
<td>$250K</td>
<td>Improve Non-Motorized Route</td>
<td>23</td>
</tr>
</tbody>
</table>
LEMON CREEK MULTIMODAL PATH

AMOUNT REQUESTED: $2M
TOTAL PROJECT COST: $8M

PROJECT DESCRIPTION:
The requested funding would accomplish the first steps to the Lemon Creek Multimodal Path. These include planning, research and property identification to provide a new primary bike and pedestrian route as an alternative to Glacier Highway. Potential route to extend from Glacier Highway at Vanderbilt Hill, across wetlands, then extend parallel to Egan to reach the Lemon Creek area.

PUBLIC PROCESS:
Project has been identified as a medium range priority by the 2017 Lemon Creek Plan adopted into the Comprehensive Plan.

TIMELINE:
From time of award: 6 months: hire consultant; 9 months 30% review of alternatives; 15 months 95%; 24 months final report.

WHO WILL MAINTAIN AND OPERATE? TBD

GOAL OF PROJECT: Advance long term goal of a new non-motorized route.
NORTH DOUGLAS CROSSING

AMOUNT REQUESTED: Phase 1: $7M; Phase 2: $13M
TOTAL PROJECT COST: $100M
PROJECT DESCRIPTION:
Phase 1 would allow for the environmental and economic impact analysis for specific locations being considered for a second crossing location by the Planning and Environmental Linkages (PEL) Study. Phase 2 would complete the environmental analysis, according to the National Environmental Policy Act (NEPA) requirements and provide the funds necessary to meet the match required for Federal Highways Project funding to construct the Second Channel Crossing.

PUBLIC PROCESS:
A second crossing from Juneau to Douglas Island has been a priority for the community since the early 80s. An alternate access to the heavily populated Douglas Island will increase safety; if the only bridge now were to fail residents would be stranded and emergency services would be limited. It will reduce transportation times and open up new land to development. Recently, CBJ Assembly appropriated $250,000 to match a federal appropriation for a total $2M to perform a PEL study through ADOT. DOWL Engineering has been selected for the PEL and has been meeting with ADOT and CBJ on the project. Next steps are stakeholder engagement.

TIMELINE: The PEL study is expected to be complete by the end of 2023. Results of the PEL will determine which alternatives warrant further study. The requested funding would advance the environmental and economic analysis in order to tee the project up for infrastructure funding. These phases could be complete within one year of award of funds.


GOAL OF PROJECT: Community and economic development.
PEDERSON HILL DEVELOPMENT

AMOUNT REQUESTED: $3M
TOTAL PROJECT COST: $10M
PROJECT DESCRIPTION:
The requested funding would provide the design and construction of street lighting, water and waste water lines for Phase 1B of Pederson Hill Subdivision development.
PUBLIC PROCESS: The 86 lot preliminary plat was approved by the Planning Commission in October of 2017. There will be an opportunity for public comment to the Planning Commission during the final plat approval process and an opportunity to comment to the Assembly during the land disposal process. Once a final plat is approved the disposal of municipal land will be authorized by the Assembly through the adoption of an ordinance which sets the terms and conditions of the sale.
TIMELINE:
Begin design within 3 months of available funding. 35% review (and 3% expenditure) 4 months from start; 65% review (and 5% expenditure)9 months from start; construction begins 14 months from start (25% expenditure) construction completed 28 months from start (100% expenditure).
WHO WILL MAINTAIN AND OPERATE? CBJ
GOAL OF PROJECT: Increase housing and development opportunities.
NEW CITY HALL

AMOUNT REQUESTED: $5M
TOTAL PROJECT COST: $30M

PROJECT DESCRIPTION:
This project will relocate City Hall in Juneau Alaska either to an existing building or new construction. The new location will consolidate city employees into a single facility, eliminate the cost of rental office space for over two-thirds of CBJ employees, and eliminate the use of the current aging, undersized city hall facility. The elimination of leased space to house CBJ staff will reduce CBJ operating expense by $750,000 a year and free up rental space for conversion to much needed downtown housing. A space needs analysis in 2019 determined CBJ needs 46,000 square feet for modest offices and public meeting space.

PUBLIC PROCESS:
A conceptual design and economic feasibility analysis was performed in 2018. A winter of 2021 online survey showed that 76% of almost 1400 respondents were supportive of a new city hall. The feedback from the survey has been used to design a site selection process with major milestones for public input including a public meeting on the top 4 sites in January of 2022.

TIMELINE: Site selection and conceptual design complete Summer of 2022; design 11/2022-11/2024; bid construction end of 2023; 18 month construction schedule puts project completion in fall of 2025.

WHO WILL MAINTAIN AND OPERATE? CBJ

GOAL OF PROJECT: Consolidate CBJ offices, reduce CBJ operating cost in the long term, free up workforce housing.
AMOUNT REQUESTED: $22.5M
TOTAL PROJECT COST: $25M
PROJECT DESCRIPTION:
The project would provide the final design and construct the electrical infrastructure (substation, feeder cables, batteries, etc.) and shore power infrastructure (submarine cables, power connection floats, cable positioning devices) at the two CBJ-owned cruise ship docks. The electrical infrastructure could also service ground transportation as it transitions to electric vehicles.

The project benefits the community by improving air quality and reducing noise pollution from cruise ships that connect to shore power while hoteling in port, and by upgrading the electrical infrastructure at Juneau’s waterfront. The elimination of ship GHG emissions furthers the community’s climate action goals of switching from fossil fuels to renewable hydropower as well as enables the cruise lines to better meet their sustainability goals. The project benefits the tourism sector of the community.

The City has requested $2.5M of Marine Passenger Fees to be appropriated in FY23.

TIMELINE:
Preconstruction phase to be completed by 12/2024. Construction phase to be completed by 12/2026.

WHO WILL MAINTAIN AND OPERATE? CBJ

GOAL OF PROJECT: Reduce emissions, improve air quality and economic development.
CAPITAL CIVIC CENTER

AMOUNT REQUESTED: $5M
TOTAL PROJECT COST: $60-$75M
PROJECT DESCRIPTION:
This project will construct a new and renovated 95,100 GSF convention and performance center in Juneau Alaska. This project expands the current Centennial Hall and merges a new performing arts center with an expanded convention center to support convention and visitor economy.

PUBLIC PROCESS:
Conceptual studies of convention center elements (Centennial Hall) were performed in June of 2019 with several public meetings and work is scheduled to make upgrades to the main meeting space summer of 2022. The performing arts campus (new JACC) also received public input throughout the development of design for a stand alone facility. Merging the two facilities into a large, single, facility was presented to the Assembly by stakeholder organizations in 2020. The Assembly funded conceptual design to build on previous design work and in late 2021 appropriated $2m to bring the project to 65% design.

TIMELINE:
Fall 2021 conceptual design complete; once funding is secured, 3-3.5 year design and construction timeline.

WHO WILL MAINTAIN AND OPERATE? CBJ

GOAL OF PROJECT: Support convention and visitor economy.

2023 Legislative Priorities
WEST DOUGLAS EXTENSION

AMOUNT REQUESTED: $3M
TOTAL PROJECT COST: $3M

PROJECT DESCRIPTION:
This project will continue construction of the gravel surface pioneer road from near the current end of the Douglas Highway to Hilda Point. The road will promote development, increase opportunities for recreational access to public lands, and enable closer access to new growth development areas that are identified in the CBJ Comprehensive Plan. Road access will assist land owners in their on-the-ground investigations required for formulating future development plans.

PUBLIC PROCESS:
West Douglas Roadway corridor alignment has been approved by Assembly and Planning Commission. This project has been identified as priority 'New Growth Area' by CBJ Comprehensive Plan and West Douglas Conceptual Plan.

TIMELINE:
Begin design within 3 months of available funding. 35% review (and 3% expenditure) 4 months from start 65% review and permitting (and 5% expenditure) 9 months from start; construction begins 14 months from start (25% expenditure) construction completed 24 months from start (100% expenditure).

WHO WILL MAINTAIN AND OPERATE? CBJ

GOAL OF PROJECT: Support long-term development.
EAGLECREST EXPANSION AND SUMMER OPERATIONS DEVELOPMENT

AMOUNT REQUESTED: $6.5M
TOTAL PROJECT COST: $12.5M

PROJECT DESCRIPTION:

Eaglecrest has been working on plans to expand operations into the summer season since early 2019 to create new visitor experiences for cruise and independent travelers. This project can be completed in two phases with the first phase being the installation of the new Summit Gondola, which will be the critical piece of infrastructure to allow growth of the winter tourism economy and the start of the summer activities. Phase 2 would see the installation of the Summit Lodge, a gravity powered Mountain Coaster, as well as gravity oriented mountain bike trails. This project is supported by the Juneau Economic Plan, the Southeast Conference Comprehensive Economic Development Strategy, Juneau Economic Development Council and Travel Juneau.

PUBLIC PROCESS:

Extensive community engagement took place directly prior to the onset of the COVID 19 Pandemic in the summer of 2019 with over 20 public outreach meetings, work sessions and online public surveys. Feedback was overwhelmingly supportive.

TIMELINE:

Preconstruction phase to be completed 6 months after funding is received. Construction phase to be completed by 18 months after funding is received.

WHO WILL MAINTAIN AND OPERATE? CBJ

GOAL OF PROJECT: Simulate regional economic development through diversification of the summer tourism economy and expansion of the winter visitor industry.
AMOUNT REQUESTED: $2M
TOTAL PROJECT COST: unknown

PROJECT DESCRIPTION:
Surveying costs, hazardous materials study, removal of hazardous materials and environment cleanup, demolition of existing structures, a redevelopment study and site preparation and re-subdivision.

PUBLIC PROCESS: The Assembly reviewed information on the application to acquire this property from the State in December of 2019. Currently the Alaska Department of Natural Resources is finalizing their review of the application to acquire this property. There will be a continued public process once the City receives the preliminary decision from the application later this year. Public process will include providing the Assembly regular updates on this project as information from the State becomes available. Once the land is conveyed to the City, expenditures of funds for action items included in the description will be authorized by the Assembly.

TIMELINE:
Site acquisition application is ongoing.

WHO WILL MAINTAIN AND OPERATE? CBJ

GOAL OF PROJECT: Prepare for redevelopment.
NORTH STATE OFFICE BUILDING PARKING

AMOUNT REQUESTED: $5M
TOTAL PROJECT COST: $20M

PROJECT DESCRIPTION:
This parking garage provides parking for the State just North of the State Office Building. The current garage is old and in need of major repairs. Building a garage with greater capacity would expand parking for state employees, the legislature, and the Aak’w Village District freeing up current parking lots for development and infill. This project would be 7 stories, creating a total of 466 parking spaces, with a total net increase of 323 new parking spaces.

PUBLIC PROCESS: Designated as Legislative Priority in 2021.

TIMELINE:
Begin design within 3 months of available funding. 35% review (and 3% expenditure) 4 months from start; 65% review (and 5% expenditure)9 months from start; construction begins 14 months from start (25% expenditure) construction completed 28 months from start (100% expenditure).

WHO WILL MAINTAIN AND OPERATE? TBD

GOAL OF PROJECT: State/legislative parking, Aak’w Village District infill development.
MENDENHALL RIVER COMMUNITY SCHOOL RENOVATION

AMOUNT REQUESTED: $21M
TOTAL PROJECT COST: $21M

PROJECT DESCRIPTION:
Mendenhall River Community School is a 58,000 sq. ft. structure built in 1983. This construction would replace “end of life cycle” issues, including electrical, plumbing, exterior envelop and sidewalks. A crucial need is the dining space; currently the gym is used for dining which limits the ability to comply with recent physical activity legislation. Board specifications call for a separate dining space. This will benefit the families of Juneau.

PUBLIC PROCESS:
This project is currently listed in the Juneau School District’s 6-year Construction-in-Process that has been submitted to the State of Alaska, Department of Education and Early Development.

TIMELINE:
If funded, the preconstruction phase will be completed by July 2023 with construction completed by July 2025.

WHO WILL MAINTAIN AND OPERATE? CBJ

GOAL OF PROJECT: Efficiently renovate a facility to deliver high quality education to Juneau students.

2023 Legislative Priorities
MARIE DRAKE RENOVATION

AMOUNT REQUESTED: $31M
TOTAL PROJECT COST: $31M
PROJECT DESCRIPTION:
Marie Drake School was originally constructed in 1965. It was used as a middle school until 1994. Since then, the facility has housed multiple school district programs, serving an essential function during overcrowding at Juneau Douglas High School several years ago. The facility is wedged between 2 existing schools: Harborview Elementary and JD High School. The land area is limited because the building footprint takes up over half of the site. Adjacent playgrounds and open spaces provide limited opportunities for shared use.
PUBLIC PROCESS:
This project is currently listed in the Juneau School District’s 6-year Construction-In-Process that has been submitted to the State of Alaska, Department of Education and Early Development.
TIMELINE:
Preconstruction phase will be completed by July 2023 with construction completed by July 2025.
WHO WILL MAINTAIN AND OPERATE? CBJ
GOAL OF PROJECT: Efficiently renovate and re-align Marie Drake to appropriately support the Yaakoosge Daakahidi High School and Montessori School, as well as other district programs and activities, for the long term.
AMOUNT REQUESTED: $250,000
TOTAL PROJECT COST: $8M

PROJECT DESCRIPTION:
Request for funding to continue the reconstruction of the Aurora Harbor Facility. Past work has been divided into segments. This request would continue preliminary design and begin permitting tasks.

PUBLIC PROCESS:
The project has been through a long term planning process with community outreach. It is the 3rd phase of the larger reconstruction plans.

TIMELINE:
Begin consultant study within 6 month’s of available funding - 30% review (and expenditure) of alternatives within 9 months of selection, public outreach process and 65% review (and expenditure), within 15 months of selection, 95% review (and expenditure).

WHO WILL MAINTAIN AND OPERATE? CBJ

GOAL OF PROJECT: Replace critical infrastructure and support maritime economy.

AURORA HARBOR PHASE 3

2023 Legislative Priorities
AUKE BAY NEW BREAKWATER

AMOUNT REQUESTED: $5M

TOTAL PROJECT COST: unknown

PROJECT DESCRIPTION:
The requested funding would allow for the preliminary planning and design phases, including permit acquisition. This opens the opportunity for the construction of a new breakwater at the end of the Auke Bay Boat Harbor. The current facility has reached its useful life and needs to be replaced. The new facility would allow for more moorage and provide economic stimulus to the community.

PUBLIC PROCESS: Identified as a Legislative Priority for FY2022

TIMELINE: Begin consultant study within 6 month’s of available funding - 30% review (and expenditure) of alternatives within 9 months of selection, public outreach process and 65% review (and expenditure), within 15 months of selection, 95% review (and expenditure).

WHO WILL MAINTAIN AND OPERATE? CBJ

GOAL OF PROJECT: Increase Moorage and renovate old economic development.
AMOUNT REQUESTED: $250,000
TOTAL PROJECT COST: $20M

PROJECT DESCRIPTION:
Requested funding would accomplish the first steps to expanding the North Douglas Launch Ramp Facility. These include planning, research and permitting to initiate the project.

PUBLIC PROCESS: Docks and Harbors has solicited public input on the concept.

TIMELINE:
Begin consultant study within 6 month's of available funding - 30% review (and expenditure) of alternatives within 9 months of selection, public outreach process and 65% review (and expenditure), within 15 months of selection, 95% review (and expenditure) within 20 months of selection, final report - 24 months from consultant selection.

WHO WILL MAINTAIN AND OPERATE? CBJ

GOAL OF PROJECT: Improve safety and expand boating access & transportation.
WATERFRONT JUNEAU DOUGLAS CITY MUSEUM

AMOUNT REQUESTED: $1M
TOTAL PROJECT COST: $12M
PROJECT TYPE: Planning & Design
PROJECT DESCRIPTION:
This project will construct a new museum on the waterfront to house art and other local collections. The museum will leverage its waterfront location to become a destination for visitors and locals.
PUBLIC PROCESS: Identified as Legislative Priority on FY2022 list
TIMELINE: Public process 10/2022—10/2023; Design 11/2023-11/2024; Bid construction end of 2024; 12 months construction for project completion beginning of 2026.
WHO WILL MAINTAIN AND OPERATE? CBJ
GOAL OF PROJECT: Expand Capital Campus.
TRAIL MAINTENANCE AND DEVELOPMENT

AMOUNT REQUESTED: $5M
TOTAL PROJECT COST: $20M

PROJECT DESCRIPTION:
This project will support the development and maintenance of trails within the city and Borough of Juneau. An update of the 1992 Trails Plan will be presented to the Assembly for adoption in Summer 2022, which will address community vision, goals and strategies for trail development and maintenance. The public feedback has focused on trails connecting neighborhoods, schools, recreation areas, work places and communities that are accessible, safe, and multi-modal. Trails that interconnect and loop, accessing scenic areas, cabins and shelters, and provide access to hunting, fishing and wildlife viewing.

PUBLIC PROCESS:
Multiple public meetings were held in 2019. Public participated in a survey. 89% of respondents report using trails in the past 12 months. The Juneau Comprehensive Plan and Alternative Transportation Plan identify trail development and connecting neighborhoods and communities as very important.

TIMELINE:
Funding would supplement the existing Trail Improvement CIP. Construction could begin at the end of the season in 2022 and continue into 2023 and 2024.

WHO WILL MAINTAIN AND OPERATE? CBJ

GOAL OF PROJECT: Support health and wellness with low to no carbon footprint community connections.
AUKE BAY BAYWALK

AMOUNT REQUESTED: $250,000
TOTAL PROJECT COST: $5M

PROJECT DESCRIPTION:
The requested funding would accomplish the initial steps to build a Baywalk in Auke Bay. These include planning, research and property identification and examining the potential of providing a non-motorized link from the Auke Bay Ferry Terminal to the Auke Bay Harbor or the center of the Auke Bay Planning Area.

PUBLIC PROCESS:
These items were identified during the creation of the 2015 Auke Bay Area Plan adopted into the Comprehensive Plan.

TIMELINE:
Begin consultant study within 6 month's of available funding - 30% review (and expenditure) of alternatives within 9 months of selection, public outreach process and 65% review (and expenditure), within 15 months of selection, 95% review (and expenditure) within 20 months of selection, final report - 24 months from consultant selection

WHO WILL MAINTAIN AND OPERATE? CBJ

GOAL OF PROJECT: Improve Non-Motorized Route

2023 Legislative Priorities
Q: What are the Legislative Capital Priorities?

A: The CBJ Legislative Capital Priorities (LCP) is a document that lays out community priorities for capital projects, including a project description, rationale for why it’s needed (benefits to the community), description of progress to date (money raised, plans drawn up, etc.), and estimated total cost. For CBJ projects, additional information is provided on the timeline for completion. Facilities that have alternative funding streams are not included on this list: for example, the Airport, Bartlett or projects that can be funded through Passenger Fees. See graphic on the following page for a diagram of how the different plans and lists relate to each other.

NOTE: Inclusion on the Legislative Capital Priorities is not a funding request. From CBJ’s standpoint, it is a mechanism to prioritize projects and raise awareness of a needed project to increase chances of funding from various sources. Nominating a project for inclusion in the LCP should not be thought of as a request for municipal funding.

Q: Are the “legislative priorities” the same as the Capital Improvement Plan?

A: No, they are a prioritized list of projects that are pulled from various CBJ plans, including the Comprehensive Plan, Area Plans, and the Six-year Capital Improvement Plan. The Legislative Priorities are “short list” of projects on which CBJ will focus particular attention during the upcoming legislative session and with the federal delegation. (The goal is to get at least partial funding for a project included in the state capital budget or federal earmark.)

CBJ’s “short list” of Legislative Priorities should have a limited number of projects on it. An attempt is made to phase projects so that funding requests range in size depending on available funds and objective. For the State Legislature, project descriptions are inputted into an online system lawmakers use to prioritize funding requests (CAPSIS). These are due in February.

Federal priorities are also solicited by the delegation through an online platform. The Assembly will designate projects that have a nexus with federal funding opportunities for submission to the delegation through the Legislative Priority process.

Q: What is a capital project?

A: A capital project is a major, non-recurring budget item that results in a fixed asset (like a building, road, parcel of land, or major piece of equipment) with a useful life of 20-50 years. Designing and building a new library is a capital project. Planning and implementing an after-school reading program is not a capital project. Most of the projects in the LCP are CBJ projects, but some are community projects spearheaded by a non-profit organization or state or federal agency (e.g., Alaska DOT). To be included on the LCP projects must have an estimated total project cost of at least $1,000,000.

Q: Is the Legislative Capital Priorities list just “wish list,” and if so, what’s the point of writing up a “wish list”?

A: The Legislative Priorities list does include projects that are aspirational, and as such may have items that are so large or expensive, that it is hard to imagine completion in the near future. However, articulating these priorities helps guide the Assembly and the community through small steps that lead up to the larger goal and advocate towards a common goal. It will take time and discipline to keep the list an accurate and living document.

There are several reasons to include longer term projects on the Legislative Priority List, even when it seems like little progress is being made in accomplishing projects: 1) It helps focus attention on community needs. 2) It helps groups raise money for projects if the sponsor can say that the project has been identified as a community priority in the CIP. 3) Typically the more priority a municipality places on a project, the greater the chances it for a legislative appropriation.
CBJ lists, plans and priorities

How do the many CBJ lists of projects, plans and priorities relate to each other? This diagram shows how each document informs the one below it. The dollar signs represent the general volume of funds needed, but only the green rings are lists that come with the commitment of actual dollars.

- Comprehensive Plan: Reviewed every 10 years.
- Legislative Priorities: Submitted annually to delegation.
- One Percent: Voter approval every 5 years.
- 6-year CIP: In CIP book updated annually.
- CIP: Annual appropriation.

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- $$$$$$$$$$$$$$$
  Establishes a long-term vision for the community of Juneau including broad priorities for development & infrastructure to achieve that vision.

- $$$$$$$$$$$
  Departments submit comprehensive list of projects for next 6 years. Lots of maintenance projects but also aspirational projects for new facilities or acquisitions.

- $$$
  Main document that appropriates CBJ capital funds. Primarily maintenance, also where Passenger Fees and priorities from the 1% are appropriated.

- $$
  Voters are asked to approve a 1% sales tax dedicated to select capital priorities (October 2022 next vote).

- $$$$$$$
  Select projects from community plans & priorities are chosen as top priorities for the community and communicated to the federal and state delegation.
## BOARD OF EDUCATION MEETING SCHEDULE
### 2022-2023 SCHOOL YEAR

- **Work Sessions w/a regular meeting: 4:30-5:45 PM**  
- **Meetings w/work session: 6:00 PM**  
- **Just a meeting or work session: (listed by location)**  
- **Retreats: 8:30 AM to 12:00 PM (Juneau-Douglas High School: Yadaa.at Kale)**  
- **Location for Regular Meetings: Thunder Mountain High School**  
- **Location for Budget Meetings: JDHS, TMHS, and Dzantik’i Heeni Middle School**

<table>
<thead>
<tr>
<th>Date</th>
<th>Meeting Description</th>
<th>Location</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>August 9, 2022</td>
<td>Work Session w/ Regular Meeting</td>
<td>Library, TMHS</td>
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<tr>
<td>August 27, 2022</td>
<td>Retreat</td>
<td>RM 206, JDHS</td>
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<td>September 13, 2022</td>
<td>Work Session w/ Regular Meeting</td>
<td>Library, TMHS</td>
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<td>October 18, 2022</td>
<td>Work Session w/Regular Meeting</td>
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<td>October 22, 2022</td>
<td>Retreat</td>
<td>RM 206, JDHS</td>
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<td>November 3-6, 2022</td>
<td>AASB Annual Conference</td>
<td>ANC</td>
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<td>November 8, 2022</td>
<td>Work Session w/ Regular Meeting</td>
<td>Library, TMHS</td>
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<tr>
<td>Nov./Dec. Site Council Meetings</td>
<td>Budget Discussions</td>
<td>Various Locations</td>
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<tr>
<td>November 17, 2022</td>
<td>Super Super Site Council</td>
<td>Library, TMHS 5:30 PM</td>
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<td>December 13, 2022</td>
<td>Work Session w/ Regular Meeting</td>
<td>Library, TMHS</td>
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<td>January 10, 2023</td>
<td>Work Session (Budget Process) w/ Regular Meeting</td>
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<td>January 19, 2023</td>
<td>Budget Process – Combined Site Council meeting With breakouts into elementary, middle school, &amp; high school groups. (Breakouts: Library &amp; upstairs and downstairs computer labs)</td>
<td>Auditorium, Library, Upstairs Computer Lab, Downstairs Computer Lab, TMHS – 5:30 PM</td>
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<td>January 21, 2023</td>
<td>Retreat (Budget)</td>
<td>RM 206, JDHS</td>
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<td>January 26, 2023</td>
<td>Work Session (Budget)</td>
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<td>February 2, 2023</td>
<td>Public Forum – Budget</td>
<td>Library, DHMS – 5:30 PM</td>
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<td>February 4-7</td>
<td>AASB Leadership/Legislative Fly-in</td>
<td>Juneau</td>
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<td>February 7, 2023</td>
<td>Work Session w/ Regular Meeting</td>
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<tr>
<td>February 11, 2023</td>
<td>Work Session – Budget Process</td>
<td>Room 206, JDHS 8:30 AM-12 PM</td>
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<td>February 23, 2023</td>
<td>Special meeting - Budget Process</td>
<td>Library, TMHS – 5:30 PM</td>
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<td>Work Session w/ Regular Meeting-FY23 Budget, First Reading</td>
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<td>April 1-3, 2023</td>
<td>NSBA Annual Conference</td>
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<td>Retreat</td>
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<td>May 9, 2023</td>
<td>Work Session w/ Regular Meeting</td>
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<td>June 13, 2023</td>
<td>Work Session w/ Regular Meeting</td>
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Adopted 6.17.22
<table>
<thead>
<tr>
<th>Term</th>
<th>Member</th>
<th>Phone &amp; Email</th>
<th>Committee Assignments</th>
</tr>
</thead>
</table>
| 2021-2024| Elizabeth Siddon  | 907-523-1702 elizabeth.siddon@juneauschools.org | President  
Project Team, Chair  
Sit’ Eeti Shaanáx - Glacier Valley Elementary School |
| 2020-2023| Brian Holst       | 907-523-1702 brian.holst@juneauschools.org | Vice President  
Project Team  
Finance Committee, Chair  
Program Evaluation Committee  
Association of Alaska School Board Liaison  
Thunder Mountain High School  
Montessori Borealis Public Alternative School |
| 2019-2022| Emil Mackey       | 907-523-1702 emil.mackey@juneauschools.org | Clerk  
Project Team  
Policy Committee, Chair  
Finance Committee  
Indian Studies Parent Advisory Board  
Reading Achievement Action Team  
Juneau-Douglas High School: Yadaa.at Kalé  
Riverbend Elementary School |
| 2019-2022| Deedie Sorensen   | 907-523-1702 deedie.sorensen@juneauschools.org | Program Evaluation Committee, Chair  
Facilities Committee  
UAS Campus Council  
Calendar Committee  
Reading Achievement Action Team  
Floyd Dryden Middle School  
Harborview Elementary School |
| 2020-2023| Martin Stepetin   | 907-523-1702 martin.stepetin@juneauschools.org | Facilities Committee, Chair  
Policy Committee  
Native Education Advisory Council  
Equity Action Team  
Auke Bay Elementary School  
Juneau Community Charter School |
| 2021-2024| Amber Frommherz   | 907-523-1702 amber.frommherz@juneauschools.org | Policy Committee  
Program Evaluation Committee  
Equity Action Team  
Teen Health Center  
Dzantik’i Heeni Middle School  
Mendenhall River Community School |
| 2021-2024| Will Muldoon      | 907-523-1702 will.muldoon@juneauschools.org | Facilities Committee  
Finance Committee  
Juneau Workforce Consortium  
Sayéik: Gastineau Community School  
Yaakoosgé Daakahidi Alternative High School |

**Student Representatives**

- 2021-2022  | Jowielle Corpuz  | Juneau-Douglas High School: Yadaa.at Kalé |
- 2021-2022  | Nancy Liddle    | Thunder Mountain High School |
- 2021-2022  | Dylann Denton   | Yaakoosgé Daakahidi Alternative High School |
MISSION: In Juneau, we partner to provide each student with meaningful, relevant, and rigorous learning experiences in order to graduate diverse, engaged citizens ready for a changing world.
Prioritize equity and effectiveness when allocating resources and support structures to ensure success for all students.

Ensure equitable opportunity for team participation in classroom and extra-curricular activities.

Appropriately challenge identified students to advance their individual academic skills and abilities.

Collaborate with community partners to foster the revitalization of Tlingit language.

Integrate culturally relevant and place-based/experiential instruction using a rigorous, standards-based curriculum.

Support coordinated professional learning opportunities focused on expanding expertise in equity, academic standards, teaching and learning.

Create an environment with a sense of well-being and safety for all students and families.

Create an environment where all staff are engaged and supported to meet their students’ academic and social-emotional needs.

Support social-emotional health of all students using a trauma engaged lens and restorative practices.

Partner with staff, students, parents, caregivers, Alaska Native organizations, labor organizations, and community to enrich student learning experiences and success.

Utilize community resources to support student needs.

Engage community organizations in partnership to develop and implement practices to prepare young children for kindergarten.
ACHIEVEMENT

Increase proportion of students at each school who achieve grade level proficiency in reading.

Increase proportion of third grade students at each school who achieve grade level proficiency in reading.

Increase proportion of students at each school who show one or more years of academic growth for every year of instruction.

Increase percentage of students each year who have completed at least one post-secondary credit or participate by certification in a career pathway prior to graduation.

Increase 4-year and 5-year graduation rates of all students.

Increase percentage of students credit current at the end of grades 9, 10, 11.

Increase student access to culturally relevant, place-based instruction.

Increase percentage of staff trained in strategic plan focus areas.

EQUITY

Increase proportion of Alaska Native, English Learner, or economically disadvantaged third grade students at each school who achieve grade level proficiency in reading.

Increase 4-year and 5-year graduation rates for Alaska Native, English Learner, economically disadvantaged students.

Increase number of Alaska Native, English Learner, and economically disadvantaged students credit current at the end of grades 9, 10, and 11.

Increase students' development of strong team and life skills through curricular and extra-curricular experiences.

Increase academic performance of TED students at all grade levels in reading and math.

Increase count of students in MS/HS Tlingit courses.

Increase percentage and number of Tlingit language course sections at MS and HS taught by a certified Tlingit language teacher.
RELATIONSHIPS

Increase percentage of families responding positively in AASB SCCS Family Survey.

Increase percentage of parents/guardians participating in P/T conferences.

Increase AASB SCCS staff wellbeing scores.

Decrease student chronic absence rate.

Decrease behavioral/discipline incidences.

PARTNERSHIPS

Increase the number of district partnerships and deepen existing partnerships.

Increase volunteer hour counts and increase quality of volunteer experiences.

Increase proportion of students who enter school ready for Kindergarten.
How to Run for Local Office

The Job

Links to helpful documents

Read Board of Education Agendas and Minutes here:

Previous Years: https://drive.google.com/drive/folders/1D6MGF3t46ynITNY9ZP1t2W0DyJrspwvQ
2021-2022 SY: https://drive.google.com/drive/folders/1MCVD8z1UaQ4ZieVet4X7seW1h0CaOucl

Juneau School District Board of Education Policy Manual:
https://www.juneauschools.org/board-of-education-ddebe663

Association of Alaska School Boards Potential Candidate and First-Term Member Guide:
https://aasb.org/first-year-members/
https://aasb.org/

Read Assembly Agendas and Minutes here:
https://beta.juneau.org/assembly/assembly-minutes-and-agendas

Assembly Rules of Procedure:
https://beta.juneau.org/assembly

Alaska Local Government Primer from the Alaska Municipal League
https://www.akml.org/
How to Run for Local Office

LEGAL REQUIREMENTS
How to Run for Local Office – Legal Requirements

There are two paths you will need to follow in order to become a qualified candidate for public office within the City and Borough of Juneau – one through the CBJ Clerk’s Office and one through the Alaska Public Offices Commission (APOC).

The CBJ Clerks Office will need:

- A notarized Declaration of Candidacy Form
- A nominating petition with the signatures of 25 CBJ registered voters (get more!)
- A signed COPY of the APOC Public Officials Financial Disclosure Statement (see below)

To obtain a Declaration of Candidacy Form and Nominating Petition, contact the CBJ Clerk’s Office at:

155 S. Seward St., Juneau, AK 99801 (2nd Floor of City Hall)
Call: 907-586-5278
Fax: 907-586-4550
Email: city.clerk@juneau.org
See the website: https://juneau.org/clerk/elections

The Alaska Public Office Commission will need:

- A Letter of Intent
- A Public Officials Financial Disclosure Statement (must be filed online https://my.alaska.gov/)
- One of the following:
  - A Municipal Candidate Exemption Form (for campaigns not exceeding $5000.00)
  - A Campaign Disclosure Form (for campaigns exceeding $5000.00)

More information about APOC and its requirements is available on-line at:
https://doa.alaska.gov/apoc

Financial Disclosure: https://doa.alaska.gov/apoc/FilerResources/financialDisclosure.html
Campaign Disclosure: https://doa.alaska.gov/apoc/FilerResources/campaignDisclosure.html
Qualifications for Office

Eligibility:

"Qualified Voter" means a voter who, at the time of the election, is qualified to vote due to the following qualifications:
1) qualified to vote in State elections;
2) a resident of the municipality for at least thirty days immediately preceding the election;
3) registered to vote in state elections at a residence address within the municipality at least thirty days before the municipal election at which the person seeks to vote; and
4) not disqualified under Article V of the Alaska Constitution.

Assembly

Only a qualified voter of the municipality, who has been a resident of the municipality for at least one year immediately preceding election or appointment to office, shall be qualified for the office of mayor or Assemblymember. In addition, an Assemblymember shall be a resident of the district from which elected or appointed at the time of the Assemblymember's election or appointment.

No person who has been elected to the office of mayor or Assemblymember for three consecutive terms shall again be eligible to hold the office which he or she held for the three consecutive terms until one full year has intervened. Appointment or election to serve the unexpired portion of a term shall not be considered a term for purposes of the limitation provided in this section.

No Assemblymember may hold any other compensated municipal office or employment or elected partisan political office while serving on the assembly. According to CBJ Code 11.10.020 Eligibility:

“No Assemblymember may be an employee of the Bartlett Memorial Hospital, the City and Borough administration or any department or division thereunder, a City and Borough service area, or any municipal board, commission, committee or other group, except for the school district, which is funded in whole or in part by assembly appropriations, nor may an Assemblymember serve on the planning commission, the City and Borough personnel board, the school board of the City and Borough, nor any public body created by the assembly except when an Assemblymember holds a position on such body as a representative of the assembly.”
School Board
To be eligible to be a member of a school board, a person must have the same qualifications as are necessary to be a municipal voter in the school district as outlined above, and in addition:

- not be an employee of the Juneau School District; and
- not be a member of the Alaska Legislature.

Nomination:

Petitions
Nomination for elective office shall be made only by petition accompanied by a signed acceptance. Nomination petition forms are available at the Election Official/Municipal Clerk’s office, located at City Hall, 155 S. Seward St., Rm 202, and on-line at:
https://juneau.org/clerk/elections

A form may be requested by mail to CBJ Clerk, 155 S. Seward St., Juneau, AK, 99801, by fax (907) 586-4552, by email (city.clerk@juneau.org), or by phoning the clerk’s office at: (907) 586-5278.

Procedures
Nomination forms must be completed and filed with the Election Official not earlier than 8:00 a.m. on Friday, July 15, 2022, nor later than 4:30 p.m. on Monday, July 25, 2022. For a petition to be sufficient, it must be signed by 25 qualified voters. It is highly recommended that anyone circulating a petition obtain more than 25 signatures, in the event that the petition is inadvertently signed by a person who is not a qualified voter, the clerk cannot decipher the handwriting, the person has moved and not changed their voter registration, or other reasons to question the validity of the signature.

Public Official Financial Disclosure and Campaign Disclosure Information
All candidates must file a printed and signed Public Official Financial Disclosure Statement (POFD) with the Election Official/Municipal Clerk prior to the closing date of the candidacy filing period. Once the POFD Statement is filed on-line, please print a copy, sign it, and submit it with the candidate nominating petition. Late filings of Public Official Disclosure Statements must be refused and the candidate’s name removed from the filing records. (ref. AS 39.50.020)

A Letter of Intent to Run for Office and Campaign Disclosure forms must be filed with the Alaska Public Offices Commission. These records are maintained by the APOC and not with the CBJ Clerk’s office.

Complete information about financial and campaign disclosure can be found at the Alaska Public Offices Commission website at: http://doa.alaska.gov/apoc/home.html.

To file POFD Statements and Campaign Disclosure forms, a candidate in the City and
Borough of Juneau must file on-line through the State of Alaska's internet portal "myAlaska" at: https://my.alaska.gov/.

Alaska Public Offices Commission

Office Hours of Operation: 8:30am to 5pm (Alaskan time)

Anchorage Office
2221 E. Northern Lights, Room 128
Anchorage, AK 99508-4149

Phone: (907) 276-4176
Toll-Free: 1-800-478-4176
Fax: (907) 276-7018

General Email: apoc@alaska.gov
Filer Reports: doa.apoc.reports@alaska.gov

Juneau Office
240 Main St. #201
PO Box 110222
Juneau, AK 99811

Phone: (907) 465-4864
Toll-Free: 1-866-465-4864
Fax: (907) 465-4832

Juneau Group Email: doa.apocjnu@alaska.gov
Write-in candidates:
For write-in votes to be counted, a write-in candidate must file a Letter of Intent and a Public Officials Financial Disclosure Statement (POFD) no later than 4:30 p.m., on Thursday, September 29, 2022, with the Election Official/Municipal Clerk. Filing forms are available from the Municipal Clerk’s Office and interested persons are encouraged to contact the Clerk to review the process.

In addition, and separately from the submissions to the Clerk’s office, a write-in candidate must submit a Public Officials Financial Disclosure Statement and comply with Alaska Campaign Finance Laws.

CBJ Code 29.07.050(f) A write-in candidate shall, not later than 4:30 p.m. of the fifth day before the election (Thursday, September 29, 2022), file with the election official a letter of intent stating:

1) full name of candidate;
2) full residence address of the candidate and the date on which residency at that address began;
3) full mailing address of candidate;
4) the office the candidate seeks;
5) the date of the election at which the candidate seeks election;
6) the length of residency in the City and Borough;
7) the name of the candidate as the candidate wishes it to be written on the ballot by the voter;
8) that the candidate will meet the specific age requirements of the office for which the person is a candidate by the time that candidate, if elected, is sworn into office;
9) that the candidate is a qualified voter as required by law; and
10) that the candidate is not a candidate for any other office to be voted on at the election and that the candidate is not a candidate for this office under any other nominating petition or declaration of candidacy.

Procedures for counting write-in ballots
CBJ Code Section 29.07.150 General procedures for ballot count:

(d) Write-in votes shall not be counted unless the candidate has filed a letter of intent as required by subsection 29.07.050(f). If the total number of ballots containing write-in votes in the general election are at least the second highest in number in a race with two or more candidates, the write-in votes will be counted individually. In races where a candidate is unopposed, write-ins will be counted individually if they are within 100 votes or less. Write-in votes will be counted after the date of the election, but before the certification of the election in which the write-ins occurred. Write-in vote totals that do not fall within either of these two categories will not be individually counted.
**Withdrawal from candidacy:**
Any candidate nominated may withdraw his or her nomination not later than 4:30 p.m. on Friday, July 29, 2022, through written notification to the Election Official.

**Official Candidate Statement:**
A candidate for elected office has the OPTION of filing an official candidate statement for publication on the CBJ website. All information must be received by the election official for formatting by 4:30 p.m. on Friday, August 19, 2022. (CBJ Code 29.07.055)
Quick Reference Dates for October 4, 2022 CBJ Regular Election

WORKING DRAFT - Updated May 4, 2022

All dates are 2022 unless otherwise noted. Dates based on by-mail election processing with some references incorporating possible code changes.

April 12-14

Window of time for Petitioner’s Committee to file an affidavit to the Clerk for an initiative or referendum petition – Clerk has 15 business days in which to deny or certify affidavit and issue petition booklets.

April 13 – May 17

Window of time to begin Charter Petition filing process without requiring a special election.

April 25

6pm: Assembly Human Resources Committee Meeting – discussion on all things election 2022. Proposed code changes & redistricting

7pm: Regular Assembly Meeting – Assembly passed a MOTION per CBJ Code 29.07.360 to conduct the Oct. 4, 2022 Election as a By Mail Election.

May 2

Assembly Committee of the Whole Meeting reviewing proposed Election Code changes. Referred Ordinance 2022-24COW to the Assembly for introduction & public hearing.

May 16


June 2

If Initiative Petition is submitted by 4/12, petition booklets are issued by 5/3, petition is to be filed with the Clerk by 6/2 – Clerk has 10 days to certify signatures and submit it to the Assembly or issue notice of insufficiency (and issue subsequent booklets)

June 4

If Referendum Petition is submitted by 4/14, petition booklets are issued by 5/5, petition is filed with the Clerk by 6/4 but since that is Saturday, arrangements will need to be made to submit it no earlier than June 2 but prior to June 4 at 4:30p.m.

June 6

First day for the clerk to certify a petition for a Charter amendment proposition. First day for the Assembly to introduce a Charter Amendment ordinance (would require a Special Meeting).

June 13

If Initiative Petition, filed by 6/2, has the sufficient number of signatures, Clerk certifies it and sends it to the Assembly which has 45 days on which to adopt a substantially similar ordinance or the proposed petition language is placed on the October 4, 2022 ballot.

June 13

Final regular Assembly meeting to hold Public Hearing & Assembly action on Election Code ordinances so ordinances will be effective prior to the July 15 candidate filing period.

June 14

If Referendum Petition, filed by 6/4, has the sufficient number of signatures, Clerk certifies it and sends it to the Assembly which has 30 days in which to repeal the ordinance or the proposed petition language is placed on the October 4, 2022 ballot.

July 5

If initial petition booklets were insufficient and supplemental books issued, this is the final day for Clerk to certify an initiative petition or referendum petition and submit it to the Assembly.

July 11

First Regular Assembly Meeting to introduce a Charter Amendment Ordinance

July 14

Last day for Assembly to repeal an ordinance subject to a referendum petition if the petition was certified by the Clerk on 6/14.

July 15

Filing for Municipal and School Board Candidacy opens - 8:00 a.m. Declaration of Candidacy and copies of electronically filed APOC POFD forms must accompany Nominating Petitions

July 25

Filing for Municipal and School Board Candidacy closes - 4:30 p.m.

July 28

Final day for Assembly action on an Initiative Petition, filed by 6/2, certified by the Clerk & sent to the Assembly to adopt a substantially similar ordinance or the proposed petition language is placed on the October 4, 2022 ballot.
Quick Reference Dates for October 4, 2022 CBJ Regular Election

All dates are 2022 unless otherwise noted. Dates based on by-mail election processing with some references incorporating possible code changes.

July 29  Last day for candidates to withdraw their name from the printed ballot – 4:30 p.m.

Aug. 1  Last Regular Assembly Meeting to Adopt all Ballot ordinances (including any Charter amendments or to make a motion placing an advisory question on the ballot.)

Aug. 4  If a Referendum or Initiative Petition had been issued supplemental booklets, this is the final day for Assembly to take action before a referendum or initiative petition appears on the ballot.

Aug. 5  Last day for Assembly to adopt or the Clerk to certify a petition for a Charter amendment proposition (This date would require a special Assembly meeting.)

Aug. 10 Final ballot sent to programmer/printer

Aug. 15 Clerk’s give final approval for ballot to be printed/programmed

Aug. 19 Candidate Profiles due to Clerk

Sept. 4 Last day for residents to register to vote in this election; Notice of Election Posted / Published

Sept. 13 **Ballots mailed out from printer/contractor (in WA) to all qualified registered voters**

Sept. 15-Oct. 5 Assembly Chambers in use 24/7 for Election purposes. [Vote Centers Open 9/19-10/4]

Sept. 19-Oct. 4 Vote Center(s) [taking the place of Early/Absentee Voting stations] open for 16 days prior to and including Election Day

Sept. 27 Last day to receive applications for ballot to be mailed to a temporary absentee address

Oct. 3 Last day to submit application for a fax ballot (by electronic transmission) - 5 p.m.

Oct. 4  **Election Day: Vote Centers open 7 a.m. - 8 p.m. [Preliminary Unofficial Results posted by Friday, Oct. 7, if not before.]**

Oct. 5-14 Ballot review and processing takes place at Thane Ballot Processing Center. Unofficial Results will be posted online periodically during this time.

Oct. 17 Final Ballot tabulation of “Unofficial Results” prior to the ballots being reviewed by the Canvass Review Board and certification of the election. Canvass Review Board begins its review of returns.

Oct. 19(up to 21) [Alaska Day Holiday 10/18] Canvass Board Election meets to review election returns and prepare for certification of the Election by the Election Official. **Certification may be delayed on a day to day basis up to three days if necessary.** Last Day to Contest Election (must be filed before completion or during review of election returns)

Oct. 21 (Within 2 days after certification) Any request for a Recount of election returns (CBJ Code 29.07.300) must be filed with the Clerk.

(Within 5 days of recount application being deemed sufficient) the Clerk conducts a recount of election returns to be completed within 2 days.

Oct. 28 (Within 10 days after certification) Last Day to file for Judicial Review of Election in Superior Court

Oct. 24  **First Assembly Meeting with newly elected Assemblymembers, Election of Deputy Mayor**
## ALASKA PUBLIC OFFICES COMMISSION

### CANDIDATE REPORTING DATES

**STATEWIDE 2022 MUNICIPAL ELECTION**

**Tuesday, October 04, 2022**

<table>
<thead>
<tr>
<th>Report:</th>
<th>Covers:</th>
<th>Due:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year Start Report</td>
<td>Start of campaign - February 1</td>
<td>Tuesday, February 15, 2022</td>
</tr>
<tr>
<td>30 Day Report</td>
<td>February 2 – September 2</td>
<td>Tuesday, September 6, 2022</td>
</tr>
<tr>
<td>7 Day Report</td>
<td>September 3 – September 24</td>
<td>Tuesday, September 27, 2022</td>
</tr>
<tr>
<td>24 Hour Reports*</td>
<td>September 25 – October 3</td>
<td>Daily As Needed*</td>
</tr>
<tr>
<td>105 Day Report</td>
<td>September 25 – January 2, 2023</td>
<td>Tuesday, January 17, 2023</td>
</tr>
</tbody>
</table>

*During the 9 days before the election, contributions in excess of $250 from a single source must be reported by date, amount, and contributor within 24 hours of receipt. This includes all monetary, non-monetary, and candidate contributions, as well as contributions of more than $250, in the aggregate, from a single contributor during the 9-day period. You may need to report each day during that period, or not at all.

**Friday, September 2, 2022** (The last day of the 30-day reporting period)

The last day that a candidate may give or loan their campaign more than $5000.

**Friday, November 18, 2022** (45 days after the date of the Statewide Municipal Election)

The last day a candidate may accept contributions.

**Monday, January 2, 2023** (90 days after the date of the Statewide Municipal Election)

The date by which candidates must distribute the amount held in their campaign account.

Visit our website for more information about statutes, regulations, and reports filed by groups and candidates.

### Contact Information

Website: doa.alaska.gov/apoc
Information Email: apoc@alaska.gov
File Reports at: https://my.alaska.gov/

Anchorage APOC – 2221 East Northern Lights Blvd., Room 128, Anchorage, Alaska 99508
General Information: (907) 276-4176 / (800) 478-4176 / FAX (907) 276-7018
Please read this document carefully for important information about starting your campaign.

This information is presented only as an overview of your disclosure requirements. It is your responsibility to familiarize yourself and your campaign workers with the statutes and regulations to ensure you that you are in compliance with the law. Please visit the APOC homepage at [www.doa.alaska.gov/apoc](http://www.doa.alaska.gov/apoc) for further information, training opportunities, and to remain updated about your requirements and responsibilities as a candidate.

Unless they meet specific criteria found in [AS 15.13.040(m)(1)](http://www.alaska.gov/laws/), candidates must file all forms and reports electronically through myAlaska. Many Alaskans already have a myAlaska account to apply for their Permanent Fund Dividend. You may use this same account for APOC purposes. Candidates have the option to allow others to view their filings, but this access is specific to APOC services only.

### FORMS TO GET STARTED

**Letter of Intent:** Must be filed with the APOC before any candidate engages in campaign activity. A Letter of Intent allows the candidate to begin accepting and spending contributions and may be filed 18 months prior to the date of the election. However, if a candidate files their Declaration of Candidacy first, they do not need to file a Letter of Intent.

**The Declaration of Candidacy:** Municipal candidates file their Declaration with their specific Municipal Clerk’s Office. The Declaration of Candidacy is what gets a municipal candidate’s name on the ballot. Check with your Municipal Clerk’s Office to find out when your filing period opens and closes.

**Public Official Financial Disclosure Statement:** Must be filed with the Declaration of Candidacy at the Municipal Clerk’s Office. Some municipalities have opted out of the requirement of filing a Public Official Financial Disclosure Statement. Check with your municipal clerk to be sure that you are complying with the requirements of your municipality.

**Candidate Registration:** Must be filed within 7 days after filing the Declaration of Candidacy with the Municipal Clerk’s Office. The registration provides your campaign contact information, designates your campaign committee, and your campaign depository. Candidates may amend registrations as needed. Until a candidate files their registration, designating a Treasurer or Deputy Treasurers, only the candidate may accept/expend campaign funds.

**Municipal Exemption Statement:** May be filed by municipal candidates instead of the Candidate Registration form who do not intend on exceeding $5,000 in campaign activity, including any personal money that they may use. As long as they remain under the $5,000 threshold, exempt candidates are not required to file regular campaign disclosure reports. However, please note that exempt candidates are still subject to the campaign disclosure laws that apply to all candidates; including, but not limited to, applicable contribution limits, maintenance of contribution and expenditure records, and campaign finance law generally.
expenditure records, and the requirement that ads, yard signs, and other campaign materials include “paid for by” identifiers as required under AS 15.13.090 and 2 AAC 50.306 (see pg. 3).

**Candidate Reimbursement Notification:** If candidates loan personal funds to their campaign with the intent to repay themselves after the election, they MUST file a Candidate Reimbursement Form within 5 days of depositing personal funds into their campaign account. The maximum limit a municipal candidate can loan and recover is $5,000. HOWEVER, if the candidate is able to reimburse their personal contributions from the campaign account within 72 hours they may do so, and they do NOT need to file the Reimbursement Form.

**CAMPAIGN DISCLOSURE REPORTS**

Candidates, who are not exempt, are required to disclose financial information about their campaigns. The purpose of a campaign disclosure report is to provide a snapshot of a candidate’s activity during a specific reporting period. The reporting period is the time period covered by a campaign disclosure report. A due date is the date when a report is due, and comes three days after the end of a reporting period. The three days allows a treasurer time to complete the report.

The number of reports filed by municipal candidates will vary depending on when the campaign begins. If a candidate filed a Letter of Intent on or before February 1st, they will begin with a Year Start Report, due February 15th. Otherwise the cycle will begin with a 30 Day Report (due 30 days before the election), 7 Day Report (due 7 days before the election) and a 105 Day Report (which should be a final report and is due 105 days after the election). In addition, during the 9 days before an election, candidates must report the contributor name and the amount of all monetary and non-monetary contributions, from a single source, over $250 (i.e. $250.01) within 24 hours of receipt. Candidates may need to report each day during that period, or not at all.

**OTHER START UP CONSIDERATIONS**

**Only** the candidate, a registered treasurer or a registered deputy treasurer may spend money and accept contributions on behalf of the campaign. Any action by a treasurer or registered deputy treasurer is considered an action of the candidate. The campaign must keep all records that substantiate financial activity for a period of 6 years after the date of the election.

If a registered treasurer or deputy treasurer makes a purchase on behalf of the campaign using personal funds, it is a non-monetary contribution to the campaign (against their individual $500 contribution limit) unless it is reimbursed. Reimbursements to a treasurer/deputy treasurer must be made within the same reporting period that the contribution was made and may not exceed $500.

Campaign contributions held by a candidate may be used only to pay for the expenses made/incurred by the candidate that reasonably relate to election campaign activities. Campaign contributions held by a candidate may not be; used to give a personal benefit to the candidate or another person, converted to personal income of the candidate, loaned to a person, knowingly used to pay more than the fair market value for goods or services purchased for the campaign, pay for civil penalties, or used to make contributions to another candidate or group.
PAID FOR BY IDENTIFIERS

Alaska Statute 15.13.090 and Regulation 2 AAC 50.306 require a paid for by identifier on all political communications. For candidate campaigns, print or video communications (i.e. newspaper ads, videos, Facebook pages, yard signs, etc.) must have the visible identifier:

“paid for by” followed by the name and address of the candidate

The paid for by identifier on all video communications must remain on screen throughout the entire communication.

Audible communications (i.e. radio ads, videos with sound, robo calls, etc.) must have the audible identifier:

“This communication was paid for by (candidate’s name only)”

If the communication has both a print/video and audio component (i.e. commercials, YouTube videos, etc.) it must have both a visual and audible disclaimer. The paid for by identifier on all video communications must remain on screen throughout the entire communication. Fixing missing or incomplete paid for by disclaimers costs time and money for a campaign, and can result in civil penalties.

CIVIL PENALTIES

Civil penalties apply to candidates who violate campaign disclosure law. Violations include failure to file a campaign disclosure report on time or failure to file a complete and accurate campaign disclosure report. Even if you are filing a report indicating that you have had no activity in that report period, you will be assessed a civil penalty if the report is late. It is YOUR responsibility, as the filer, to familiarize yourself (and your campaign workers) with the campaign disclosure law requirements and reporting deadlines. Penalties range from $50 to $500 a day depending on the report.

Review the APOC website for further reporting requirements. This information is only meant to provide you with an initial overview of your requirements as you begin your campaign. Do not hesitate to call APOC staff if you have questions. Thank you!

CONTACT INFORMATION

Anchorage Office
2221 East Northern Lights Blvd., #128
Anchorage, AK 99508
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Information Email: apoc@alaska.gov
File Forms and Reports at: https://my.alaska.gov/

4/2021
# Alaska Campaign Annual Contribution Limits – AS 15.13

<table>
<thead>
<tr>
<th>FROM</th>
<th>TO CANDIDATE</th>
<th>TO GROUP &amp; NON-GROUP ENTITY</th>
<th>TO POLITICAL PARTY</th>
<th>TO IE GROUP, INITIATIVE APPLICATION GROUP, &amp; BALLOT GROUP</th>
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<tr>
<td>Authority</td>
<td>AS 15.13.070</td>
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<td>Foreign Nationals</td>
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Foreign nationals are prohibited from making expenditures or contributions in Alaska elections only to the extent prohibited or permitted by Federal law. AS 15.13.068.

* Groups based outside Alaska must ensure their received contributions comply with Alaska limitations before making contributions to groups based in Alaska or to a political party. Groups based in Alaska may not receive contributions from a group based outside Alaska whose received contributions do not comply with Alaska limitations, as such contributions are prohibited.

Individuals, Persons, and Groups may be required to fill out Form 15-5 Statements of Contribution and/or Form 15-6 Statements of Independent Expenditure where applicable. Please see our Forms page.

Revised March 4, 2022
COMMON ERRORS THAT WILL CAUSE YOUR REPORTS TO BE RETURNED TO YOU FOR CORRECTION:

ILLEGIBLE REPORTS
Illegible reports will be returned to the filer to be re-submitted in a readable format.

INCOMPLETE INFORMATION

CANDIDATES
CONTRIBUTIONS UP TO $50:
DATE (that the contribution was received by the campaign/not the date on the check),
TYPE OF CONTRIBUTION (Non-Monetary, Check, CC for Credit Card)
NAME (the person that signed the check is the contributor)
ADDRESS (complete address of the contributor; not just the city)

CONTRIBUTIONS OVER $50:
All of the above (date, type, name, address) plus
ADDRESS (complete address of the contributor; not just the city)

CANDIDATES AND GROUPS
Expenditures
Candidates and groups, MUST report all expenditure information.
DATE (the date the candidate or group obligated itself to an expenditure)
PAYMENT TYPE: (Check, etc.)
VENDOR INFORMATION (Name AND address of the payee)
PURPOSE (A clear description of the Purpose)
Do not forget: An expense is reportable when the campaign obligates itself to a debt; report unpaid expenses (i.e. printing costs) on the debt page.

Non-Monetary Contributions
Both candidates and groups must report non-monetary, in-kind contributions as BOTH a contribution AND an expenditure. You may list it in exactly the same way under contributions and expenditures. Be sure to include a good description of the non-monetary contribution; i.e. stakes for yard signs, 100@ $1.00 each.

These are just a few of the more common reporting errors or omissions; as always, if you have any questions, please call us or visit our website for more detailed assistance.

Anchorage APOC: (907) 276-4176 Toll Free in Alaska: Anchorage Office 1(800) 478-4176
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www.doa.alaska.gov/apoc
APOC REMINDERS FOR TREASURERS AND DEPUTY TREASURERS

- Corporations and unions are prohibited from contributing to candidates
- Only Candidates, registered Treasurers or Deputy Treasurers may accept or expend campaign funds
- The maximum an individual may contribute to a candidate in a calendar year is $500
- The maximum *cash* contribution from an individual is $100 in a calendar year
- A Political Action Committee (PAC) may contribute $1000 to a candidate within a calendar year
- Report the date, amount, check number, name and address of all contributors and when a contributor exceeds $50 include the contributor’s occupation and employer information
- An expenditure is reportable when the campaign obligates itself to the vendor or supplier (Remember to report vendor addresses)
- Nonmonetary contributions count towards an individual’s $500 calendar year contribution limit (report them on both the contributor and expenditure schedules as nonmonetary contributions)
- The person who signs the check is considered the contributor; both account holders must sign the check if the contribution is to be split between them
- If a candidate intends to be reimbursed at the end of the campaign for personal contributions to their campaign, they must file a Candidate Reimbursement Form with APOC within 5 days of putting their money in (If the campaign reimburses the candidate within 72 hours, report the reimbursement as a paid expenditure to the candidate and describe the items purchased). An expense not repaid within 72 hours, becomes a nonmonetary contribution from the candidate and is reported as such
- If a registered Treasurer or Deputy Treasurer spends personal money on behalf of the campaign, they must be reimbursed within that reporting period. Treasurers and Deputy Treasurers must never spend more than $500 of their own money on behalf of the campaign or it becomes a contribution to the campaign

Please Note: Civil penalties will be assessed for all late reports; even if there is no activity to report.
This list is incomplete; review the manual, laws and regulations and call us if you have any questions. Thank You!

- Accessibility (/ada/resources/web.html)
- Report Fraud (/drm/oru/)
- Site Map (/apoc/SiteMap.html)
- Privacy (/resources/privacy.html)

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Department of Administration
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· EMAIL THE WEBMASTER (MAILTO:WEBMASTER@ALASKA.GOV?SUBJECT=DOA WEBSITE ISSUE)
Common Campaign Pitfalls

- Candidate ends up in debt due to overspending.
- Candidate not willing to make the “Ask” and/or not focusing enough attention on fundraising.
- Candidate not fully committed to the race
- Candidate trying to do everything and not delegating
- Candidate and campaign not staying on message
  - Fact check all your messaging and refrain from creating or propagating disinformation and/or misinformation
- Not getting started and organized early enough
- Failing to target precincts and voters effectively
- Not using social media effectively, or worse – misusing it
- Not getting yard signs up soon enough
- Having too complicated a message
- Failing to say “Thank You”
POLITICAL SIGNS & CBJ SIGN ORDINANCE INFO

- Political signs do not require a CBJ Sign Permit for placement, but they must meet the following standards found in CBJ Ordinance 49.45.300:
  - Unlighted, political signs of up to thirty-two square feet each may be displayed on private property.
  - Signs may be installed no sooner than ninety days prior to the election date and shall be removed within five working days after the election date.
  - Political signs not relating to a specific election shall be limited to a display period not to exceed ninety days within one calendar year.
  - Unlighted political signs of up to four square feet may be displayed on private property up to two hundred seventy days prior to the election date and shall be removed within five working days after the election date.
  - Signs must be placed in a manner that does not obstruct the view of drivers to oncoming traffic.
  - Signs may not imitate traffic signs or signals, or be attached to or be placed adjacent to any utility pole, parking meter, traffic sign, signal, or official traffic control device.
  - Signs may not move, rotate or flash.
  - Signs on licensed, functional motor vehicles are allowed, provided that the primary use of the vehicle is not the display of signs and that such vehicle is not used as a static display for advertising. The State of Alaska Department of Transportation updated their sign rules in 2018. Please see the complete details regarding those requirements on their website at https://dot.alaska.gov/stwddes/dcsrow/campaignsigns.shtml
  - Questions regarding this may be directed to Right-of-Way Agent, AK DOT, 465-4546.
  - Starting September 15 when the Secure Ballot Drop Boxes open, no signs are to be displayed within 200 feet of any entrance to the Vote Centers or in proximity of one of the Secure Drop Boxes. [During the hours the polls are open, a person who is in the polling place or within 200 feet of any entrance to the polling place may not attempt to persuade a person to vote for or against a candidate, proposition, or question. (AS 15.15.170)]
  - Please review the signs made for your campaign and their placement and be sure that they meet the criteria above. Thank you for your cooperation with these requirements and good luck with your campaign!
Typical Campaign Projects/Job Descriptions

Depending on the campaign structure and resources, tasks may be eliminated and/or parceled out among different people

Campaign Management and Planning
GOAL: To develop an overarching strategy and ensure effective oversight of all campaign activity so the campaign unfolds smoothly and problems are addressed and resolved

Tasks
- Reach agreement between Candidate and Campaign Manager on the division of labor and responsibility for oversight of the various activities
- Reach agreement between Candidate and Campaign Manager on how to communicate and resolve issues
- Assemble small core group of advisors, including an “Old Hand” who has done it before
- Develop campaign strategy and theme and then fit resources (candidate’s time, $$, and volunteers) into a rough timeline for executing the strategy

Financial Management and Compliance
GOAL: To ensure the campaign stays within budget and that all campaign funds are collected and used in accordance with state law.

Tasks
- Be familiar with legal requirements, report filing, and deadlines.
- Ensure all literature, Facebook page, website etc., contains the campaign’s authorization disclaimer
- Develop basic procedures for processing and recording all financial inflows and outflows
- Authorize and train Deputy Treasurers (aka volunteers) on required record keeping
- Ensure legally required reports are filed by the deadlines
- Develop a draft budget and adjust as the campaign unfolds
- Produce budget vs actual income statements, and balance sheet, on request

Fundraising
GOAL: To have sufficient money in the bank to meet campaign needs at all times

Tasks
- In conjunction with development of a budget, develop a fund-raising plan
- Execute the fundraising plan
- Ensure an adequate amount of Candidate time is allocated to fundraising and asking for money

Volunteer Management
GOAL: To have enough volunteers to carry out Campaign activities

Tasks
- Build a list of volunteers: contact information, interests, and availability
• Ensure each volunteer is very clear on (a) exactly what they are being asked to do and when, and (b) who to go to if they have questions
• Ensure each volunteer is supported by the Campaign so they have fun and feel appreciated

**Targeting**
GOAL: To collect and analyze voting data and determine where, geographically, to focus campaign resources on:
✓ Persuading people to support the candidate
✓ Ensuring your voters turnout on election day (GOTV).
✓ Finding volunteers (to canvas their neighbors, display yard signs, host coffees)
✓ Registering potential supporters who are not yet registered to vote or who need to update their registration

**Tasks**
• Predict turnout by precinct (% of voters who voted in last 3 similar elections multiplied by # of registered voters)
• Calculate probable Performance Index by precinct for last 3 similar elections (PI = Sum of percent of votes going to similar candidate divided by 3)
• Target precincts for:
  o PI = 65% or more: voter registration, volunteer recruitment, GOTV
  o PI = 35% or less: target specific neighborhoods only if local knowledge of pockets of supporters
  o PI = 35-65%: Heavy effort on persuasion, GOTV
• Produce verbal or written precinct analysis with recommendations

**Scheduling**
GOAL: To schedule the Candidate’s time and ensure a Campaign presence at priority community activities. Ensure the Candidate has time for:
  o Activities of daily and family life, including rest and relaxation
  o Campaign planning, oversight and supporting volunteers
  o Attending meetings and events
  o Canvassing neighborhoods
  o Telephone time and fundraising

**Tasks**
• Decide who has control over the Campaign calendar and who has control over the Candidate’s calendar
• Develop process to ensure there is good coordination between the two calendars
• Develop process for reaching out and accepting invitations for the Candidate and entering them on the appropriate calendar
• Develop process to ensure necessary preparation before and/or follow-up after each event.

**Campaign Logo**
GOAL: To choose campaign colors, develop an eye-catching logo as well as head and tag lines to be used on all print and electronic media.
Tasks
- Gain agreement on campaign colors
- Develop various logo and head and tag line concepts
- Develop some drafts
- Gain approval of the selected version
- Produce the electronic files of the Logo and head and tag line in formats needed by the various campaign activities

Literature
GOAL: To produce printed material on time and in sufficient quantity to meet needs of campaign. This includes signs, posters, rack cards, brochures, postcards, buttons, banners, bumper stickers, etc.

Tasks
- Determine the type and purpose for each potential piece of material
- Gain agreement on quantities and types of print material that will be needed, and by when they will be needed
- Secure estimates for printing these materials and get budget OK
- Draft copy for each piece of material and get it approved
- Get approval for printing each piece (quantity and quality)
- Accept delivery of, and be responsible for maintaining inventory of all print material

Campaign Signs
GOAL: To organize the deployment of signs according to the campaign plan and schedule.

Tasks
- Obtain proper number of stakes for yard signs
- Plan general geographical deployment of signs of each size
- Secure list of people willing to host yard signs
- Secure volunteers to distribute and erect signs
- Organize sign posting parties to get signs posted on preferred dates
- Organize volunteers to remove signs after election day
- Dispose of or recycle signs after election day

Facebook (and other Social Media)
GOAL: To create a compelling and visible Facebook (etc.) presence that informs voters about the candidate and encourages viewers and their friends to vote for her.

Tasks
- Create a Facebook page for the campaign
- Create lists of types of things that can and cannot be posted on the page
- Collect visuals/photos for posting
- Curate and write content for page and post as frequently as possible, especially during the campaign season.
- Extend reach of page as widely as possible
- Monitor and manage reactions/comments(messages) to the page
• Select/create occasions for broadcasting Facebook live video of candidate
• Advertise and produce live video(s)
• Use Facebook tools to monitor reach of the page
• Boost posts according to the budget

**Door-to-Door Canvassing**
GOAL: To have the candidate and volunteers make favorable contact with as many voters as possible and compile information about the contacts made.

**Tasks**
- Allocate volunteers’ and candidate’s time to precincts according to targeting analysis
- Develop canvassing packets and procedures and train canvassers
- Assign candidate and canvassers to neighborhoods and community gathering spots
- Collect and compile information collected by canvassers
- Track and summarize canvassing results by precinct and make recommendations for subsequent voter registration and persuasion activities, and for GOTV efforts

**Data Management/IT**
GOAL: To maintain lists of volunteers and donors, ensure the candidate can be contacted by voters, media and other organizations, and all contacts are handled in a timely manner. Secure the Candidate’s and the campaign’s electronic activity and devices from loss or intrusion.

**Tasks**
- Decide on, and set up if necessary, a campaign email account and phone number.
- Develop a list of potential campaign data security vulnerabilities
- Oversee online donation collection methods and ensure they are secure
- Set up system to manage donor/donation and volunteer data so that accurate reports/lists can be produced as and when, and in the format/breakdown, needed
- Develop process for ensuring the system stays up-to-date
- Develop process for passwords and access to each of Campaign’s electronic resources
- Conduct training as needed

**Issue Research**
GOAL: To ensure the candidate is prepared to speak on important local policy issues and can respond to questions

**Tasks**
- Identify the issues that the Candidate will likely be asked about in debates or questionnaires
- Compile or collect background information for the Candidate to read and study
- Develop a short written statement describing the Candidate’s position on each issue
- Help the Candidate prepare for debate Q&A by doing some dry runs
- Help the Candidate prepare responses to questionnaires
Note: This document is by no means complete. It is constantly being updated with contributions from elected officials, candidates, staff, volunteers and people like you. If you have a tip to add, please contact: lindro@lindro.com

Compiled by Linda Rogers
www.lindro.com
for Democrats EVERYWHERE and especially for York County Pennsylvania Democratic Women
BEFORE you throw in your hat ...

CHECKLIST

☐ Don’t decide to run for office impulsively. Many successful candidates make the decision to run and lay groundwork years before an election.

☐ Make sure the decision is YOUR choice. Don’t be pressured into it.

☐ Do it because you want to serve the community through that office. Don’t do it because you don’t like the incumbent or the other candidates or you’re mad because the township allowed an industrial park to be built off your backyard.

☐ Campaigns are expensive — Expect to fund at least the preliminary stage of your campaign. If you are a good fundraiser and have capable volunteers, you can grow your war chest.

☐ Campaigns are time-consuming — It’s not fair to supporters if you’re going to be a “Weekend Campaigner.” Races aren’t won by part timers.

☐ Research: If you want to win, embrace the issues that concern voters. Don’t make the mistake of assuming your issues are theirs. Read the papers — especially letters to the editor. Read opinion polls. Attend civic meetings. Attend a focus group. Check out internet forums on local news sites.

☐ Know your prospective opponents and the incumbent. More research. Read everything you can find about them and their records.

☐ Take a hard look at yourself — Make sure you and your spouse have an impeccable personal, financial and professional records.

☐ Develop a thick skin — You will be the victim of ad hominem attacks and your response can turn on or turn away voters.

☐ Consult family members — Living in the public eye will have ramifications for them as well as you.

☐ Practice public speaking. Hire a coach if necessary.

☐ Constantly watch your physical image. Carry yourself with confidence. Pay attention to your wardrobe and grooming habits. Use mouthwash and deodorant... and go light on the cologne.

YOUR MOST IMPORTANT DECISIONS: YOUR CAMPAIGN MANAGER and YOUR FUNDRAISING CHAIRMAN

The two people who will win you elections. Many campaigns fail from the get-go because a candidate chooses a friend or a relative rather than experience for these jobs. A political campaign neophyte should NEVER start at managerial levels. These positions are tough, time-consuming, and require specific managerial style, legal savvy and people skills.

An inexperienced fundraiser may manage to some money but an experienced fundraiser knows how to set up lucrative projects and shmooze donors into committing to you for the duration. Your Campaign Manager must be able to field questions, supervise events, direct volunteers, keep peace in the ranks and keep you on schedule and free you up.

These are the two campaign jobs worthy of a campaign paid expense. It may well be the best money you spend.
ESTABLISH
Campaign Message & Theme

CHECKLIST

EXAMPLES OF A CAMPAIGN THEME:

- Passage or Repeal of a law
- Reform
- Lower Taxes

☐ REASONS why the average voter should support it. Never forget that your base consists of average people who need to connect with you. You have to target and define those connections.

☐ RESEARCH the concerns of voters in your district. Don’t assume YOUR issues are their issues. Find a Focus Group in your district. Read letters to the editor. If there is any internet forums based in your district, tune in. Newspapers and Local TV often offer forums on their websites.

☐ THEME and MESSAGE can bolster a campaign ONLY if it is powerful enough to sustain the campaign till election day.

☐ AVOID one-issue messages! Don’t base your campaign on a single issue alone.

MONEY SAVING TIP: FOCUS ON YOUR STATIONERY.

Listing supporters on your imprinted stationery:
If you list them, always - always ask them to sign a release.

“Stuff” happens. Political campaigns can fray nerves and sometimes people withdraw support. If a name is listed on your stationery, a disgruntled supporter may demand that it be deleted. S/he can even threaten a law suit if you don’t. This can be expensive if you have cases of imprinted stationery destined for the trash.

Omiting supporter names
You can choose to omit supporter names on the printed piece and add them yourself down the right side of the stationery. This method gives you leeway not only to delete names, but also to add anyone as the campaign progresses.

Common and high grade stationery
Order your high grade stationery to correspond with super supporters and important officials, at the same time you order your everyday stationery. Since the printer does not have to do a separate press run, this eliminate separate set-up fees. Also, the more imprints you order, the lower the price per imprint.
ANNOUNCING Your Campaign

CHECKLIST

HOW TO DO IT:

☐ Announcement Letter with logo and letterhead going out to Super Voters, Supporters and the Media.

☐ An Event Announcement — invitation printed with your logo via mail and email.

☐ Successive appearances at various events set up by supporters.

Typically, an appetizer and soft drink affair in a rented hall. Rentals of community buildings such as firehalls, churches and American Legion/VFW rooms are cheap or free to members. Campaign or Party Headquarters may be FREE. Decorate with balloons and streamers and posters of the candidate. Supply refreshments if a caterer is out of the question. Avoid alcoholic beverages.

BARE ESSENTIALS:

☐ A Logo — small enough for a business card, big enough for a yard sign

☐ A Website — A key communication center for voters to access candidate information, blogs, and learn about scheduled events. It is also a 24/7 tool for accepting donations and volunteers. 90 percent of the public now uses the Internet for political information.

☐ Printed Matter — Stationery, Donation Envelopes, Business cards

☐ Informational Matter — InfoCard, flyer, brochure with photos

ADDITIONAL ITEMS:

☐ Buttons with your logo and website address.

☐ Posters — Large Display image of Candidate and logo. These sturdy, coated signs are used throughout the duration of the campaign at rallies, house parties, speeches and all other public events. When they aren’t been used, they are displayed within Campaign and/or Party Headquarters. The earlier you order these, the more mileage you will get from them.

☐ Balloons with your logo — These are also good for Street Fairs, Carnivals and Picnics where children carry your message through the crowds.

☐ Giveaway items with name and logo such as: small note pads, pens or pencils, fans, etc.

☐ Fundraiser Items such as: T-Shirts, Caps, Mugs, etc.

MONEY SAVING TIP: STARTING OUT ON A SHOESTRING

With little money in the campaign chest, do a limited mailing first — a letter asking for donations from donors who have given in the past and super voters. You can find out this information by contacting someone who has run or worked on a campaign in the past. Supervoter information is available from your local party or County Bureau of Elections.
8 “Cs” of a Superior Campaign Slogan

CHECKLIST

☐ A Good Slogan is COMPATIBLE to the campaign theme.
☐ A Good Slogan is CLEAR— simple to understand and say.
☐ A Good Slogan is CONCISE — just short, sweet soundbyte.
☐ A Good Slogan is CONNECTED to voters, their concerns, emotions and the political environment.
☐ A Good Slogan is COMPELLING.
☐ A Good Slogan is CREDIBLE.
☐ A Good Slogan is CONSISTENT and repeated in all campaign advertising.
☐ A Good Slogan is CONSTANT and must endure throughout the entire campaign. If you decide to base a slogan on a single issue, make sure that issue will be as compelling on election day as it was on announcement day.

Memorable US Presidential Campaign Slogans

1844  James K. Polk — “Reannexation of Texas and reoccupation of Oregon” (defining a goal)
1856  John C. Fremont — “Free Soil, Free Labor, Free Speech, Free Men, and Fremont” (a play on the candidate’s name)
1864  Abraham Lincoln — “Don’t swap horses in the middle of the stream” (plea to consistency and leadership)
1884  Grover Cleveland — “Blaine, Blaine, James G. Blaine, The Continental Liar from the State of Maine” (negative to opponent)
1884  James Blaine— “Ma, Ma, Where’s my Pa, Gone to the White House, Ha, Ha, Ha” (negative to opponent)
1888  Benjamin Harrison — “Rejuvenated Republicanism” (alliterative)
1896  William McKinley — “Patriotism, Protection, and Prosperity” (alliterative)
1900  William McKinley — “A Full Dinner Pail” (campaign promise)
1916  Woodrow Wilson — “He kept us out of war” (reputation)
1924  Calvin Coolidge — “Keep cool with Coolidge” (play on name)
1928  Herbert Hoover — “A chicken in every pot and a car in every garage” (campaign promise)
1952  Dwight Eisenhower — “I Like Ike” (rhyme)
2008  Barack Obama — “Yes We Can!” (hope and promise)
FUNDRAISING
FUEL to keep the Campaign RUNNING

CHECKLIST

REASONS PEOPLE GIVE

☐ Number ONE Reason People GIVE: BECAUSE THEY WERE ASKED!

☐ They were ASKED a SECOND, THIRD, FOURTH or FIFTH TIME.

☐ SPECIFIC PURPOSE—They were told what their money was to be used for.

☐ SPECIFIC DEADLINE—They were told their money was needed by a certain date.

☐ SPECIFIC AMOUNT— They were given specific amounts for various goals. “$20 will pay for printing and maling of 40 postcards.”

☐ Ideology and agreement with Issues

☐ Connection to the Candidate, family, supporter or member of the committee

☐ Ego

☐ Hope for reward

☐ To join the Bandwagon

REASONS PEOPLE DON’T GIVE

☐ Number ONE Reason People DON’T GIVE: BECAUSE THEY WERE NOT ASKED!

☐ Number TWO: They were not asked a SECOND, THIRD, FOURTH or FIFTH TIME.

☐ They are not asked for a SPECIFIC AMOUNT. The amount is not quantified in easily understood terms: “$1000 will pay for a mailing to 5,000 people.” “$100 will pay for the hot dogs at the campaign picnic.”

☐ An URGENT DEADLINE is not provided: “We need to get the word before filing date.

☐ They feel IGNORED — A personal call from the Candidate saying their support is greatly appreciated.

☐ They were NOT THANKED Personal thank you notes are imperative no matter how small the donation.

CHECKLIST FOR SOLICITATIONS

☐ Donor Information: Verification of name, address, work and home phone, occupation and donating history . KEEP AN UP-DATED LIST.

☐ Amount to be requested.

☐ Identify issues of concern and connection to the Candidate.

☐ Compose a brief statement regarding the mission of the Candidate.

☐ Talking points which identify current events and Candidate’s favorable stand/solution.

☐ Follow up with unanswered questions by the donor and/or a Thank You note or call from the Candidate for the donation.

☐ In-Kind Donations— Can you use donors’ product or services in addition to — or in lieu of — a cash donation? Ask for it.
Writing the FUNDRAISING LETTER

CHECKLIST

☐ GREETING — if possible, address letters to individual names. If you don’t have the software to do this, address to “Friends of ________” or “Supporters of ________” and use the Candidates first and last name. Not everyone will know who the “Joe” in “friends of Joe” is and there may be several “Joes” running in the election. Doing this helps imprint your candidate branding.

☐ Opening paragraph — Uplifting! Good news or a series of good news bullets.

☐ Describe what’s coming up next—
  What it is.
  Why and How you’re going to do it.
  Results you expect.
  If it’s an event: location.
  If it’s a broadcast, include dates/times and stations/channels.

☐ Ask for money—
☐ Ask for a SPECIFIC AMOUNT.

☐ QUANTIFY what that amount will buy in easily understood terms: “$1000 will pay for a mailing to 5,000 people.” “$100 will pay for the hot dogs at the campaign picnic.”

☐ Provide an URGENT DEADLINE

☐ Tone — ASK with the emphasis on donors and others in the district benefitting by this support. Remember that you are the hope for the district’s future. Don’t sound desperate or apologetic. Don’t beg. Donors — and voters — will pick up on the tone and people don’t respond well to desperate candidates. It rings of “loser.”

☐ Remind supporters that your past success is due to their contributions. If you don’t accept PAC contributions, let them know that their donations make up your entire budget.

☐ Thank them in advance at the end of the letter. — don’t forget to send follow-up thank you notes to donors— your best tool for follow-up donations.

☐ P.S. add-on—
  • Create an enticing, short message to encourage reading the entire message.
  • Reinforce the main message.
  • Re-emphasize the urgency.

☐ Make the reader turn the page if it’s more than one page long— Don’t finish your thought on page one. Break it off and continue on page 2.

☐ Teasers for mailing envelopes or e-mail subject lines— “Wouldn’t you like a cleaner community?” or a call to action, “Help us bring accountability to (local, county, state) government!” If you aren’t printing out a new batch of envelopes with the teaser printed on it, you can have stickers printed up.
The CANDIDATE is ALWAYS the PRIME FUND RAISER and should devote significant time (party manuals suggest up to 20 hours per week) to personal solicitation of campaign funds from donors. NO ONE ELSE can raise money as effectively as the Candidate, especially those donors with big pockets. The candidate should always be the main solicitor from important donors, enlisting support people at face-to-face meetings.

The Donor Envelope is your second best fundraising tool. This self addressed envelope should go into every single mailing and be included in every door-to-door packet and present at every single event.

Fundraising Letters via:

- US Mail Marketing Campaigns— Include brochures or Candidate Info cards, donor envelopes and other campaign literature and give-aways.
- You can fit more weight into a bulk mail envelope for a minimum cost — as much as 3.3 oz for less than half the price of first class stamp. Bulk mail can be disguised as first class mail by using special stamps or franking.
- We do suggest that you separate key donors who give over a certain amount, use your good stationery and mail first class.

Email Marketing Campaigns — These are those “professional” emails that look like web pages. They come into your email box as newsletters, announcements, coupons and ads. Extremely cost effective, they can be sent to your database for as low as 50 for a penny. They contain click-on links to web pages and on-line donation links.

PHONE BANK Volunteers to call donors, answer questions and ask for support.

Your WEB SITE— Your web site should have the capability of taking credit cards and checks. Political contribution handlers such as ACT BLUE and money exchange sites like PayPal are low cost methods of taking contributions. Be sure your donors fill out contribution disclaimer forms.

PLEDGES— Try to sign donors up for monthly, weekly or bi-monthly contributions. A weekly contribution of $10 over an election period 6 months is better than a single $100 donation.

EVENTS— Bake Sales and picnics to House Parties and $1000 a plate dinners. ALL prime collecting ground for contributions and opportune occasions to speak, answer questions and collect donations.
BRANDING
It’s not just for cattle

Branding creates a response from targeted voters based on impressions and positive reinforcement. It uses identifying symbols and words to distinguish a candidate from the opposition.

1. BRAND EARLY and DEEP: Some candidates, in an effort to save money during unopposed Primary Elections, do not start building their image till after the Primary. While these wannabes are saving money, they are losing critical votes. If the opposition has several candidates vying for one slot, they have been branding themselves months before the pennypincher steps in.

2. THE CANDIDATE WHO STEPS IN LATE FINDS NO ONE KNOWS HIS/HER NAME while November opponent is well on the way to a win through the branding done during the primary competition.

3. ART OF THE SIMPLE MESSAGE: Create and communicate one branding message as an umbrella for all issues. Candidates sometimes make the mistake of trying to be all things in different ways. This complicates your image and at least one of your messages is guaranteed to alienate votes. Simple messages that can encompass an entire campaign.

4. KNOW YOUR CONSTITUENCY: You take your best shot but ultimately voters determine what your branding means. Your branding can go negative naturally or the opposition will take your brand and twists it in an unfavorable way. Barry Goldwater’s ‘64 bid for the presidency was a prime example of this.

5. POSITIVENESS: Establish your branding on an uplifting message such as the good of your constituency, state or country—a vision for something better, a positive overall message.

6. JARGON: If your positioning statements and campaign speeches use acronyms or slang, many won’t understand. A good test of effectiveness is to run things by people over 60 and people under 25.

7. CONSISTENCY: in everything that comes out of Campaign Headquarters, every speech, every debate, every appearance, every piece of campaign literature. Make sure every single member of your campaign understands your branding. from campaign directors and to phone bank to and door-to-door volunteers. They are the ones who go face-to-face with voters.

8. CONNECTEDNESS: Great campaigning achieves a high level of human connectivity. This is when voters can speak of you as an individual, not as part of a party or an election. “He thinks like me.” “She holds ideals similar to my own.” “His are the kind of ethics I have.”

MONEY SAVING TIP: FOCUS on PR.

PR is free. Advertising is not.

Brands are built on what people say about you—NOT what you’re saying about yourself. People say good things about you when you have a great message that connects. Then they spread the word about you.
ALLIANCES

$\$$ave Money

CHECKLIST

☐ Two candidates in the same party running for the same office in adjoining districts can pool their money into one brochure or one postcard. Same is true for elections with more than one open seat to fill. Other “marriages” are two candidates running for different offices in the same municipal election like: Mayor and City Councilperson.

☐ DOUBLE THE POWER: Not only do alliances save money, a joint message can pack a Double Wallop! Two or more voices championing the same issue are more powerful than one.

☐ Buddy-Up on a Single Piece... or an entire package.

☐ When you “buddy-up” with another candidate — especially when you share a similar message — you cut your ad costs in half.

☐ When you buddy-up, you cut your printing costs, too. 20,000 copies of one brochure are much cheaper than 10,000 copies each of two different brochures.

☐ You don’t have to be “married” to the other candidate for life. You may choose to do a single piece together... or most of your campaign.

☐ Buddy-Up with More Than One Other Candidate

☐ Another option, especially for a Powerful End-of-Campaign PUSH is to enlist several party candidates in a “Go To Vote” Postcard or brochure. After it’s mailed out to voters, the remaining pieces can be distributed at the polls by a combined team of poll workers from all the candidates involved, thus covering more ground than one lone candidate.

☐ Alliances Save Time, Manpower and Lend Support

☐ Stage rallies together — splitting costs of hall rentals, catering costs, decorations, signage and many other expenses. Whether it’s sharing a booth at the Country Fair or the cost of $1,000 a plate dinner, you’re doubling your savings and your contacts.

☐ Candidates also use alliances to support each other in public forums.

☐ POOL YOUR VOLUNTEERS: Some smart candidates pool volunteers to help each other, especially in a crunch such as getting a mailing out the door.

☐ KNOCK ON MORE DOORS— Candidates running for State Office can cover more ground when they team up with local candidate volunteers going door-to-door. And that door opens both ways.
YARD SIGNS
The Art of Simple Design

1. **LOGO AS SIGNAGE.** If you started with a simply designed, very clean logo, you've done well. You can keep your branding using your logo as basis for your signage.

2. **DRIVE-BY TIME IS 3-6 SECONDS!**

3. **MOST VIEWING IS DONE FROM A CAR.** Campaign signs are usually placed in a yard or a window. Most viewing is done from vehicles traveling **five to 45 MPH.**

4. In that 3-8 seconds, you must accomplish two things:
   - Grab the viewers’ attention
   - Communicate your message

5. Viewers only need to remember your name and political office for which you’re running.

6. The fewer the letters a sign contains, the more visible the words will be and the quicker the sign will be read.

7. Choose smooth, readable type fonts.

8. There is limited space on a lawn sign. Crowding with unnecessary text and graphics blurs the visibility of the name.

9. If you have a logo that was designed to be visible, use it. It is part of your branding.

10. If you have a logo with distracting graphic elements, a long slogan, consider using just the candidate name and office.

11. **Use last name only—BUT ONLY** if no one with the same last name is running in the same election. That does not mean same office. It means anyplace on the ballot.
1. Create a graphic design that revolves around the candidate. Most candidate websites are cookie cutter in terms of design. Stand out by a graphic identity that actually speaks to who the candidate is.

2. Give visitors stuff to do besides just give you money. Ask them to knock on doors for you. Ask them to plan a campaign event. Ask them to write letters to the editors at local papers. Ask them to hold their own voter registration drives. Use your site to invite people to participate and give them tools they can use to do it.

3. Make fundraising pitches specific and tie them to events in the news. Ask volunteers to give money to run an ad in a local newspaper in response to specific opponent attack. People are more likely to give online if the pitch is specific and timely.

4. Cut down on the number of emails, particularly the ones begging for money. The more emails you send out the less of an impact they will have. Don’t turn off your volunteers by sending them too many emails. I’d aim for two a week at most - one providing an update on what’s new with the campaign and another fundraising pitch.

5. Don’t blog unless you are going to embrace the spirit of blogging. Write like you are sending an email to five close friends and not like a lawyer. Read other blogs. Link to other bloggers. Allow comments.

6. Blog once and have it automatically go out to your social forums, especially those that offer “fans”: like Facebook, MySpace and others.

7. Publish as much content as possible via RSS feeds. News. Video. Audio. Help spread your content by making it easy for people to subscribe to, download and publish to their own site.

8. If you go negative, try to be clever about it. Funny spreads a lot better online than heavy-handed and mean. Use humor to make distinctions between you and your opponent.

9. Provide users with a behind the scenes look at your campaign. Produce videos that show the candidate in private moments. Have campaign staffers blog about the day-to-day campaign grind. Share some tidbits about your strategy and invite feedback. Pictures, pictures, pictures.

10. Create a community around your site. Ultimately, by creating engaging content and giving users ways to participate in your campaign online you will end up creating an online community in support of the candidate. That is what you should strive for.
How to Use Facebook Live on a Page
Follow this guide to start a Facebook Live stream from your Facebook page
Adapted from Article By Brandy Shaul

If you’ve yet to try Facebook Live for yourself, here’s how to start a livestream on your Facebook page from your mobile device.

For your Personal FB page

**Step 1:** In the Facebook mobile application, go to your personal Facebook page.

**Step 2:** Tap the “Live” button at the top of your News Feed

Alternatively, for a page you manage

**Step 1:** Tap the “Publish” button located under the page’s profile picture.

**Step 2:** Tap “Live Video” in the new window that appears.

**Step 3 (may not be necessary):** If you have yet to give the Facebook app access to your device’s camera and microphone, tap “OK” on the two prompts that appear. You may also be presented with a Facebook Live tutorial video, which can be watched or skipped.

**Step 4 (optional):** Tap “Describe your live video ...” to add a text description to your stream.

**Step 5:** When you’re done streaming, tap “Finish” in the bottom-right corner of the screen to end the video.

When you’re finished streaming, you will have the option to post a replay of the stream to your Facebook page, or to delete the video. You will also be able to download the video to your own device.

**Plan Ahead and Be Prepared.**

1. Have a clear goal for the video
2. Write an intriguing description before going live.
3. Tell people on Facebook ahead of time when you’re going to broadcast.
4. Make sure you have a strong connection when you go live.
5. Ask your viewers to follow you and receive notifications when you go live.
6. Respond to viewers comments.
7. Try doing a live video ahead of time and practice until you are comfortable with it.

What Every Campaign Staffer Should Know About Cybersecurity

Congratulations, you’re a cyber target.

Whether you’re an intern or the campaign manager, cyber criminals are trying to break into your accounts and steal the campaign’s information. Everyone has a responsibility to protect themselves and the campaign. That includes you.

There are simple things you must do to avoid making yourself and the campaign a victim.

1. **Activate Two-Factor Authentication**
   Adding two-factor authentication to your email, file storage, and social media accounts is the most important step you can take to secure your information and it’s really simple to set up. Your campaign will tell you which two-factor method to use. Two-factor authentication makes it a lot harder for the bad guys to get into your account, even if they steal your password.

2. **Create Strong Passwords**
   Make your password as long as possible. Think of it more as a “pass-sentence” than a password. Less than 8 characters is too short. 12 or longer is much better. Contrary to popular belief, it should not include requirements for numbers, special characters, or capitalization. **SOMETHINGLIKETHISPASSWORDHERE** is actually harder to hack than **s0m3TH1n6L1k$**. String a set of words together that are easy for you to remember. Don’t write your password down where someone can find it. If you have even a faint suspicion that someone might know your password, change it immediately.

3. **Keep work on your work accounts**
   Never use your personal email or storage services for campaign work. Foreign agents have hacked people’s personal email accounts in the past to steal information. To keep your personal life secure, use strong passwords and two-factor authentication.

(Continued on back)
4. **Secure your personal accounts**

Make sure you have two-factor and strong passwords on your personal accounts, just in case someone tries to hack your personal life. If you are on Gmail, there’s a service for personal accounts called Advanced Protection that uses physical keys to give you extra protection from someone else logging onto your accounts. There is also a Chrome extension you can download that helps protect Gmail accounts against phishing.

5. **Watch out...**

   a. **Clicking links.** Avoid clicking links in emails; go directly to a site through your browser instead. Just clicking a malicious link can install malware on your computer. Be especially careful of links that ask for your password or personal information. If you see something suspicious, contact us immediately!

   b. **Trust your gut.** If an email looks funny or has strange grammar, don’t click anything or open any attachments. If a co-worker seems to be sending a strange request, or asking you to share something sensitive over email, pick up the phone and call them to make sure it’s legit. Never click links, open attachments, or send sensitive information in response to emails from people you don’t know or addresses you don’t recognize. If you see something suspicious or aren’t sure what to do, just say so!

   c. **Downloading apps.** Only download apps from the official Apple or Android store on your device. Avoid downloading apps you don’t need, since adversaries will sometimes spy on your computer or phone by creating apps disguised as games or helpful tools.

   d. **Social media.** Your social media accounts contain a wealth of information about you and your whereabouts that hackers can use to send you sophisticated phishing emails. Limit the information you share by default and select security settings that allow only accepted friends to see personal information. Don’t accept friend requests from people you don’t know.
TOP FIVE CHECKLIST

1. **Set the Tone:** Take cybersecurity seriously. Take responsibility for reducing risk, train your staff, and set the example. Human error is the number one cause of breaches.

2. **Use the Cloud:** A big, commercial cloud service will be much more secure than anything you can set up. Use a cloud-based office suite like GSuite or Microsoft365 that will provide all your basic office functions and a safe place to store information.

3. **Use 2FA:** Require two-factor authentication for all important accounts, including your office suite, any other email or storage services, and your social media accounts. Use a mobile app or physical key for your second factor, not text messaging.

4. **Use Long Strong Passwords:** For your passwords, create a really long string, not something short like Th1$. A long string of random words without symbols is more difficult to break than something short, with L0t$ 0f $ymB01$. A password manager can help, too.

5. **Plan and Prepare:** Have a plan in case your security is compromised. Know whom to call for technical help, understand your legal obligations, and be ready to communicate internally and externally as rapidly as possible.

**VULNERABILITIES, THREATS AND RISKS**

- **Vulnerabilities:** weaknesses in your campaign that make information susceptible to theft, alteration, or destruction. Vulnerabilities can originate in hardware, software, processes, and in the vigilance of you and your staff.
- **Threats:** the people, hackers, state and nonstate groups with the capability to exploit your vulnerabilities.
- **Risk:** Where opponents have capacity and are motivated to attack your vulnerabilities.

**SECURING THE CAMPAIGN**

1. **Prepare:** The success of nearly every one of the Playbook’s recommendations depends on the campaign manager creating a culture of security vigilance that minimizes weak links. That means establishing clear ground rules that are enforced from the top down and are embraced from the bottom up.

2. **Protect:** Protection is critical. When you discover you have a security problem, it is already too late. Building the strongest defenses that time and money allow is key to reducing risk. Internet and data security works best in layers: there is no single, bulletproof technology or product. A few basic measures used in combination can make a campaign’s digital architecture more difficult to breach and more resilient if compromised.

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1 Summarized and Quoted from the online Campaign Cybersecurity Playbook: https://www.belfercenter.org/cyberplaybook
3. **Persist**: Campaigns now face adversaries with ever-increasing levels of resources and expertise; even the most vigilant culture and the toughest infrastructure may not prevent a security breach. Campaigns need to develop a plan ahead of time to deal with a breach if one occurs.

**STEPS TO SECURING YOUR CAMPAIGN**

- Understand the human element
- Onboard and train everyone
- Set an example
- Vet staff, volunteers and helpers
- Define what’s sensitive information
- Control access
- Educating about phishing

**PLANNING AND PREPARING**

1. Know what to report to law enforcement
2. Know who you will call for technical assistance
3. Identify a lawyer to help if needed
4. Brainstorm potential damage scenarios
5. Develop some boilerplate PR language to use in case

- What happened?
- How did it happen?
- Who did it?
- What was stolen or damaged?
- Was anyone’s personal information stolen? What are you doing to protect them?
- How did the hackers do it?
- Are the hackers out of your system?
- How long were they in your system?
- What security measures did you have in place? Why weren’t they effective?
- Shouldn’t you have known this would happen? Why weren’t your systems better secured?
- Are you working with law enforcement? Has law enforcement contacted you?
- In a ransomware breach, you’ll be asked: Did you pay the ransom and why or why not?
As you consider running for public elected office, know that efforts are underway to create an atmosphere in our community that stresses civil discourse. By elevating our level of communication and avoiding personal attacks and general stubbornness, we can avoid unhealthy debate. This will lead to a more effective democracy, and help maintain our sense of community by increasing civic participation.

Speak Your Peace, citizen-led campaign urges residents of the south Wood County area to communicate in a respectful and effective way. It is not a campaign to end disagreements. It is a campaign to improve public discourse using nine “Tools of Civility” to foster effective communication.

Nine Tools of Civility

1. Pay Attention
   Be aware and attend to the world and the people around you.
   - Be informed about what is occurring in our community
   - Focus on the issue - on what the person is saying
   - Consider the whole picture; issues are connected
   - Open your mind to new perspectives; strive for objectivity

2. Listen
   Focus on others in order to better understand their points of view.
   - Seek to understand; hear what is said
   - Ask effective questions
   - Respect the person and his/her view through your words and body language
   - Give thoughtful attention; avoid distractions such as: your emotion, multi-tasking, or formulating a response instead of listening

3. Be Inclusive
   Welcome all groups of citizens working for the greater good of the community.
   - Know the community system in order to be inclusive (social, economic, environmental, technical, etc.)
   - Intentionally and sincerely invite diverse perspectives
   - Seek participation; take responsibility; include yourself!
   - Use common language; avoid jargon
4. Don’t Gossip  
*And don’t accept when others choose to do so.*
- Go to the source for the facts; validate the information
- Communicate with respect and a positive intent; own what you say; be accountable
- Model integrity and mutual respect; set a good example for others
- Honor those who are not present

5. Show Respect  
*Honor other people and their opinions, especially in the midst of a disagreement.*
- Value the person; appreciate his/her contributions, experiences, passion, culture, norms and values
- Use questions to clarify
- Value ideas that are brought to the table
- Demonstrate positive body language

6. Seek Common Ground  
*Look for opportunities to agree; don’t contradict just to do so.*
- Rise above emotions; focus on the issues
- Build relationships; make a connection
- Work toward mutual trust

7. Repair Damaged Relationships  
*Be sincere; apologize and forgive.*
- Take responsibility for your actions and words
- Accept an apology
- Practice forgiveness; let go of the past

8. Use Constructive Language  
*Be mindful of the words you choose.*
- Address conflict with the intent of resolution
- When disagreeing, stick to the issues and don’t make a personal attack
- Learn from others’ perspectives and feedback

9. Take Responsibility  
*Practice accountability in language and actions.*
- Take ownership; use “I” statements
- Don’t shift responsibility and blame onto others
- Be trustworthy
- Tell the truth

To find out more, visit www.SpeakYourPeaceSWC.org.

Speak Your Peace. Owned by the community.  
Supported by Community Foundation of Greater South Wood County.
### Alaska Division of Elections

**Statistics**
- Find election results, voter registration and absentee and questioned ballot statistics.

**Ballot Counting System and Election Security**
- Find information about Alaska's vote counting system and election security.

**Election Law**
- Alaska Statutes Title 15.
- Title 6 Alaska Administrative Code.

**Sample Ballots**
- Primary Elections - Find current and past sample ballots.
- General Elections - Find current and past sample ballots.
- REAA Elections - Find current and past sample ballots.

**Ballot Measures**
- Find current ballot measures to be on the ballot.
- Find past ballot measures.

**Candidates**
- Primary Elections - Find current primary election candidates.
- General Elections - Find current general election candidates.
- REAA Elections - Find current REAA election candidates.

**Election Pamphlets**
- Primary Ballot Measures Pamphlets – Find current and past primary election pamphlets.
- Official Election Pamphlets - Find current and past general election pamphlets.
- Special Election Pamphlets – Find current and past special election pamphlets.

**Media Packets, Press Releases and Public Notices**
- Media Packets
- Press Releases
- Public Notices
Petitions

- Find current and past initiative petitions.
- Find current and past referendum petitions.
- Find current and past recall petitions.

Elected Officials

- Find your elected officials

Lists and Reports

- Find available lists and reports

Electoral College

- Find information about the electoral college

Redistricting/Reapportionment

- Current Redistricting District and Precinct Maps (July 14, 2013 Proclamation Plan).
- Current District Boundary Descriptions (July 14, 2013 Proclamation Plan).

Alaska Community List

- Community list sorted by district.
- Community list sorted by community

Our mission is to ensure public confidence in the electoral process by administering voter registration and elections with the highest level of professional standards, integrity, security, accuracy and fairness.

Alaska Division of Elections

Contact Information

facebook

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2 of 2

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Useful Websites
(Descriptions in quotes are taken from the sources)

State and Local Government websites:

CBJ Charter and Ordinances: https://juneau.org/law-department
City Elections: http://www.juneau.org/clerk/elections/
Assembly: http://www.juneau.org/assembly/index.php
APOC: http://doa.alaska.gov/apoc/
State elections: www.elections.alaska.gov
Alaska election laws: http://codes.lp.findlaw.com/akstatutes/15

Campaign Resource Websites:

https://candidatebootcamp.com/blog/know-strengths-political-candidate/
This website presents candidates with 23 questions to help decide whether or not to run. It also includes a survey tool potential candidates can use to get feedback from friends on their potential candidacy.

https://www.ndi.org/dcc-campaign101 “The National Democratic Institute is a nonprofit, nonpartisan organization working to support and strengthen democratic institutions worldwide through citizen participation, openness and accountability in government.” Campaign Skills 101 is a web page on the NDI site with links to numerous tools that can be adapted to fit most running-for-local-office situations. The Political Campaign Planning Manual (https://www.ndi.org/node/23950) covers all the steps even though written for non US uses.

http://aristotle.com/ “….a global leader in non-partisan political technology, consulting, data services and analytics for over 30 years…..”

http://www.huffingtonpost.com/laura-packard/so-youre-running-for-offi_b_4652935.html? Huffington Post article about how to launch a political campaign online.

http://www.dtaspeakyourpeace.org “The purpose of the Speak Your Peace Civility Project is to urge citizens to communicate in a more respectful and effective way. This is not a campaign to end disagreements. It is a campaign to improve public discourse by simply reminding ourselves of the very basic principles of respect.”
Bibliography


How to Run for Local Office

PREPARING TO RUN
Recruiting New Board Members
By Timi Tullis, AASB Director of Membership Services
(originally posted in AASB Commentary, August 2014)

This summer while helping a board develop a board self improvement plan one of the members asked me if we had anything in writing to encourage citizens to become interested and ultimately run for their board. Our website, www.aasb.org, has some information for potential candidates, but I thought I could reach more members by writing about the process here.

The first step is to let individuals know early that there will be seats open in the fall election. It doesn’t hurt to start sharing this information as early as May or June, if you know that soon. Looking for individuals that already are somewhat active in the work you do, individuals that support events at the schools, and people you know care about kids is a great place to start. It’s a bonus if they are or have been active on other boards and know a bit about working on a team or board with others.

Make sure you remain open-minded and don’t discard anyone from consideration. Younger candidates, who potentially graduated from the school recently, could bring a lot of first hand knowledge to the board. More mature candidates who may be active on other boards and have knowledge of how a board governs could also benefit your team. Parents or grandparents of students are not the only individuals who care about kids in your community; there are many ‘non-parents’ that make great board members.

To ensure that your board remains diverse, be sure to encourage individuals from a variety of backgrounds, experiences and occupations. We love that in Alaska we have grandmas, aunties, fishermen, whaling captains, doctors, lawyers, uncles and mushers serving as board members/ Regardless of the label, our school board members have one thing in common -- they care about ALL kids in their district and they are representative of our state.

Be sure to remember that your excitement and enjoyment for your position on the board will be noticed by others. As often as possible publically share your passion for that work as a board member. Speak
positively about being on the board rather than whine about how much “work” it is. No one will want the job if you are unable to highlight the positive aspects of being on the board and making a positive difference for the students in your district.

As current members it is great if you can individually encourage others to run for the board. However, you want to be careful not to publicly support or, on the flip side, bad mouth any particular candidate because depending on the outcome you may or may not be working with said individuals.

While encouraging individuals to run for open seats be sure that candidates understand what the work of the board involves and help them see that the most important aspects of good board members are to:

- Focus on improvement of ALL students,
- Care deeply about the work of the board and share it with different aspects of the community, other civic groups or simply in their circle of supporters,
- Work with the team including the administration to ensure the best educational programs for your district,
- Become an informed and professional board member, be willing to attend all meetings, trainings and board work retreats.

When encouraging community members to consider running for a seat invite them to a board meeting (if they have not been to one) and take time after the meeting to debrief with them about the work that the board accomplished. Honestly explain the time commitments as well as the rewards from being on the board.

So in the end, current board can play a role in encouraging potential candidates to run for open seats. Board members and superintendent might consider the following Ideas to help get the word out about open seats:

- Face to face discussions encouraging involvement
- Newspaper or newsletter ad or an informative article
- Radio interviews encouraging community members to consider running
• Give potential candidates information on the actual work of the board, possibly the yearly calendar and,
• Hold a work session to describe the work of the board.
About AASB

The Association of Alaska School Boards is an organization representing local school boards in Alaska. Its membership consists of more than 330 individual board members, responsible for the students who attend Alaska's public schools.

Formed in 1954 by four districts, AASB has expanded over the years to include more than 50 school boards as members in cities, boroughs, and REAA's. Today the Association is a source of assistance, information, and liaison for these boards and the districts they represent. Services and Initiatives include:

- State and Federal Representation
- Information through Publications and websites
- Board Member Education Programs, Conferences, and In-district workshops
- Policy Development
- Superintendent Searches
- Strategic Planning
- Child Advocacy
- Community Engagement
- 1 to 1 Laptop Initiative for Schools

AASB is governed by a 15 member Board of Directors, consisting of 11 directors and four officers. Representation comes from all regions of the state. The Board is elected by the membership at the Annual Conference. The membership as a whole pass the resolutions which establish the positions taken by the Association before the legislature and other agencies throughout the year.

Member boards pay dues to the Association based on the size of the district to help support the functions of the organization.

AASB & Child Advocacy

Alaska's education policy makers and educators struggle with the complex challenge of providing a quality education to all students across our vast state, particularly when there are so many other factors that impact children's lives and, therefore, their education. Because increasing numbers of children come to school with problems caused by poverty, drug use, teenage pregnancies, and child abuse, schools can no longer limit themselves to only academics. We also recognize that schools cannot act in isolation to overcome such obstacles to learning. Schools, families, and communities must share responsibility for children's development and learning. Since education is a continual process occurring both in and out of school, school is just one institution that can educate children. We ALL must shoulder the responsibility for public education.

The advocacy role of school board members is to promote parental, public, and social service commitment to the shared responsibility of educating all public school children.

AASB's Board of Directors has adopted a Child Advocacy Agenda which recognizes that “PARENTS are the child’s first teachers - loving and nurturing; that SCHOOL opens the mind to the excitement of learning and sharing; that SOCIETY helps a child to appreciate the world and his/her place in it; and that FAITH gives a child a set of beliefs to live by.”

Our advocacy agenda is supported by a detailed action plan, which addresses legislation, education, public relations and collaboration with other agencies.

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How to Run for Local Office Toolkit
Page 134
Roles and Responsibilities of Board Members

As you consider the prospect of running for your local school board, there are a few things you should know about the responsibilities that role involves.

If you are elected, you and your fellow board members’ actions will have far-reaching results. The policies you set will shape the education of tomorrow’s leaders. The guidelines you create will direct the superintendent in navigating the problems your school district faces daily. Your decisions will affect the families of hundreds of students and employees, now and in the future.

School board authority rests with the board as a whole, not each member individually. School board decisions can only be made by a majority of the members at a public meeting.

From the moment school board members begin service, they are accountable to the public, to the state government, and to the courts.

Broad Functions of a School Board

School boards create a shared vision for the district, develop a structure to support that vision, establish accountability, and advocate for students and schools.

Vision School board, on behalf of and with extensive participation by the community, creates a shared vision to enhance student achievement.

Structure To achieve its mission the board establishes a structure and creates an environment designed to ensure all students the opportunity to attain their maximum potential through a sound organizational framework.

Accountability Because the board is accountable to the local community, it causes the continuous assessment and reporting of all conditions affecting education.

Advocacy The board serves as education’s advocate on behalf of students and their schools in order to advance the community’s vision for its schools, pursue its goals, encourage progress, energize systemic change, and deal with children as whole persons in a diversified society.

What Does a School Board Do?

A board performs its functions through:

Policy Making A school board sets school district policies. The board hires a superintendent and district staff to put that policy into practice. The superintendent is accountable to the school board for managing the district according to board policies.

The local school board must develop and adopt policy that governs the operation of the schools. This includes acting on the superintendent’s recommendations in such areas as employment of personnel, administration of student services, adoption of educational programs, selection of instructional materials, and allocation of funds.

Planning School boards must provide vital leadership in establishing current and long-range educational plans and programs for school districts. The school board is responsible for providing a financial plan to carry out the educational programs by adopting an annual budget. Working closely with the community and the school administration, the board sets goals and adopts policies on which instructional programs are based.

Professional Performance One of the critical responsibilities of a school board is to select a superintendent. The school board exercises authority primarily through its superintendent. The board must be kept informed by the superintendent of the needs, conditions, achievements, and progress of the school system.

As public employers, the board establishes the policies that govern the recruiting, hiring, employment, supervision, evaluation, and dismissal of employees. This is an especially vital role, for the school district is frequently one of the community’s largest employers.

Interpreting Needs School board members serve as the citizens’ link to the school district and must interpret the school district’s needs, programs and accomplishments for the community and interpret the community’s needs and aspirations to the superintendent and staff.

School boards serve a dual role of representing both the schools and the community. As a public trust, the local school board must look into the community, find out what citizens want and provide clear channels of communication between the community and its schools. Boards need to sense and influence public opinion about the direction and function of their schools.

Needed improvements cannot be made until people are aware of those needs. Problems will not be solved until people become aware of the problems. It is important to discuss openly the strengths and weaknesses of the schools. Since decisions made about the schools can have an impact on the whole community, it is important to involve local citizens.

Board Service is Time and Commitment

School board service can be both rewarding and frustrating. At times board members feel the long hours they spend struggling with complex problems are all in vain. No matter what their decision, there will always be someone who complains.

These frustrations are offset, however, by reports of students going on to achieve further academic or other kinds of success. There is satisfaction in helping provide students with the education they need to live happy and productive lives.

Being a board member you are required to set aside ‘single issues’ and work with the other members of your board to set policies for your schools that are in the best interest of all students, all employees, and the entire community.
Step One: Are You Ready?
Find out by taking this quick self-assessment quiz.

1) Have you considered what an opponent could easily find out about you by
a) completing a background check on yourself? Yes/No
b) conducting internet searches on your name? Yes/No
c) reviewing your social media sites for questionable content about yourself? Yes/No
d) ensuring your financial affairs are above scrutiny? Yes/No

2) Do you have one or more confidants you trust unquestionably with whom you can share your feelings and concerns (that are not privileged)? Yes/No

PERSONALITY COMPATIBILITY

24) Have you ever had an idea that took your sheer will and determination to build collaboration and support to implement? Yes/No

25) Can you work collaboratively with individuals with whom you don't agree? Yes/No

26) Are you at ease delegating tasks to others, allowing them to complete tasks within the parameters you've established? Yes/No

27) Do you generally listen to all sides of an issue or situation before making a decision? Yes/No

28) Would others describe you as making decisions within an appropriate time frame? Yes/No

29) Are you fairly self-confident? Yes/No

30) Are you comfortable
   a) walking into a room and introducing yourself to strangers? Yes/No
   b) speaking in public? Yes/No
   c) answering both confrontational and supportive questions in public? Yes/No
   d) communicating with media (radio, TV, newspaper, etc.)? Yes/No
   e) using a wide variety of social media (Twitter, LinkedIn, Instagram, Facebook, Periscope, Hootsuite, etc.)? Yes/No

31) Would you describe yourself as resilient? In other words,
   a) do you bounce back quickly from disappointment? Yes/No
   b) can you let unfair comments by others to “roll off your back”? Yes/No

32) Are you able to keep calm in stressful circumstances? Yes/No

Nine in 15 is a nonpartisan grassroots initiative that aims to improve the quality of life in Northeast Florida by encouraging qualified candidates, particularly women, to run for public office and providing information to help them campaign successfully. The initiative also promotes the appointment of more women to public policy boards and commissions. In general, Nine in 15 works to raise public awareness of the unique contributions women make to political discourse and action and to address women's underrepresentation in elected and appointed positions.

Nine in 15 is not a formal organization and does not endorse or fund candidates. For more information or to be added to our mailing list, write info@Ninein15.com

©2014 Nine in 15
Nine in 15 offers this self-assessment tool to help you determine your readiness to run for public office. These questions will help you think deeply about your choice and, should you decide to run, the challenges you may face and your ability to fast-track to success.

Research shows that women typically wait to be “invited” to consider running for political office. Even when they are, studies reveal, they tend to assume—often wrongly—that they are not qualified or have not had the right training to launch a campaign. Other research demonstrates that most candidates, male or female, lack deep knowledge about how to run a campaign and raise money successfully or even what type of experience a candidate should possess before launching.

This self-assessment tool can help you decide if you are ready to run for political office. Although it is designed with women in mind, men, too, may find it useful. It’s meant to reveal strengths and weaknesses that can lead to campaign pitfalls and peaks: important information to have before you announce your candidacy.

Reflect on each question, answering yes or no. You may want to tally your affirmative and negative responses as you consider your options.

**RELATIONSHIPS**

1) Can you identify at least 50-100 people in your circles of influence in the following categories?
   a) close friends/family | Yes/No
   b) business colleagues | Yes/No
   c) casual acquaintances | Yes/No

2) Can you list 50-100 people who may/will support your political race, financially or with volunteer time?
   a) financially | Yes/No
   b) with volunteer time | Yes/No

3) Have you identified someone who would be willing to chair your fundraising committee? | Yes/No

4) Have you secured a campaign manager? | Yes/No

**POLITICAL AWARENESS**

5) Have you thought through why you want to run for this particular office? | Yes/No

6) Do you have a general strategy for how you might win your race? | Yes/No

7) Have you conducted research
   a) about the specific political position you are seeking? | Yes/No
   b) by pulling the public records of the current public official whose office you may fill to study the donations and voting record? | Yes/No
   c) by learning about the demographics as they align to party affiliation of the district in which you would run? | Yes/No

8) Have you had any training in how to run a political campaign? | Yes/No

9) Have you been visible in your community by
   a) serving on a non-profit board or in a similar position? | Yes/No
   b) having been appointed by a governmental official to an agency or commission? | Yes/No
   c) having been elected to a position in your community by friends and colleagues? | Yes/No

10) Have you been involved in a controversial issue in your neighborhood or area of interest
   a) that generated widespread public interest? | Yes/No
   b) were you able to influence the public with your judgment and effective communication on an issue? | Yes/No

11) Have you ever participated in a zoning or other controversy where you appeared before an elected or appointed body? | Yes/No

12) Are you deeply interested in changing broad issues in Jacksonville in addition to being committed to specific issues you want to see changed? | Yes/No

13) Do you keep informed about political and controversial issues through various media daily? | Yes/No

14) Have you observed a City Council (or other political entity) meeting in person or do you regularly watch meetings on TV (or follow through media outlets) if you cannot attend? | Yes/No

15) Have you
   a) volunteered on any political campaign(s)? Yes/No
   b) enjoyed the campaign experience? Yes/No

16) Are you a regular voter? Yes/No

**PRIVATE CONSIDERATIONS**

17) Is your company, boss and/or supervisor supportive of your desire to run for public office? Yes/No

18) Are your husband, children and other family members supportive of your desire to run for public office? Yes/No

19) Are you able to invest financially in your own candidacy? Yes/No

20) Have you thought about the impact running for and serving in public office will have
   a) on your personal obligations? Yes/No
   b) on your ability to maintain a balanced life while in office? Yes/No

21) Are you able
   a) to be active and prepared for meetings covering a variety of complex materials without much difficulty? Yes/No
   b) to integrate into your schedule the amount of reading and research necessary to be effective in office? Yes/No
SELF ASSESSMENT

Conduct the self-assessment below to evaluate where you are now and to think through some of the work you will have to do to get the support you need to organize an electoral campaign. Below is a list of tasks you will have to complete in order to run for office. Rate your level of preparedness for each task on a scale of 1 (have not yet started task) to 5 (task is complete).

Step 1: Quantitative Assessment

1. I know why I want to run for office.
   1 2 3 4 5
   Not Started Working on it Complete

2. I know what I want to accomplish while in elected office.
   1 2 3 4 5
   Not Started Working on it Complete

3. I can accurately describe the social, economic and demographic breakdown of the area I hope to represent.
   1 2 3 4 5
   Not Started Working on it Complete

4. I have a list of at least 10 people I can contact for financial support.
   1 2 3 4 5
   Not Started Working on it Complete

5. I have estimated the costs of running for office in a draft budget.
   1 2 3 4 5
   Not Started Working on it Complete

6. I have developed contacts with the relevant print, broadcast and social media.
   1 2 3 4 5

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1 Adapted from NDI's Regional Campaign School Middle East and North Africa Module #11: Getting on a List
7. I have conducted an assessment of my likely opponent(s) in terms of their positions on key issues, how many votes they will get and their financial resources.

1 2 3 4 5

8. I have conducted a voter analysis of the area and have identified the priority issues and the positions that the majority of voters take on them.

1 2 3 4 5

9. I have conducted a vote count for the area and determined that there will be sufficient votes for me to be elected.

1 2 3 4 5

10. I have addressed all financial, personal or legal issues (problems) which would make it difficult for me to be a candidate.

1 2 3 4 5

11. I have written down my biography (description of personal and professional experience, and qualifications) and it is accurate.

1 2 3 4 5

12. I have considered the potential impact of running for office on my personal and professional life and have a plan for how I will make the time to run a rigorous campaign.

1 2 3 4 5

13. I know the rules and regulations affecting this election and have determined that I am eligible to stand for office and understand the steps I need to take to become a candidate.

1 2 3 4 5
14. I have strong support in the area, and am well-known in and well-connected to the local community.
Not Started Working on it Complete

15. I have a message and positions on issues which are relevant and appealing to voters.
Not Started Working on it Complete

16. I have developed close working relationships with key decision-makers in my political party.
Not Started Working on it Complete

17. I have a constituency of grassroots party activists and leaders in my party who will support me by serving on my campaign team, providing resources, or using their influence to persuade others to support me.
Not Started Working on it Complete

18. I have had discussions with my family so that they understand the time commitment and incursions on privacy and family life that my running for office will require, and they are supportive of my running.
Not Started Working on it Complete

19. I am adequately prepared and trained on public speaking and voter contact.
Not Started Working on it Complete

20. I have a group of trusted advisors.
Not Started Working on it Complete
Step 2: Qualitative Assessment
Answer the following questions, in your own words:
1. Why do you want to run for office?

______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________

2. What ideas or experience would you bring to elected office that is new, different or better?

______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________

3. Can you name three things that you want to work on or accomplish while in elected office?

______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________

Step 3: Qualitative Analysis
Review your answers to the questions above. Is the language you have chosen more about you, or more about the people you hope to serve while in office and/or the benefits you hope to bring to them?

______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________

If you had only 30 seconds or less:
Could you use these words to make a case to a party leader why you should be selected as a candidate in a winnable position? If not, what changes would you make?

______________________________________________________________________________
______________________________________________________________________________

Could you use these words to explain to a potential donor why they should contribute to your campaign? If not, what changes would you make?

______________________________________________________________________________
______________________________________________________________________________

Could you use these words to explain to a voter why they should support you? If not, what changes would you make?

______________________________________________________________________________
Advisory Board Training PowerPoint
CBJ Board/Committee Informational Pamphlet
Rules of Procedure for Advisory Boards – Resolution 2686
Assembly Rules of Procedure – Resolution 2976 (NEW! Adopted 2/28/2022)
Board Archive Page (for boards no longer in effect)
Planning Commission – Hearing procedures related to appeals (Adopted 9/10/2013)

TO APPLY FOR ANY BOARD/COMMITTEE/COMMISSION CLICK ON THE ‘APPLY’ BUTTON BELOW.

BARTLETT REGIONAL HOSPITAL BOARD – APPLICATIONS ACCEPTED THROUGH WEDNESDAY, MAY 25, 2022 FOR A VACANT SEAT AND SOON-TO-BE VACANT SEAT.

AIRPORT BOARD – APPLICATIONS ACCEPTED THROUGH FRIDAY, JUNE 3, 2022 FOR VARIOUS SEATS WITH TERMS COMING DUE JUNE 30.

DOCKS & HARBORS BOARD – APPLICATIONS ACCEPTED THROUGH FRIDAY, JUNE 3, 2022 FOR VARIOUS SEATS WITH TERMS COMING DUE JUNE 30.

EAGLECREST SKI AREA BOARD – APPLICATIONS ACCEPTED THROUGH FRIDAY, JUNE 3, 2022 FOR VARIOUS SEATS WITH TERMS COMING DUE JUNE 30.

PLANNING COMMISSION – APPLICATIONS ARE BEING ACCEPTED THROUGH FRIDAY, JUNE 3, 2022 FOR A SOON-TO-BE VACANT SEAT.

SYSTEMIC RACISM REVIEW COMMITTEE (SRRC) – APPLICATIONS ARE BEING ACCEPTED THROUGH FRIDAY, JUNE 24, 2022 FOR TWO SEATS WITH TERMS COMING DUE JUNE 30 AND ONE SEAT FOR AN UNEXPIRED TERM.

Interested in serving on a board or committee? Hit the ‘Apply’ button and fill out the online application and hit submit – this will keep your application on file for one year. You are welcome to apply for a seat on a board/committee that you are interested in even if no vacancy on that board/committee is listed.

Appointments to CBJ Boards are considered by the Assembly Human Resources Committee (HRC) at its monthly meeting held the same Monday as the Assembly meetings at 6:00p.m. (unless otherwise noted). The HRC does not meet in October due to Assembly reorganization following the annual election. Empowered Board appointments are made at separate meetings with the full Assembly sitting as the Human Resources Committee.

Upcoming and recent agendas/packets are available online at http://www.juneau.org/assemblyftp/novus.php

Contact Deputy Municipal Clerk Diane Cathcart at 586-5278 or via email at City.Clerk@juneau.org

https://juneau.org/clerk/boards-committees

Many people interested in becoming an elected leader start by gaining experience as a member of one or more CBJ Board, Committee, or Commission, generally referred to as "boards." This webpage provides the list of current vacancies, board information and links as well as the online application link.
CBJ Advisory Boards/Committees/Commissions

Airport Board (/boards/w/c9bbc06356d368e8/boards/19506)

Americans with Disabilities Act Committee (/boards/w/c9bbc06356d368e8/boards/19507)

Animal Hearing Board (/boards/w/c9bbc06356d368e8/boards/19508)

Aquatics Board (/boards/w/c9bbc06356d368e8/boards/19509)

Bidding Review Board (/boards/w/c9bbc06356d368e8/boards/19510)

Board of Equalization (/boards/w/c9bbc06356d368e8/boards/19511)

Building Code Advisory Committee (/boards/w/c9bbc06356d368e8/boards/19512)

Building Code Board of Appeals (/boards/w/c9bbc06356d368e8/boards/19513)

Docks & Harbors Board (/boards/w/c9bbc06356d368e8/boards/19514)

Douglas Advisory Board (/boards/w/c9bbc06356d368e8/boards/19515)

Eaglecrest Ski Area Board (/boards/w/c9bbc06356d368e8/boards/19516)

Eaglecrest Summer Operations Task Force (/boards/w/c9bbc06356d368e8/boards/34264)

Historic Resources Advisory Committee (/boards/w/c9bbc06356d368e8/boards/19517)

Hospital Board (/boards/w/c9bbc06356d368e8/boards/19518)

Jensen-olson Arboretum Advisory Board (/boards/w/c9bbc06356d368e8/boards/19519)

Juneau Commission on Aging (/boards/w/c9bbc06356d368e8/boards/19520)

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