

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, May 11, 2024

8:45 am – 1:30 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

“How to Run for Local Office” Workshop
May 11, 8:45 am – 1:30 pm
Workshop Agenda

<i>Time</i>	<i>Segment</i>	<i>Panelists</i>
8:45 am	Welcome and Housekeeping	Kirsa Hughes-Skandijs, President, LWVJ Beth McEwen, Municipal Clerk, CBJ
9:00 am	The Jobs of Assembly and School Board Members	Kristin Bartlett, Moderator, JSD Mila Cosgrove, Former Deputy City Manager, CBJ Frank Hauser, Superintendent, JSD Lisa Worl, Former Board of Education, JSD Carole Triem, Former Assembly Member, CBJ
10:00 am	Campaign Basics	Maria Gladziszewski, Former Assembly Member, Moderator Ella Adkison, Assembly Member, CBJ Greg Smith, Campaign Manager and Assembly Member
11:00	Break	
11:10 am	Candidate Legal Requirements	Sarah Moore, Moderator, LWVJ Beth McEwen, Municipal Clerk, CBJ Andi Hirsh, Deputy Municipal Clerk, CBJ Ashley Beedle, Former Campaign Treasurer
12:10 pm	Preparing to Run for Local Office	Sally Saddler, Moderator, LWVJ Phyllis Carlson, Former School Board Member, JSD Wade Bryson, Assembly Member, CBJ Beth McEwen, Municipal Clerk, CBJ Andi Hirsh, Deputy Municipal Clerk, CBJ
1:00 pm	Voting Process	Beth McEwen, Municipal Clerk, CBJ
1:20 pm	Wrap Up and Evaluation	Kirsa Hughes-Skandijs, President, LWVJ
1:30 pm	Adjourn	

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How to Run for Local Office Tool Kit

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)

“How to Run for Local Office” Workshop

May 11, 2024

Panelist Biographies

(in order of appearance on panels)

Kirsa Hughes-Skandijs is president of the League of Women Voters Juneau. Kirsa will host the webinar on behalf of the League. Kirsa moved here in 2004 to attend UAS; she loves voting, easy hikes, and dogs.

Beth McEwen is the Municipal Clerk/Election Official for the City Borough of Juneau. She has worked with CBJ since 1997, serving as Deputy Clerk from 2000-2018 and Municipal Clerk 2018-present. Beth received her Certified Municipal Clerk designation in 2004 and her and 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. In 2023 she received the Alaska Association of Municipal Clerks “Clerk of the Year” award and in 2015 the Alaska Municipal League Municipal Employee of the Year. Beth and her family have lived in Juneau since 1975; she graduated from JDHS and UAS, and has 2 sons and one grandson. Beth is a dedicated civil servant and has a passion for reading, travel, and serving others.

Kristin Bartlett is the Chief of Staff of the Juneau School District. She is a third generation Juneauite and graduate of Juneau-Douglas High School: Yadaa.at Kalé. She studied art, languages and international business in pursuit of her degree in Business Administration from Loyola Marymount University in Los Angeles. Bartlett has spent her career working in the field of marketing, public relations, advertising and lobbying in Alaska, California, and Australia. She has been with the Juneau School District since 2008, where she works closely with the Board of Education and Superintendent’s Cabinet on policies and regulations, emergency preparedness and school safety, community outreach, and communications.

Mila Cosgrove worked in the public sector for over 30 years. She retired from the City and Borough of Juneau, Alaska where she served as the Deputy City Manager. Prior to that appointment, Ms. Cosgrove’s professional area of focus was Human Resources which included 15 years at the executive level for both State and Local governments. She is currently the Principal Consultant at Workplace Solutions AK.

Frank Hauser is Superintendent of the Juneau School District. An Alaskan educator with more than 25 years of experience. From his days teaching Adaptive Aquatics as a high school lifeguard and throughout his career, Superintendent Hauser has had one principle that guides all his decisions as an educator: *What's best for kids?* He served as a music teacher, assistant principal, principal, and director with the district office in the Anchorage School District. Before coming to Juneau he was superintendent of the Sitka School District. During his tenure as principal at Service High, the school was recognized by ESPN and Special Olympics as one of the top 30 schools in the nation for inclusive practices. Mr. Hauser is also a past Alaska Principal of the Year. Superintendent Hauser is a graduate of the Mat-Su School District and the University of Alaska system. Superintendent Hauser is a long-time advocate for Alaska's public schools and a proud champion of Alaska's students.

Lisa X'unyéil Worl is the STEPS Partnership Coordinator, Association of Alaska School Boards. Lisa supports work around Family Engagement, Cultural Integration and Trauma Informed Schools practices in schools and communities. She's worked as Alaska State legislative staffer and spent 16 years in public education including four years serving on the Juneau School Board. On the board, Lisa initially focused on student retention and graduation but then recognized how equity policies and programs inherently impact all areas from student learning to graduation. Lisa attended school in Juneau and graduated from Juneau Douglas Yadaa.at Kalé High School and received a Bachelors of Science Business Administration from the University of Oregon. Her two adult children also attended and graduated from Juneau School District before attending college.

Carole Triem served on the Assembly from 2018-2023. While on the Assembly she chaired the Visitor Industry Task Force and was chair of the Assembly Finance Committee from 2020-2023. Originally from Petersburg, Carole moved to Juneau in 2014 after receiving a BA in Economics from Seattle University and a Master of Public Policy from Georgetown University. She worked in different roles at the State of Alaska before parlaying her love of local government into her current role at the Alaska Municipal League. Prior to serving on the Assembly, Carole was on the Board of Directors of the Southeast Alaska Land Trust and a member of the Glacier Swim Club masters team. In post-Assembly life, Carole uses much of her free time sewing and quilting.

Maria Gladziszewski served 9 years on the Juneau Assembly, 4 years as Deputy Mayor. Prior to that, she served for 11 years on the Planning Commission, 3 as chair. 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.

Ella Adkison is a current Assembly Member, joining the Assembly in October of 2023. She was born and raised in Juneau, and is excited to give back to the community. She graduated from Juneau-Douglas Yadaa.at Kale High School and received a bachelor's degree in international affairs from Lewis and Clark College in Portland, Oregon and returned to Juneau. She works as a Legislative Aide for Senator Jesse Kiehl, working on mainly education-related issues.

Greg Smith was born and raised in Juneau, and returned to town 6 years ago after spending nearly a decade Outside. He worked in an official capacity on Senator Dennis Egan's 2014 reelection campaign, Mayor Greg Fisk's campaign in 2015, and Andi Story's campaign in 2018; he has advised and consulted other campaigns as well. Greg is a current Assembly Member. Some of his favorite things are running, gardening, political theatre, and catching fish.

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 immediate Past-President. She works for the State of Alaska Department of Environmental Conservation in the field of oil spill prevention and response.

Andi Hirsh has worked for CBJ since 2013, first as a librarian and then as a deputy municipal clerk. When not at work she can be found outside – preferably on the top of a mountain (with a good book).

Ashley Beedle is a CPA who has worked with the accounting firm Elgee Rehfeld, LLC since 2003. She is an experienced accountant who has received extensive training in a broad range of topics. Ashley has worked with multiple municipal and state candidates to ensure accuracy with their financial reporting and compliance with state rules and regulations during their campaigns.

Sally Saddler Sally Saddler is a retired economist who spent 35 years in the world of community & economic development, education and workforce development in Alaska. She believes in empowering people to change the world through education, and is excited to work with the League of Women Voters to help people learn about and participate in their government. She is currently a member of the Rotary Club of Juneau, and sits on the Boards of Renewable Juneau, Alaska Heat Smart and the Juneau League of Women Voters. She has served two terms on the Juneau Board of Education (4 years as president) and holds a BA in Economics from The George Washington University.

Phyllis Carlson moved to Juneau from the Alaska Peninsula in 1975. She and her husband raised two daughters in the JSD and currently has two grandsons in Juneau schools. Having spent a career working in educational programs as a parent, employee, community member, she sought and served on the Juneau Board of Education 2003-2015. She served on local, statewide, and national organizations in her efforts to “serve all students” in their educational pursuits. Her formal education started in a village school leading to university studies in Portland, Fairbanks, Anchorage, and travel abroad, concluding with a BA in Sociology from AMU/APU. UAS has also been a part of enrichment courses. She is retired, and currently serving as a BOD with JAMHI in Juneau and her ANCSA Village Corporation.

Wade Bryson is a 30-year resident of Juneau. He is married to Christine and raised 5 children through every level of JSD and one graduate of UAS. He has owned Subway of Juneau for 22 years, hosted Problem Corner for 15 years, and is in his fifth year on the Assembly. He enjoys any activity that allows him time with his children. Mountain biking and frisbee golf are their favorites. His young adult years were spent in the tourism industry and most summers he helped train raft guides for ATA. His book came out in 2018.

Diane ‘Di’ Cathcart has worked for CBJ since 2001 and has been one of the Deputy City Clerk’s since June 2018. When not busy helping everything run in the Clerk’s Office, you can find Di and her family on the trails harvesting the bounty of Southeast’s wild edibles.

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 many hours of work and little economic reward. You will hear about issues from your neighbors, friends and family. You will be stopped in the grocery store so strangers can share their opinions. You will have to read hundreds of pages of information before sitting in meetings that last hours – only to make tough decisions that may not be popular. Still interested? The read on...

Your quest will start with the Municipal Clerk’s office. Clerk staff 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 municipal election is held in the City and Borough of Juneau to elect candidates and determine other questions on the ballot. The Assembly and School Board members serve for staggered three-year terms. Assemblymembers are limited to three terms. The School Board does not have term limits.

The following lists are the current rosters, seats and terms for the Assembly and School Board. Expiring and/or open seats on the ballot in October 2024 are noted with an asterisk:

Assembly

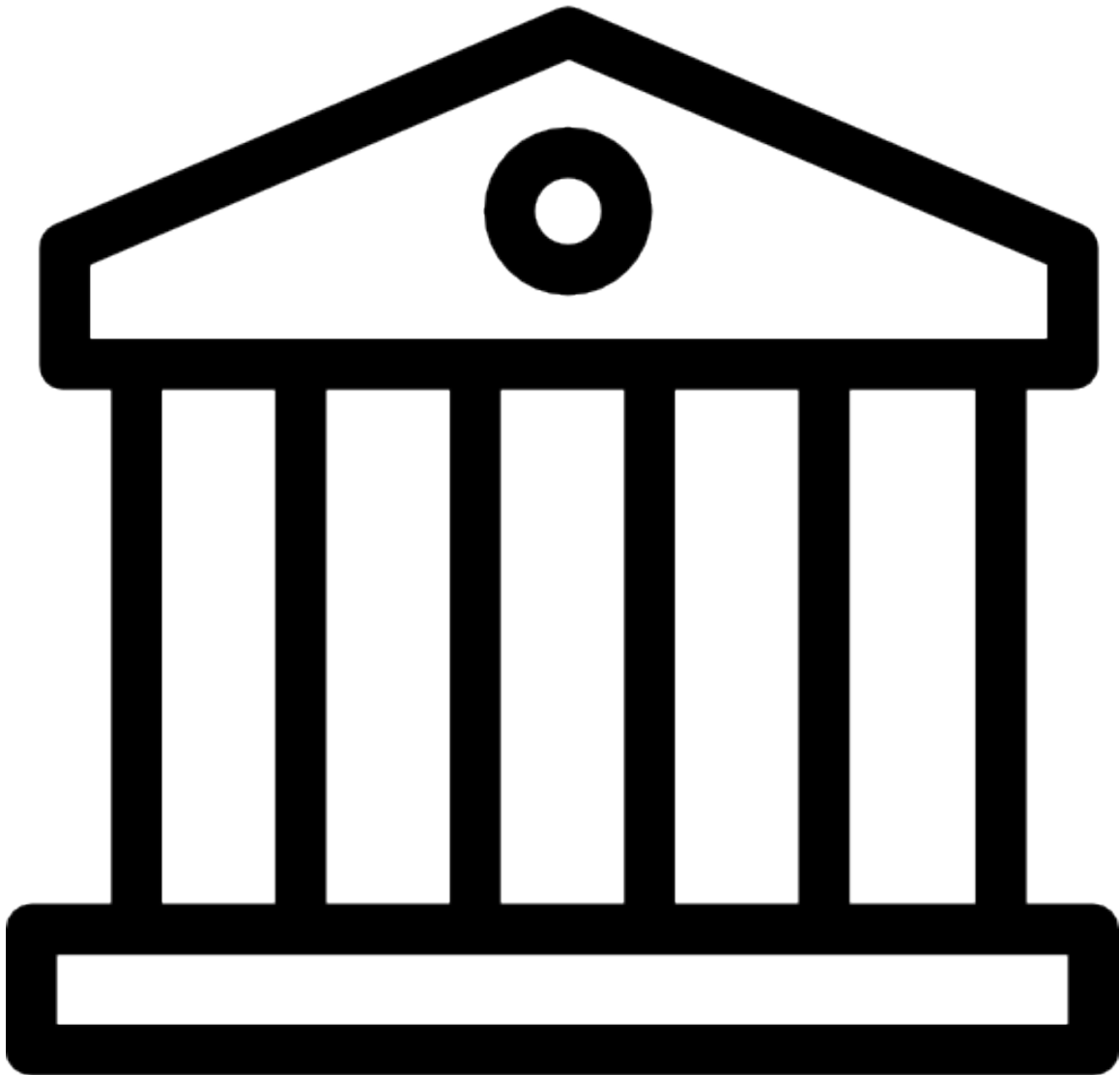
<u>Seat</u>	<u>Name</u>	<u>Term ends</u>	<u># of terms served</u>
Mayor	Beth Weldon	10/2024*	(second term as Mayor)
Areawide Assembly	Paul Kelly	10/2026	(first term)
Areawide Assembly	Ella Adkison	10/2025	(elected to unexpired portion of a term)
District 1 Assembly	Alicia Hughes-Skandijs	10/2026	(second term)
District 1 Assembly	‘Wáahlaal Gídaag (Barbara Blake)	10/2024*	(first term)
District 1 Assembly	Greg Smith	10/2025	(second term)
District 2 Assembly	Christine Woll	10/2026	(second term)
District 2 Assembly	Michelle Bonnet Hale	10/2024*	(second term)
District 2 Assembly	Wade Bryson	10/2025	(second term)

Board of Education (aka: School Board)

<u>Name</u>	<u>Term ends</u>
Elizabeth Siddon	10/2024*
Amber Frommherz	10/2024*
Will Muldoon	10/2024*
Deedie Sorensen	10/2025
Emil Mackey	10/2025
David Noon	10/2026
Britteny Cioni-Haywood	10/2026

How to Run for Local Office

THE JOB



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**2023-2024
MAYOR AND ASSEMBLY
CITY AND BOROUGH OF JUNEAU, ALASKA
155 Heritage Way
Juneau, Alaska 99801**

	TELEPHONE	SPOUSE	TERM
<u>MAYOR</u>			
Beth Weldon 155 Heritage Way Juneau, AK 99801	907-586-5240 (office) Beth.Weldon@juneau.gov		10/2024 (2 nd term as Mayor) (Assemblymember 2016-2018)

AREAWIDE ASSEMBLYMEMBERS

Paul R. Kelly 155 Heritage Way Juneau, AK 99801	907-240-3447 (cell) Paul.Kelly@juneau.gov		10/2026 (1 st term)
Ella Adkison 155 Heritage Way Juneau, AK 99801	907-328-9724 (cell) Ella.Adkison@juneau.gov		10/2025 (1 st term; remaining 2 years of this seat's term)

DISTRICT #1 ASSEMBLYMEMBERS

Alicia Hughes-Skandijs 155 Heritage Way Juneau, AK 99801	304-881-3750 (cell) Alicia.Hughes-Skandijs@juneau.gov		10/2026 (2 nd full term) (Appointed Assemblymember 1/2019-2020)
‘Wáahlaal Gídaag Barbara Blake 155 Heritage Way Juneau, AK 99801	907-888-9166 Waaahlaal.Giidaak@juneau.gov	Brian Fell	10/2024 (1st term)
Greg Smith 155 Heritage Way Juneau, AK 99801	907-500-8567 (cell) Gregory.Smith@juneau.gov		10/2025 (2 nd term)

DISTRICT #2 ASSEMBLYMEMBERS

Christine Woll 155 Heritage Way Juneau, AK 99801	339-793-1835 Christine.Woll@juneau.gov	Peter Flynn	10/2026 (2 nd term)
Michelle Bonnet Hale (Deputy Mayor) 155 Heritage Way Juneau, AK 99801	907-723-4990 (cell) Michelle.Hale@juneau.gov	Jane Hale	10/2024 (2 nd term)
Wade Bryson 155 Heritage Way Juneau, AK 99801	907-723-4109(cell) Wade.Bryson@juneau.gov	Christine Bryson	10/2025 (2 nd term)

If you wish to contact the Assembly, correspondence can be sent c/o CBJ Clerk's Office, 155 Heritage Way, Juneau, AK 99801 or via email to BoroughAssembly@juneau.gov. Please note, CBJ Code 01.50 prevents the Assembly from communicating on matters that they consider in their role as a quasi-judicial body such as appeals.

"Juneau Board of Education 2023-2024

For your convenience, in communicating with all of the members of the Board of Education,
you may email: schoolboard@juneauschools.org"

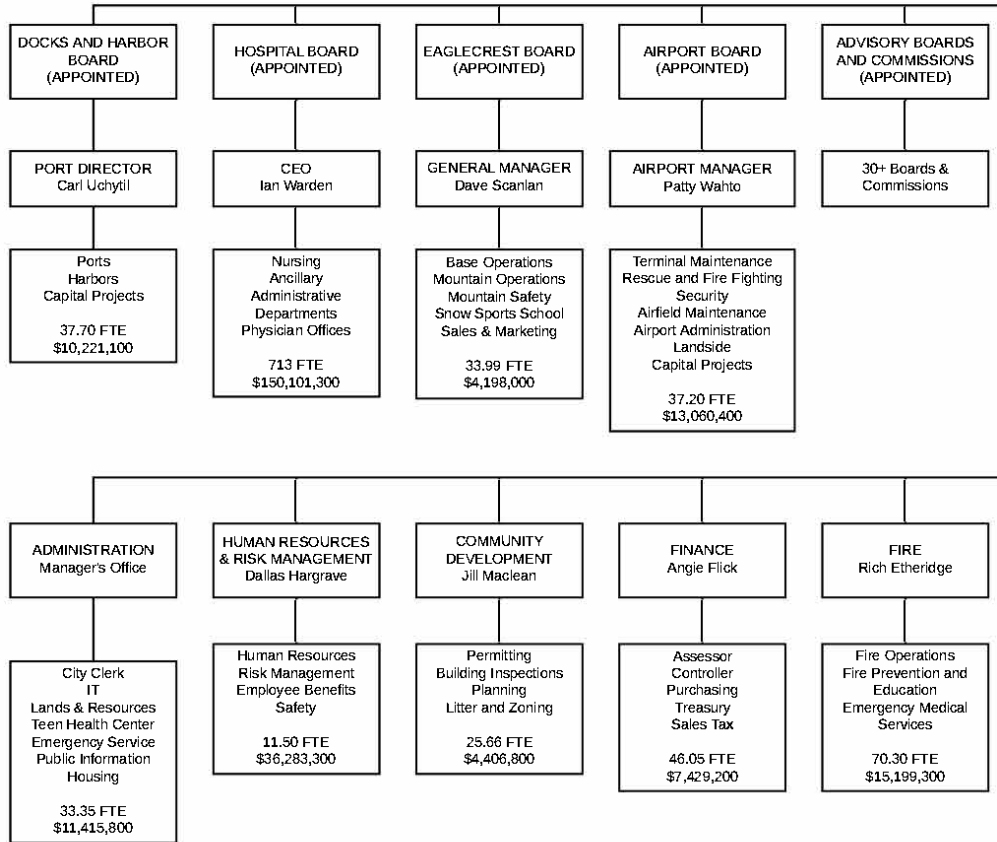
<u>Term</u>	<u>Member</u>	<u>Phone & Email</u>	<u>Committee Assignments</u>
2022-2025	Deedie Sorensen 10014 Crazy Horse Drive Juneau, Alaska 99801	907-523-1702 deedie.sorensen@juneauschools.org	President Project Team, Chair Juneau Community Charter School Mendenhall River Community School
2022-2025	Emil Mackey 10014 Crazy Horse Drive Juneau, Alaska 99801	907-523-1702 emil.mackey@juneauschools.org	Vice President Project Team Facilities Committee, Chair Finance Committee Calendar Committee UAS Campus Council Sayeik: Gastineau Elementary School Montessori Borealis Public Alternative School
2021-2024	Will Muldoon 10014 Crazy Horse Drive Juneau, Alaska 99801	907-523-1702 will.muldoon@juneauschools.org	Clerk Project Team Finance Committee, Chair Facilities Committee Joint CTE Advisory Board Kaxdigoowu Heen Elementary School Juneau-Douglas High School: Yadaa.at Kale
2021-2024	Elizabeth Siddon 10014 Crazy Horse Drive Juneau, Alaska 99801	907-523-1702 elizabeth.siddon@juneauschools.org	Policy Committee, Chair Program Evaluation Committee Indian Studies Parent Advisory Board Native Education Advisory Council Juneau STEAM Coalition Auke Bay Elementary School Dzantik'i Heeni Middle School
2021-2024	Amber Frommherz 10014 Crazy Horse Drive Juneau, Alaska 99801	907-523-1702 amber.frommherz@juneauschools.org	Program Evaluation Committee, Chair Policy Committee Association of Alaska School Boards Liaison Native Education Advisory Council Sit' Eeti Shaanax: Glacier Valley Elementary School Tlingit Culture, Language, & Literacy (TCLL)
2023-2026	David Noon 10014 Crazy Horse Drive Juneau, Alaska 99801	907-523-1702 david.noon@juneauschools.org	Policy Committee Program Evaluation Committee Teen Health Center Harborview Elementary School Yaakoosge Daakahidi Alternative High School
2023-2026	Brittney Cioni-Haywood 10014 Crazy Horse Drive Juneau, Alaska 99801	907-523-1702 brittney.haywood@juneauschools.org	Facilities Committee Finance Committee Attendance Task Force Floyd Dryden Middle School Thunder Mountain High School

Student Representatives

2023-2024	Peyton Edmunds	Juneau-Douglas High School: Yadaa.at Kalé
2023-2024	Elizabeth Djajalie	Thunder Mountain High School
2023-2024	Destiny Nusbaum	Yaakoosgé Daakahidi Alternative High School

OVERVIEW OF GOVERNMENTAL FUNCTIONS

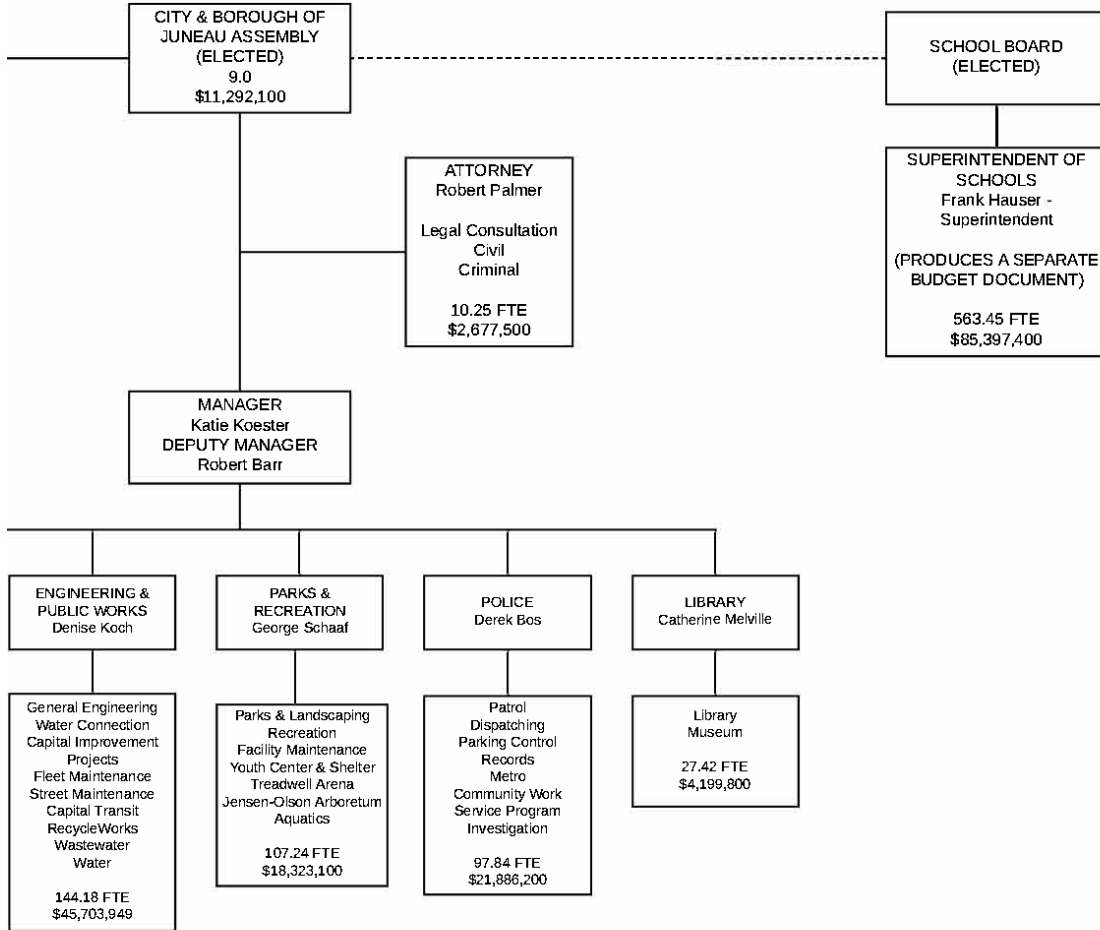
This chart highlights the basic functions of the City and Borough of Juneau as well as the overall



NOTE: Budget & FTE based on the FY25 Proposed Budget.
HRRM, Law & Engineering (CIP) provide shared services to BRH & JSD

OVERVIEW OF GOVERNMENTAL FUNCTIONS

This chart highlights the basic functions of the City and Borough of Juneau as well as the overall



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 like 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 says that home rule municipalities may exercise all legislative powers not prohibited by law or by charter. The limits to the power CBJ can 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 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. Assemblymembers may only serve three consecutive terms without taking a minimum of a one-year break before running again. The CBJ Charter says that the Mayor and Assemblymembers are elected at-large but must live in the district for the seat they are running for at the time of the election.

What are Assembly Districts?

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

Three Assemblymembers must reside in Assembly District 1, three in Assembly District 2 and two other Assemblymembers may live anywhere in the borough, known as the “areawide seats.” The Mayor may also live anywhere in the borough. Assembly District 1 includes all of Douglas, Thane, Downtown, Lemon Creek, and the Mendenhall Valley south of Egan Drive and east of the Mendenhall River (near the airport). Assembly

District 2 includes the rest of the Mendenhall Valley, Auke Bay, and Out-the-road.

All Assemblymembers, regardless of their seat, serve all people within the CBJ. All CBJ residents may vote for all seats, regardless of where they live. This is different than the State of Alaska's elections for the House of Representatives. Only one ballot is printed for candidates in the City and Borough of Juneau, and voters may cast a vote in every race on the ballot.

You can look up your address to see what district you live in here: <https://cbj-gis.maps.arcgis.com/apps/webappviewer/index.html?id=fe70589b26af497da493f129b8f41213>. This link is also found on Juneau.org/clerk/elections under "Election Information Basics – Maps Code, Statistics"

What does the Mayor do?

The Mayor is a member of the Assembly and has all the powers and duties of an Assemblymember. The Mayor votes on all issues, traditionally last. The Mayor does not have veto power. The Mayor runs 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. The Mayor is elected by the people.

What does the Deputy Mayor do?

After each election in October, the Assembly picks a Deputy Mayor from its membership. The Deputy Mayor succeeds to the Office of Mayor if it becomes vacant and performs the duties and exercises the powers of the Mayor when the Mayor is absent or unable to perform the duties of the office (as determined by the Assembly). The most common example is when the Mayor is absent from a meeting the Deputy Mayor presides. When the Mayor and Deputy Mayor are both absent, the Assemblymember with the longest period of current consecutive service on the Assembly fills the role, per CBJ Code 11.15.015.

What are the Assembly's "Standing Committees"?

The Assembly accomplishes much of its work in committees. The Assembly Rules of Procedure, adopted via Resolution, establishes the "standing" (or ongoing / continual) committees and their duties, to which four Assemblymembers 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, Housing and Economic Development; and Public Works and Facilities.

In addition, there are two more "standing" committees where all nine members of the Assembly participate: 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 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 advanced study, planning, and work done by the Assembly's standing committees.

What does the School Board do?

The voters of Juneau directly elect a 7-member Board of Education, commonly referred to as the 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 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;
- Overseeing and 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.

The Board appoints a Superintendent who is responsible for enacting and enforcing the policy decisions of the Board and for the daily management of the school system.

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

What does the Planning Commission do?

The Planning Commission reviews and makes decisions about planning, platting and zoning for the City and Borough.

The duties of the Planning Commission include:

- Review of the Comprehensive Plan and Area Plans.
- Review of the Capital Improvements Projects (CIPs)
- Review of City and Borough land acquisitions, disposals and projects.
- Review of development code amendments,
- Review of land use actions
- Serves 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 the Planning Commission. There is a term limit of three terms.

What are "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. These volunteer boards, appointed by the Assembly, generally run an “enterprise” of the CBJ and hire a manager that reports to the Board, 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 do the Assembly’s appointed Advisory Boards and Commissions do?

There are 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 if needed.

The topics are wide ranging, and a few examples include the Juneau Commission on Aging, the Juneau Human Rights Commission, the Juneau Commission on Sustainability, the Systemic Racism Review Committee and the Parks and Recreation Advisory Committee.

There are also appeal boards, which have duties outlined in city code. These include the Board of Equalization, the Animal Hearing Board, the Bidding Review Board, the Building Code Board of Appeals, the Personnel Board, and the Sales Tax Board of Appeals.

Approximately 230 people serve on the various CBJ boards, commissions, and committees. Service on one of these boards is an excellent way to contribute knowledge to the community and gain experience in governmental operations.

What does the Municipal Manager do?

The Municipal Manager (also commonly known as the City Manager or just the Manager) is hired and directed by the Assembly 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 does the Municipal Attorney do?

The Municipal Attorney (also commonly known as the City Attorney or “Law Department”) is hired and directed by the Assembly 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 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 might be a conflict of interest.

The Assembly may *only* provide direction to the City Manager and the Municipal Attorney. They will delegate tasks to the appropriate staff as needed.

What does the Municipal Clerk do?

The Municipal Clerk serves as a liaison between the Assembly, the CBJ Staff and the public. The functions of the Municipal Clerk include conducting local elections, attending meetings of the Assembly and keeping the journal (minutes), administering appeals to the Assembly, managing and 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. 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 hire 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, 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. Currently CBJ conducts a regular meeting every third Monday, unless adjusted due to holidays, conflicts, or other reasons. 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. Conversation at Special Assembly meetings is limited to the subjects publicized 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 to legally transact business. A quorum of the Assembly, a nine-member body, is five members. When there is no 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 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 or virtual 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?

It takes at least five similar votes for the Assembly to act on something, even if some Assembly members are absent. If at least two Assemblymembers are excused then it takes four similar votes to act on something (this is very rare). Generally, members are only excused from voting because of a conflict of interest. There are some motions, considered privileged motions, that require a minimum of six votes to pass and those are specified in the Assembly Rules of Procedure. Each Assemblymember present *must* vote on every question before the Assembly, unless excused.

What is a Conflict of Interest?

CBJ Code 01.45 outlines the CBJ Conflict of Interest law. This law is 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 should meet with the City Attorney for guidance and 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 they are 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 to have 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 how people can access the meeting. 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.

If you have any questions regarding the propriety of a meeting or whether your body is subject to the OMA, call the City and Borough Law Department. They routinely help with these issues for all 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 communications, including emails, text messages, and voicemails 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. This applies not just to the Assemblymembers but all elected and appointed officials. The easiest way to maintain correspondence is to communicate via email and copy the Municipal Clerk or the appropriate staff for that body, and let staff maintain the records.

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

Who gets 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 assemblymembers shall be compensated at the rate of \$750.00 per month.

In 2021, the Assembly adopted Ordinance 2021-20(b)(am) which increased the rate of compensation for the Mayor, Assembly and Planning Commission for the first time since 1994 and created compensation for members of the Bartlett Regional Hospital Board.

This ordinance also provided for an automatic increase of the monthly compensation rate for Assemblymembers to \$1,000 effective January 1, 2025.

In addition to their monetary compensation, Assemblymembers 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.

In 2022, the Assembly adopted Ordinance 2022-21(b) which provided compensation for Board of Equalization members at the rate of \$100 per meeting.

All other board members serve as volunteers without pay.

What if I have further questions?

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

City Hall, Room 215
155 Heritage Way
Juneau, AK 99801
Email: city.clerk@juneau.gov
Phone: (907) 586-5278



The Job of an Assembly Member

Carole Triem

How to Run for Office Workshop
2024

At workshop, 'ordinary people' consider seeking office

Elected officials, former candidates, civil servants share knowledge, experience at workshop

Posted: June 8, 2015 - 12:03am

[Back](#) | [Next](#)



Melissa Griffiths | Juneau Empire -
Dixie Hood asks a question during the How to Run for Office workshop on Saturday held in the assembly chambers at City Hall while other attendees look on.

By [MELISSA GRIFFITHS](#)

JUNEAU EMPIRE

Elected officials are just ordinary people, Mayor Merrill Sanford told an audience of potential candidates and curious members of the public.

About 35 people showed up to a workshop about running for office on Saturday at City Hall, held as part of an effort to encourage more citizens to run for office. It was organized by the League of Women Voters, Juneau Votes and other stakeholders in civic engagement.

Day-to-Day Activities

- Assembly meetings
 - Regular Assembly, COW, finance committee, standing committees, task forces, liaison assignments.
- Reading
 - Packets. Packets. More Packets.
 - Email. Email. More Email.
- Meeting with staff
 - Manager and Attorney
 - Department staff for specific questions and meeting prep
- Meeting with community members
 - Business, non-profit, community leaders comfortable and familiar with interacting with CBJ and the Assembly
 - Less frequently: John Q. Public (*Only once in 5 years was I ever stopped in the grocery store!*)
- Events
 - CBJ public meetings, fun parties, conferences, field trips, media, student groups.

Time Commitment

Like a gas, it will expand to fill the amount of space you give it.

- Your own level of engagement will wax and wane.
- Come up with your own personal guidelines for time spent on things like emails and meeting with community members.

At a minimum, commit to showing up to all your meetings prepared.

- This starts with reading the packet and asking questions ahead of time.
- You may find you want to do more, and the sky is your limit.
- My best estimate is that this averages around 10-15 hours per week.

Schedule

- The following pages show the Assembly-related activities I put on my calendar in January through April 2023.
- These are only activities that were scheduled ahead of time – it doesn't show the time spent reading packets or the *many* more impromptu meetings or phone calls.
- I did go on a vacation in March!
- Budget season is busy. As chair of the finance committee, I had more meetings staff than others to prep for meetings, but everyone needs to do homework outside of meetings as well.

January 2023

January 2023							February 2023						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7	5	6	7	8	9	10	11
8	9	10	11	12	13	14	12	13	14	15	16	17	18
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22	23	24	25	26	27	28	26	27	28				
29	30	31											

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Jan 1, 23	2	3 4:00pm Rorie	4 6:00pm Assembly Finance Committee, Assembly Chambers/Zoom Webinar (https://juneau.zoom	5	6	7
8	9 9:00am Rorie 6:00pm Assembly Human Resources Committee, Assembly 7:00pm Regular Assembly Meeting.	10	11	12 1:30pm BRH WFC Zoom	13 12:00pm BRH Finance Committee	14
15	16	17	18	19	20 9:00am Ask Jill about EC zoning	21
22	23 12:10pm Assembly Public Works & Facilities Committee 5:00pm Assembly Lands Housing and Economic	24 9:30am Kenny 5:30pm BRH	25	26 7:00am Assembly Leg Breakfast 5:00pm COW	27	28
29	30 6:00pm Assembly Human Resources Committee, Assembly 7:00pm Regular Assembly Meeting, Assembly	31 5:00pm Interviews	Feb 1 2024 HtrfLO Toolkit (31)	2	3	4

February 2023

February 2023							March 2023						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
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19	20	21	22	23	24	25	19	20	21	22	23	24	25
26	27	28					26	27	28	29	30	31	

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Jan 29	30	31	Feb 1 11:00am Jeff & Adrien 6:00pm Assembly Finance Committee, Assembly Chambers/Zoom Webinar	2 12:00pm Civic center chamber Lunch	3	4
5	6	7	8	9	10	11
12	13 12:10pm Assembly Public Works & Facilities Committee 6:00pm Assembly Committee of the Whole Worksession,	14 12:00pm Sterling (Heritage)	15 10:00am BRH	16	17 9:00am Robert & Dallas 12:00pm LHED Work Session	18
19	20	21	22	23	24	25
26	27 6:00pm Assembly Human Resources Committee, Assembly 7:00pm Regular Assembly Meeting, Assembly	28	Mar 1 2024 HiRfLO Toolkit (32)	2	3	4

March 2023

March 2023							April 2023						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
5	6	7	8	9	10	11	2	3	4	5	6	7	8
12	13	14	15	16	17	18	9	10	11	12	13	14	15
19	20	21	22	23	24	25	16	17	18	19	20	21	22
26	27	28	29	30	31		23	24	25	26	27	28	29
							30						

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Feb 26	27	28	Mar 1 10:00am Cruise ship meeting 6:00pm Assembly Finance Committee, Assembly Chambers/Zoom	2	3	4
5	6 12:10pm Assembly Public Works & 5:00pm Assembly Lands Housing and 6:00pm Assembly Committee of the	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22 2:30pm Paulette Simpson (Heritage)	23 11:45am Chamber lunch	24 10:00am Max & Sam (BRH - Sam's office)	25
26	27	28 5:30pm BRH Board of Directors Meeting (https://bartlethospital.zoom.us/j/97511467289 or 1-888-788-0099)	29	30	31	Apr 1

April 2023

April 2023							May 2023						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
2	3	4	5	6	7	8	7	8	9	10	11	12	13
9	10	11	12	13	14	15	14	15	16	17	18	19	20
16	17	18	19	20	21	22	21	22	23	24	25	26	27
23	24	25	26	27	28	29	28	29	30	31			
30													

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Mar 26	27	28	29	30	31	Apr 1
2	3 12:10pm Assembly Public Works & 5:00pm Assembly Lands 6:00pm Assembly	4 11:00am Jeff	5 12:00pm JEDC 5:30pm Special Assembly Meeting to introduce the Budget	6 3:00pm Assembly Public Works & Facilities Committee Worksession "Talkin'	7 11:00am Robert	8
9	10	11 3:00pm Jeff & Beth	12 5:30pm Assembly Finance Committee, Assembly Chambers/Zoom	13	14 12:00pm BRH Planning Committee	15
16	17 6:00pm Assembly Human Resources 7:00pm Regular Assembly Meeting,	18 3:30pm Jeff	19 5:30pm Assembly Finance Committee, Assembly Chambers/Zoom	20	21	22
23	24 12:00pm BRH Finance 12:10pm Assembly 5:00pm Assembly Lands 6:00pm Assembly	25 5:30pm BRH Board Meeting	26 11:00am Jeff 5:30pm Special Assembly Meeting re: Budget Immediately	27 3:00pm Marine Park planning event	28	29
30	May 1	2	3	4	5	6

Bigger Picture

Make decisions.

You were elected because voters trust you to make decisions on their behalf.

You can't poll the audience for every decision; you can't be wishy-washy.

You need to make decisions that are the best for the entire city, even when you only hear from a small portion.

Create policy and trust staff to implement.

The Assembly has a 30,000 foot view job and works best when it stays at that level.

Meetings are much shorter (and everyone is much happier) when the details of implementation are worked out by the people employed to do so.

Bigger picture

Don't be a jerk.

Be nice to your fellow assembly members.

Be nice to staff.

Be nice to members of the public.

Being nice makes the process smoother, the meetings shorter, and makes it more likely you'll get the outcomes you want.



Pros & Cons

Pros:

- **Free health insurance!!!**
- Meet people you would have never met before (90% pro, 10% con)
- Nerd out with people who are just as interested in wonky local government issues as you are
- Become totally fascinated by topics you've never spent a second thinking about before
- Public speaking will improve
- Shape the future of Juneau

Cons:

- Time commitment – say “see you later” to your other hobbies
- Decision fatigue – after deciding the fate of the city, you do not want to decide what to have for dinner
- Emotionally draining – nobody would be doing this job if they didn't care
- Late nights – say goodbye to being a morning person
- Impacts to personal life
 - Everything above will also impact the people close to you

Assembly Time Commitments

From the Perspective of a Former Assembly Member

Assembly Meetings

There is a cycle to Assembly meetings that is not very visible to folks who are not deeply involved. Most of the public tunes in to watch Regular Assembly meetings but there are many, many meetings that happen in between.

- **Regular Assembly** – These meetings happen every three weeks, which is dictated by the Charter. These are the meetings where ordinances are passed, final decisions are made by the Assembly, and public testimony is heard. There is typically business in the consent agenda that needs Assembly action but does not always rise to the level of having Assembly discussion (e.g., whether or not to protest liquor license applications, sales tax delinquencies, accepting late file petitions, budget transfers). Even when the agenda is short, these kinds of housekeeping items and formalities take up time. At the end of Regular Assembly meetings, assembly members give reports on their committee and liaison assignments and also have the ability to make comments for the record on other issues. Regular Assembly meetings start at 7:00 and even with no items up for public hearing, can take an hour to get through. On average, they do not get done before 9:00 or 9:30 and can sometimes go past 11:00.
- **Committee of the Whole and Assembly Finance Committee** – Every assembly member is on these two committees, which meet every three or four weeks. (The finance committee meets weekly during the budget season in April and May.) These meetings are work sessions where the assembly gets information from staff or experts and discusses and debates policy decisions. Bigger and/or more controversial topics, as well as issues that don't fit in other committees, get discussed in the COW, which means those meetings can be as long, or longer, than Regular Assembly meetings. The finance committee agendas vary and some meetings are quick and easy and others can be much longer, especially during the budget season.
- **Standing Committees: Public Works & Facilities; Lands, Housing, & Economic Development; Human Resources** – These committees are made up of four assembly members and you may be on one or two of them. They follow the same schedule as the COW and Regular Assembly meetings. Unless there's a specific reason why more time is needed, they don't last more than an hour. You may decide you want to attend the meetings of committees (or task forces or boards and commissions) that you are not a member of to track the progress of certain issues. The Human Resources committee meets with the whole assembly to interview candidates for enterprise board positions and make appointments to those boards. The length of these meetings depends on how many applicants there are, but they happen annually for every enterprise board and they can take up to a few hours if there are a lot of applicants.
- **Special Committees or Task Forces** – Sometimes committees are created to deal with specific issues, like the Visitor Industry Task Force or Eaglecrest Summer Operations Task Force. Their meeting schedules vary, but they do typically have end dates.
- **Liaison Assignments** – All assembly members have liaison assignments to CBJ's boards and commissions and community groups like the Chamber of Commerce and UAS Campus Council. The time these require depends on the assignment and an assembly member's level of commitment. CBJ's enterprise boards will take more time due to their meeting schedules and the content they cover. (Hospital board meetings last even longer than Assembly meetings!)

Reading

- **Email** – Staying on top of reading the email that comes in is fairly easy to do. Sometimes when a big issue is up for a decision a flood of email will come in all at once and it is good to take the time to go through it thoroughly. During normal periods, the assembly doesn't receive so much email that it's hard to read. Replying to emails is a different story. Some people try to reply to everything and different people have different approaches. Some try to reply to everything, others will make their own guidelines about when to reply. Email can take the amount of time that you want it to.
- **Packets** – Every assembly meeting comes with a packet. It is obvious in every meeting who has read the packet and who has not. It is impossible to be perfect, but you really do need to put in a solid effort to read the packet for every meeting you attend. When you are first elected there is more reading to do because you will not have seen any of the information before. There is a cycle to how topics flow through committees and get to decision points. You will eventually find that you receive a giant packet for a meeting but you are already familiar with everything in it and it requires much less time to read. Packets are only ready a few days before a meeting, so you need to be able to fit in that reading usually on the weekend for a Monday meeting.
 - *Regular Assembly:* Packets for Regular Assembly meetings start with ordinances for introduction. It's good to take a look at those to see what is coming up, but you don't need to read them. There can be quite a bit of information related to the housekeeping items mentioned earlier, and you may or may not decide you need to read them all. The meat of the Regular Assembly packet is the ordinances that are up for public hearing and any documents related to decisions made under new business.
 - *Committees:* Packets for committee meetings usually contain memos from staff, background information, and draft ordinances. You will also get the packets for the committees that you are not a member of. You should at the very least read the agendas for these meetings, and possibly skim the contents. Topics that work through the committee process will eventually come before you in a Regular Assembly meeting. It slows down the process when assembly members who were not on the committees want to re-do the work that was done in committee.

Other Meetings

- **Manager and Attorney** – You will be speaking regularly with the manager (and/or deputy manager) and the city attorney. The exact frequency will depend on an individual's level of engagement. You don't want to be blowing up their phone all day long, but you do want to be regularly talking about how things are progressing and issues that are on the horizon. They will also be able to answer questions about all the packets you've read.
- **Other Staff** – You might reach out to other staff when you've got specific questions about issues coming before the Assembly. Committee chairs also meet with staff regularly to plan meetings and set agendas.
- **Community Members** – As an assembly member, people will want to talk to you. The leaders of organizations that regularly work with CBJ will not be shy about reaching out to you. Much less frequently will an "average" member of the public call you or want to meet with you. Similar to email, people come up with their own personal guidelines for when they say yes or no to these requests. It's valuable to hear what people have to say, and to let them know they're being listened to, but you can and should set boundaries on your time. It is part of the job to listen to Juneauites (even, or especially, the ones who disagree with you) but nobody is entitled to your attention.

Events

These events are not necessarily required, but you'll find you want to attend a lot of them. It's good for the public to see their elected officials engaged in the community and it's a great way to learn about what's happening and what people are talking about.

- **CBJ Public Meetings** – CBJ hosts lots of public information sessions or other public meetings that are not Assembly meetings. It's useful to attend these to hear what the public is saying about certain issues, which will almost certainly reach the Assembly level at some point. Especially as a new Assembly member, you will also likely be invited to see different departments of CBJ to learn everything that the city does. Don't skip the Wastewater Treatment Plant tour!
- **Media Interviews** – Regular (but infrequent) radio appearances on Action Line
- **Community Events** – One of the perks is being invited to different community events or to speak to different groups. My absolute favorite invitations were to speak to different student groups.
- **Conferences** – You will have the opportunity to attend different conferences, like the Alaska Municipal League's Annual Conference, Southeast Conference Mid-Session Summit, etc. These are great events where you can meet your counterparts from other parts of the state. If you're able, try to attend your first AML conference so you can take advantage of the Newly Elected Officials training.

How much time does it all take?

Who knows! No one week or month will look the same. There were weeks I spent zero time on assembly business and weeks during the pandemic I spent 40+ hours on assembly business. The amount of time it takes depends on the specific issues before the assembly, where you are in the budget process, and your own personal factors. Your engagement will wax and wane depending on the topics, your energy levels, and the things happening in the rest of your life. To be a good assembly member, you need to spend some time doing all of the things on this list. At a minimum, that probably averages out to 10 to 20 hours per week. At a maximum, you could make it a full time job.

2024 ASSEMBLY MEETING CALENDAR

2024

January						
Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
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April						
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28	29	30				

July						
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October						
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27	28	29	30	31		

February						
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May						
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November						
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March						
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September						
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2024 ASSEMBLY MEETING CALENDAR

Regular Assembly & HRC Meetings

[10/21 Assembly Reorganization Meeting (No HRC)]

Possible Assembly retreat dates 11/16 or 12/7.]

PWFC/LHED/COW Meetings

Assembly Finance Committee (AFC) Meetings

Holidays

Charter/Code Required Meeting/Event Dates

6/12 Spec Assem if needed to adopt final budget before 6/15 deadline

7/29 Last Regular Assembly Meeting to adopt ballot propositions for 10/1 Election

9/12 Ballots Mailed to Voters for 10/1/24 Reg Municipal Election

10/1 CBJ Regular Municipal Election Day

No Assembly or ASC Meetings scheduled between Election Day and 10/21 Assem Reorg Meeting

10/15 Certification of Reg Municipal Election

Dates for Special Events and/or Conferences

12/25/23-1/5/24 JSD Winter Break

1/16 1st Day of Legislative Session (Legislative Reception at Centennial Hall)

2/6-2/7 SE Conference Mid-Session Summit

2/20-2/22 AML Mid-Session Leg. Summit

3/18-3/22 JSD Spring Break

5/11 *What it Takes to Run for Public Office Workshop*

5/23 - Last Day of Instruction JSD; 5/26 JSD Graduation Ceremonies

6/19 - Juneteenth

8/13-8/15 AML Summer Legislative Conference, Kodiak

8/15 JSD First Day of School

9/24-9/26 SE Conference Annual Meeting, Ketchikan

12/8-13 Assembly & Admin staff attending AML Annual Conference & Affiliate Association Meetings (Dena'ina Center, Anchorage)

12/23/2024-1/3/2025 JSD Winter Break

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) – 12:10pm

Lands, Housing & Economic Dev. (LHED) – 5pm

Committee of the Whole (COW) – 6pm

Assembly Finance Committee (AFC) - 5:30pm

(All Meeting Times Subject to Change as Needed)

[JSD = Juneau School District]

[AML = Alaska Municipal League]

*Clerk staff traveling for training 5/16-24 and 6/9-14

2023-2024 Assembly Committee and Liaison Appointments

	Human Resources Committee (HRC)	Lands, Resources & Economic Development (LHEDC)	Public Works and Facilities Committee (PWFC)	Committee of the Whole (COW)	Assembly Finance Committee (AFC)		Joint Assembly/ School Board Facilities Committee	Board & Committee Liaisons & Other Assignments
Beth Weldon				Member	Member		Member	Alaska Committee, Capitol Committee, JEDC (alt)
Michelle Hale				Chair	Member		Member	Deputy Mayor , Parks and Rec Advisory Comm.(PRAC)
Wade Bryson	Member		Chair	Member	Member		Chair	Bartlett Regional Hospital Board, UAS Campus Council, NDC PEL Liaison, SE Alaska Solid Waste Authority Liaison
Alicia Hughes-Skandijs		Chair	Member	Member	Member			Travel Juneau, Juneau Coalition on Housing and Homelessness (JCHH), System Racism Review Committee (SRRC)
Greg Smith	Chair	Member		Member	Member		Member	School Board, Downtown Business Association (DBA), Alaska Committee
Christine Woll				Member	Chair			Eaglecrest Board, Chamber of Commerce, NDC PEL Liaison
'Wáahlaal Gíidaak (Barbara Blake)	Member	Member		Member	Member			Airport Board, Juneau Commission on Aging (JCOA)
Paul Kelly		Member	Member	Member	Member			Planning Commission, School Board Finance Committee, Local Emergency Planning Committee (LEPC)
Ella Adkison	Member		Member	Member	Member			Docks and Harbor Board, Juneau Commission on Sustainability (JCOS), Juneau Economic Development Council (JEDC)
Liaisons from other groups to Assembly Committees		Planning Commissioner: TBD, PRAC: TBD, Docks & Harbors: TBD	Planning Commissioner: TBD				School Board Members: TBD	
"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).								

Assembly Goals 2024

Assembly Goals-Approved at the
3/4/2024 Assembly Meeting

1. Housing - Assure adequate and affordable housing for all CBJ residents

AA*	Implementing Actions	Responsibility	Notes:
A P/F/ O	After completion of ADU change, begin major T49/Comp Plan re-write project. Include project funding in FY25 budget.	Assembly, Manager's Office, CDD	
B P/F	Continue to monitor and track progress towards advancing the goals of the Housing Action Plan	Assembly, Manager's Office	
C P/F/ O	Continue aggressive use of the Affordable Housing Fund, tax abatement, and other loan and grant programs	Assembly, Manager's Office	
D P/F	Continue planning and implementation of (re)development of Telephone Hill, Pederson Hill, and the 2nd/Franklin property	Assembly, Manager's Office	
E P/O	Measure and monitor short-term rental trends and evaluate feasibility of short-term rental regulation	Assembly, Manager's Office, CDD, Finance	

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

AA*	Implementing Actions	Responsibility	Notes:
A P/O	Negotiate agreements with cruise lines and associated industry to eliminate hot berthing, harmonize fees, and implement reasonable daily and/or ship size limits. Support and implement strategies to manage local tourism impacts. Engage in formal regional tourism planning efforts through AML.	Assembly, Manager's Office, Docks & Harbors	
B P/F/ O/S	Consider an update to the JEP, expiring in 2025.	Assembly, Manager's Office	
C P/F/ S	Explore ways to support the Capital Civic Center	Assembly, Manager's Office, Finance	
D P/F/ S	Support Eaglecrest's objective of becoming self-sufficient	Assembly, Manager's Office, Eaglecrest	
E P/F	Complete design for West Douglas and Channel Crossing, apply for construction funding and appropriate and/or bond for local match	Assembly, CDD, Planning Commission, Manager's Office	

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

AA*	Implementing Actions	Responsibility	Notes:
A P/F	Develop strategy for fund balance and debt service mill rate	Assembly, Manager's Office, Finance	
B F/O	Maintain Assembly focus on deferred maintenance including BRH and JSD with emphasis on enhancing building efficiency.	Assembly, Manager's Office, EPW, all operating departments with facilities	
C P/F	Examine community grant process and priorities	Assembly, Manager's Office	

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

Assembly Goals 2024

Assembly Goals-Approved at the
3/4/2024 Assembly Meeting

4. Community, Wellness, and Public Safety - Juneau is safe and welcoming for all citizens				
	AA*	Implementing Actions	Responsibility	Notes:
A	P/O/S	Acknowledge and honor Juneau's indigenous culture and place names. Develop a naming policy. Consider the impacts of recognizing additional and/or replaced holidays, including Elizabeth Peratrovich Day, Indigenous People's Day, and Juneteenth.	Assembly, Manager's Office, Human Resources Committee	
B	P/S	Explore government to government relations with tribes, working on projects meant to grow effective communication, trust, and partnerships. Create an Assembly liaison to tribal meetings.	Assembly, Manager's Office	
5. Sustainable Community - Juneau will maintain a resilient social, economic, and environmental habitat for existing population and future generations.				
	AA*	Implementing Actions	Responsibility	Notes:
A	P/O	Implement a zero waste or waste reduction plan, including development of the Zero Waste Subdivision.	Assembly, Manager's Office, EPW, Finance	
B	P/O	Identify and prioritize the most cost-effective energy efficiency and electrification upgrades in CBJ facilities.	Assembly, Manager's Office, all departments	
C	P/O/F	Implement projects and strategies that advance the goal of reliance on 80% of renewable energy sources by 2045	Assembly, Manager's Office, all departments	
D	P/F	Develop mitigation and resilience strategies aimed at reducing community risk and helping Juneau adapt to climate-related hazards that have been identified in the 7/22 ACRC Report	Assembly, Manager's Office, EPW	
E	P/O/F	Develop strategy to reduce abandoned/junked vehicles	Assembly, Manager's Office, EPW, Law, P&R, D&H	
*Assembly Action to Move Forward: P = Policy Development, F = Funding , S = Support, O = Operational Issue				

Presented by: The Manager
Presented: 04/01/2024
Drafted by: R. Palmer III

RESOLUTION OF THE CITY AND BOROUGH OF JUNEAU, ALASKA

Serial No. 2986

A Resolution Repealing and Reestablishing the Assembly Rules of Procedure.

WHEREAS, the Assembly relies on its committees to generate, review, and mature policies for later consideration by the Assembly, including committees that include all nine Assemblymembers; and

WHEREAS, the scope of Assembly committee power and the binding effect of votes taken by committees with all nine Assemblymembers is complicated because of Robert’s Rules of Order; and

WHEREAS, the following general rule of parliamentary law is expressed in various Robert’s Rules: “During the session in which the Assembly has decided a question, another main motion raising the same or substantially same question cannot be introduced.” (136:26-28); and

WHEREAS, Robert’s Rule 52, as applied to a body with less than 50 members like the Assembly, considers a vote taken at a Committee of the Whole a formal decision of the Assembly that is not voted on again (531:2-4); and

WHEREAS, while Robert’s Rule 52 clearly applies to the Committee of the Whole, it does not explicitly apply to the other nine-member committees like the Finance Committee; and

WHEREAS, application of Robert’s Rule 52 creates unnecessary complexities because the City and Borough of Juneau Charter 5.3(a) requires public comment opportunities when an ordinance is up for public hearing, which can be late in the development of a policy and public comment can enlighten a policy issue that necessitates amendments or renewal of previously decided motions without going through the cumbersome process to suspend the Assembly Rules or other procedural escape valves; and

37 WHEREAS, upon balancing the timing of public comment and the Assembly’s scarce
38 meeting time, the Assembly amends the Assembly Rules of Order to reconcile the
39 unnecessary complexities created by Robert’s Rule 52 on the Committee of the Whole and
40 any other nine-member Assembly committee with the public comment requirement of
41 Charter 5.3(a) while recognizing occasionally a motion previously decided by a committee
42 may be renewed at the Assembly without being treated as dilatory; and
43

44 WHEREAS, the following additional amendments would clarify the rules and make
45 necessary changes to maximize public engagement, public body deliberations, and meeting
46 efficiency.
47

48 NOW, THEREFORE, BE IT RESOLVED BY THE ASSEMBLY OF THE CITY AND BOROUGH OF
49 JUNEAU, ALASKA:
50

51 **Section 1. Rules of Procedure.** The following rules of procedure are adopted:
52

53 **RULE 1. AGENDA.**

54 A. Order of Business. At all regular meetings the order of business shall be:

- 55 I. Call to Order
- 56 II. Flag Salute
- 57 III. Land Acknowledgment
- 58 IV. Roll Call
- 59 V. Special Order of Business
- 60 VI. Approval of Minutes
- 61 VII. Manager’s Requests for Agenda Changes
- 62 VIII. Public Participation on Non-agenda Items (Not to Exceed a Total of 20
63 Minutes, Nor More than Three Minutes for Any Individual)
- 64 IX. Consent Agenda
 - 65 A. Public Requests for Consent Agenda Changes, Other than Ordinances
66 for Introduction
 - 67 B. Assembly Requests for Consent Agenda Changes
 - 68 C. Assembly Action
- 69 X. Ordinances for Public Hearing
 - 70 A. Administrative or Committee Reports
 - 71 B. Public Hearing
 - 72 C. Assembly Action
- 73 XI. Unfinished Business
 - 74 A. Administrative or Committee Reports
 - 75 B. Public Hearing
 - 76 C. Assembly Action
 - 77 D. Potential Issues for Reconsideration
- 78 XII. New Business
 - 79 A. Administrative or Committee Reports
 - 80 B. Public Hearing

- 81 C. Assembly Action
- 82 XIII. Staff Reports
- 83 XIV. Assembly Reports
- 84 A. Mayor's Report
- 85 B. Committee, Liaison Reports, Assemblymember Comments and
- 86 Questions
- 87 C. Presiding Officer Reports
- 88 XV. Continuation of Public Participation on Public Participation on Non-agenda
- 89 Items
- 90 XVI. Executive Session
- 91 XVII. Supplemental Materials
- 92 XVIII. Adjournment

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

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

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

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

116

117 **RULE 2. MEETINGS.**

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

122 B. Place of Regular Meetings. Regular Assembly meetings shall be held in the
123 Assembly Chambers at the Municipal Building at 155 Heritage Way, Juneau, Alaska.
124 However, the location of a regular meeting may be changed (a) up to 24 hours in advance of
125 the meeting by the Assembly, at a preceding regular or special meeting, by motion or
126 otherwise, upon designating a different place for a particular meeting; or (b) if the meeting
127 was previously noticed with remote participation, by the Mayor, the committee chair, or any
128 three Assemblymembers due to extenuating circumstances (i.e. public health requirement,
129 equipment or facility problem in Assembly Chambers, inability to get a quorum in-person,
130 weather) to hold the meeting virtually with only remote participation (i.e. video conferencing
131 technology).

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

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

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

138

139 **RULE 3. ASSEMBLYMEMBER ATTENDANCE POLICY FOR REGULAR MEETINGS.**

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

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

148

149 **RULE 4. LEGISLATION.**

150 A. Drafting. The Attorney shall draft ordinances and resolutions:

151 1. For presentation to the Assembly only

152 (a) by vote or consensus of the Assembly,

153 (b) by vote of a standing or ad hoc Assembly committee,

154 (c) by request of the Mayor, the Manager, or any member, or

155 (d) on the Attorney's own initiative to correct errors not otherwise correctable
156 in any section or to make amendments to Title 01.45 the Conflict of
157 Interest Code, Title 01.50 the Appellate Code, Title 01.60 the Regulation
158 Procedures Code, Title 03.30 the Code Enforcement Code, Title 42 the
159 Penal Code, or any section imposing duties on the Attorney.

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

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

168
169

RULE 5. COMMITTEES.

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

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

177 Any member of the Assembly may sit with any committee at all times; such member shall
178 have the right to participate in committee discussion except that members of the committee
179 shall have priority in obtaining the floor and only committee members may vote. Standing
180 committee meetings are work sessions without public testimony unless otherwise noticed at
181 the time of packet publication, or earlier, by the committee chair.

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

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

186 1. Standing Committees.

187 (a) With the exception of the Committee of the Whole, the Finance Committee,
188 and the Human Resources Committee in proceedings pursuant to Rule
189 5(C)(2)(f), there shall be not more than four Assemblymembers appointed
190 to each standing committee of the Assembly. Each Assemblymember will
191 be appointed to at least one, but not more than three, standing committees,
192 in addition to the Finance Committee and the Committee of the Whole.

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

- 202 (c) Each year following the regular municipal election, all Assemblymembers
203 will be given an opportunity to indicate in writing which of the standing
204 committees they request to serve on. At least two of the nominations for
205 appointment for each standing committee shall be made from those
206 Assemblymembers, if any, who have requested to serve on the committee
207 for which the appointments are to be made. The nomination for
208 membership and chair positions shall be made by the Mayor and ratified by
209 the Assembly within seven days of the second meeting after the
210 certification of the regular municipal election each year. All committee
211 members shall be appointed to serve for a term expiring upon ratification
212 by the Assembly of the committee appointments following the next regular
213 municipal election. All committee members serve at the pleasure of the
214 Assembly.
- 215 (d) A standing committee may at the call of its chair or the vote of its
216 membership take up any matter within the scope of its charge established
217 by these rules and not pending as legislation authorized by the Assembly.
218 Matters not within the scope of any standing committee, or within the
219 scope of more than one standing committee shall be assigned by the Mayor.
- 220 (e) Each committee shall refer information to and coordinate activities with
221 other appropriate committees. Issues referred to another committee and
222 any directions to the Manager must have the concurrence of a majority of
223 the committee members.
- 224 2. Human Resources Committee. The Human Resources Committee may take up
225 issues relating to the health and well-being of Juneau citizens and their
226 participation in local government. The duties of the Human Resources
227 Committee shall include:
- 228 (a) Nominating citizens to all CBJ boards and commissions. Appointment to
229 such bodies shall be made by the full Assembly;
- 230 (b) Making recommendations to the full Assembly regarding the issuance,
231 renewal or transfer of liquor licenses, restaurant designation permits, and
232 marijuana licenses;
- 233 (c) Reviewing and proposing amendments to these rules;
- 234 (d) Reserved.
- 235 (e) Reserved.
- 236 (f) Membership for Certain Appointments. The full Human Resources
237 Committee shall meet as needed to recommend appointments to the
238 Planning Commission, the Hospital Board, the Ski Area Board, the Docks
239 and Harbors Board, and the Airport Board. The Mayor and all
240 Assemblymembers shall serve as members of the full Committee and the
241 Human Resources chair shall serve as chair at these meetings.
- 242 3. Finance Committee. The Finance Committee may take up issues relevant to
243 the fiscal status of the CBJ. The Mayor and all Assemblymembers shall serve as

- 244 members of the Finance Committee. The duties of the Finance Committee shall
245 include:
- 246 (a) Review of the Manager's proposed budget and recommendations to the
247 Assembly for a final budget;
- 248 (b) Review of the fiscal policies of the CBJ as deemed necessary by the
249 committee.
- 250 4. Committee of the Whole. The Committee of the Whole may take up those issues
251 within the jurisdiction of multiple committees and those warranting detailed
252 review prior to consideration by the Assembly. The Mayor and all
253 Assemblymembers shall serve as members of the Committee of the Whole.
254 Generally, the rules of the Assembly shall be followed in the Committee of the
255 Whole, provided that, at the discretion of the chair, the rules may be relaxed
256 and the rules relating to participation by the presiding officer and the number
257 of times a member may speak shall not be in effect unless otherwise ordered by
258 a majority of the committee. In preparing the committee agenda the chair shall
259 consult with the Mayor.
- 260 5. Lands, Housing, and Economic Development Committee. The Lands, Housing,
261 and Economic Development Committee may take up issues relevant to the
262 lands, housing, economic development, water or air within the City and
263 Borough. The duties of the Lands, Housing, and Economic Development
264 Committee shall include recommendations to the Assembly regarding:
- 265 (a) The preparation and revision of a land management plan and the
266 acquisition and disposal of CBJ lands;
- 267 (b) The administration of the lands fund and the mineral holdings of the CBJ;
- 268 (c) Implementation of the Long Range Waterfront Development Plan, and
269 issues relating to use and development of the CBJ waterfront;
- 270 (d) Promotion of improved housing availability in the City and Borough; and
271 (e) Promotion of a vibrant and diverse local economy.
- 272 6. Public Works and Facilities Committee. The PWFC may take up issues
273 relevant to the infrastructure of CBJ, including transportation and utilities.
274 The duties of the PWFC shall include:
- 275 (a) Making recommendations to the Assembly regarding the capital
276 improvement program required by Charter section 9.2 and other capital
277 improvement plans and lists;
- 278 (b) Advising each newly elected Assembly of unfinished capital projects to be
279 continued;
- 280 (c) Making recommendations to the Assembly regarding the preparation and
281 revision of an areawide transportation plan;
- 282 (d) Making recommendations related to energy efficiency, renewable resources,
283 waste reduction and recycling, global warming, and green building.

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

293 D. Scope of Committees. Committees, including the Committee of the Whole and the
294 Finance Committee, are empowered to only make recommendations. No vote taken at an
295 Assembly committee, including at the Committee of the Whole or at the Finance Committee,
296 is binding on the Assembly. At the Assembly, an Assemblymember is free to move the
297 Assembly to amend a prior adopted motion and renew a failed motion from a committee, and
298 such motions can pass by five votes in favor.

299 E. Quorum of Committees. For the Committee of the Whole and the Finance
300 Committee, a majority of the membership shall constitute a quorum. For committees with
301 seven or eight members, four of the membership shall constitute a quorum, for committees
302 with four, five, or six members, three of the membership shall constitute a quorum.

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

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

311

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

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

- 315 Planning Commission
- 316 Hospital Board
- 317 Docks and Harbors Board
- 318 Airport Board
- 319 School Board
- 320 Ski Area Board

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

323 B. Role of Assembly Liaison. Assembly liaisons serve as a link between the Assembly
324 and the board or commission to establish and maintain communication between the bodies
325 on issues, projects, and other matters of mutual concern and interest. Assembly liaisons
326 should regularly attend appointed board or commission meetings. Assembly liaisons shall
327 not have the power to vote on the board or commission and are not to be counted in
328 determining whether a quorum of the board or commission is present, unless specifically
329 identified as voting members in the governing legislation of a particular board. An Assembly
330 liaison may participate in board or commission discussions when invited by the board chair.

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

334

335 **RULE 7. DEBATE.**

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

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

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

349

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

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

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

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

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

- 364 D. People are encouraged to submit written presentations and exhibits to the
365 Municipal Clerk and the Assembly via email (boroughassembly@juneau.gov).
- 366 E. The Mayor will set forth the item or subject to be discussed and will rule non-
367 germane speech out of order. A member of the public may not be stopped for speaking
368 because of the viewpoint being expressed. However, a person may be stopped for disrupting,
369 disturbing, or impeding the meeting when speaking longer than the time limit, when being
370 unduly repetitious, or when discussing or presenting irrelevant matters. Such non-germane
371 speech disrupts, disturbs, or impedes public meetings when the Assembly is prevented from
372 accomplishing its business in a reasonably efficient manner or when the speech interferes
373 with the rights of other speakers. A person stopped for non-germane speech during a
374 meeting is welcome to submit a writing, presentation, recording, and exhibit to the
375 Municipal Clerk and to the Assembly via email (boroughassembly@juneau.gov).
- 376 F. All speakers, members of the public and members of the Assembly, will be
377 recognized by the chair by surname.
- 378 G. Members of the public will precede their remarks by stating their names and,
379 unless otherwise allowed by the Mayor, the area of town in which they reside.
- 380 H. Members of the Assembly will not direct questions to each other or to the chair
381 during public participation except as to the conduct of the hearing.
- 382 I. Members of the Assembly may direct questions to members of the public only to
383 obtain clarification of the material presented. The questions should not be argumentative,
384 nor may they have the purpose or effect of unreasonably extending any time limit applicable
385 to public speakers.
- 386 J. The public may direct questions to the Assembly or the administration.
- 387 K. The public may direct questions to the chair only as it pertains to the conduct of the
388 hearing.
- 389 L. The Manager may participate in the same manner as the members of the Assembly.
- 390 M. There shall be an opportunity for public participation on non-agenda items at each
391 regular meeting of the Assembly. Such public participation shall be limited to no more than
392 20 minutes, with each speaker limited to a length of time set by the Mayor not to exceed
393 three minutes. Assemblymembers may ask questions of the speaker but should not
394 deliberate at that time on matters raised or answer questions directed to the members.
- 395 N. Members of the public that want to provide oral public comment via remote
396 participation must notify the Municipal Clerk prior to the meeting (i.e. call the Municipal
397 Clerk Office or register online, when available). A person is not required to notify the
398 Municipal Clerk prior to the meeting when providing in-person oral public comments.
- 399 O. Reasonable accommodations are available upon request. To the extent allowed by
400 law (i.e. A.S. 15.13.040 and A.S.15.13.145), a spokesperson designated by a person with a
401 disability wishing to provide oral public testimony should advise the Municipal Clerk.
402 Please contact the Clerk's office prior to any meeting, preferably 36 hours ahead, so
403 arrangements can be made if other accommodation requests like closed captioning or sign

404 language interpreter services are desired. The Clerk's office telephone number is 586-5278,
405 TDD 586-5351, e-mail: city.clerk@juneau.gov.

406

407 **RULE 9. MOTIONS.**

408 A. Seconds. Seconds to motions are not required.

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

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

412 1. Fix time to adjourn

413 2. Give notice of reconsideration

414 3. Adjourn

415 4. Recess

416 5. Question of privilege of the body

417 6. Question of personal privilege

418

419 **RULE 10. CLERICAL ERRORS.**

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

423

424 **RULE 11. VOTE REQUIRED.**

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

428 A. Limiting, extending, or closing debates

429 B. Suspension of the rules

430 C. Setting of or postponement of special orders

431 D. Objection to consideration of question

432 E. Motion for immediate vote (previous question)

433 F. Rescind

434 G. To take up a motion for reconsideration at the meeting at which the action to be
435 reconsidered was taken

436

437 **RULE 12. PARLIAMENTARIAN.**

438 The Attorney shall act as the parliamentarian with the Municipal Clerk to act as
439 parliamentarian in the absence of the Attorney.

440

441 **RULE 13. SESSIONS.**

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

444

445 **RULE 14. PUBLIC PARTICIPATION.**

446 A. Public participation shall be permitted on all items on the agenda, except public
447 participation is not allowed on the following:

- 448 i. for committee meetings advertised as work sessions only;
- 449 ii. items before the body for information purposes only;
- 450 iii. quasi-judicial items (i.e. appeals) after the body decided to accept the quasi-
451 judicial item for further consideration (CBJC 01.50.030(e)(1)). Public
452 participation—including by named parties—is authorized to aid the body in
453 deciding whether to accept an appeal, but public participation—including by
454 parties—is prohibited after the body makes the acceptance decision. This limited
455 public participation rule is necessary to protect the due process rights of the
456 parties.

457

458 B. Despite the prohibitions in Rule 14.A, the committee chair or majority of the body
459 may authorize public participation on a specific agenda item when in the best interest of the
460 community.

461

462 C. Public participation shall be permitted on a motion to recess into executive session
463 prior to the vote on such a motion.

464

465 D. When public participation is provided, public participation is confined to that agenda
466 item. No person except a member or the Manager may participate in Assembly proceedings
467 except as provided in the agenda item for public participation. However, the Attorney or
468 Municipal Clerk may comment on professional or procedural aspects.

469

470 **RULE 15. RECONSIDERATION.**

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

474 B. Who May Reconsider. Any member, whether or not that member voted on the
475 prevailing side, may give notice of or move for reconsideration.

476 C. Effect of Notice. The effect of giving notice of reconsideration is to suspend all
477 action on the subject of the notice until a motion for reconsideration is made and acted upon

478 or until the time within which the motion for reconsideration may be made and acted upon
479 has expired.

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

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

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

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

491

492 **RULE 16. REMOTE PARTICIPATION.**

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

496 A. A member may participate remotely in an Assembly meeting, or an Assembly
497 Committee meeting, if the member declares that circumstances prevent physical attendance
498 at the meeting. If the Mayor chooses to participate remotely, the Deputy Mayor shall
499 preside. If a committee chair chooses to participate remotely, they should designate an
500 alternative committee member to chair the meeting unless the entire meeting is held
501 remotely.

502 B. Reserved.

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

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

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

511 F. The member participating remotely shall make every effort to participate in the
512 entire meeting and must have video turned on except during breaks. From time to time
513 during the meeting the presiding officer shall confirm the connection.

514 G. The member participating remotely may ask to be recognized by the presiding
515 officer to the same extent as any other member.

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

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

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

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

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

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

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

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

- 540 i. Assembly
- 541 ii. Assembly Standing Committees
- 542 iii. Planning Commission
- 543 iv. Hospital Board
- 544 v. Docks and Harbors Board
- 545 vi. Airport Board
- 546 vii. Ski Area Board
- 547 viii. Systemic Racism Review Committee

548 Any other board, commission, or committee meeting with anticipated substantial public
549 interest should be recorded and live broadcast in a manner that is reasonably calculated to
550 provide meaningful remote public observance and participation, when allowed, of the public
551 meeting.

552

553 **RULE 17. ADOPTION OF ROBERT’S RULES OF ORDER.**

554 The conduct of the meetings of Assembly shall be governed by the Mayor according to
555 the current edition of Robert’s Rules of Order, except as otherwise provided by Charter, law,
556 or these rules.

557

558 **Section 2. Repeal of Resolution.** Resolution No. 2976 is repealed.

559 **Section 3. Effective Date.** This resolution shall be effective immediately after its
560 adoption.

561
562 Adopted this 1st day of April 2024.
563



Beth A. Weldon, Mayor

564
565
566 Attest:



567
568
569
570 Elizabeth J. McEwen, Municipal Clerk

FY2025

LEGISLATIVE

CAPITAL PRIORITIES



February 05, 2024
Adopted



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Everything you wanted to know about the Legislative Capital Priorities List:	28
CBJ Lists, Plans and Priorities Graphic:	29



January 30, 2024

To The Honorable State and Federal Delegation:

This document presents the City and Borough of Juneau's (CBJ) Fiscal Year 2025 Legislative Capital 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 with input from CBJ Boards and Commissions and City staff. The Legislative Priorities will be used to inform requests to State Legislature, Federal Delegation and granting agencies.

It is the intent of the CBJ to update the Legislative Capital 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,

Katie Koester
City Manager



Development Schedule



FY2025 Legislative Capital Priorities - City & Borough of Juneau

ACTION	FY25 TIMELINE
Prepare and distribute draft LCP to CBJ Boards, Commissions & advisory groups for review and input.	October 20, 2023
Input for new draft requested by	December 1, 2023
Presentations to Boards and Commissions:	Planning Commission Introduction: Oct 24, 2023
	Systemic Racism Review Committee (SRRC) Introduction: October 24, 2023
Administrative Review & Compilation	December 4-7, 2023
SRRC 2nd Review (with input and new projects)	December 12, 2023
PWFC for Review	December 18, 2023
Homework: Assembly Ranks Priorities	Due January 2, 2024
Finance Committee	January 10, 2024
Assembly Review (Leg Breakfast + COW)	January 25 + 29, 2024
CAPSIS Deadline	February 16, 2024
Distribute Priorities	February 2024

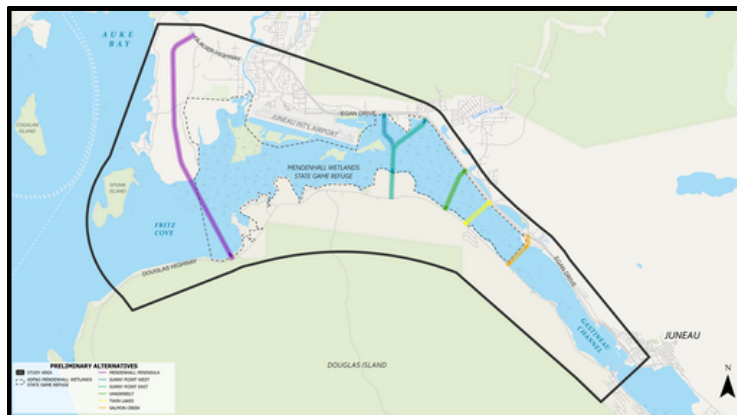
FY25 CBJ Legislative Capital Priority List

Rank	Project Name:	Purpose:	Amount Requested:	Goal:	Page #:
1	Juneau Douglas North Crossing (JDNC)	Planning, permitting, project management	\$2M	Economic development	7
2	Telephone Hill Redevelopment	Site work	\$2M	Prepare for redevelopment	8
3	Pederson Hill Housing Development	Development	\$1M	Increase workforce and market rate housing with further development of Pederson Hill Subdivision.	9
4	Mendenhall Wastewater Treatment Plant Compliance: Fats, Oil, Grease & Grit Removal	Design, Construction	\$5.95M	Return the Mendenhall Wastewater Treatment Plant to permit compliance, reduce treatment costs, and extend the useful life of the plant.	10
5	Public Safety Radio Improvements (formerly CBJ Radio System Replacement)	Procurement, Design, Site Construction/ Improvements, Installation	\$13M	Provide adequate and sustainable radio communications for CBJ public safety agencies and response partners to communicate effectively during routine events and disasters locally, regionally and statewide.	11
6	Aak'w Village District Parking (formerly NSOB Parking Garage)	Partial Funding	\$30M	State/legislative parking, Aak'w Village District infill development	12
7	JSD Wide HVAC and Heating Control System Upgrades	Feasibility Study, Conceptual Design, Final Design, Engineering, Permitting	\$6.4M	This project will upgrade the HVAC and Heating Controls Systems for all schools in the City and Borough of Juneau, improving the facilities' energy efficiency, safety, and security.	13
8	Lemon Creek Multimodal Path	Design, Permitting, Property	\$8M	Advance long-term goal of a new non-motorized route	14
9	Bartlett Emergency Department (ED) Renovation/Expansion	Design, Engineering, Permitting	\$2M	Improve access to, and the quality of emergency medical care in the community.	15

FY25 CBJ Legislative Capital Priority List

Rank	Project Name:	Purpose:	Amount Requested:	Goal:	Page #:
10	Municipal Composting Facility Design and Construction	Planning, Design, Site preparation, Construction	\$4M	Construct a municipal compost facility as part of a broader Zero Waste plan.	16
11	Capital Civic Center - Phase II + III	Partial Funding	\$5-\$10M	Support convention and visitor economy	17
12	Aurora Harbor Rebuild - Phase IV	Design, Permitting	\$1M	Replace critical infrastructure and support maritime economy.	18
13	JSD Wide Security and Safety Upgrades	Procurement, Design, Construction	\$2M	Support and improve the security and safety of district facilities.	19
14	Shore Power at Dock 16B	Final design and construction	\$20M	Reduce emissions, improve air quality and economic development.	20
15	Eaglecrest Employee & Tourism Workforce Housing	Planning, Design, Site Preparation, Construction	\$12M	Increase recruitment and retention while helping to manage our growth in tourism	21
16	Waterfront Juneau Douglas City Museum	Partial Funding	\$2M	Grow the arts in Juneau and expand the capital campus.	22
17	West Douglas Extension	Planning, Design, Construction	\$4M	Long term development support	23
18	Auke Bay New Breakwater	Match Potential Federal Funding	\$5M	Increase moorage and renovate aging infrastructure; economic development	24
19	Jackie Renninger Park Development & Pipeline Skatepark Improvements	Design and Construction	\$4M	Provide access to parks and outdoor recreation services for Juneau's most underserved neighborhood.	25
20	North Douglas Boat Ramp Expansion	Planning, Research, Permitting	\$250K	Improve safety and expand boating access & transportation.	26
21	Off-Road Vehicle (ORV) Park Development	Design & Construction	\$5.7M	Reduce user conflicts and create new opportunities for outdoor recreation.	27

Juneau Douglas North Crossing (JDNC)



AMOUNT REQUESTED: \$2M

AMOUNT SECURED: \$26.13M (\$2M for PEL; \$675,000 CBJ; \$7M CDS; \$16.454M USDOT RAISE)

ESTIMATED TOTAL PROJECT COST: \$280M-\$320M (Depending on alternative)

PROJECT DESCRIPTION & UPDATE:

A second crossing from mainland Juneau to Douglas Island has been a community priority since the early 1980's. Alternative access to Douglas Island will increase safety and provide redundancy if for any reason the Juneau-Douglas bridge becomes impassable. Currently, if the bridge were to fail or to otherwise become blocked, residents would be stranded, emergency services would be limited and there would be no access to the local hospital from the island. In addition to improving safety and security, the proposed Juneau Douglas North Crossing will reduce transportation times to North and West Douglas and improve access to larger swaths of land suitable for development. Thanks to Senator Murkowski, CBJ received \$7M in Congressionally Directed Spending (CDS) in FY23. These funds are being used to build on the analysis and public outreach underway through the Planning & Environmental Linkages (PEL) study. More at JDNorthCrossing.com

In addition, CBJ was awarded a 2023 USDOT RAISE grant of \$16.454M which will provide funding to through the design process. Once a preferred alternative has been selected, CBJ intends to solicit Federal Highway construction funding under the Infrastructure Investment and Jobs Act (IIJA). The requested \$2M will be used for project planning, permitting and management as CBJ continues to identify and pursue funding opportunities to bring the project to completion.

PUBLIC PROCESS: Through the PEL process Alaska DOT&PF, with the help of DOWL, has engaged in multiple stakeholder and public meetings, surveys, and listening sessions to identify both public sentiment on the project and potential alternatives. Project status, alternatives, reports, and stakeholder meeting updates are available at jdnorthcrossing.com. Following the PEL, the NEPA process will include thorough public process as a preferred alternative is vetted.

TIMELINE: The PEL study is expected to be complete by late spring of 2024. Building on the PEL, NEPA should take 24 months. Design is expected to take an additional 18-24 months.

WHO WILL MAINTAIN AND OPERATE? Alaska DOT&PF

PROJECT GOAL: Community safety, housing, and economic development.

Telephone Hill Redevelopment



AMOUNT REQUESTED: \$2M

AMOUNT SECURED: \$600,000

TOTAL PROJECT COST: (\$10M placeholder)

PROJECT DESCRIPTION & UPDATE:

This project will prepare the roughly three acres of CBJ owned property in downtown Juneau which is adjacent to the State Office Building for redevelopment. This project will include removal of hazardous materials and environmental cleanup, potential demolition of existing structures, a redevelopment study, site preparation, utility and infrastructure upgrades, and re-subdivision. The outcome of this project will be independent buildable lots which are sized appropriately for redevelopment with infrastructure that can be utilized to maximize density and the property will be redeveloped to meet the goals of the Assembly and the state capital.

PUBLIC PROCESS:

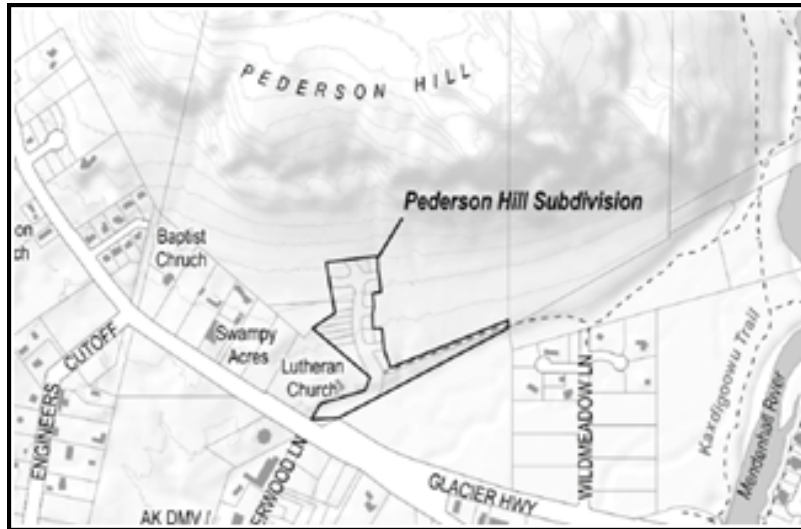
In fall of 2023, the City held public meetings to encourage community dialog regarding this project, followed by an online community survey in Dec 2023. The CBJ Assembly will continue to provide the public opportunities to comment on this project. There will be opportunities for public comment to the Planning Commission and to the Assembly during all phases of redevelopment. Project information is available at juneau.org/engineering-public-works/telephone-hill.

TIMELINE: An inventory of utilities, property and hazards is currently underway. A draft development plan will be publicly reviewed in the first quarter of 2024. Depending on the outcome of that plan a phased redevelopment approach could begin in 2024.

WHO WILL MAINTAIN AND OPERATE? CBJ

PROJECT GOAL: Redevelop over 3 acres of property downtown for the highest use.

Pederson Hill Housing Development



AMOUNT REQUESTED: \$1M

AMOUNT SECURED: \$1.5M (1% Voter-Approved Sales Tax)

TOTAL PROJECT COST: \$5M-\$15M

PROJECT DESCRIPTION & UPDATE:

The requested funding will provide for the study and design of a secondary access road to the Pederson Hill Subdivision. In the past year the Assembly agreed to work with the Tlingit Haida Regional Housing Authority (THRHA) to develop the remainder of Phase 1B and 1C. With that development underway any additional development will require a second access route for public safety and emergency response. This second access is an expensive requirement which needs to be funded before any future housing units can be planned on this CBJ property. This second access will make available up to 26 acres of CBJ owned property for development and disposal.

PUBLIC PROCESS:

There will be an opportunity for public comment to the Planning Commission during planning and to the Assembly during all phases of development.

TIMELINE: Once funding is secured, design can be complete within 18 months.

WHO WILL MAINTAIN AND OPERATE? CBJ

PROJECT GOAL: Increase workforce and market rate housing with further development of Pederson Hill Subdivision.

Mendenhall Wastewater Treatment Plant: Fats, Oil, Grease & Grit Removal



AMOUNT REQUESTED: \$5.95M

TOTAL PROJECT COST: \$5.95M

PROJECT DESCRIPTION & UPDATE:

Fats, Oils and Grease (FOG) requires special treatment, typically prior to the treatment basin. The foam from FOG degrades plant performance at the Mendenhall Treatment Plant. This project would install a grease collection vessel with a skimmer and vortex vessel to control incoming grease and finer grit. The Mendenhall Treatment Plant is currently operating under a Compliance Order by Consent with the State due to permit violations. Removing FOG before it disrupts the treatment process will assure more consistent plant performance. This project will design and construct the FOG and grit removal equipment.

TIMELINE: Once funding is secured, design and construction within 30 months.

WHO WILL MAINTAIN AND OPERATE? CBJ

PROJECT GOAL: Permit compliance, reduce treatment costs, and extend the useful life of the plant.

Public Safety Radio Improvements

(Formerly CBJ Radio System Replacement)



AMOUNT REQUESTED: \$13M

AMOUNT SECURED: \$2.5M (\$500,000; \$2M CBJ Voter Approved Sales Tax)

TOTAL PROJECT COST: \$21M

PROJECT DESCRIPTION & UPDATE:

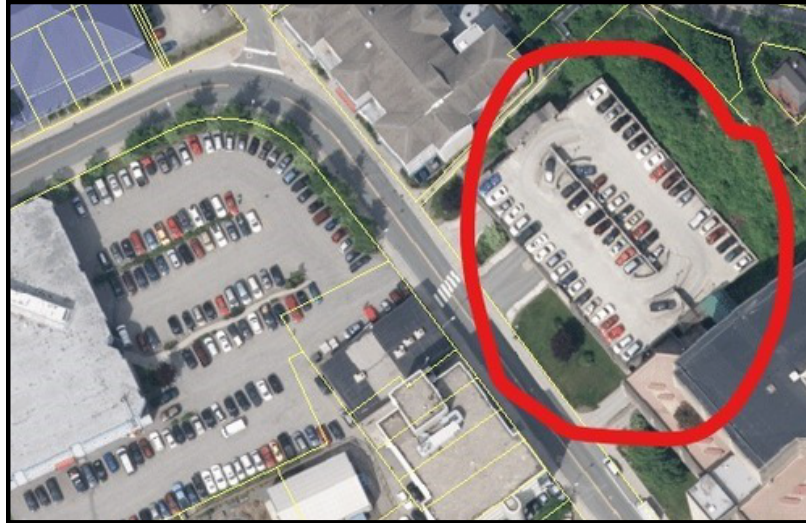
The CBJ has determined that the current radio system must be replaced due to equipment obsolescence, to enhance coverage and correct capacity shortfalls while conducting modernization as a means of securing enhanced network reliability, resiliency and interoperability. Project phases would include procurement, engineering/design, site construction/improvements (shelters, buildings, generators, towers, UPS, etc.), microwave improvements, procurement, and installation of radio site equipment (transmitters, receivers, antenna systems, etc.) and end user equipment (portable and mobile radios). Deficiencies with the current system impact multi-agency responses and have been documented during numerous police, fire and EMS events with partners such as the Juneau International Airport, CBJ Public Works, Alaska State Troopers, FBI, Coast Guard and the Navy. A comprehensive upgrade is needed to enhance radio communications and increase interoperability with municipal, state, and federal partners. Senator Murkowski has added \$2M as Congressionally Directed Spending in the FY24 appropriations bill awaiting Congressional action.

TIMELINE: Once funding is secured, all work could be performed within 4 years.

WHO WILL MAINTAIN AND OPERATE? CBJ

PROJECT GOAL: Provide adequate and sustainable radio communications for CBJ public safety agencies and response partners to communicate effectively during routine events and disasters locally, regionally and statewide.

Aak'w Village District Parking (Formerly N. SOB)



AMOUNT REQUESTED: \$30M

AMOUNT SECURED: \$10M (\$5M SOA; \$5M CBJ Voter Approved Sales Tax)

TOTAL PROJECT COST: \$40M

PROJECT DESCRIPTION & UPDATE:

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 parking garage provides parking for the State of Alaska, just North of the State Office Building. The current garage is old and in need of major repairs. This project could be seven stories, creating a total of over 450 parking spaces, with a total net increase of approximately 300 new parking spaces.

PUBLIC PROCESS: This project was designated as a CBJ Legislative Priority in 2021, 2022, and 2023.

TIMELINE: Architect has been selected and condition assessment and preliminary design is underway. Once full funding is secured, 24-36 month design and construction timeline.

WHO WILL MAINTAIN AND OPERATE? TBD

PROJECT GOAL: State/Legislative parking, Aak'w Village District infill development.

Juneau School District–Wide HVAC & Heating Control System Upgrades

AMOUNT REQUESTED: \$6.4M

TOTAL PROJECT COST: \$6.4M

PROJECT DESCRIPTION & UPDATE:

This much needed project entails the comprehensive enhancement of outdated HVAC and Heating Control Systems across all 13 schools within the City and Borough of Juneau. This initiative serves a dual purpose: firstly, it will significantly improve the early detection and notification of system issues and emergencies, thereby enhancing the district's responsiveness to outages and failures. Secondly, these system upgrades will replace outdated equipment for which replacement parts are no longer produced and provide the maintenance department with centralized access to control systems for all schools, streamlining system management and increasing efficiency. As a result, emergency response times will be markedly reduced, as issues can be identified swiftly. Importantly, this upgraded system is expected to yield substantial energy cost savings for the district, representing a win-win solution for both school facilities and the environment.

TIMELINE: Once funding is secured, design and construction complete within 28 months.

WHO WILL MAINTAIN AND OPERATE? Juneau School District

PROJECT GOAL: This project will upgrade the HVAC and Heating Controls Systems for all schools in the City and Borough of Juneau, improving the facilities' energy and operational efficiency, safety, and security.



Lemon Creek Multimodal Path

AMOUNT REQUESTED: \$8M
AMOUNT SECURED: \$1.15M
TOTAL PROJECT COST: \$10M



PROJECT DESCRIPTION & UPDATE:

The requested funding would construct a multimodal path in Lemon Creek that connects residents to schools, shopping, jobs and services. CBJ is pursuing a USDOT Reconnecting Communities grant for FY24 that will include robust public engagement, route selection and preliminary design, as well as a ADOT&PF Transportation Alternatives Program grant for the first phase of construction. The Assembly has appropriated \$1.15M to advance design of the project as well as potential match for construction grant opportunities. The full route would connect the Glacier Highway / Vanderbilt intersection to Alaway Avenue and then on to Glacier Highway (near the old Walmart). This would provide direct access to the two largest mobile home parks in the community. CBJ also applied for a 2023 ADOT&PF Transportation Alternatives Program (TAP) grant for phase one design and construction, as well as a FHWA FY23 Safe Streets for All (SS4A) supplemental planning funds for additional community planning and analysis of pedestrian, cyclist and motorist safety.

PUBLIC PROCESS: This project has been identified as a priority by the 2017 Lemon Creek Area Plan adopted into the Comprehensive Plan. Designated as the number one Legislative Capital Priority in 2021 and 2022, and the 8th priority in 2023

TIMELINE: FY24 (ongoing) route analysis, public outreach, planning and preliminary design. Once full funding is secured, 18-24 months for design and construction.

WHO WILL MAINTAIN AND OPERATE? CBJ

PROJECT GOAL: Advance long term goal of a new non- motorized route.

Bartlett Emergency Department (ED) Renovation/Expansion



AMOUNT REQUESTED: \$2M

AMOUNT SECURED: \$4M (Bartlett Regional Hospital Reserves)

TOTAL PROJECT COST: \$10M-\$12M

PROJECT DESCRIPTION & UPDATE:

This project will expand the footprint of the existing ED, and renovate existing ED spaces, to improve patient access, patient flow, and patient and employee safety. Renovations will increase patient privacy, while mechanical and electrical upgrades will allow for new negative pressure exam space. Patients will have access to safer care, while improved space adjacencies will help ensure patients get to the appropriate level of care in a more efficient and timely manner. With other recent improvements in Bartlett's healthcare portfolio, including expanded behavioral health services and the additional of post-acute services, this project will improve medical care to the community across the healthcare continuum. This project is currently in the conceptual design stage with CBJ Engineering and Architects of Alaska. Bartlett has approximately \$4M set aside for this project, and Senator Murkowski added \$4M as Congressionally Designated Spending in the FY24 appropriation bill awaiting Congressional action.

TIMELINE: Once funding is secured

WHO WILL MAINTAIN AND OPERATE? Bartlett Regional Hospital

PROJECT GOAL: Improve access to, and the quality of emergency medical care in the community.

Municipal Composting Facility Design and Construction



AMOUNT REQUESTED: \$4M

AMOUNT SECURED: \$2.5M (Congressionally Directed Spending)

TOTAL PROJECT COST: \$6.5M

PROJECT DESCRIPTION & UPDATE:

This project will design and construct a commercial-scale composting facility to serve Juneau residents, businesses and institutions. CBJ will have the capacity to accommodate large scale producers such as grocery stores, and large restaurants and institutions (e.g., Bartlett Regional Hospital, CBJ, Juneau School District and Lemon Creek Prison) getting this waste out of both the sewers and the landfill. It is CBJ's intention to own the facility, but contract out the operations. In 2023, CBJ unsuccessfully applied for a composting and zero waste grant through the Environmental Protection Agency for phase two of the project and continues to pursue relevant funding opportunities.

TIMELINE: CBJ will issue a request for proposals for site development, planning and design in FY24. Once funding is secured, 2 year design and construction timeline.

WHO WILL MAINTAIN AND OPERATE? CBJ & Contracted Operator (TBD)

PROJECT GOAL: Divert waste from the local landfill as part of a broader Zero Waste initiative in order to extend the life of the landfill.

Capital Civic Center Phase II & III

AMOUNT REQUESTED: \$5M-\$10M

AMOUNT SECURED: \$24.5M (\$8M CBJ funds for design and matching funds; \$10M commitment from CLIA for MPFs; \$6.5M in Partnership Resources)

TOTAL PROJECT COST: \$45M

PROJECT DESCRIPTION & UPDATE:

The Capital Civic Center will function as a multi-use civic and conference facility to enhance Juneau's prominence as a regional center for art, culture, and community engagement while attracting broad-based use and pride in Alaska's Capital City. Completion of the Capital Civic Center is envisioned in four phases. This project addresses Phases 2 and 3 only.

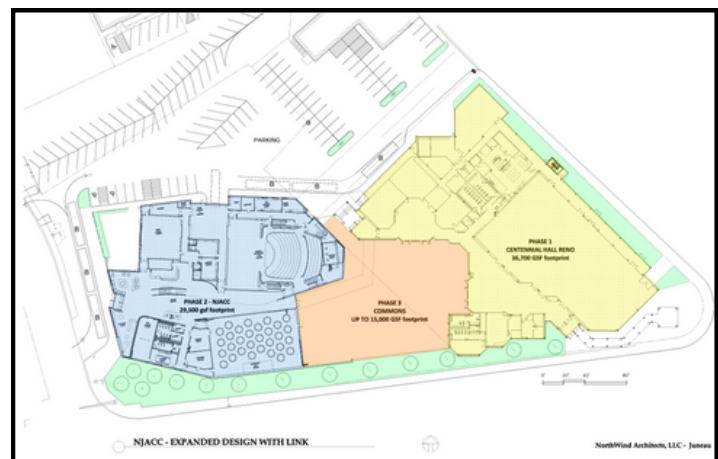
The first phase, completed in late 2023, renovated the existing ballrooms and installed new sound and HVAC systems. Phase 2 will create a standalone wing connected via corridor to Centennial Hall that includes a community hall; a 299-seat theater with raked seating, state-of-the-art lighting, and professional acoustics; a multi-use event space; and an art gallery. Demolition of Juneau's former armory will offer additional parking and improved access. Phase 3 would join Centennial Hall with the standalone wing created in Phase 2 in a large commons area. The new facility will serve as an expanded center for emergencies, including shelter in the event of a natural or maritime disaster. A future Phase 4 project would add a second floor to a portion of Centennial Hall to include several large meeting rooms.

PUBLIC PROCESS: Conceptual studies and outreach for Centennial Hall were performed in June of 2019. Upgrades to the ballroom at Centennial Hall were completed in August 2023. The performing arts elements (new JACC) also received public input throughout the development of design for a standalone facility. Merging the two facilities into a large, single, facility was presented to the Assembly in 2020. The Assembly funded conceptual design in late 2021, appropriating \$2M to advance the project. Northwind and JYW Architects teamed up for design and worked with stakeholders to consolidate space and find design efficiencies, resulting in the newly proposed phased approach.

TIMELINE: Once funding is secured, 3-3.5 year design and construction timeline.

WHO WILL MAINTAIN AND OPERATE? CBJ

PROJECT GOAL: Support convention, arts and visitor economy.



Aurora Harbor Rebuild Phase IV



AMOUNT REQUESTED: \$1M

TOTAL PROJECT COST: \$11.5M

PROJECT DESCRIPTION & UPDATE:

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 fourth phase of the larger reconstruction plans. Docks & Harbors has submitted a \$5M ADOT Harbor Facilities grant for FY25 Legislative consideration. If successful it will be locally matched with \$5M and nearly complete the rebuild of Aurora Harbor.

TIMELINE: Once funding is secured, 18-24 month design and construction timeline.

WHO WILL MAINTAIN AND OPERATE? CBJ

PROJECT GOAL: Replace critical infrastructure and support maritime economy.

Juneau School District–Wide Security & Safety Upgrades



AMOUNT REQUESTED: \$2M

TOTAL PROJECT COST: \$2M

PROJECT DESCRIPTION & UPDATE:

This project will upgrade security cameras, phone systems, secure entryways, brush clearing, perimeter lighting, emergency egress lighting, back-up generators, and secured property. This project will increase the Juneau School District’s security presence, which will help to deter vandalism, theft, and other criminal activities. The security and safety of our staff, students, and community is our main priority, and with this project upgrade, the District feels that it is taking the necessary steps to bring our facilities into the technology age. The Security Upgrade project is oriented around securing our entry ways and school sites by adding systems that would slow down or deter a person from entering such as in the case of a mass shooting.

PUBLIC PROCESS: 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).

TIMELINE: Once funding is secured, 18-24 month design and construction timeline.

WHO WILL MAINTAIN AND OPERATE? Juneau School District

PROJECT GOAL: Security and safety of district facilities.

Shore Power at Dock 16B



AMOUNT REQUESTED: \$20M

AMOUNT SECURED: \$5.38M Marine Passenger Fees

TOTAL PROJECT COST: \$54.25M

PROJECT DESCRIPTION & UPDATE:

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.

While the full project includes two docks, the amount requested this year with the amount secured would fund the completion of one dock. CBJ plans to pursue additional grant funding for the project.

TIMELINE: Preconstruction phase to be completed by 2025. Construction phase to be completed by 2027.

WHO WILL MAINTAIN AND OPERATE? CBJ

PROJECT GOAL: Reduce emissions, improve air quality and economic development.

Eaglecrest Employee & Tourism Workforce Housing



AMOUNT REQUESTED: \$12M

TOTAL PROJECT COST: \$12M

PROJECT DESCRIPTION & UPDATE:

The project would develop onsite workforce housing to assist with recruitment and retention of summer and winter employees. Possibilities will exist for other summer tourism or service industry workers to be housed. As the labor market tightens and finding entry level service and ski area workers becomes increasingly difficult, the availability of housing will be critical to meeting our staffing needs. Affordable workforce housing located at Eaglecrest will help to attract the next generation of residents to Juneau and support the growth of the winter tourism economy so that it can support the conversion of summer tourism and service industry workers into more stable year around employment opportunities.

Northwind Architects was contracted to develop the designs and cost estimates for a 96 bedroom modular workforce housing unit that could be located and expanded upon at Eaglecrest. Site specific engineering will need to be performed using the current preliminary engineered design for the modular dormitory as a jumping off point.

TIMELINE: Once funding is secured, 18-24 month design and construction timeline.

WHO WILL MAINTAIN AND OPERATE? Eaglecrest Ski Area

PROJECT GOAL: Increase recruitment and retention while helping to manage tourism growth in Juneau.

Waterfront Juneau Douglas City Museum



AMOUNT REQUESTED: \$2M

AMOUNT SECURED: \$2M (CBJ Voter Approved Sales Tax)

TOTAL PROJECT COST: \$12M

PROJECT DESCRIPTION & UPDATE:

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. It will also free up the current museum adjacent to the State Capitol for expansion of the Capitol campus.

PUBLIC PROCESS: Identified as Legislative Priority in FY2023 & FY2024.

TIMELINE: Once funding is secured, 2-3 year design and construction timeline.

WHO WILL MAINTAIN AND OPERATE? CBJ

PROJECT GOAL: Grow the arts in Juneau and expand the Capitol campus.

West Douglas Extension

AMOUNT REQUESTED: \$4M

TOTAL PROJECT COST: \$7.5M

PROJECT DESCRIPTION & UPDATE:

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: Once funding is secured, 18-24 month design and construction timeline.

WHO WILL MAINTAIN AND OPERATE? CBJ

PROJECT GOAL: Support long-term development.



Auke Bay New Breakwater



AMOUNT REQUESTED: \$5M

AMOUNT SECURED: \$1.8M (CBJ commitment)

TOTAL PROJECT COST: TBD (\$50M placeholder)

PROJECT DESCRIPTION & UPDATE:

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 Statter 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. CBJ would be the local sponsor for the US Army Corps of Engineers, who is federally responsible for the feasibility analysis, design and construction of the breakwater. Local match is required under federal law and is available through Docks & Harbors. Senator Murkowski has added \$500K as Congressionally Designated Spending in the FY24 appropriation bill and is awaiting Congressional action.

PUBLIC PROCESS: Identified as a Legislative Priority for FY2023.

TIMELINE: Once funding is secured, 3 year design and construction timeline.

WHO WILL MAINTAIN AND OPERATE? CBJ

PROJECT GOAL: Increase moorage and recapitalization of aging infrastructure.

Jackie Renninger Park Development & Pipeline Skatepark Improvements



AMOUNT REQUESTED: \$4M

AMOUNT SECURED: \$75,000

TOTAL PROJECT COST: \$4.075M

PROJECT DESCRIPTION & UPDATE:

This project will implement the master plan for Jackie Renninger Memorial Park, providing much needed access to outdoor recreation and open space for Juneau's most underserved neighborhoods. This 4.6-acre parcel is home to the Pipeline Skate Park and a small public restroom. This project would ensure the surrounding neighborhood has convenient and safe access to a playground.

PUBLIC PROCESS: In 2022 the Assembly appropriated funding to develop a master plan for Jackie Renninger Park which will be completed by the end of 2023. This process will result in a conceptual design that will be fully developed in a subsequent design phase.

TIMELINE: Once funding is secured, within 2 years of start date.

WHO WILL MAINTAIN AND OPERATE? CBJ

PROJECT GOAL: To provide access to parks and outdoor recreation services for Juneau's most underserved neighborhood.

North Douglas Boat Ramp Expansion



AMOUNT REQUESTED: \$250,000

TOTAL PROJECT COST: \$20M

PROJECT DESCRIPTION & UPDATE:

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.

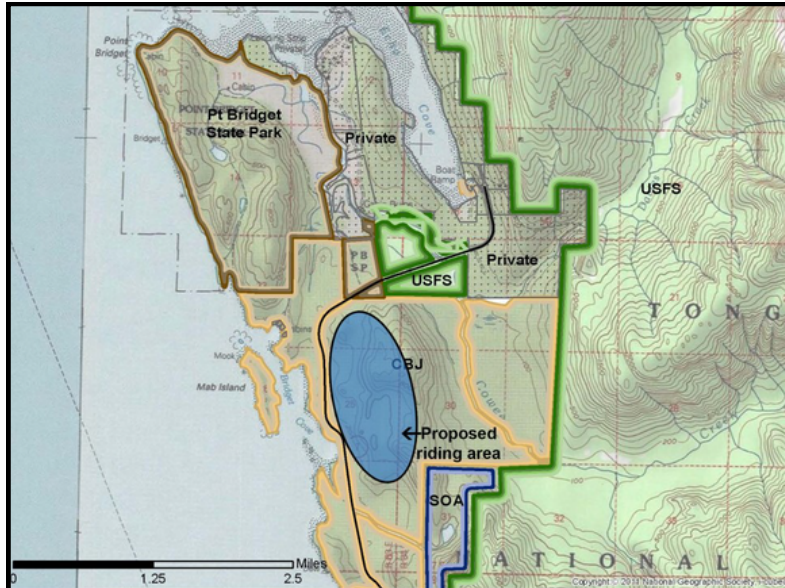
PUBLIC PROCESS: Docks and Harbors has solicited public input on the concept.

TIMELINE: Once funding is secured, 18-24 month design and construction timeline.

WHO WILL MAINTAIN AND OPERATE? CBJ

PROJECT GOAL: Improve safety and expand boating access & transportation.

Off-Road Vehicle (ORV) Park Development



AMOUNT REQUESTED: \$5.7M

AMOUNT SECURED: \$450,000 (CBJ funds and RTP grant)

TOTAL PROJECT COST: \$6M

PROJECT DESCRIPTION & UPDATE:

This project will address longstanding and unmet demand for sustainable off-road vehicle (ORV) recreation, provide a venue for training opportunities, reduce damage to sensitive habitats elsewhere, and reduce user conflicts.

PUBLIC PROCESS: A multi-year public process has been completed and design, permitting, and development of the 35-Mile ORV Riding Park is underway. This process includes stakeholders such as the Juneau Off-Road Association (JORA), Trail Mix, Inc., conservation organizations, and citizen advisory boards.

TIMELINE: Once required permits and funding is secured, a 3 year design and construction timeline is anticipated. More detailed project information available at juneau.org/parks-recreation/project-list/entry/81872.

WHO WILL MAINTAIN AND OPERATE? CBJ

PROJECT GOAL: To meet growing demand for off-road vehicle recreation, avoid user conflicts, reduce ongoing damage to sensitive resources and landscapes, and stimulate economic activity by creating new opportunities for outdoor recreation that do not currently exist in Juneau.

APPENDIX

Everything You Always Wanted to Know About the CBJ Legislative Capital Priorities List

by Katie Koester, City Manager

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, 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.

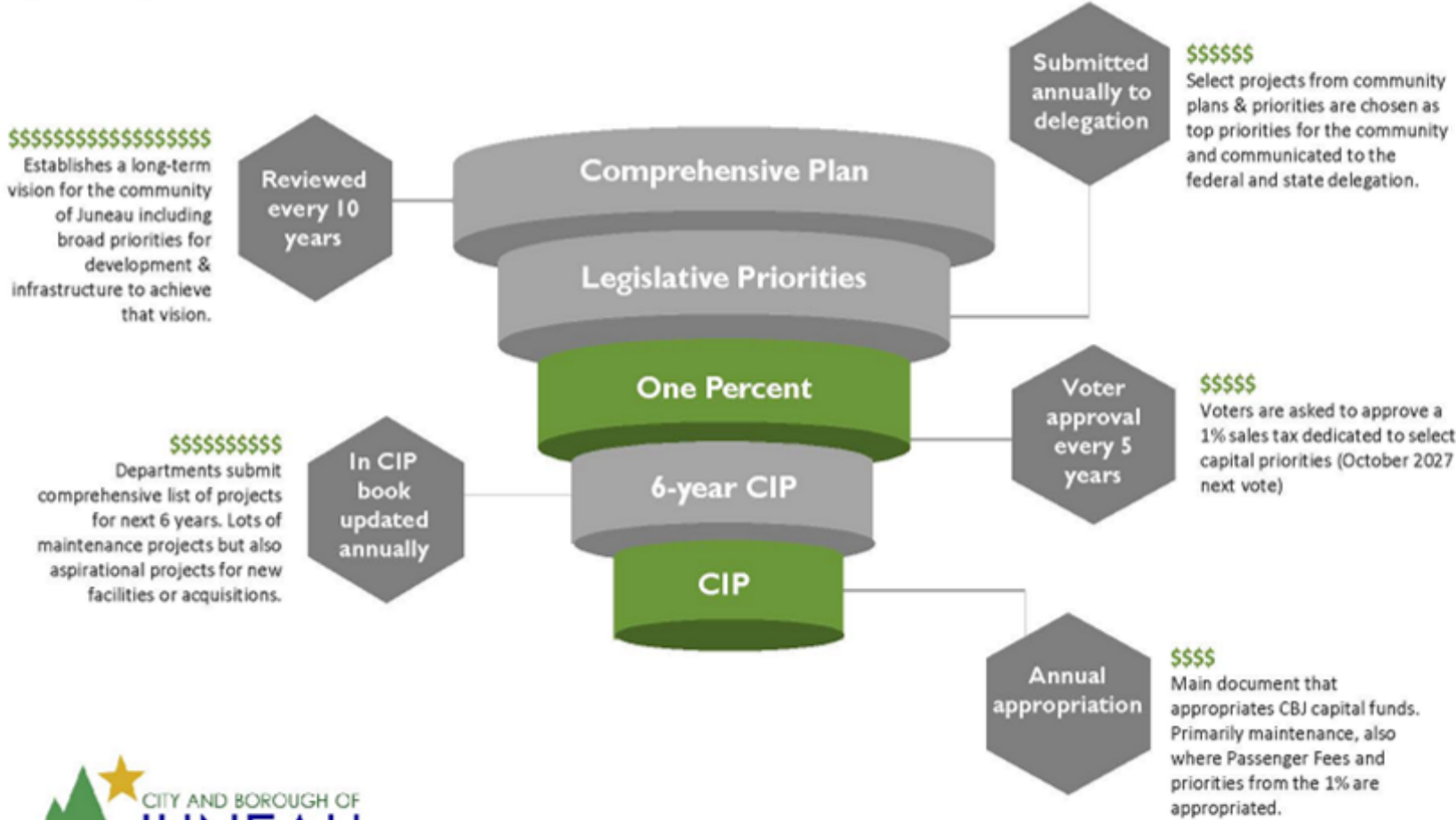
Q: Is the Legislative Capital Priorities list just "wish list," and if so, what's the point of writing one?

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.





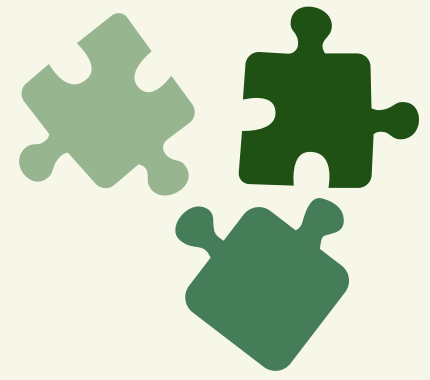
BOARD OF EDUCATION MEETING SCHEDULE 2023-2024 SCHOOL YEAR

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: Juneau-Douglas High School: Yadaa.at Kale
 Location for Budget Meetings: JDHS, TMHS, and Dzantik'i Heeni Middle School

July 11, 2023	Regular Meeting	Library, JDHS 4:00 PM
August 8, 2023	Work Session w/ Regular Meeting	Library, JDHS
August 26, 2023	Retreat	RM 206, JDHS
September 12, 2023	Work Session w/ Regular Meeting	Library, JDHS
October 24, 2023	Work Session w/Regular Meeting	Library, JDHS
October 28, 2023	Retreat	RM 206, JDHS
November 9-12, 2023	AASB Annual Conference	ANC
November 14, 2023	Work Session w/ Regular Meeting	Library, JDHS
Nov./Dec. Site Council Meetings	Budget Discussions	Various Locations
November 16, 2023	Super Super Site Council	Library, TMHS 5:30 PM
December 12, 2023	Work Session w/ Regular Meeting	Library, JDHS
January 9, 2024	Work Session (Budget Process) w/ Regular Meeting	Library, JDHS
January 18, 2024	Budget Process – Combined Site Council meeting With breakouts into elementary, middle school, & high school groups. (Breakouts: Library & upstairs and downstairs computer labs)	Auditorium, Library, Upstairs Computer Lab, Downstairs Computer Lab, TMHS – 5:30 PM
January 20, 2024	Retreat (Budget)	RM 206, JDHS
January 23, 2024	Work Session (Budget)	Library, TMHS 5:30 PM
February 1, 2024	Public Forum – Budget	Library, DHMS – 5:30 PM
February 10-13	AASB Leadership/Legislative Fly-in	Juneau
February 13, 2024	Work Session w/ Regular Meeting	Library, JDHS
February 17, 2024	Work Session – Budget Process	Room 206, JDHS 8:30 AM-12 PM
February 22, 2024	Special meeting - Budget Process	Library, JDHS – 5:30 PM
March 7, 2024	Work Session – Budget	Library, TMHS 5:30 PM
March 12, 2024	Work Session w/ Regular Meeting-FY25 Budget, First Reading	Library, JDHS
March 14, 2024	Special Meeting- FY25 Budget, Final Reading	Library, JDHS – 5:30 PM
April 6-8, 2024	NSBA Annual Conference	New Orleans, LA
April 16, 2024	Work Session w/ Regular Meeting	Library, JDHS
April 27, 2024	Retreat	RM B202, DHMS
May 14, 2024	Work Session w/ Regular Meeting	Library, JDHS
June 11, 2024	Work Session w/ Regular Meeting	Library, JDHS

Adopted: June 13, 2023

JUNEAU SCHOOL DISTRICT STRATEGIC PLAN 2020 - 2025



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.

ACHIEVEMENT

Support students in meeting their short and long-term academic goals to be prepared for future opportunities.

- Increase use of evidence-based instructional practices through deployment of system-wide resources, high quality teaching, and effective intervention strategies.
- 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.

EQUITY

Ensure equity, access, and success for every student through prioritization of support structures, high quality instruction, and resources

- 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.

PARTNERSHIPS

Actively create an environment of collaboration where staff, students, families, and community engage to support all students.

- 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.

RELATIONSHIPS

Ensure students, staff, and families have access to effective support and communication.

- 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.

CORE VALUES

**Equity Safety & Well-Being Acceptance Relationships Student-Centered Focus
Accountability Transparency Evidence-Based Decision Making
Environmental Stewardship Innovation Preparation Life-Long Learning
Family & Community Engagement**



STRATEGIC PLAN OUTCOMES

ACHIEVEMENT

- Increase proportion of students who achieve grade-level proficiency in reading.
- Increase proportion of third grade students who achieve grade-level proficiency in reading.
- Increase proportion of students 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 proportion of 8th grade students who show one or more years of academic growth in math.

EQUITY

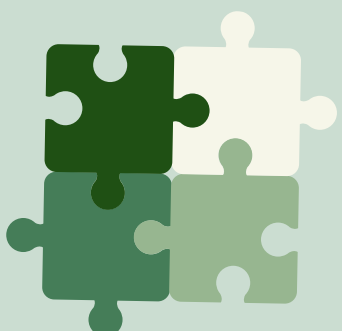
- Increase proportion of third grade students who are Alaska Native, English Learner, economically disadvantaged, or Students with Disabilities who achieve grade level proficiency in reading.
- Increase 4-year and 5-year graduation rates for Alaska Native, English Learner, economically disadvantaged 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.

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.
- Increase messaging from all partners and JSD that regular attendance is important.

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.
- Increase student attendance rate.
- Decrease behavioral/discipline incidences.



2020 - 2025

How to Run for Local Office

The Job

Links to helpful documents:

Board of Education

Homepage: <https://www.juneauschools.org/en-US/board-of-education-ddebe663>

Policy Manual: <https://www.boardpolicyonline.com/?b=juneau>

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

Assembly

Homepage: <https://juneau.org/assembly>

Minutes: <https://juneau-ak.municodemeetings.com/>

Videos of meetings: <https://www.youtube.com/channel/UCbC37ygkTn7MdlLadv92kaQ>

Some videos can also be found on the minutes page

Assembly Rules of Procedure: <https://juneau.org/assembly> (found in “About the Assembly”)

CBJ Elections website <https://juneau.org/clerk/elections>

CBJ Meeting Calendar <https://juneau.org/calendar>

Alaska Local Government Primer from the Alaska Municipal League: <https://www.akml.org/wp-content/uploads/2023/02/AML-Govt-Primer-2023-revise-web.pdf>

Alaska Municipal League: <https://www.akml.org/>

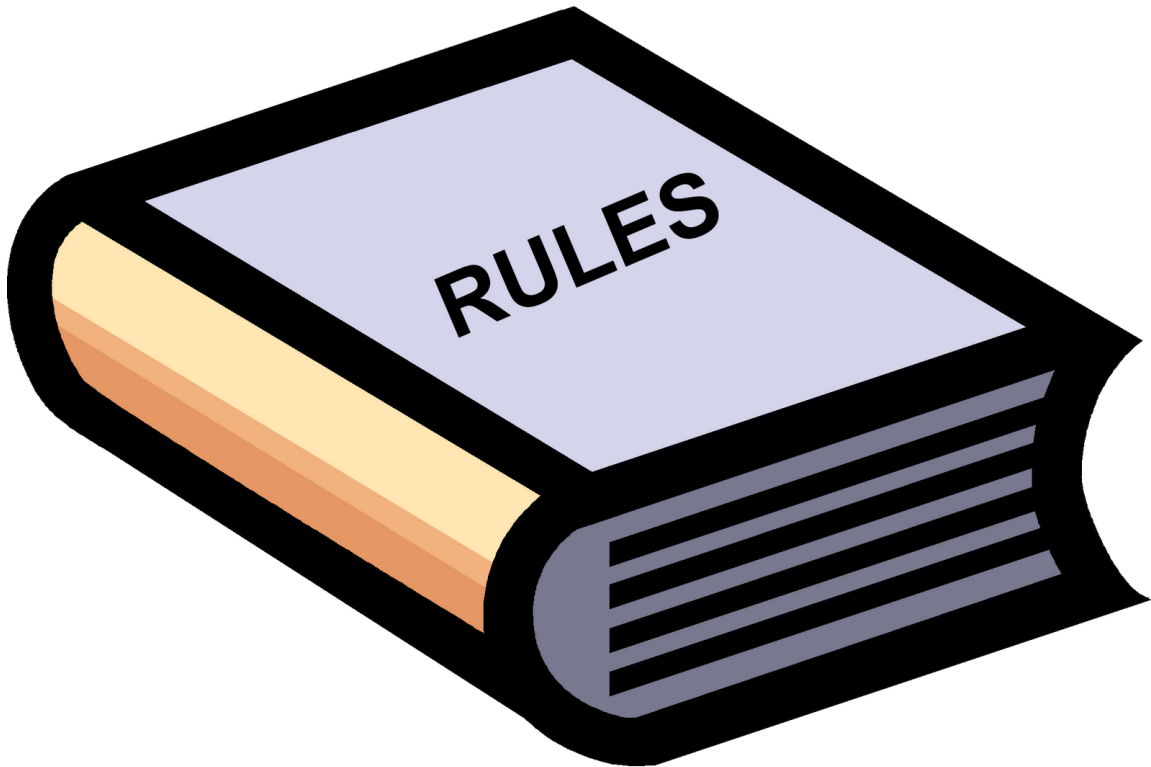
Boards and Committees:

Information: <https://juneau.org/clerk/boards-committees>

Application: <https://juneau-ak.municodemeetings.com/bc/application>

How to Run for Local Office

LEGAL REQUIREMENTS



clipart-library.com

How to Run for Local Office – Legal Requirements

You need to fill out paperwork with two separate entities to become a qualified candidate for public office within the City and Borough of Juneau – the CBJ Clerk’s Office and 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 (POFD)** Statement - you must file it electronically with APOC and provide a printed/signed copy to the City Clerk

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

155 Heritage Way, Juneau, AK 99801 (2nd Floor of City Hall)

Call: 907-586-5278

Fax: 907-586-4550

Email: city.clerk@juneau.gov

See the website: <https://juneau.org/clerk/elections>

The Alaska Public Office Commission will need:

For Campaigning Purposes:

- A Letter of Intent
- One of the following:
 - A Municipal Candidate Exemption Form (for campaigns not exceeding \$5000.00)
 - A Campaign Disclosure Form (for campaigns exceeding \$5000.00)

Campaign Disclosure: <https://doa.alaska.gov/apoc/FilerResources/campaignDisclosure.html>

For Declaration of Candidacy:

You must file a **Public Officials Financial Disclosure Statement (POFD)** with APOC and provide a printed, signed copy to the Clerk’s Office.

Financial Disclosure: <https://doa.alaska.gov/apoc/FilerResources/financialDisclosure.html>

Qualifications for Office

Eligibility:

"**Qualified Voter**" means a voter who meets the following requirements at the time of the election:

- 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.

Board of Education (School Board)

To be eligible to serve on the Board of Education (School Board), a person must have the same qualifications as outlined in "Qualified Voter", and:

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

Assembly

To be eligible to serve on the Assembly, a person must have the same qualifications as outlined in "Qualified Voter", and:

- Be a resident of the municipality for at least one year immediately preceding the election
- Be a resident of the district from which they are elected at the time of the election
- Not be an employee of CBJ, Bartlett Regional Hospital, or any other compensated municipal office (except the School District)
- Not be elected to a partisan political office

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."

Declaration of Candidacy/Nominations:

Petitions

Nomination for elective office shall be made only by a Nominating Petition accompanied by a signed Declaration of Candidacy form. These forms are available at the Election Official/Municipal Clerk's office, located at City Hall, 155 Heritage Way, Rm 215, and online at: <https://juneau.org/clerk/elections>

Forms may also be requested by mail to CBJ Clerk, 155 Heritage Way, Juneau, AK, 99801, by fax (907) 586-4552, by email (city.clerk@juneau.gov), or by phoning the clerk's office at: (907) 586-5278.

Procedures

The Declaration of Candidacy, Nomination Petition and Alaska Public Offices Financial Disclosure forms must be completed and all three forms filed with the Election Official not earlier than 8:00 a.m. on Friday, July 12, 2024, nor later than 4:30 p.m. on Monday, July 22, 2024. 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 case 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 online, 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 before the candidate can begin to raise funds or actively campaign for office. 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 <https://my.alaska.gov/>.

ALASKA PUBLIC OFFICES COMMISSION CONTACT INFO

Office Hours of Operation: 8am to 5pm (Alaska 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

Please note that most of the POFD questions should be directed to the Anchorage APOC staff.

Juneau Office

Mailing Address:

Alaska Public Offices Commission

PO Box 110222

Juneau, AK 99811-0222

Physical Address:

240 Main St. #201

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 Tuesday, September 24, 2024, 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) states the following with respect to write-in candidates:

A write-in candidate shall, not later than 4:30 p.m. of the seventh day before the election (Tuesday, September 24, 2024), 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 29.07.160 General procedures for ballot count:

(a)(10) 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, which may be done using an electronic adjudication process when available. 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 their nomination not later than 4:30 p.m. on Friday, July 26, 2024, 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 12, 2024. (CBJ Code 29.07.055) As this is an optional service, if nothing is received from the candidate by the August 12 deadline, the website will simply state that the candidate did not chose to submit a candidate statement.

Quick Reference Dates for October 1, 2024 CBJ Regular Election

WORKING DRAFT-Updated April 23, 2024 All dates are 2024
See <https://juneau.org/clerk/elections> for full details.

**Dates of Regular Assembly meetings at which Assembly action may occur are highlighted below.*

March 26	<u>Initiative Petition</u> Filing Period opens (to make a new law)
March 29	First day for the public to file for a Charter Amendment change (to change the CBJ Charter)
April 9	<u>Initiative Petition</u> filing period closes. <u>Referendum Petition</u> Filing Period opens (to get rid of an existing law)
April 24	<u>Referendum Petition</u> Filing Period closes
May 11	What It Takes to Run for Public Office , a free workshop by the Juneau League of Women Voters, CBJ Clerk's Office, Juneau School District, and Juneau Public Libraries.
May 13	Earliest Regular Assembly meeting for the Assembly to introduce a Charter Amendment Ordinance
May 13	Last Day for the public to file for a Charter Amendment change
June 3	[120 days prior to Election Day] Earliest day for the clerk to certify a petition for a Charter amendment
June 17	First Regular Assembly Meeting for the Assembly to adopt any Charter Amendment Ordinance
June 14	Deadline for the Clerk to certify an Initiative Petition and submit it to the Assembly for Action.
June 22	[100 Days until Election Day]
June 28	Deadline for the Clerk to certify a Referendum Petition and submit it to the Assembly for action.
July 1	Last Regular Assembly Meeting to Introduce all Ballot ordinances, including any Charter amendments.
July 3	[90 days prior to Election Day]
July 12	[81 days prior to Election Day] Filing for Assembly and School Board Candidacy Opens at 8:00 a.m.
July 22	[71 days prior to Election Day] Filing for Assembly and School Board Candidacy Closes at 4:30 p.m.
July 26	Last day for candidates to withdraw their name from the printed ballot – 4:30 p.m. First day a write-in candidate can file a letter of intent to run a write-in campaign.
July 29	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. 2	[60 days prior to Election Day] Last day for Assembly to adopt or the Clerk to certify a petition for a Charter amendment proposition (This is a Friday and would require a Special Assembly meeting.)
Aug. 7	Clerk finalized ballot layout & submits ballot text for design, voice recording, and testing.

Quick Reference Dates for October 1, 2024 CBJ Regular Election

WORKING DRAFT-Updated April 23, 2024 All dates are 2024
See <https://juneau.org/clerk/elections> for full details.

- Aug. 12** [50 days prior to Election Day]
Optional Candidate Profiles due to Clerk
- Aug. 16** Final ballot approval with printer
- Aug. 31** Notice of Election Published in Newspaper of General Circulation (Juneau Empire)
- Sept. 1** [30 days prior to Election Day]
Last day for residents to register to vote in this election; Deadline for Candidate Profiles to be published on CBJ Elections website
- Sept. 2** Labor Day Holiday Observed
- Sept. 3-6** Election Equipment Logic and Accuracy Testing occurs week of Sept. 3
- Sept. 12** Ballots mailed out from printer/contractor (in WA) to all qualified registered voters
- Sept. 13** Ballot Drop Boxes unlocked to begin receiving ballots
- Sept. 16-10/1** Vote Centers open in Assembly Chambers and Mendenhall Valley Library Large Meeting Room for in-person voting, special needs voting, ADA accessible voting equipment, or to drop off by-mail ballots.
- Sept. 24** [7 days prior to Election Day]
Last day for Clerk's to receive applications for a ballot to be mailed to a temporary address
Last day to file "write-in" candidacy letter of intent and candidacy packet.
- Sept. 30** 5:00pm Deadline to submit application for a fax/e-ballot (by electronic transmission).
- Oct. 1** Election Day: Vote Centers open 7 a.m. - 8 p.m. Ballot Drop Boxes available until 8 p.m.
[Ballots received and reviewed prior to Election Day will begin tabulation after 8p.m. and preliminary unofficial results will be published later that evening with periodic updates published throughout the review period.]
- Oct. 14** Deadline for ballot cures to be submitted to the Election Center for consideration by the Canvass Review Board.
- Oct. 14 - 15** Final ballot review and tabulation by the Canvass Review Board held at the Ballot Processing Center with up to three additional days, as may be needed.
- Oct. 15** FINAL RESULTS will be published online upon certification by the Canvass Review Board and the Election Official.
- Oct. 17** (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 and certifies final results.
- Oct. 21** Swearing in & first meeting with newly elected Assemblymembers, Election of Deputy Mayor
- Oct. 22** Swearing in & first meeting with newly elected School Board Members
- Oct. 25** Last Day to file for Judicial Review of Election in Superior Court (Within 10 days of certification)

Please check the CBJ Elections Website at <https://juneau.org/clerk/elections> for periodic updates or contact the Municipal Clerk's office at 907-586-5278 or via email at CBJ.Elections@juneau.gov.

Assembly Districts

General Information about Assembly Districts:

The City Code defines the Assembly Districts, dividing the land within the boundaries of CBJ into two areas of approximately equal population. These “residential” district seats attempt to ‘spread out’ Assemblymembers so that geographical perspective is represented.

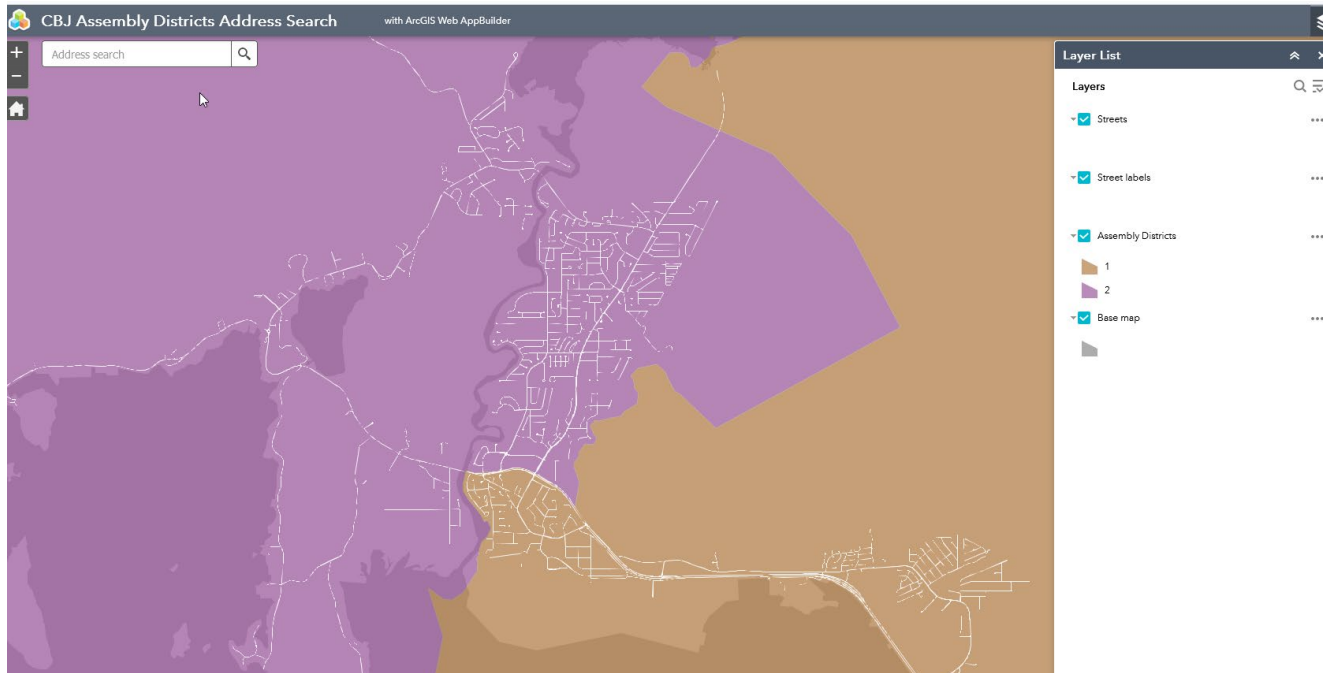
Three Assemblymembers must reside in Assembly District 1, three in Assembly District 2 and two other Assemblymembers may live anywhere in the borough, known as the “areawide seats.” The Mayor may also live anywhere in the borough. Assembly District 1 includes all of Douglas Island, Thane, “downtown”, Lemon Creek, and the Mendenhall Valley south of Egan Drive and east of the Mendenhall River (near the airport). Assembly District 2 includes the rest of the Mendenhall Valley, Auke Bay, and “out-the-road”.

Whether elected to a district seat, an areawide seat or the Mayor, all Assemblymembers serve all people within the CBJ. All CBJ residents may vote for all seats, regardless of where they live. This is different than the State of Alaska’s elections for the House of Representatives. Only one ballot is printed for candidates in the City and Borough of Juneau, and voters may cast a vote in every race on the ballot.

How to find your Assembly District:

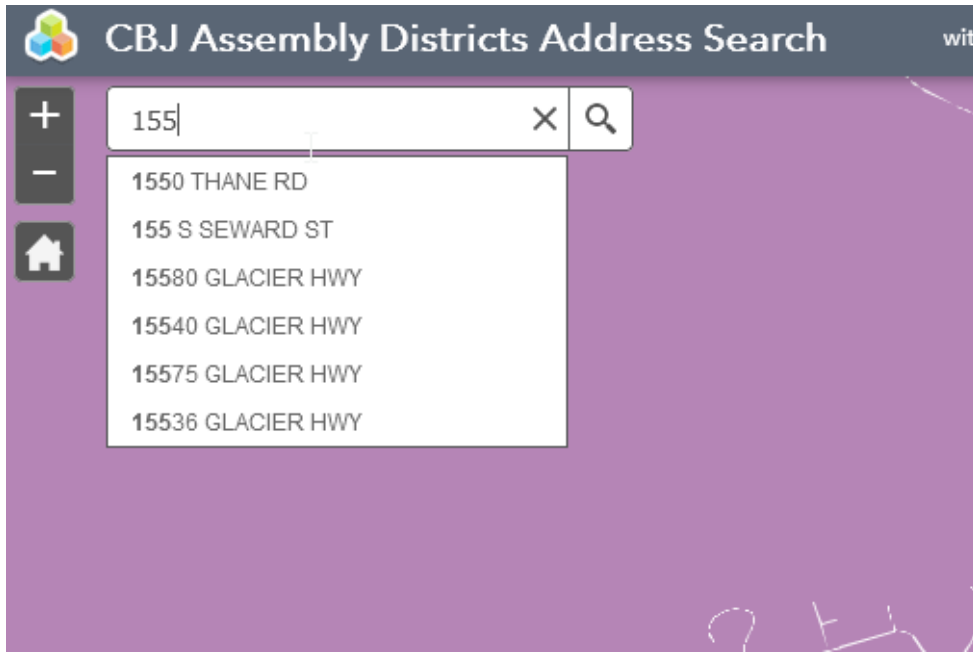
If you’re not sure what district you live in, you can look it up here: <https://cbj-gis.maps.arcgis.com/apps/webappviewer/index.html?id=fe70589b26af497da493f129b8f41213>.

This link is also found on <https://juneau.org/clerk/elections> under “Election Information Basics – Maps Code, Statistics”

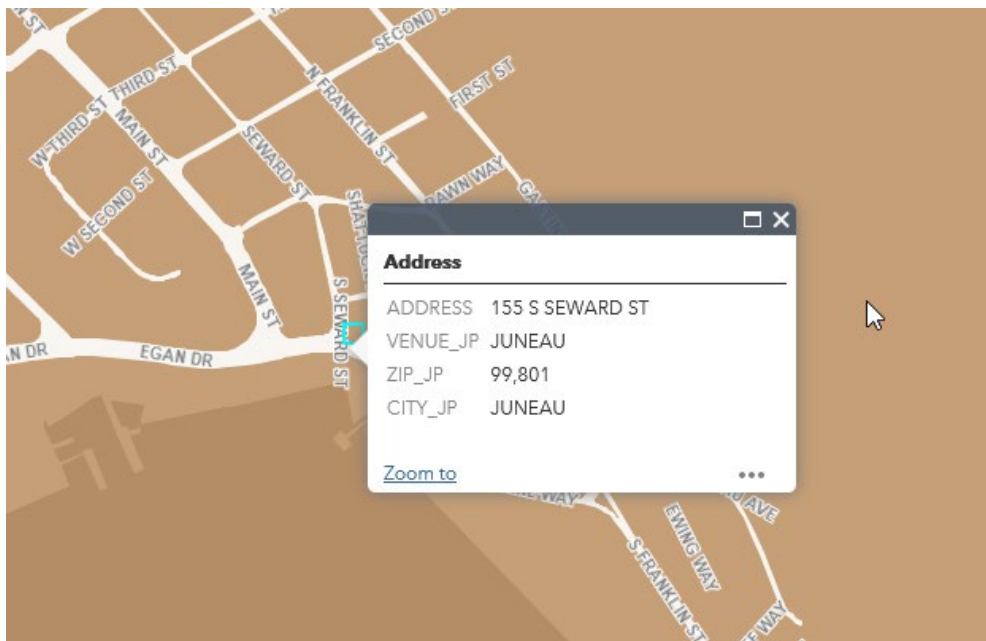


How to use the map:

In the upper left-hand corner of the map is a search bar. Put in the beginning of the address and it will auto-populate an address for you to choose.



Pick your address from the drop down and it will zoom in. District 1 addresses are brown and District 2 addresses are purple.



ALASKA PUBLIC OFFICES COMMISSION

CANDIDATE REPORTING DATES 2024 STATEWIDE MUNICIPAL ELECTIONS

Tuesday, October 1, 2024

Report:	Covers:	Due:
Year Start Report	Start of campaign - February 1	Thursday, February 15, 2024
30 Day Report	February 2 – August 30	Tuesday, September 3, 2024
7 Day Report	August 31 – September 21	Tuesday, September 24, 2024
24 Hour Reports*	September 22 – September 30	Daily As Needed*
105 Day Report	September 22 – December 30, 2024	Tuesday, January 14, 2025

*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, August 30, 2024 (The last day of the 30-day reporting period)

The last day that a candidate may give or loan their campaign more than \$5,000.

Friday, November 15, 2024 (45 days after the date of the Statewide Municipal Elections)

The last day a candidate may accept contributions.

Monday, December 30, 2024 (90 days after the date of the Statewide Municipal Elections)

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



Alaska Public Offices Commission

MUNICIPAL ELECTIONS

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 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\(m\)\(1\)](#), **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 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
Rm 128
Anchorage, AK 99508
Phone: (907) 276-4176
Toll Free: (800) 478-4176
Fax: (907) 276-7018

Juneau Office

P.O. Box 110222
240 Main Street, #201
Juneau, AK 99811-0222
Phone: (907) 465-4864
Toll Free: (866)
465-4864 Fax: (907)
465-4832

Website: www.doa.alaska.gov/apoc
Information Email: apoc@alaska.gov
File Forms and Reports at: <https://my.alaska.gov/>

Alaska Campaign Annual Contribution Limits – AS 15.13

FROM	TO CANDIDATE	TO GROUP & NON-GROUP ENTITY	TO POLITICAL PARTY	TO IE GROUP, INITIATIVE APPLICATION GROUP, & BALLOT GROUP
Authority	AS 15.13.070	AS 15.13.070	AS 15.13.070	AS 15.13.065(c)
Individual (AK resident)	Unlimited	Unlimited	\$5,000	Unlimited
Individual (non-resident)	Unlimited	Unlimited	\$5,000	Unlimited
Corporations, Business Organizations, Unions	Prohibited AS 15.13.074(f)	Prohibited AS 15.13.074(f)	Prohibited AS 15.13.074(f)	Unlimited
Group (based in Alaska)	\$1,000	\$1,000	\$1,000	Unlimited
Group (based outside Alaska)	Prohibited	\$1,000 Must first register with APOC*	\$1,000 Must first register with APOC*	Unlimited
Nongroup Entity (based in Alaska)	\$1,000	\$1,000	\$1,000	Unlimited
Nongroup Entity (based outside Alaska)	Prohibited	\$1,000 Must first register with APOC	\$1,000 Must first register with APOC	Unlimited
Political Party	Municipal \$5,000 House \$10,000 Senate \$15,000 Lt. Gov./Gov. \$100,000	\$1,000	Unlimited	Unlimited
Foreign Nationals	Prohibited 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.

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**
OCCUPATION **and** EMPLOYER information.

GROUPS

CONTRIBUTIONS UP TO AND INCLUDING \$100.00:

Groups may total the number of contributors that gave less than \$100 and report the total amount; i.e. 27 contributors gave a total of \$530.00

CONTRIBUTIONS OVER \$100.00:

Groups are now required to report the date, type of contribution, amount, name of the contributor, the contributor's address, AND the occupation and employer information for **all contributions in excess of \$100.**

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
Toll Free in Alaska: Juneau Office 1(866) 465-4864

www.doa.alaska.gov/apoc



Website direct link: <http://doa.alaska.gov/apoc/FilerResources/remindersTreasurers.html>

Alaska Department of Administration
ALASKA PUBLIC OFFICES COMMISSION

You are here: Administration (/) / Alaska Public Offices Commission (/apoc/) / Filer Resources (../FilerResources/) / APOC Reminders For Treasurers And Deputy Treasurers

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 \(/resources/privacy.html\)**](#)

Alaska Public Offices Commission

Department of Administration
2221 E Northern Lights Rm 128
Anchorage
Alaska 99508-4149

Phone Anchorage: **(907) 276-4176 (tel:9072764176)**

Phone Juneau: **(907) 465-4864 (tel:9074654864)**

Fax: **(907) 276-7018 (tel:9072767018)**

Toll-Free: **1-800-478-4176 (tel:18004784176)**

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EMAIL THE WEBMASTER (MAILTO:WEBMASTER@ALASKA.GOV?SUBJECT=DOA WEBSITE ISSUE)

How to Run for Local Office

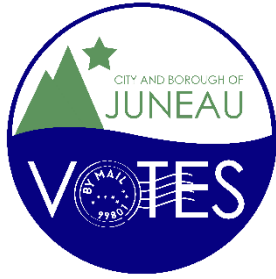
CAMPAIGN BASICS



clipart-library.com

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”



**OFFICE OF THE MUNICIPAL CLERK/
ELECTION OFFICIAL**

City and Borough of Juneau (CBJ)
155 Heritage Way, Room 215
Juneau, Alaska 99801-1397
Phone: (907)586-5278 x4175 Fax: (907)586-4552
email: CBJ.Elections@juneau.gov

Political Signs and CBJ Sign Ordinance Information:

Starting three weeks prior to Election Day, 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)]

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](#):

- Unlit political signs up to thirty-two square feet each may be displayed on private property.
- Signs may be installed ninety days prior to the election and shall be removed within five working days after the election.
- Political signs not relating to a specific election shall be limited to ninety days within one calendar year.
- Unlit political signs of up to four square feet may be displayed on private property up to two hundred seventy days prior to the election and shall be removed within five working days after the election.
- 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 the 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, 907-465-4546.

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:
 - PI = 65% or more: voter registration, volunteer recruitment, GOTV
 - PI = 35% or less: target specific neighborhoods only if local knowledge of pockets of supporters
 - 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:

- Activities of daily and family life, including rest and relaxation
- Campaign planning, oversight and supporting volunteers
- Attending meetings and events
- Canvassing neighborhoods
- 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

CAMPAIGN TIPS

YCFDW GUIDE TO
RUNNING A SUCCESSFUL
POLITICAL CAMPAIGN

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 connection.
- 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.

Omitting 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 mailing 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.



FUNDRAISING TOOLS

CHECKLIST

ALWAYS REMEMBER:

- All Politics are LOCAL:** Raise Money on Main Street and **SPEND money on Main Street.** Don't go across the state or the country to find a cheaper printer.
- Regarding costs: **FREE is better than cheap.**
- What you **NET** is significantly more important than what you **RAISE.**
- Target your donors**

- 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.



9 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.



How to build a BETTER WEBSITE



- 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](#)¹

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.

¹ <http://www.adweek.com/digital/heres-how-to-use-facebook-live-on-a-page/>



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 **s0m3TH!n6L1k\$**. 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.

CYBER SECURITY PLAYBOOK SUMMARY¹

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.

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?

Speak your Peace

The **Civility** Project

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

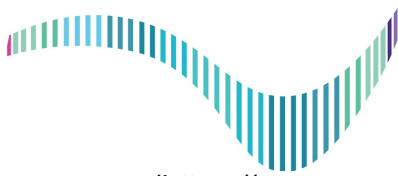


To find out more, visit www.SpeakYourPeaceSWC.org.

Speak Your Peace. Owned by the community.

Supported by Community Foundation of Greater South Wood County.

Statewide Links (<https://www.elections.alaska.gov/Core/electionworkersandregistrars.php#SOAfooterlinks>)



(<https://www.elections.alaska.gov/>)

Division of Elections
State of Alaska

Research

Election Law

[Alaska Statutes Title 15](http://www.akleg.gov/basis/statutes.asp#15.05.005) (<http://www.akleg.gov/basis/statutes.asp#15.05.005>).

[Title 6 Alaska Administrative Code](http://www.akleg.gov/basis/aac.asp#6.25.010) (<http://www.akleg.gov/basis/aac.asp#6.25.010>).

Statistics

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

(<https://www.elections.alaska.gov/research/statistics/>)

Lists and Reports

Voter lists are available for purchase.

To purchase a list, or for other requests, contact any divisional office for assistance.

(<https://www.elections.alaska.gov/contact-information>)

Ballot Counting & Security

Learn about how our election system is protected, checked for accuracy, and provides every eligible citizen with a reasonable opportunity to vote.

(<https://www.elections.alaska.gov/ballot-counting-process/>)

Electoral College

Each state gets a number of electors equal to its U.S. Congressional representation. Based on this, Alaska has three electors.

(<https://www.elections.alaska.gov/electoral-process/>)

Media Packets, Press Releases, and Public Notices

View press releases, public notices, and downloadable media packets for past and present elections.

(<https://www.elections.alaska.gov/newsroom/>)

Candidates

View all candidates who have filed for office since 2022:

- [Primary Elections \(https://www.elections.alaska.gov/candidates/\)](https://www.elections.alaska.gov/candidates/)
- [General Elections \(http://www.elections.alaska.gov/candidates\)](http://www.elections.alaska.gov/candidates)
- [REAA Elections \(http://www.elections.alaska.gov/reaa/candidates\)](http://www.elections.alaska.gov/reaa/candidates)

Election Pamphlets

Find current and past editions of the Primary (Ballot Measures) and General Election pamphlets.

(<https://www.elections.alaska.gov/publications>)

Elected Officials

Links to Alaska's Congressional Delegation, Governor and Lieutenant Governor, State Legislature, and Regional Education Attendance Area (REAA).

(<https://www.elections.alaska.gov/electoral-process/#elected-officials>)

Sample Ballots

Find current and past sample ballots for all Primary, General, and REAA elections.

(<http://www.elections.alaska.gov/Core/sampleballots.php>)

Petitions

Find the status of current and past Initiative, Referendum, and Recall petitions.

(<https://www.elections.alaska.gov/petitions-and-ballot-measures/#petitions>)

Ballot Measures

Find details on the current and past ballot measures.

(<https://www.elections.alaska.gov/petitions-and-ballot-measures/#ballotmeasures>)

2022 Redistricting/Reapportionment

Current Redistricting Plan according to the May 24, 2022 Interim Proclamation Plan.

- [Redistricting District and Precinct Maps \(https://www.elections.alaska.gov/research/district-maps\)](https://www.elections.alaska.gov/research/district-maps)
- [Precinct Boundary Descriptions \(https://www.elections.alaska.gov/doc/prpsa/2022ProposedPrecinctRegs.pdf\)](https://www.elections.alaska.gov/doc/prpsa/2022ProposedPrecinctRegs.pdf)

2013 Redistricting/Reapportionment (Archived)

Archive of Redistricting Plan according to the July 14, 2013 Proclamation Plan

- [Redistricting District and Precinct Maps \(https://www.elections.alaska.gov/Core/Archive/2013districtmaps.php\)](https://www.elections.alaska.gov/Core/Archive/2013districtmaps.php)
- [District Boundary Descriptions \(https://www.elections.alaska.gov/doc/prpsa/2013%20Proclamation%20Plan%20Districts%20Descr.pdf\)](https://www.elections.alaska.gov/doc/prpsa/2013%20Proclamation%20Plan%20Districts%20Descr.pdf)
- [Precinct Boundary Descriptions \(https://www.elections.alaska.gov/doc/prpsa/2014-Statewide-Prec-Boundary-Regs.pdf\)](https://www.elections.alaska.gov/doc/prpsa/2014-Statewide-Prec-Boundary-Regs.pdf)

Alaska Community List

List of communities with designated house district, senate district, district name, and regional office assignments

- Sorted alphabetical by community name (<https://www.elections.alaska.gov/doc/forms/H32COM.pdf>)
- Sorted by house district then community name (<https://www.elections.alaska.gov/doc/forms/H32DIST.pdf>)

Links

[Contact the Division \(https://www.elections.alaska.gov/contact-information\)](https://www.elections.alaska.gov/contact-information)

[Division of Elections Homepage \(https://www.elections.alaska.gov\)](https://www.elections.alaska.gov)

[Election Calendar \(https://www.elections.alaska.gov/calendar/\)](https://www.elections.alaska.gov/calendar/)

[Website Accessibility \(https://www.elections.alaska.gov/accessibility/\)](https://www.elections.alaska.gov/accessibility/)

[Disclaimer \(https://www.elections.alaska.gov/website-disclaimer/\)](https://www.elections.alaska.gov/website-disclaimer/)

Mission

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.

(https://twitter.com/ak_elections)



(<https://www.facebook.com/State-of-Alaska-Division-of-Elections-181769025220502/>)

Upcoming Events

04.14 2024 90th Day of Session. Adjournment Day per Alaska Statutes. Alaska Constitution allows for 120 Day Legislative session.

04.15 2024 Deadline for parties to submit names of Election Workers. Political parties may submit two names per precinct.

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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.dsaspeakyourpeace.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.”

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The Complete Guide to Running for a Political Position: Everything You Need to Know to Get Elected As a Local Official (Back-To-Basics) by Melanie Wilson. **Publisher:** Atlantic Publishing Group (September, 2011). **ISBN-13:** 978-1601384089

Run to Win!: How You Can Run A Successful Campaign For Local or State Public Office by Earl Baker. **Publisher:** AuthorHouse (July, 2012). **ISBN-13:** 978-1477212141

Socially Elected: How To Win Elections Using Social Media by Craig Agraanoff and Herbert Tabin. **Publisher:** Pendant Publishing (October, 2011). **ISBN-13:** 978-0578092164

Newly Elected Officials Handbook by Alaska Municipal League. **Publisher:** Alaska Municipal League, 217 Second St., Juneau. 586-1325.

How to Run for Local Office

PREPARING TO RUN



Flaticon.com

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 REAAs. 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.

Association of Alaska School Boards

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Tel: (907) 463-1660 Fax: (907) 586-2995

Email: aasb@aasb.org

Web site: <http://www.aasb.org>
2024 HtrRLO Toolkit (134)

A guide for School Board Candidates in Alaska

As a candidate for your local school board, you have taken a step towards becoming involved in strengthening the quality of life through good schools in your community. You have indicated an interest in serving and devoting the time necessary to meet the challenge of boardsmanship by seeking election to your local school board. This guide will provide you with some basic information about school boards.



ASSOCIATION OF
ALASKA
SCHOOL BOARDS



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.

22) 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

23) 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.) ?

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

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2024 HIRfLO Toolkit (156)



RUNNING FOR PUBLIC OFFICE

Step One:

Are You Ready?

Find out by taking this quick self-assessment quiz.

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 ASSESSMENT¹

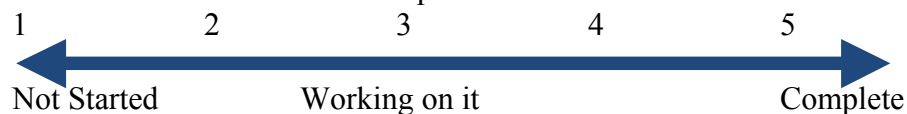
Conduct the self-assessment below to evaluate where you are now and to think through some of the work you will have to do to get the support you need to organize an electoral campaign. Below is a list of tasks you will have to complete in order to run for office. Rate your level of preparedness for each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

Step 1: Quantitative Assessment

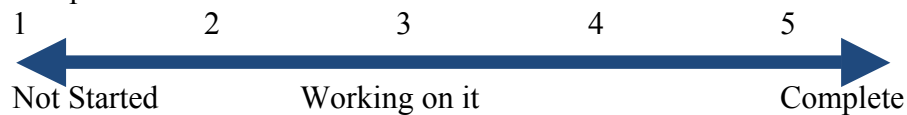
1. I know why I want to run for office.



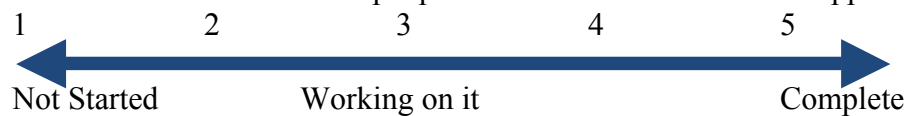
2. I know what I want to accomplish while in elected office.



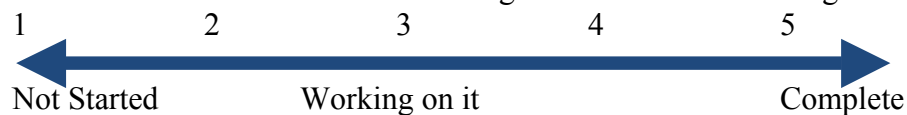
3. I can accurately describe the social, economic and demographic breakdown of the area I hope to represent.



4. I have a list of at least 10 people I can contact for financial support.



5. I have estimated the costs of running for office in a draft budget.



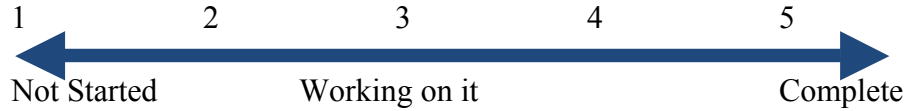
6. I have developed contacts with the relevant print, broadcast and social media.



¹ Adapted from NDI's Regional Campaign School Middle East and North Africa Module #11: Getting on a List

Not Started Working on it Complete

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.



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.



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



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



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



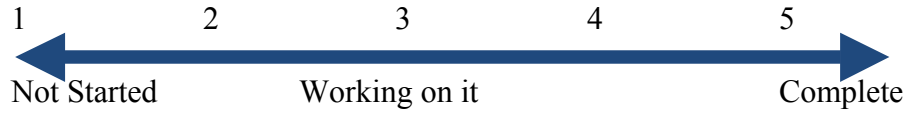
12. I have considered the potential impact of running for office on my personal and professional life and have a plan for how I will make the time to run a rigorous campaign.



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.



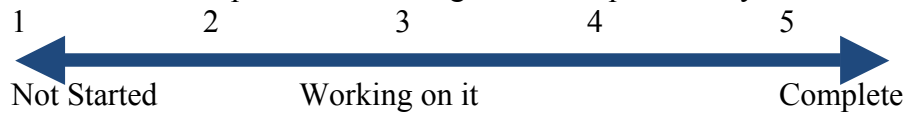
14. I have strong support in the area, and am well-known in and well-connected to the local community.



15. I have a message and positions on issues which are relevant and appealing to voters.



16. I have developed close working relationships with key decision-makers in my political party.



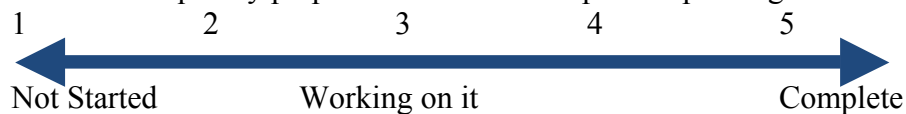
17. I have a constituency of grassroots party activists and leaders in my party who will support me by serving on my campaign team, providing resources, or using their influence to persuade others to support me.



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.



19. I am adequately prepared and trained on public speaking and voter contact.



20. I have a group of trusted advisors.



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?

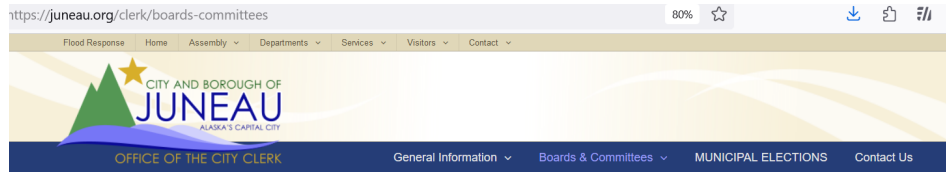
Could you use these words to explain to a potential donor why they should contribute to your campaign? If not, what changes would you make?

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

Join a CBJ Board or Committee!

CBJ has many boards and committees for people interested in a wide variety of local government topics.

To learn more, start at the Clerk's website <https://juneau.org/clerk/boards-committees>



Boards, Committees, Commissions & Task Forces

- [Advisory Board Training PowerPoint](#)
- [CBJ Board/Committee Informational Pamphlet](#)
- [Rules of Procedure for Advisory Boards – Resolution 2986](#)
- [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)

Interested in Serving On a CBJ Board, Committee or Commission?

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 – your application will be on file for a year from date of submission.*

To apply go to: [CBJ Board Application](#) and fill out the online application.

Visit <https://juneau-ak.municodemeetings.com/bc> for CBJ Board Directory and links to the boards that have websites with more information on what they do as well as any vacancies they may have.

Visit: <https://juneau-ak.municodemeetings.com/> to view agendas and minutes for All CBJ Boards, Committees, Commissions, Assembly & Assembly Standing Committee meetings.

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