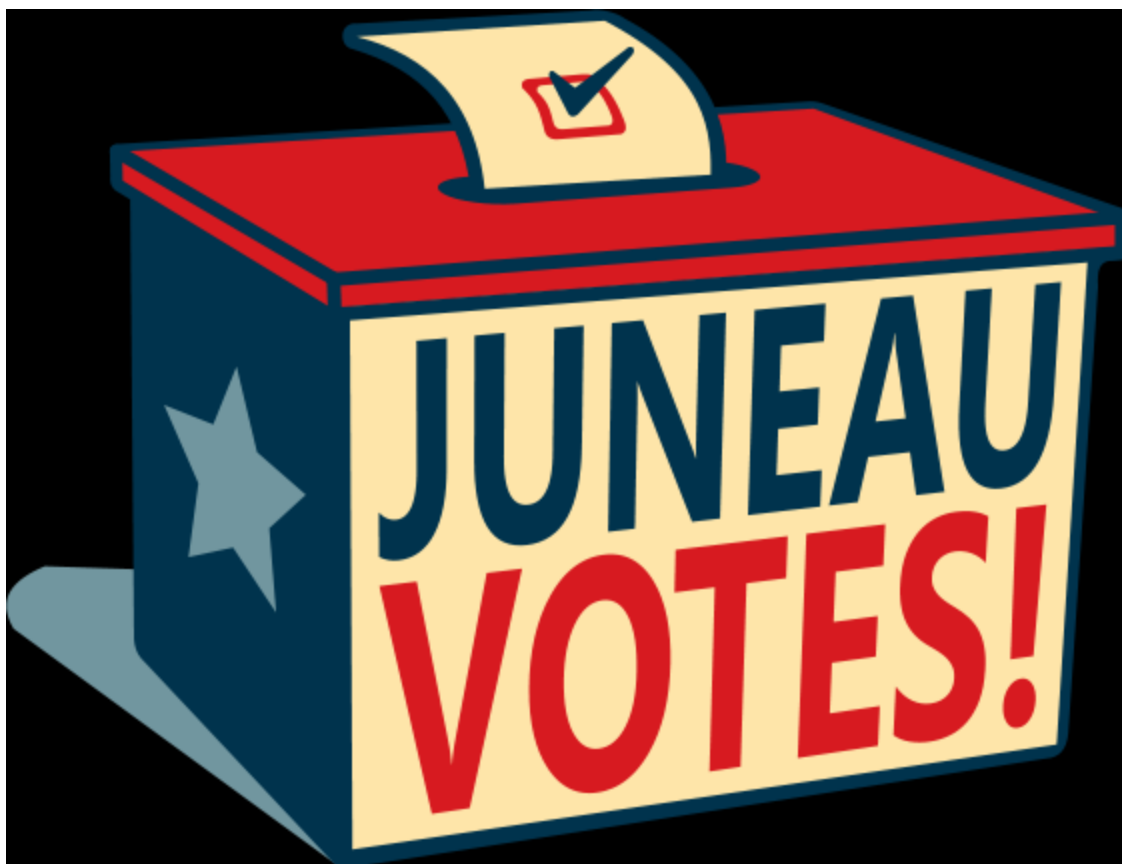




2026 How to Run for Local Office Toolkit

Candidate resources compiled by the Juneau League of Women Voters,
City & Borough of Juneau, and Friends of the Juneau Public Library



With content and contributions from the City and Borough of Juneau, the Juneau School District, Juneau Public Libraries and Friends of the Juneau Public Libraries, Association of Alaska School Boards, and the Alaska Public Offices Commission

TABLE OF CONTENTS

HOW TO RUN FOR LOCAL OFFICE – INTRODUCTION.....	5
RUN FOR OFFICE? (SEATS AVAILABLE IN THE OCTOBER MUNICIPAL ELECTION).....	6
HOW TO RUN FOR LOCAL OFFICE –THE JOB & HOW TO PREPARE	7
A CITIZEN’S GUIDE TO THE CITY AND BOROUGH OF JUNEAU GOVERNMENT.....	9
<i>Stipends for Boards and Commissions.....</i>	15
OVERVIEW OF GOVERNMENTAL FUNCTIONS – CBJ ORG CHART.....	16
JOIN A CBJ BOARD OR COMMITTEE	18
SELF-ASSESSMENT – NATIONAL DEMOCRATIC INSTITUTE	20
THE JOB OF AN ASSEMBLY MEMBER FROM THE PERSPECTIVE OF A FORMER ASSEMBLY MEMBER	24
CBJ ASSEMBLY CALENDAR	25
ASSEMBLY COMMITTEE AND LIAISON APPOINTMENTS	27
A RESOLUTION REPEALING AND REESTABLISHING THE ASSEMBLY RULES OF PROCEDURES.....	28
ASSEMBLY GOALS	43
CBJ LEGISLATIVE PRIORITIES.....	47
AASB- A GUIDE FOR SCHOOL BOARD CANDIDATES IN ALASKA	50
SCHOOL BOARD MEETING CALENDAR.....	52
JSD STRATEGIC PLAN	53
LINKS TO HELPFUL DOCUMENTS	55
HOW TO RUN FOR LOCAL OFFICE – CAMPAIGN BASICS & LEGAL REQUIREMENTS.....	57
LEGAL REQUIREMENTS.....	58
QUALIFICATIONS FOR OFFICE	59
<i>Eligibility</i>	59
<i>Nomination-Petitions.....</i>	60
<i>Public Official Financial Disclosure and Campaign Disclosure Information</i>	60
<i>Alaska Public Offices Commission.....</i>	61
<i>Write-In Candidates</i>	61
<i>Withdrawal from Candidacy</i>	62
CBJ ASSEMBLY DISTRICTS	63
TYPICAL CAMPAIGN PROJECTS/JOB DESCRIPTIONS	65
COMMON CAMPAIGN PITFALLS.....	69
QUICK REFERENCE DATES – OCTOBER 7, 2025 REGULAR MUNICIPAL ELECTION.....	70
ALASKA PUBLIC OFFICES COMMISSION – CANDIDATE REPORTING DATES.....	72
ALASKA PUBLIC OFFICES COMMISSION – MUNICIPAL ELECTIONS	73
ALASKA CAMPAIGN ANNUAL CONTRIBUTION LIMITS	76
ALASKA PUBLIC OFFICES COMMISSION – COMMON ERRORS THAT WILL CAUSE YOUR REPORTS TO BE RETURNED	77
ALASKA PUBLIC OFFICES COMMISSION – REMINDERS OR TREASURES AND DEPUTY TREASURERS	78
POLITICAL SIGNS AND THE CITY AND BOROUGH OF JUNEAU SIGN ORDINANCE.....	80
GUIDE TO RUNNING A SUCCESSFUL CAMPAIGN – COMPILED BY LINDA ROGERS.....	81
SPEAK YOUR PEACE – THE CIVILITY PROJECT	93
LINKS TO HELPFUL RESOURCES	95

How to Run for Local Office Toolkit

INTRODUCTION

The Juneau LWV, the Municipal Clerk's Office, and the Juneau School District, with support from the Juneau Public Libraries and Friends of the Public Libraries have been hosting annual *How to Run for Local Office Workshops* since 2015. The workshop is a resource for people considering running for local office, or supporting someone running for local office, and features current and former school board and assembly members and other local experts discussing what the job really entails, campaign basics and legal requirements. We will not be hosting a Workshop in 2026 but have updated this toolkit as a self-guided resource for prospective candidates.

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.

¹These 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 Toolkit

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 stores and on trails so strangers can share their opinions. You will 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? Then 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 2026 are noted with an asterisk (*):

Assembly

<u>Seat</u>	<u>Name</u>	<u>Term ends</u>	<u># of terms served</u>
Mayor	Beth Weldon	10/2027	(third term as Mayor)
Areawide Assembly	Ella Adkison	10/2028	(first full term)
Areawide Assembly	Paul Kelly	10/2026*	(first term)
District 1 Assembly	Alicia Hughes-Skandijs	10/2026*	(second term)
District 1 Assembly	Greg Smith	10/2028	(third term)
District 1 Assembly	Neil Steininger	10/2027	(first term)
District 2 Assembly	Nano Brooks	10/2028	(first term)
District 2 Assembly	Maureen Hall	10/2027	(first term)
District 2 Assembly	Christine Woll	10/2026*	(second term)

Board of Education (aka: School Board)

<u>Name</u>	<u>Term ends</u>
Britteny Cioni-Haywood	10/2026*
Elizabeth Siddon	10/2027
Amber Frommherz	10/2027
David Noon	10/2026*
Steve Whitney	10/2028
Melissa Cullum	10/2028
Jenny Thomas	10/2027

How to Run for Local Office

**THE JOBS OF ASSEMBLY
AND SCHOOL BOARD
MEMBERS**

&

**HOW TO PREPARE FOR
THE ROLE**

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 "strong 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 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. These districts are reviewed every decade when the new census information becomes available.

All Assemblymembers, regardless of their seat, serve all people within the CBJ. All CBJ residents vote for all seats regardless of where they live. This is different than the State of Alaska's elections for the House of Representatives.

You can look up your address to see what district you live in here: <https://bit.ly/3OFa3ga>.

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. Most commonly, this happens 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 at 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, like the Assembly and School Board, 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 or Empowered Boards?

The Charter provides for the establishment, by ordinance, of "enterprise" or "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 are appointed Advisory Boards and Commissions?

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, where community members can appeal governmental decisions to their fellow citizens. This includes the Board of Equalization that looks at property valuation appeals and the Personnel Board that looks at appeals by CBJ employees on personnel decisions.

Approximately 200 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 known as the City 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 known as the City Attorney) 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 information and public opinion, discuss, and then vote on what should be done. 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 thing that may happen 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. 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 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 to avoid 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. Assemblymembers are also required to file a Public Official Financial Disclosure statement with the State of Alaska which lists income and debts, and is available to members of the public upon request.

What is the Alaska Open Meetings Act?

Alaska Statute AS44.62.310 – Government Meetings Public, aka, the Alaska Open Meetings Act (OMA) is a state statute that require 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 provided to the media, 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.

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). 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 and text messages, between the public, staff and elected officials are public records and need to be maintained according to the CBJ Records Retention Schedule. 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, and Enterprise Board members are issued CBJ email accounts and must use these accounts for the transaction of CBJ business during their 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 \$1000 per month.

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 receive \$225.00 per month. The Board of Equalization members receive \$100 per meeting.

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

All other board members serve as volunteers without pay.

What if I have further questions?

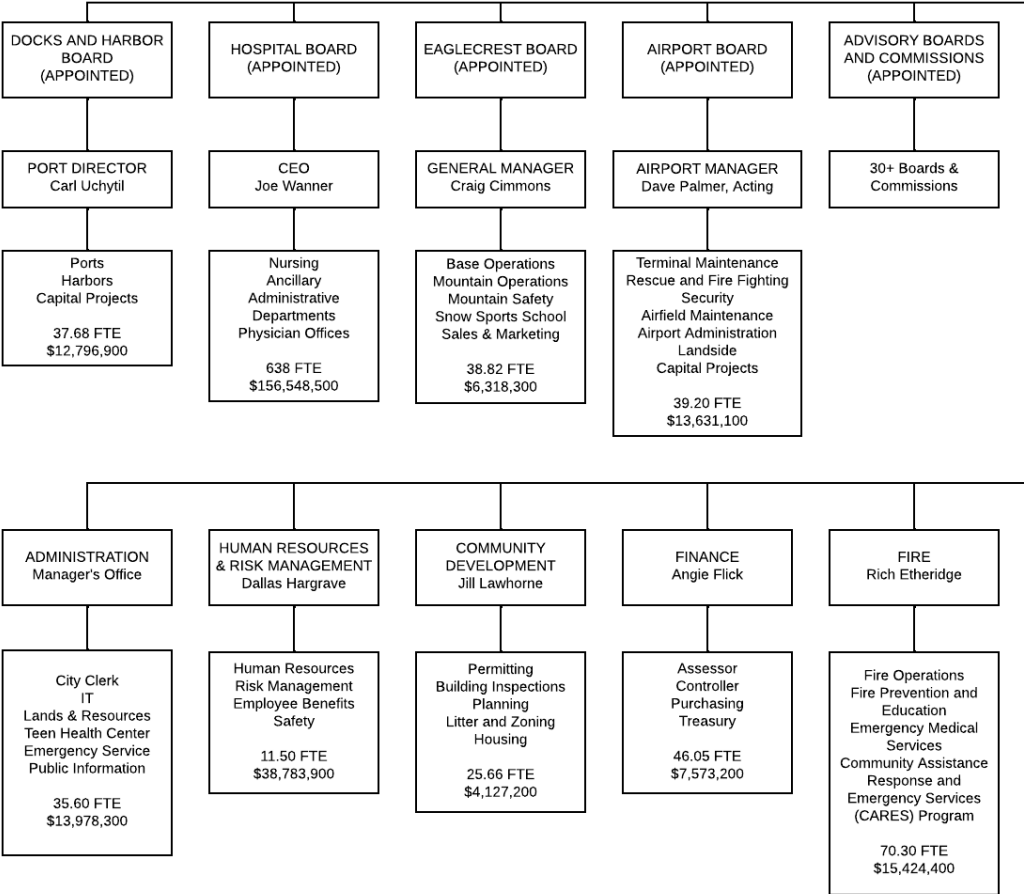
The Municipal Clerk's office is the first stop in your quest for information about the municipality. Staff can be reached at:

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



OVERVIEW OF GOVERNMENTAL FUNCTIONS

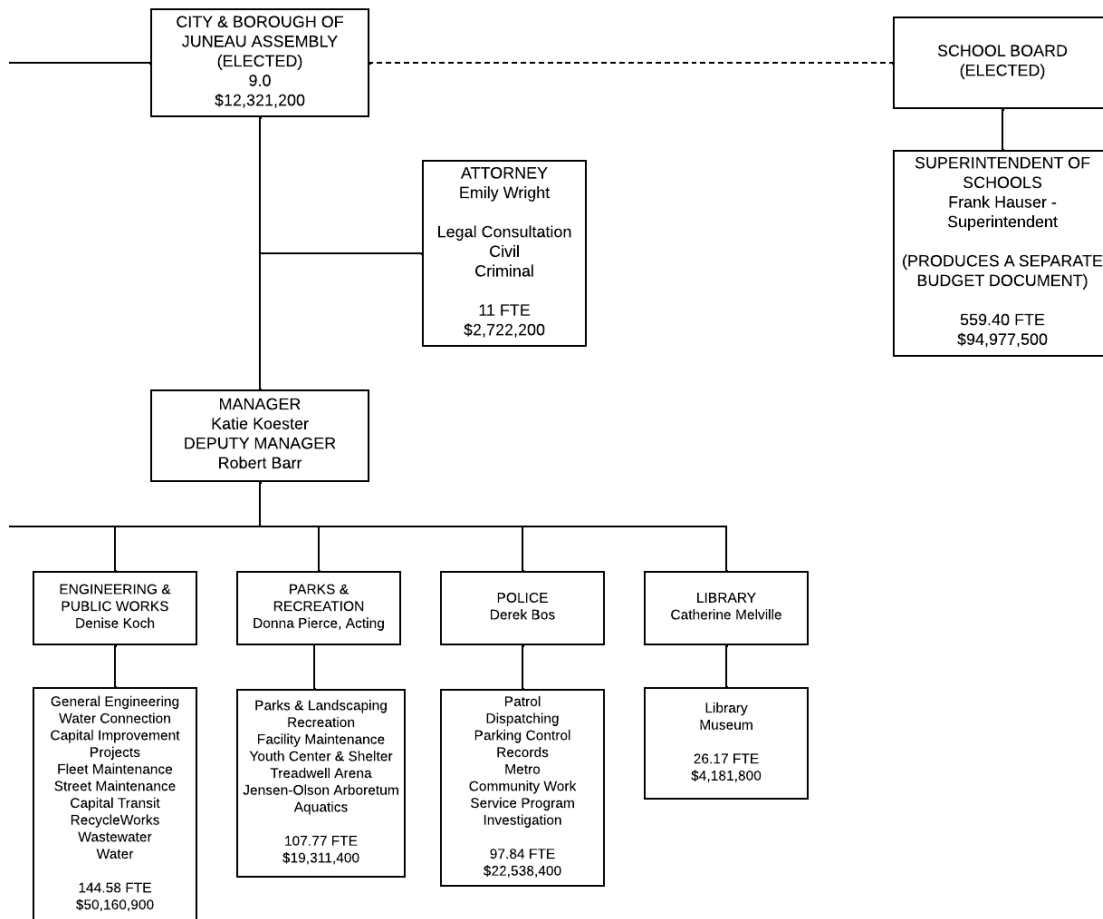
This chart highlights the basic functions of the City and Borough of Juneau as well as the overall



NOTE: Budget & FTE based on the FY26 Adopted 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



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>

Bring Your Voice to the Table & Help Shape Your Community!

Think about serving on a CBJ Board, Committee or Commission – Click on the Green Button Below to Apply!

In Mid-June the Assembly will hold interviews [10-minutes per applicant], via Zoom, for the following Empowered Boards: Airport Board, Docks & Harbors Board, and the Eaglecrest Board. Fill out the online CBJ Application by Sunday, May 31st to be considered for one of those Empowered Board seats.

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.

Visit: <https://juneauak.portal.civicclerk.com/> to view agendas and minutes for All CBJ Boards, Committees, Commissions, Assembly & Assembly Standing Committee meetings.

Please Note: If you wish to apply for multiple boards – add those additional boards to the section labeled: *Current of Prior Experience on CBJ Boards/Commissions/Committees*

CLICK HERE TO APPLY FOR A CBJ BOARD/COMMITTEE!

EMPOWERED/ENTERPRISE BOARDS

- + Airport Board – (4) Upcoming Seats – Various Terms
- + Bartlett Regional Hospital Board
- + Docks & Harbors Board – (3) Upcoming Seats – Full 3-year Terms
- + Eaglecrest Ski Area Board – (2) Upcoming Seats – Full 3-year Terms
- + Planning Commission

ADVISORY BOARDS

- + Douglas Advisory Board (DAB)
- + Historic Resources Advisory Committee (HRAC) – 1 Vacant Seat
- + Juneau Commission on Aging (JCOA)
- + Juneau Commission on Sustainability (JCOS)
- + Juneau Human Rights Commission (JHRC)
- + Juneau Public Libraries Endowment Board (JPLEB)

+ Local Emergency Planning Committee (LEPC) – 3 Vacant Seats: 4, 5a, & 13a

+ Parks & Recreation Advisory Committee (PRAC)

+ Systemic Racism Review Committee (SRRC) – 3 vacant seats for various terms

+ Utility Advisory Board (UAB)

+ Youth Activities Board (YAB) – 2 Vacant Seats for various terms

APPEAL BOARDS

+ Board of Equalization (BOE) – Currently 3 Vacant Seats

+ Personnel Board (PB)

ASSEMBLY STANDING COMMITTEES

+ Assembly Committee of the Whole (COW)

+ Assembly Finance Committee (AFC)

+ Assembly Human Resources Committee (HRC)

+ Assembly Lands Housing & Economic Development Committee (LHED)

+ Assembly Public Works & Facilities Committee (PWFC)

+ Joint Assembly/JSD Facilities Committee

TASK FORCES/AD HOCS/OTHER BOARDS

+ Assembly Title 49 Advisory Ad Hoc Committee

+ Visitor Industry Task Force 2.0

+ Juneau Economic Development Council (JEDC) – 1 vacant seat

BOARD OF EDUCATION (SCHOOL BOARD)

+ Board of Education

SELF ASSESSMENT¹

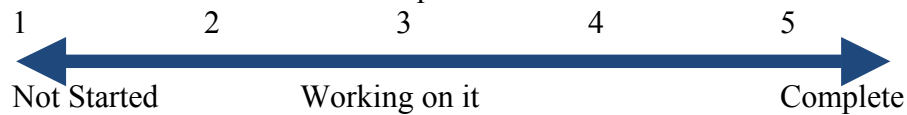
Conduct the self-assessment below to evaluate where you are now and to think through some of the work you will have to do to get the support you need to organize an electoral campaign. Below is a list of tasks you will have to complete in order to run for office. Rate your level of preparedness for each 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.



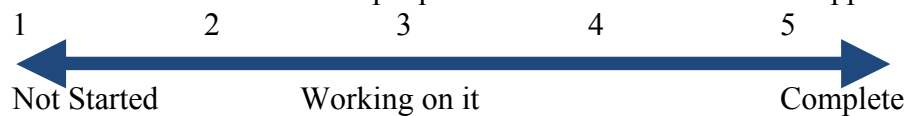
2. I know what I want to accomplish while in elected office.



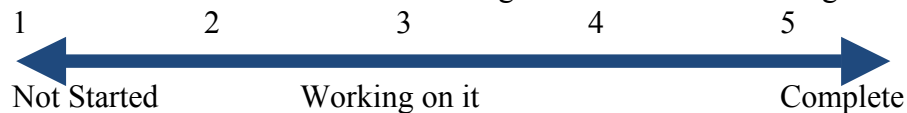
3. I can accurately describe the social, economic and demographic breakdown of the area I hope to represent.



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.



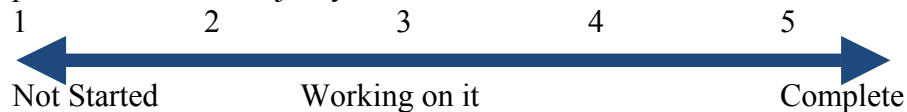
¹ Adapted from NDI's Regional Campaign School Middle East and North Africa Module #11: Getting on a List

Not Started Working on it Complete

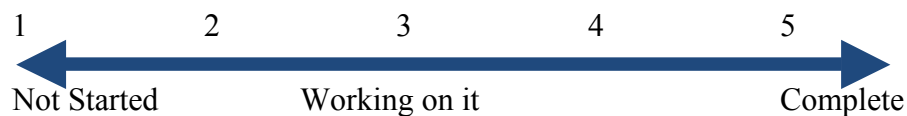
7. I have conducted an assessment of my likely opponent(s) in terms of their positions on key issues, how many votes they will get and their financial resources.



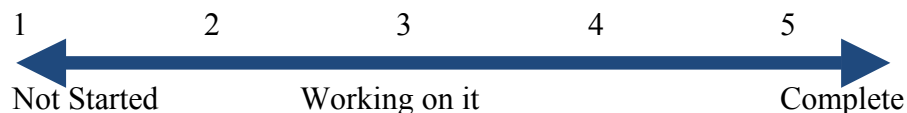
8. I have conducted a voter analysis of the area and have identified the priority issues and the positions that the majority of voters take on them.



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.



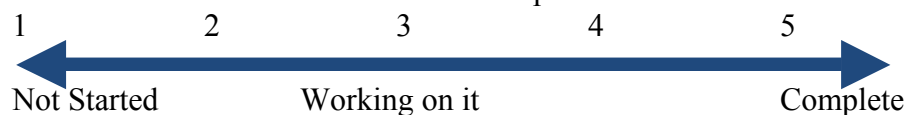
11. I have written down my biography (description of personal and professional experience, and qualifications) and it is accurate.



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.



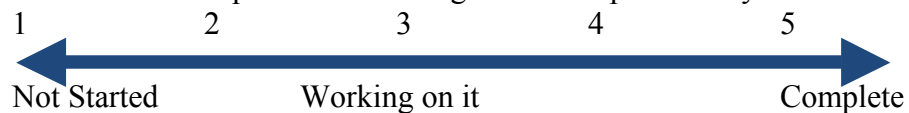
14. I have strong support in the area, and am well-known in and well-connected to the local community.



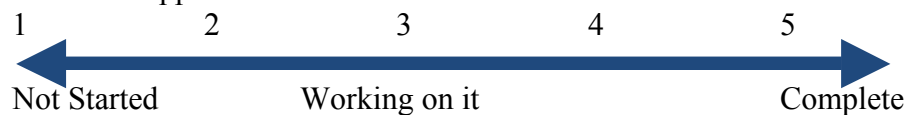
15. I have a message and positions on issues which are relevant and appealing to voters.



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



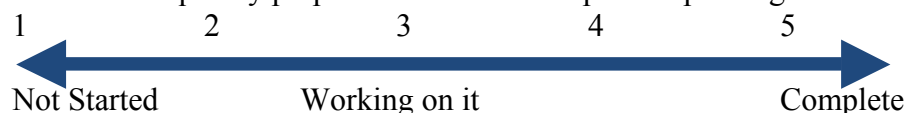
17. I have a constituency of grassroots party activists and leaders in my party who will support me by serving on my campaign team, providing resources, or using their influence to persuade others to support me.



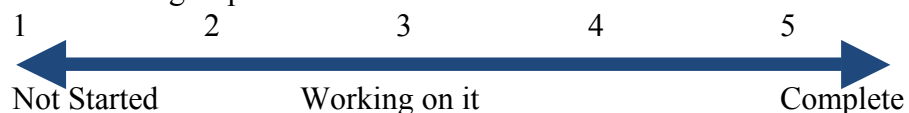
18. I have had discussions with my family so that they understand the time commitment and incursions on privacy and family life that my running for office will require, and they are supportive of my running.



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?

The Job of an Assembly Member

From the Perspective of Former Assembly Member Carole Triem

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.

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 Meeting Calendar 2026

January							February							March							April						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3	1	2	3	4	5	6	7	1	2	3	4	5	6	7		30	31	1	2	3	4
4	5	6	7	8	9	10	8	9	10	11	12	13	14	8	9	10	11	12	13	14	5	6	7	8	9	10	11
11	12	13	14	15	16	17	15	16	17	18	19	20	21	15	16	17	18	19	20	21	12	13	14	15	16	17	18
18	19	20	21	22	23	24	22	23	24	25	26	27	28	22	23	24	25	26	27	28	19	20	21	22	23	24	25
25	26	27	28	29	30	31								29	30	31					26	27	28	29	30		
May							June							July							August						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
					1	2		1	2	3	4	5	6				1	2	3	4							1
3	4	5	6	7	8	9	7	8	9	10	11	12	13	5	6	7	8	9	10	11	2	3	4	5	6	7	8
10	11	12	13	14	15	16	14	15	16	17	18	19	20	12	13	14	15	16	17	18	9	10	11	12	13	14	15
17	18	19	20	21	22	23	21	22	23	24	25	26	27	19	20	21	22	23	24	25	16	17	18	19	20	21	22
24	25	26	27	28	29	30	28	29	30					26	27	28	29	30	31		23	24	25	26	27	28	29
31																					30	31					
September							October							November							December						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5					1	2	3	1	2	3	4	5	6	7			1	2	3	4	5
6	7	8	9	10	11	12	4	5	6	7	8	9	10	8	9	10	11	12	13	14	6	7	8	9	10	11	12
13	14	15	16	17	18	19	11	12	13	14	15	16	17	15	16	17	18	19	20	21	13	14	15	16	17	18	19
20	21	22	23	24	25	26	18	19	20	21	22	23	24	22	23	24	25	26	27	28	20	21	22	23	24	25	26
27	28	29	30				25	26	27	28	29	30	31	29	30						27	28	29	30	31	1	

Reg. Assembly & HRC

PWFC, LHEDC, COW

AFC

CBJ Election Day, Election Certification

Conferences, School Breaks, & Special Occasions

CBJ Holidays

Special Assembly

Assembly Listening Session

back side of this calendar has full legend & details

Assembly Meeting Calendar 2026

LEGEND

***All meeting dates/times listed below are subject to change.**

Please see the master CBJ Meeting Calendar at www.juneau.org/calendar for all current meeting dates/times/locations.

	5pm Assembly Human Resources Committee (HRC) & 6pm Regular Assembly Meeting
	12:00pm Public Works & Facilities Committee (PWFC) Meetings
	5:00pm Lands, Housing & Economic Development Committee (LHEDC) Meetings
	6:00pm Assembly Committee of the Whole (COW) Meetings
	5:30pm Assembly Finance Committee (AFC) Meetings
	1/22 Special Assembly Breakfast Mtg. with Juneau Legislative Delegation & DC/AK Lobbyists
	2/25 Spec. Joint AFC w/Airport & BRH (Budget)
	3/04 Spec. Joint AFC w/Eaglecrest (Budget) at 5:30pm and AFC Meeting at 7:00pm
	3/18 3/04 Spec. Joint AFC w/Docks & Harbors and Board of Education (Budget)
	4/1 Spec. Assembly Mtg to intro. the Budget (per Charter 9.2 by 4/05) at 5:30pm followed by AFC budget Mtg #1 at 5:45pm
	4/11 AFC Budget Retreat at 10:30am
	4/15 Assembly Budget Listening Session at 5:30pm
29	4/29 Spec. Assembly Mtg for Public Hearing on School Budget & set min. funding amount (per Charter 13.6) followed by AFC Mtg
	6/8 Last Regular Assembly Meeting to adopt budget prior to 6/15 deadline. (per Charter 9.7)
	10/26 Assembly Reorganizational Meeting (per Charter 3.5 [within 7 days after cert.])
	11/21 Assembly Retreat (8am-5pm) Location Airport Alaska Room
	Conferences, School Breaks, & Special Events
	JSD Inservice Dates & School Breaks:
	First Day of School 8/20/2025 1-12, 8/25 Kindergarten, 8/28 Pre-K
	School Breaks 2025-2026: 12/20/26-1/03/26; 2/16-2/17; 3/23-3/27; Last day of school 5/20; HS Graduations 5/24;12/20/26-1/2/27;
	School Breaks cont. 2026-2027: Summer Break 5/21-8/19; 10/19-10/20; 11/12-11/13; 12/21-12/31
	Conferences for Assembly & Staff (Manager/Attorney) Attendance:
	Conferences: 2/10-2/12/26 Southeast Conference Mid-Session Summit, Juneau
	Conferences: 2/17-2/19/26 Alaska Municipal League (AML) Winter Legislative Conference, Juneau
	Conferences:3/30-4/02/26 NW Mangers Conference, Sitka
	Conferences: 2/25-2/26/26 JEDC Alaska Innovation Summit, Juneau
	Conferences: 8/25-8/27/26 AML Summer Legislative Conference, Fairbanks
	Conferences: 9/22-9/24 Annual Southeast Conference, Ketchikan
	Conferences: 10/17-10/21/2026, ICMA Annual Conference, Long Beach/Los Angeles County, CA
	Conferences: 12/7-12/11 AML & Affiliate Groups Annual Conferences (12/05-12/06 Affiliate Mtgs), Anchorage
	1/20 First Day of Legislative Session/Juneau Legislative Welcome Reception
	10/6 CBJ Election Day, 10/20 Election Certification

2025-2026 Assembly Committee and Liaison Appointments - Approved 10/27/2025, Updated 2/13/2026

	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, Juneau Economic Development Committee (JEDC)
Greg Smith				Chair	Member			Deputy Mayor, Ad Hoc Title 49 Rewrite Committee, Planning Commission, Juneau Coalition on Housing & Homelessness (JCH&H)
Alicia Hughes-Skandijs		Chair	Member	Member	Member			Chamber of Commerce, Bartlett Regional Hospital (BRH) Board
Christine Woll	Member			Member	Chair			Airport Board, Parks & Recreation Advisory Committee (PRAC)
Paul Kelly	Chair	Member		Member	Member	Member		Juneau Commission on Aging (JCOA), Downtown Business Association (DBA), S.E. Conference Solid Waste Liaison
Ella Adkison			Chair	Member	Member			UAS Campus Council, Travel Juneau
Neil Steininger		Member	Member	Member	Member	Chair		Eaglecrest, Systemic Racism Review Committee (SRRC)
Maureen Hall	Member	Member		Member	Member			Docks & Harbors Board, Juneau Economic Development Committee (JEDC) [alt]
Nano Brooks	Member		Member	Member	Member	Member		Local Emergency Planning Committee (LEPC), School Board, Juneau Commission on Sustainability (JCOS)
Liaisons from other groups to Assembly Committees		Planning Commissioner: Lacey Derr; Docks & Harbors: Jim Becker, PRAC: Paulette Schirmer	Planning Commissioner: David Epstein			School Board Members: Britteny Cioni-Haywood (JSD President), Elizabeth Siddon, Steve Whitney		
"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).								

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

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

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

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

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

RULE 1. AGENDA.

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

- I. Call to Order
- II. Flag Salute
- III. Land Acknowledgment
- IV. Roll Call
- V. Special Order of Business
- VI. Approval of Minutes
- VII. Manager's Requests for Agenda Changes
- VIII. Public Participation on Non-agenda Items (Not to Exceed a Total of 20 Minutes, Nor More than Three Minutes for Any Individual)
- IX. Consent Agenda
 - A. Public Requests for Consent Agenda Changes, Other than Ordinances for Introduction
 - B. Assembly Requests for Consent Agenda Changes
 - C. Assembly Action
- X. Ordinances for Public Hearing
 - A. Administrative or Committee Reports
 - B. Public Hearing
 - C. Assembly Action
- XI. Unfinished Business
 - A. Administrative or Committee Reports
 - B. Public Hearing
 - C. Assembly Action
 - D. Potential Issues for Reconsideration
- XII. New Business
 - A. Administrative or Committee Reports
 - 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.

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.

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

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

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

RULE 9. MOTIONS.

A. Seconds. Seconds to motions are not required.

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

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

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

RULE 10. CLERICAL ERRORS.

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

RULE 11. VOTE REQUIRED.

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

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

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.

441 **RULE 13. SESSIONS.**

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

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

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

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

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

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

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

RULE 16. REMOTE PARTICIPATION.

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

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

B. Reserved.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

RULE 17. ADOPTION OF ROBERT'S RULES OF ORDER.

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

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 Adopted this 1st day of April 2024.

562

563

564

565

566 Attest:

567 
568 _____
569 Elizabeth J. McEwen, Municipal Clerk

570

564 
565 _____
566 Beth A. Weldon, Mayor

Assembly Goals 2026

*Approved at the 2/09/2026
Regular Assembly Meeting*

1. Housing - Ensure adequate and affordable housing for all CBJ residents				
AA*		Implementing Actions	Responsibility	Notes:
A	P/F/ O	Continue Title 49 rewrite project Phase 1 text amendments and begin public engagement for Phase 2.	Assembly, Manager's Office, CDD	
B	P/F/ O	Continue Comprehensive Plan rewrite and public engagement.	Assembly, Planning Commission, Manager's Office, CDD	
C	P/F/ O	Continue aggressive use of the Affordable Housing Fund and review and potentially adjust fund guidelines to set affordable housing criteria, support successful projects, and meet community housing needs.	Assembly, Manager's Office	
D	P/F	Continue planning and implementation of (re)development of Telephone Hill, Pederson Hill, 2nd/Franklin, and CBJ land recently re-zoned to encourage density.	Assembly, Manager's Office	
E	P/O	Evaluate recommendations of STR Task Force at LHED Committee.	Assembly, Manager's Office, CDD, Finance	
F	P	Continue to pursue and implement zoning amendments that support an increase in property ownership and incremental infill development opportunities.	Assembly, Manager's Office	
G	P/S	Evaluate support of existing community land trust.	Assembly, Manager's Office, CDD	
*Assembly Action to Move Forward: P = Policy Development, F = Funding , S = Support, O = Operational Issue				

Assembly Goals 2026

Approved at the 2/09/2026
Regular Assembly Meeting

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

AA*		Implementing Actions	Responsibility	Notes:
A	P/O	Work to reduce negative impacts of cruise tourism on local community. Lead regional tourism planning efforts through Port Communities of Alaska. Complete Visitor Industry Task Force 2.0 and discuss options for strengthening our existing ship and passenger limits.	Assembly, Manager's Office, Docks & Harbors	
B	P/F	Develop plan and build community support for North Douglas (improvements) including channel crossing, Fish Creek Road and West Douglas developments, and highway traffic safety.	Assembly, CDD, Planning Commission, Manager's Office	
C	P/F/S	Collaborate with USCG and other partners to support USCG housing development.	Assembly, Manager's Office, Docks & Harbors	

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

3. Sustainable Budget and Organization - Ensure 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/S	Reexamine Eaglecrest's capital and operations needs, including the installation/operations of the gondola.	Assembly, Eaglecrest, Manager's Office, Finance	
B	P/F/S	Evaluate governance structure of empowered boards for efficiency and cost savings.	Assembly, Boards, Manager's Office	

Assembly Goals 2026

*Approved at the 2/09/2026
Regular Assembly Meeting*

C	P/F	Evaluate ways to increase revenue from visitor activity.	Assembly, Manager's Office, Finance	
D	P/F	Continue to examine purpose and effectiveness of city tax code and policies resulting in tax exemptions, tax credits, or any foregone revenue.	Assembly, Manager's Office, Finance	
E	F/O	Maintain Assembly focus on responsible facility maintenance. Develop strategy for reliable funding of routine and major maintenance for CBJ facilities.	Assembly, Manager's Office, EPW, P&R, all facility managers (incl. JSD/enterprise)	
F	P/F/O/S	Increase public engagement and outreach in developing a sustainable operating budget that balances community priorities with reduced sales and property tax revenue.	Assembly, Manager's Office, Communications	
G	F/O	Investigate and implement methods to improve public access to CBJ financial information.	Assembly, Manager's Office, Finance	

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

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

	AA*	Implementing Actions	Responsibility	Notes:
A	P/O/S	Adopt a naming policy that acknowledges Juneau's history and indigenous culture.	Assembly, Manager's Office, Human Resources Committee	
B	P/S	Continue to strengthen government to government relations with tribes. Build on MOAs with Tlingit and Haida in waste, public safety, and emergency management through continued collaboration and joint projects.	Assembly, Manager's Office	

Assembly Goals 2026

*Approved at the 2/09/2026
Regular Assembly Meeting*

C	P/F/ O/S	Reassess policy on dispersed camping while continuing to identify/support sanctioned camping or shelter locations where adequate facilities exist.	Assembly, Manager's Office	
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*Assembly Action to Move Forward: P = Policy Development, F = Funding , S = Support, O = Operational Issue

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	Design and develop a transfer station facility, and draft definitive plans for managing Juneau's waste stream into the future.	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	Identify the next major step or investment towards achieving the goal of reliance on 80% of renewable energy sources by 2045.	Assembly, Manager's Office, all departments	
D	P/F	Continue developing GLOF and other natural disaster mitigation, resilience, and response strategies with partner agencies.	Assembly, Manager's Office, EPW	

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

FY2027

LEGISLATIVE

CAPITAL PRIORITIES



ADOPTED
January 12, 2026

FY27 CBJ Legislative Capital Priority List

Rank	Project Name:	Purpose:	Amount Requested:	Goal:	Page #:
1	Glacial Outburst Flood Response, Mitigation & Preparedness	Varied	\$25M+	Public safety, disaster preparedness, affordable housing, and economic development	7
2	Juneau Douglas North Crossing (JDNC)	Planning, permitting, project management	\$3M	Community safety, housing, and economic development	8
3	Mendenhall Wastewater Treatment Plant: Fats, Oil, Grease & Grit Removal	Engineering, Construction	\$6.3M	Permit compliance, reduce treatment costs, and extend the useful life of the plant	9
4	Transfer Station for Solid Waste	Design, Construction	\$14.82M	Future waste management; reduce long-term costs associated with waste disposal	10
5	Pederson Hill Housing Development	Development	\$1M	Increase workforce and market rate housing	11
6	JSD Wide Security and Safety Upgrades	Design, Procurement, Construction	\$2M	Support and improve the security and safety of district facilities.	12
7	Gold Creek Flood Control Rehabilitation	Design, Construction	\$12-15M	Flood mitigation, safety, security and resilience of Juneau's downtown core	13
8	Bartlett Emergency Department (ED) Renovation/Expansion	Design, Engineering, Permitting	\$2M	Improve access to, and the quality of emergency medical care in the community	14
9	Statter Harbor Wave Attenuator (Formerly "Auke Bay New Breakwater")	Match Potential Federal Funding	\$5M	Increase moorage and recapitalization of aging infrastructure.	15
10	Telephone Hill Redevelopment	Development	\$2M	Redevelop over 1.4 acres of high-density zoned property in the center of downtown Juneau for the highest use, including housing	16

FY27 CBJ Legislative Capital Priority List

Rank	Project Name:	Purpose:	Amount Requested:	Goal:	Page #:
11	Shore Power at Dock 16B	Final design and construction	\$20M	Reduce emissions, improve air quality and economic development.	17
12	Lemon Creek Multimodal Path	Design, Engineering, Construction	\$12M	Advance long term goal of a new non-motorized route, connect Lemon Creek to recreational opportunities in the wetlands.	18
13	Aak'w Village District Parking (formerly NSOB Parking Garage)	Partial Funding	\$38M	State/Legislative parking, Aak'w Village District infill development.	19
14	Eaglecrest Employee & Tourism Workforce Housing	Planning, Design, Site Preparation, Construction	\$12M	Increase recruitment and retention while helping to manage our growth in tourism	20
15	Fish Creek Road Resurface & Reconstruction	Refinish & Reconstruction	\$10M	Improve travel to public resources near Eaglecrest and support tourism	21
16	Jackie Renninger Park Development & Pipeline Skatepark Improvements	Design and Construction	\$15M	Provide access to parks and outdoor recreation services for Juneau's most underserved neighborhood.	22
17	West Douglas Extension	Planning, Design, Construction	\$4M	Long term development support	23
18	North Douglas Boat Ramp Expansion	Planning, Research, Permitting	\$250K	Improve safety and expand boating access & transportation.	24
19	Capital Civic Center	Partial Funding	\$10M	Support convention and visitor economy	25
20	Off-Road Vehicle (ORV) Park Development	Design & Construction	\$4.75M	Reduce user conflicts and create new opportunities for outdoor recreation.	26
21	Waterfront Juneau Douglas City Museum	Partial Funding	\$2M	Grow the arts in Juneau and expand the capital campus.	27

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

1111 West 9th Street, Juneau,
Alaska 99801

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

Email: aasb@aasb.org

Web site: <http://www.aasb.org>

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.





BOARD OF EDUCATION MEETING SCHEDULE 2025-2026 SCHOOL YEAR

Work Sessions prior to the regular meeting: 4:30-5:45 PM (unless otherwise noted)

Regular Meetings: 6:00 PM

Just a meeting or work session: (listed by location)

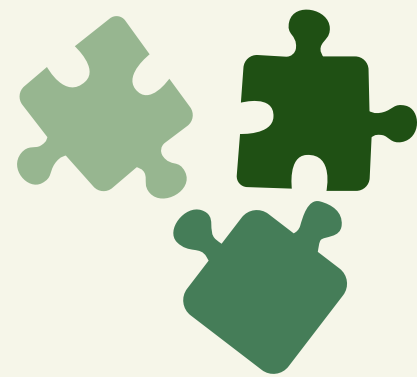
Retreats: 8:30 AM to 12:00 PM (Juneau-Douglas High School: Yadaa.at Kale)

Location for Regular Meetings: Thunder Mountain Middle School

August 19, 2025	Work Session w/ Regular Meeting	Library, TMMS
August 23, 2025	Retreat	RM 206, JDHS
September 9, 2025	Work Session w/ Regular Meeting	Library, TMMS
October 28, 2025	Special Meeting - Exec. Session	Library, TMMS - 4:30 PM
October 28, 2025	Regular Meeting	Library, TMMS
November 1, 2025	Retreat	RM 206, JDHS
November 13-16, 2025	AASB Annual Conference	ANC
November 18, 2025	Work Session w/ Regular Meeting	Library, TMMS
November 20, 2025	Super Site Council	Library, TMMS 5:30 PM
December 9, 2025	Work Session w/ Regular Meeting	Library, TMMS
January 13, 2026	Work Session (Budget Process) w/ Regular Meeting	Library, TMMS
January 22, 2026	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, TMMS – 5:30 PM
January 24, 2026	Retreat (Budget)	RM 206, JDHS
January 27, 2026	Work Session (Budget)	Library, TMMS 5:30 PM
February 5, 2026	Public Forum – Budget	Library, TMMS – 5:30 PM
February 5-7	AASB Leadership/Legislative Fly-in	Juneau
February 10, 2026	Work Session w/ Regular Meeting	Library, TMMS
February 14, 2026	Work Session – Budget	Room 206, JDHS 8:30 AM-12 PM
February 19, 2026	Special meeting - FY27 Budget, First Reading	Library, TMMS – 5:30 PM
March 5, 2026	Work Session – Budget	Library, TMMS 5:30 PM
March 10, 2026	Work Session w/ Regular Meeting-FY27 Budget, Final Reading	Library, TMMS
March 12, 2026	Special Meeting- (TBD if needed) - FY27 Budget, Final Reading	Library, TMMS – 5:30 PM
April 14, 2026	Work Session w/ Regular Meeting	Library, TMMS
April 25, 2026	Retreat	RM 206, JDHS
May 12, 2026	Work Session w/ Regular Meeting	Library, TMMS
June 9, 2026	Work Session w/ Regular Meeting	Library, TMMS

Adopted: May 13, 2025

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

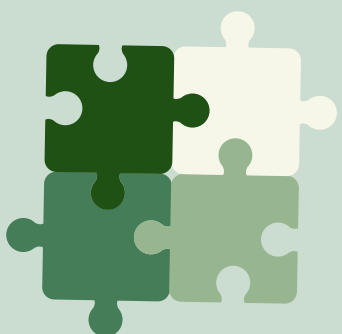
- Increase proportion of third grade students who are Alaska Native, English Learner, economically disadvantaged, or Students with Disabilities who achieve grade level proficiency in reading.
- Increase 4-year and 5-year graduation rates for Alaska Native, English Learner, economically disadvantaged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



Links to helpful documents

Board of Education

1. Homepage
<https://www.juneauschools.org/en-US/board-of-education-ddebe663>
2. Current School Board Members, their contact information, and Committee assignments
<https://docs.google.com/file/d/1Gu5vcQ7K26FsLz7TiQ6-a4w-Ff27w1Dd/view>
3. Strategic Planning process for the next 5-year plan
<https://www.juneauschools.org/en-US/board-of-education-ddebe663/strategic-planning-process-a8134b2b>
4. School District Regulation on Community Activities and Gathering on School Grounds (including campaigning)
<https://www.boardpolicyonline.com/?b=juneau&s=1741821>

Alaska Association of School Boards (AASB) Resources

5. AASB Board Member Recruitment & Running for School Board Page
<https://aasb.org/running-for-school-board/>
6. Board Standards Handbook
<https://aasb.org/resource/board-standards-a-framework-for-alaska-school-boards/>

Assembly

1. Homepage
<https://juneau.org/assembly>
2. Current Assembly Members and their contact information
<https://juneau.org/assembly/assembly-members>

Assembly links continued...

3. Meeting Minutes
<https://juneauak.portal.civicclerk.com/>
4. Videos of meetings:
<https://www.youtube.com/channel/UCbC37ygkTn7MdlLadv92kaQ> (Some videos can also be found on the minutes page)
5. Assembly Rules of Procedure (4/1/2024). **Mandatory reading for new assembly members!**
<https://juneau.org/assembly>
6. CBJ Elections website
<https://juneau.org/clerk/elections>
7. CBJ Meeting Calendar
<https://juneau.org/calendar>
8. Alaska Local Government Primer from the Alaska Municipal League
<https://www.akml.org/wp-content/uploads/2023/02/AML-Govt-Primer-2023-revised-web.pdf>
9. Alaska Municipal League
<https://www.akml.org/>

Boards and Committees:

1. Information
<https://juneau.org/clerk/boards-committees>
2. Application
<https://juneau.org/clerk/boards-committees-application>

How to Run for Local Office

CAMPAIGN BASICS & LEGAL REQUIREMENTS

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://apoc.doa.alaska.gov/forms/candidate>

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://apoc.doa/alaska.gov/forms/polf>

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 phone: (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 17, 2026, nor later than 4:30 p.m. on Monday, July 27, 2026. 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, 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: <https://apoc.doa.alaska.gov>

To file POFD Statements and Campaign Disclosure forms, a candidate in the City and Borough of Juneau must file online through the State of Alaska <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 29, 202, 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.

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 31, 2026, 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 Monday, August 17, 2026. (CBJ Code 29.07.055) If nothing is received from the candidate by the deadline, the website will state that the candidate chose not submit a candidate statement.

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.

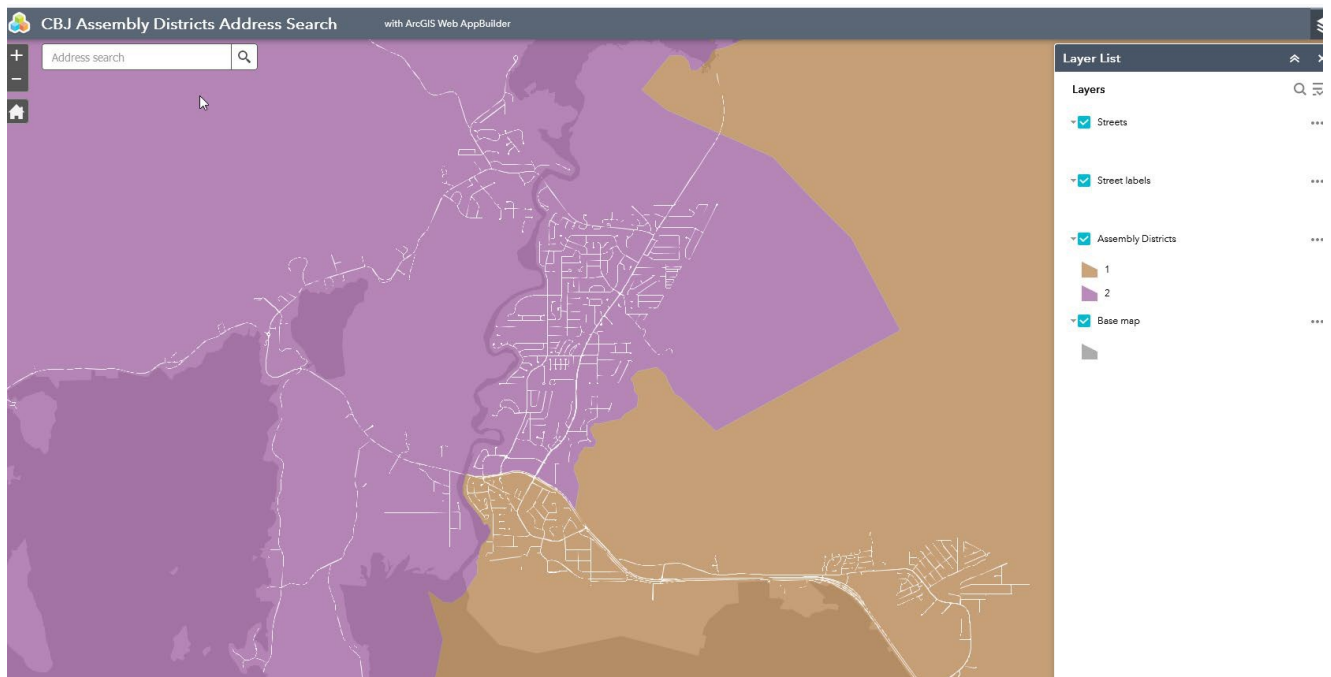
Three Assemblymembers must reside in Assembly District 1, three in Assembly District 2 and two other Assemblymembers may live anywhere in the borough, known as the “areawide seats.” The Mayor may also live anywhere in the borough. Assembly District 1 includes all of Douglas Island, Thane, “downtown”, 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:

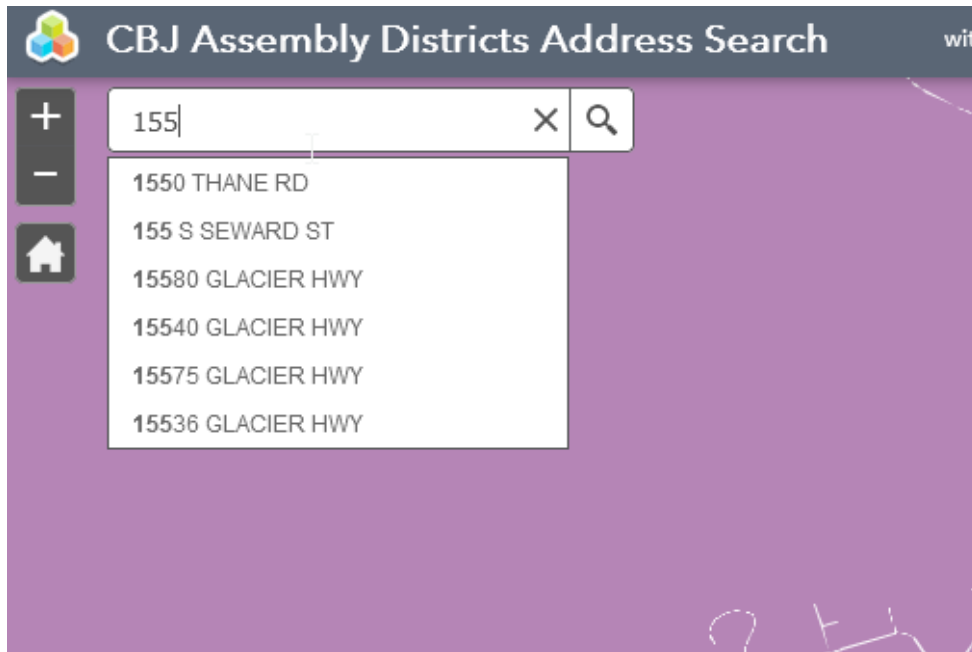
If you’re not sure what district you live in, you can look it up here: <https://bit.ly/3OFa3ga>.

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

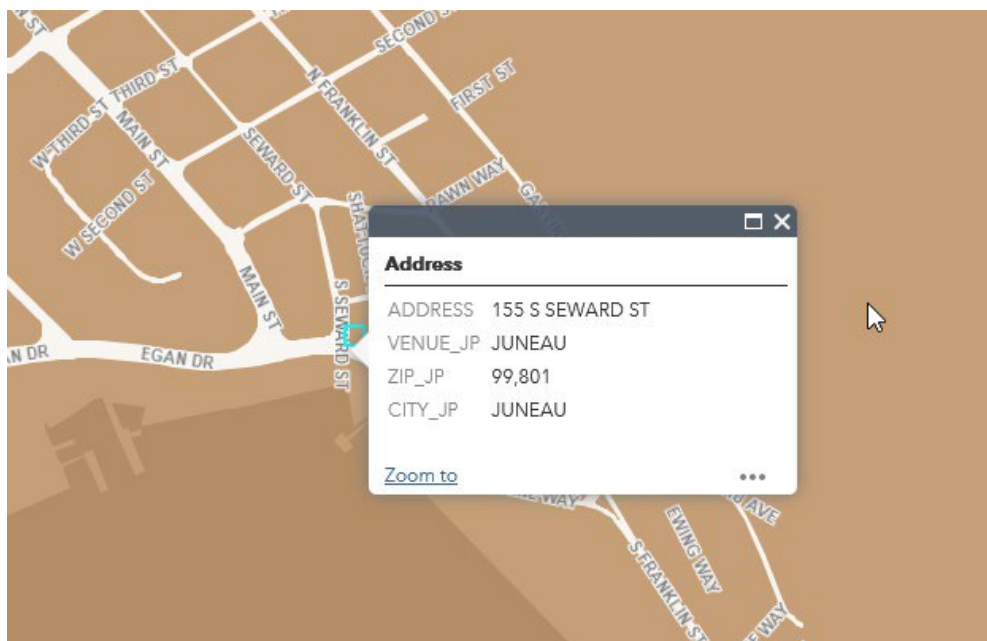


How to use the map:

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.



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

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”

Quick Reference Dates for October 6, 2026 CBJ Regular Election

5/18	Earliest Regular Assembly meeting for the Assembly to introduce a Charter Amendment Ordinance
6/8	[120 days prior to Election Day] Earliest day for the clerk to certify a citizen's petition for a Charter amendment
6/8	Deadline for the Clerk to certify an Initiative Petition and submit it to the Assembly for Action. Last Regular Assembly Meeting to <u>introduce</u> all Assembly-Proposed Ballot ordinances, including any Charter amendments. First Regular Assembly Meeting for the Assembly to <u>adopt</u> a Charter Amendment Ordinance.
6/28	Deadline for the Clerk to certify a Referendum Petition and submit it to the Assembly for action.
7/17-7/27	Filing for Assembly and School Board candidacy opens at 8:00 a.m. on July 17, 2026, and closes at 4:30 p.m. on July 27, 2026. (CBJ Code 29.07.050 (c))
7/27	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.
7/31	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 (CBJ Code 29.07.050 – 67 th day before election).
8/7	[60 days prior to Election Day]
Early August	Clerk finalizes ballot layout & submits ballot text for design, voice recording, and testing.
Mid-August	Final ballot approval with printer
8/17	Optional Candidate Profiles due to Clerk's Office
9/5	First Notice of Election Published in Newspaper of General Circulation
9/6	[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.
9/18	Ballots mailed out from printer/contractor (in WA) to all qualified registered voters
9/21	[15 days prior to Election Day] Ballot Drop Boxes unlocked to begin receiving ballots; Vote Centers open until 8:00pm on Election Day. Vote Center Dates/Times/Locations TBD each year and included in the Notice of Election.
9/29	[7 days prior to Election Day] Last day to submit an application for a ballot to be mailed to a temporary address. Last day to file "write-in" candidacy letter of intent and candidacy packet.
10/5	[1 day before the election] 5:00pm Deadline to submit application for a fax/e-ballot (by electronic transmission). (CBJ Code 29.07.100(c)(3))

Quick Reference Dates for October 6, 2026 CBJ Regular Election

- 10/6** **Election Day: Vote Centers open 7am-8pm; Ballot Drop Boxes open until 8pm. Ballots returned by mail must be postmarked October 6 or earlier.**
- Preliminary Unofficial Results** will not include ballots received on Election Day. Only ballots that were received, reviewed, and approved before Election Day will be included in the unofficial preliminary results published late on Election night.*
- Eligible ballots received on Election Day or afterward will be added to the unofficial results as they are processed. These results will be periodically updated until the final results are certified and officially published.*
- 10/20** **9:00am Deadline** for ballot cures to be received by the Election Center for consideration by the Canvass Review Board.
- 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.
- FINAL RESULTS** will be published online upon certification by the Canvass Review Board and the Election Official.
- 10/22** (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.
- 10/26** Swearing in & first meeting with newly elected Assemblymembers, Election of Deputy Mayor
- TBD** Swearing in & first meeting with newly elected School Board Members
- 10/30** Last Day to file for Judicial Review of Election in Superior Court (Within 10 days of certification)

Contact the Municipal Clerk's office at 907-586-5278 or via email at City.Clerk@juneau.gov with any questions.

ALASKA PUBLIC OFFICES COMMISSION

CANDIDATE REPORTING DATES

2026 STATEWIDE MUNICIPAL/BOROUGH – OCTOBER ELECTIONS

Tuesday, October 6, 2026

Report:	Covers:	Due:
Year Start Report	Start of campaign - February 1	Tuesday, February 17, 2026
30 Day Report	February 2 – September 4	Tuesday, September 8, 2026
7 Day Report	September 5 – September 26	Tuesday, September 29, 2026
24 Hour Reports*	September 27 – October 5	Daily As Needed*
105 Day Report	September 27 – January 4, 2027	Tuesday, January 19, 2027

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

Friday, September 4, 2026 (The last day of the 30-day reporting period)

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

Friday, November 20, 2026 (45 days after the date of the Statewide Municipal Election)

The last day a candidate may accept contributions.

Monday, January 4, 2027 (90 days after the date of the Statewide Municipal Election)

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

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

Contact Information

Website: apoc.doa.alaska.gov

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.

Revised March 4, 2022

COMMON ERRORS THAT WILL CAUSE YOUR REPORTS TO BE RETURNED TO YOU FOR CORRECTION:

ILLEGIBLE REPORTS

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

INCOMPLETE INFORMATION

CANDIDATES

CONTRIBUTIONS UP TO \$50:

DATE (that the contribution was received by the campaign/*not* the date on the check),

TYPE OF CONTRIBUTION (Non-Monetary, Check, CC for Credit Card)

NAME (the person that signed the check is the contributor)

ADDRESS (*complete* address of the contributor; not just the city)

CONTRIBUTIONS OVER \$50:

All of the above (date, type, name, address) **plus**
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

[Statewide Links](#)

REMINDERS TREASURERS

[APOC](#) // [Filer Resources](#) // Reminders 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

[Feedback](#)

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](#)

[Report Fraud](#)

[Site Map](#)

Physical Address

2221 E Northern Lights Rm 128
Anchorage
Alaska 99508-4149

Agency Phone Number(s)

Phone Anchorage: (907) 276-4176

Phone Juneau: (907) 465-4864

Fax: (907) 276-7018

Toll-Free: 1-800-478-4176



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 Feedback



**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.

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 warchest.
- ☐ **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.



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.

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.

How to Run for Local Office

Links to helpful resources

(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: <http://www.elections.alaska.gov>

Alaska election laws: <http://codes.lp.findlaw.com/akstatutes/>

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.”