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Open House Summary

64th Avenue Upgrade (PM&E #12-021)

SUBJECT: Open House #2

LOCATION: Northern Lights ABC School Library

REPORTER: Jessica Smith (CRW)

DATE: Wednesday, October 15, 2014, 6:00 - 8:00 pm

STAFF: Bill Johnson, Erica Jensen, Jessica Smith, Kurt Lawler, Erik Gundersen (CRW); John Smith, Rand Gaynor (MOA)

ATTENDEES: 22 individuals including project staff signed in.

Event Summary

Overview. The Municipality of Anchorage (MOA) 64th Avenue Upgrade Open House #2 was held Wednesday, October 15, 2014 from 6:00 PM – 8:00 PM. The open house was a drop-by, informal public meeting without a presentation. It was held at Northern Lights ABC School Library (2424 E. Dowling Road, Anchorage). Attendees were greeted and asked to sign-in upon arrival. A total of 22 individuals signed in (including staff) for the open house.

Materials. A project informational sheet was made available to all attendees. The project informational sheet contained a project overview, a general graphic of the project area, list of public involvement efforts so far, and anticipated schedule for funding, design, ROW acquisition and construction.

A set of display boards detailing the current status of the project's preliminary design was on display, including:

1. Project Area Map
2. Project Schedule (indicating the current project status and estimated construction year)
3. Typical Section: Laurel Street to Newt Drive
4. Typical Section: Newt Drive to Norm Drive

The display boards were staffed with project team members, which encouraged discussion and questions between the project team and attendees. Attendees provided feedback to project team members through a total of 1 written comment, as well as one-on-one conversations. Project plan and profile maps were displayed on tables with pens to indicate an attendee's residential location and/or area of concern, resulting in a total of

approximately 1 “Map Note.” See the attached comment summary for all submitted written comments and cataloged Map Notes.

Advertising & Outreach

Print. The open house was advertised by an invitational postcard sent by USPS on Wednesday, October 1, 2014. The mailing list included over 900 residents and property owners in the project area.

Abbott Loop Community Council. Project staff attended the September 24, 2014 Abbott Loop Community Council meeting to announce the open house and provide a brief project overview. A total of 11 individuals requested to be added to the mailing or e-mailing lists.

Web. Details of the project open house, including venue, date, and time were posted to the project website on Thursday, September 25, 2014. From September 25 – October 15, 2014, the project website received a total of 67 sessions. 85.1% of the sessions were returning visitors, with the remaining 14.9% of sessions from new visitors. An average of 2.42 pages were viewed per session, with an average time of 3 minutes, 27 seconds being spent on the project website. This sessions during this time period had a 74.63% bounce rate, which indicates the percentage of single-page sessions occurring during the referenced time period. This rate is just outside the goal range of 40% to 70%. It was noted that traffic flow on the website indicated that the majority of the single-page session were on the home page (74.6%). The remaining 25.4% of sessions occurred with other webpages such as the Documents, FAQs, and Contact pages. This is likely due to the URL links found in e-mail notifications that lead website users directly to a particular document (e.g., “Follow this link to the Open House Materials”).

E-mail. Three (3) e-mail updates were sent via a web-based mailing software, Constant Contact. E-mail updates were sent to the 77 e-mail addresses on the project e-mailing list prior to the event as indicated below.

1. Announcement of the Open House (10/1/2014)
2. Reminder of the Open House (10/8/2014)
3. Reminder of the Open House (10/15/2014)

Of the invitational e-mails sent, the average open rate was 28%, which exceeds the national average of 16.3%. This metric indicates the number of recipients that successfully opened the e-mail and loaded the content. The number of undeliverable messages averaged close to 10%, a metric which indicates the percentage of recipients unable to receive the e-mail.

Post Open House Follow-Up

Following the open house, the materials displayed were made available on the project website. A “thank you” e-mail was sent the project e-mailing list, as well as open house attendees who provided their e-mail address for future project updates. The e-mail thanked the recipients for their attendance and pointed those who were not able to attend the open house to the materials found on the project website. Project team contact information was provided, encouraging the recipients to submit any additional comments, questions, or concerns by e-mail (comments@crweng.com). The final “Thank You” e-mail resulted in a 21% open rate.

Attached

- Comment Summary
- Advertisements & Outreach
- Sign-in Sheet
- Display Boards
- Project Information Sheet



Please find additional attachments at www.64thavenue.com/view/documents1

Comment Summary

Documentation: Comments Received
Event: 64th Avenue Open House 2
Location: Northern Lights ABC School Library

Date: October 15, 2014
Time: 6:00 PM – 8:00 PM

SOURCE	COMMENT
Comment Sheet	Disagree with addition/change to sidewalk width from 4' to 5', specifically between Carriage/Newt to Norm Drive. Changing the sidewalk width will make an already narrow width road even narrower. Parking issues and narrow road problems already exist in this area especially in the winter and will be increased by the narrowing of road.
Map Note 01	