

Appendix 2: Plan Methodology

Outlined below is a summary of the efforts used to develop the Draft Salcha-Badger Road Area Plan. This plan was funded through a grant awarded by the Department of Defense Office of Economic Adjustment.

- Established a project working group to help guide the planning process. The working group is a broadly representative group that offers guidance and input on the process and plan contents and helps spread the word in the community. To date, the working group has met six times: February 22nd, April 4th, May 9th, September 26th, and December 12, 2018, and February 6, 2019.
- Collected information from local, state and federal sources to tell the story of the Salcha-Badger Road area: how it is changing and how the population, housing, economy and land use characteristics compare to the Fairbanks North Star Borough (FNSB) and the rest of Alaska.
- Reviewed past and existing community, FNSB, regional and other relevant plans and reports.
- Hosted community open houses in Salcha (June 12th, 2018) and North Pole (July 11th, 2018). Residents shared what they most valued about the area and would like to preserve; what improvements they would like to see; and discussed if, how and where residents want to see the area grow.
- Conducted a project survey to engage residents in the planning process and to gather feedback from residents. Over 100 people completed the survey. The survey was distributed online, sent out by Working Group members to neighbors and colleagues, announced at project events and was available via hard copy at the North Pole Library, North Pole City Hall, Salcha Senior Center and at community events. It was also announced via social media and in an editorial in the Fairbanks Daily News-Miner.
- Hosted a project website (<http://salchabadgerplan.com/>). The website included background information about the project, downloads of past presentations and draft files, announcements of upcoming meetings, links to project surveys and a form to sign up for project e-newsletters.
- Provided updates and presentations to organizations and advisory bodies in the area, including the FNSB Assembly, the FNSB Planning Commission, the North Pole City Council, the FNSB Trails Advisory Committee, the FNSB Chena Riverfront Commission and the Fairbanks Chamber.
- Created an interactive mapping tool so residents could submit location-based comments.
- Had a presence at the 2018 Tanana Valley State Fair. The project team used the time to share project information, collect feedback, encourage residents to respond to the survey and to sign up for electronic project updates.
- Published a [Community Perspective in the Fairbanks Daily News-Miner](#), written by FNSB staff, announcing the project and encouraging public involvement.
- Conducted over 30 interviews with stakeholders, business owners, housing experts such as realtors and builders, and community leaders to identify transportation, housing and land use issues and discuss ideas for how to plan for the area.
- Developed an email distribution list for sharing regular project updates with interested community and partner stakeholders.

- Hosted two community meetings, one in North Pole (February 25th, 2019) and the other in Salcha (February 28th, 2019). Overall more than 100 residents attended the community meetings.
- Sent postcards to all property owners in the Salcha-Badger Road area to publicize the community meetings.
- Engaged state legislators to help with outreach to their constituents.
- Shared information about the draft plan on local radio and [television stations](#) and in the [Daily News-Miner](#).
- Announced project updates on social media and the project website.
- Distributed an online, interactive, map-based tool for getting resident input on draft area plan policies.
- Sent postcards to all property owners in the Salcha-Badger Road area announcing the release of the draft plan.
- Made hard copies of the draft area plan available at locations around the project area.

Related efforts: the creation of the FNSB Community Housing Task Force, which is part of EAFB Regional Growth Plan Implementation. On August 29, 2018, the newly-formed Housing Task Force met for the first time. The Housing Task Force includes community leaders, developers, policymakers, investors and planners who will identify housing challenges and opportunities in the FNSB, define “quality housing,” and develop ways to improve and create quality housing for FNSB residents. While the Housing Task Force is not directly a part of this project, conversations and input from the Task Force is helping inform this planning effort, and the group will be well positioned to assist with implementation of this plan.

The Housing Task Force met for a second time on March 1, 2019. The Fairbanks Economic Development Corporation (FEDC) is taking the lead on convening the group.