

SCOMM

#9:35

Brian Rogers 3/11/77
Comments on DPDP Rowan Survey #2

It's hard to criticize a survey without knowing what the goal of the survey is, but I do have a few suggestions as to possible changes in structure of the survey.

I think it will be hard for respondents to jump into the first question on the budget. In addition to the problems mentioned by Connie on the budget category breakdowns, it might be best to create a framework for the respondents to work with. I would suggest something like the following:

1. Here is a list of possible goals and objectives for the State of Alaska. (SHOW CARD #1). Please indicate which goals you agree with, and which you disagree with. What other goals do you think the State of Alaska should work towards?

- Full employment of Alaskan residents.
- Low-cost energy distribution for individual and business use.
- A statewide communications system which serves all residents.
- Stable regional economic bases.
- Full profit from public resources.
- Efficient transportation systems which serve all regions of the state.

-etc.

-etc.

-respondent's additional goals:

- 1.
- 2.
3. etc.

2. How well do you feel the state is meeting these goals and objectives. (similar to questions 40-48)

3. Here is the way the present state budget is proportioned: (set up similar to current questions 1-10, but broken down in a different manner, perhaps as Connie has suggested)

4. The state of Alaska has an opportunity which may be unique in the United States. For the next 20 years, the state will be taking in large amounts of revenue. 25% of certain types of revenue will be placed in the permanent fund. Some of the revenues will be used for the operating expenses of state government. What do you think the state should do with other excess revenues?

1. put in permanent fund
2. put into loan programs for state
3. increase expenditures by state government
4. give the money to residents of the state
5. other

to use to pay for ... (hard to hear)

Since answering a survey is a learning experience for the respondent as well as the surveyor, I think the framework of

1 What are our goals?

2 How well are we meeting our goals?

3 What tools (economic, resources, governmental structure) are available to better meet the goals?

4. Specific questions on tools - especially permanent fund & general fund.

would work well.

Additional comments 3/18/77

After last Sunday's meeting, I would suggest using the goals set forth by the group as a jumping off point for question #1.

The main thing I want to stress is that the permanent fund is not separate from other state funds; it does not exist in a vacuum. In order to achieve the objectives of the people of Alaska, it cannot be treated separately, but must be coordinated with all of the tools - financial and otherwise - at our disposal.

I've enclosed notes from last Sunday's meeting. We are currently expanding these, but will not be finished before the survey goes out.

1 - 10 These questions should be preceded by the questions asked in 40 - 48. 40 - 48 is an excellent primer to get folks thinking about how they feel about present govt activities before they are hit with the horrendous task of suggesting a future budget.

However, rethink the specific topics used in 40 -48. I suggest you eliminate 48 (Rehabilitation) because I don't know what that means; substitute "income assistance" for "income maintenance" in 47; and maybe add in communications and police protection.

Then, make sure all of those specific topics are included in one of the budget categories of 1 - 10. As it now reads, several topics are missing.

Finally, don't use the categories you have used for 1 - 10. I realize that these are the categories used in the actual budget, but you should redesign things to make things more understandable to citizens. You can easily translate the results back into the standard budget categories. For example, you might consider the following:

EDUCATION *

Elementary and Highschool
University of Alaska and other post-highschool programs
Community Colleges

SOCIAL SERVICES (employment opportunities, childcare, alcoholism, drug abuse, programs for the elderly, housing assistance, income assistance, health programs)

JUSTICE (state police, courts, prisons, delinquency programs, victim compensation)

TRANSPORTATION *

Airports
Highways
State ferry system

COMMUNICATIONS (telecommunications)

RESOURCE & LAND MANAGEMENT *

Fish & Game management
State parks
environmental protection
planning & management of state lands, forests, minerals, oil

OTHER (consumer protection, tourism developments, required expenditures, disaster relief, etc.)

* for EDUCATION, TRANSPORTATION, and RESOURCE & LAND MANAGEMENT individuals should be given the opportunity to break down their responses into the subcategories shown, if they should like to. (This is essential in order to allow people to vote for more highschools and less university; to vote for more airports but not more roads; to vote for more fish & game but not more parks, etc.)

You'll note that I've also reduced the number of budget categories because 10 is just too many to divy up. The ones I've left out should simply be used in the OTHER category. I don't think it appropriate to ask voters to vote on the GOVERNMENT category which really means over head. They answer that later when they are asked if there should be a % ceiling on how much of the budget goes into personnel.

And they should not be asked to vote on those things which are mandatory, like native claims payments. Leave that piece of dynamite out.

Revenue sharing is important; but it should be asked in a wholly separate category. You might ask:

"Should State funds and state responsibilities be shifted more to local governments through ^(revenue) revenue sharing, or should local governments functions remain as they are."

13 Rewrite as follows:

In addition to HOW money is spent, we need to know HOW MUCH should be spent. Here are 3 state budgets (show card 2) which are possible for the coming year. Tell me which budget you prefer and why.

A SMALLER BUDGET:

- (A) \$600 million budget. Our present year's budget is \$ _____ in state funds (we also get about \$ _____ in federal funds). Due to the rise in cost-of living which affects employee paychecks and other government costs, a 600 million budget would mean a substantial reduction in present government services -- and since we would need less money, it could mean a cut in taxes.
- (B) THE SAME BUDGET (\$800 million dollars) 800 million dollars would provide the same services that our present _____ million dollar budget provided this year, due to inflation.
- (C) AN EXPANDED BUDGET (\$1 billion dollars) In the past few years government has grown on the average of 12% a year. If that growth continued into next year it would mean a one billion dollar budget. Additional money will have to come from somewhere. Some might come from the money we'll receive when oil starts to flow thru the pipeline this September; however further taxation might be necessary to feed an expanded budget.

17½ An additional question should be asked:

"Do you think Alaska should continue to seek as much federal money as possible for programs such as highway building, fish & game management, etc., or should we become less dependent on federal money?"

- 18 Before answering this question, the respondent should be told when the employees last got a pay raise and how much the cost-of-living has risen since that time. For example:

"State employees just received a 5% cost-of-living increase in their pay. The last time their pay was adjusted was in (date). Since that time it is estimated that food, housing, and other costs have risen ___%. Do you think that state salaries should be adjusted to keep up with inflation; and if so, do you think the recent pay raise is a good one?"

- 19 Tell the respondent what that percent level of the budget put into salaries and benefits is today, and how that percent has changed in the past few years.

- 20 - 30 These questions regarding use of oil & gas money get a little heavy. They should be reduced in number and complexity. Less specifics should be asked and more overall policy questions should be addressed. The following is a rough suggestion:

Creation of a Permanent Fund was approved by the voters last November. This means that at least 25% of certain revenues from the sale of state oil & gas must be put into a special savings account. While the money in this account cannot be spent, it can be loaned out or invested. Any additional earnings received on those loans or investments can be used in any way the state sees fit. Those earnings could be put back into the permanent fund, or spent in the budget, or even returned directly to citizens.

The state therefore needs to answer three questions:

- (1) How should the permanent fund money be loaned or invested; what goals should such loans or investments seek to achieve?
- (2) How should the earnings on loans and investments be used?
- (3) How much of the oil & gas revenues should be put into the fund (we could set aside anywhere from 25 - 100%)

Which goal is more important to you in the management of the permanent fund?

- (1) The permanent fund should be managed to assist Alaska directly through low-interest loans for such things as community development, fisheries enhancement, etc.
- (2) The permanent fund should be managed to assist Alaska indirectly through making high-interest investments outside (like in the stockmarket); and the interest should then be used as loans or actual expenditures to meet Alaskan needs.

The interest earned by permanent fund loans or investments should be used in what way?

- (1) It should all be put back into the fund.
- (2) It should be directly distributed to citizens of the state just like dividends are paid to people who own stock in corporations?
- (3) It should be put into the general fund where it can then be spent just like other state funds.
- (4) Other

next page continues.

How much money should go into the fund is another question. We could put anywhere from 25 - 100% of oil & gas revenues into it. Which do you prefer:

*problem:
what about
taxes*

- (1) We should put as little as possible into it (25%)
- (2) We should put all we can into it (100%)
- (3) We should put whatever amount into it that is above and beyond what we need to maintain our present state spending and services
- (4) We should moderately increase our present state expenditures and services and put the excess into the permanent fund.

Rewrite as follows:

- 31 "More and more people have been coming to Alaska in recent years. Do you view this as a trend the state should
- (1) actively encourage
 - (2) actively discourage
 - (3) not get involved in
- 32 Change to: "If you would like the state to encourage more people to come to Alaska and your community, how should this be done?"
- 33 Change to: "If you would like the state to discourage more people from coming to Alaska and your community, how should this be done?"
- 34 Eliminate (56 is a better question and all you need)
- 36-39 Definitely eliminate these -- that has already been asked in my suggested permanent fund questions.
- 40-48 I already suggested that these be the first questions.
- 49 Is an important question, but it asks only the methods and ignores the policies. The question should be rephrased:
- "Public schools are presently financed in the following manner: Areas that have local governments receive some state funds and also tax resident property owners to provide local funds. Bush areas which have no local governments do not tax property owners; and so education is totally paid out of state funds. Do you think this system should be changed? If so, how?"
- 50 I hate that question.

56 Rephrase this question as follows:

State-owned oil and gas can be sold to bring in money to the state. Some of that money will go into the permanent fund and some will go into the general fund where it can be spent like all other state money. However, unlike fish and timber, oil & gas does not regenerate once it is removed. It is a non-renewable resources; and hence when we sell this resource is an important question. Which policy for the sale of oil & gas do you prefer?

- (1) The State should try to sell all its oil & gas as quickly as possible.
- (2) The State should sell its oil and gas at a rate needed to obtain desired growth objectives and to meet projected budget needs.
- (3) The State should not sell any more oil and gas; and should simply wait while the federal government sells its Alaskan oil (such as that on the Outer Continental Shelf) and while private landowners sell theirs (regional native corporations).
- (4) Other

57 Rephrase the question:

When Alaska sells its oil & gas it does so in a way which provides the state a "royalty" when the gas begins to flow. A royalty means that the state can choose to receive a set % of the oil or it can receive cash for that amount of oil (and gas) In deciding how to use our royalty oil, which goal(s) do you think most important?

- (1) The State should receive its royalty in whatever way will provide the most money to the state treasury.
- (2) The State should choose to receive some of its royalty as real oil and should then resell that oil on its own to
 - (a) promote industrial development that needs oil for energy or materials ~~(\$/BBL/\$)~~
 - (b) ensure a reasonably priced energy source for use by Alaskans in heating homes and as motor fuel.
- (3) other

PLEASE NOTE: THE FOLLOWING PAGES WERE TREATED
AS A UNIT IN THE ORIGINAL DOCUMENT.

CITIZEN FEEDBACK

**A Survey of Alaskan Citizens
on
The Major Policy Questions
of the Day**

**Rowan Group Report
for**

**The Office of the Governor
Juneau, Alaska**

November, 1976

01. Are you a resident of Alaska

100.0% Yes
0.0 No

02. What would you say are the two or three major problems facing Alaska today?

03.

04.	First	Second	Third	Total	
	8.3%	9.2%	6.1%	23.6%	Inflation/cost of living (economy)
	3.5	3.5	5.1	12.1	Unemployment/jobs
	16.6	6.7	3.2	26.5	Influx of people (overcrowdedness)
	10.8	4.1	2.2	17.1	Fast/uncontrolled growth (need planning)
	7.3	3.8	2.5	13.6	Pipeline/pipeline impact
	2.5	2.9	3.8	9.2	Conservation/environment (pollution)
	5.7	7.3	3.8	16.8	Wise use of resources (should protect/orderly develop.)
	7.3	3.5	2.9	13.7	State spending/budgeting (too much spending/too fast)
	1.9	1.9	2.5	6.3	Check the bureaucracy
	1.6	1.0	1.0	3.6	Poor leadership
	1.0	0.6	1.3	2.9	Other governmental comments
	5.1	9.6	4.1	18.8	Crime/police/the courts
	5.4	5.4	2.9	13.7	Highways/roads (traffic)
	0.6	2.5	0.0	3.1	Outside interference in state (special interests/ business exploitation/Federal intervention)
	2.2	4.1	1.9	8.2	Industry/unions/business (too industrialized/too many small businesses/not enough industry/union power)
	2.2	3.8	1.6	7.6	Alcohol/drugs
	2.9	2.9	1.3	7.1	Housing/rents
	1.9	2.9	2.2	7.0	Education/schools
	1.6	1.9	3.5	7.0	Transportation/communication
	1.9	2.2	1.6	5.7	Fish and Game (Limited Entry)
	2.5	1.3	1.9	5.7	Taxes
	0.6	2.9	1.0	4.5	Health/welfare/social services
	1.3	2.2	0.6	4.1	Alaska Natives problems/Land Claims Act
	4.1	6.4	3.8	14.3	Other
	1.0	7.3	39.2	47.5	No opinion

Other comments in numbers; not percents: Capital move (13); need recreation (6); Apathy (4); Haul Road should be open (2); Legalize prostitution (2); Isolation (2); Morality (2); Too much gun control; Elderly; Lack energy; Change 30 day voter registration; Full year pilot insurance; Aged; Gas line through Alaska; Utilities; Boomers; Gasline; Minorities; Poor quality of life; Postal service.

05. Of all the problems you mention, which one do you feel that state government should be working on first and hardest?

- 7.0% Inflation/cost of living (economy)
- 5.7 Unemployment/jobs
- 10.8 Rapid growth/population influx
- 4.8 Pipeline/pipeline impact
- 5.1 Conservation/environment
- 7.3 Wise use of resources
- 5.7 State government (leadership/bureaucracy)
- 1.3 Outside interference in Alaska (Feds/business exploitation/special interests)
- 9.6 State spending/budgeting
- 8.6 Crime/police/the courts
- 1.6 Alcohol/drugs
- 2.9 Housing/rents
- 3.8 Education/schools
- 6.1 Highways/roads (includes traffic)
- 2.9 Fish and Game
- 2.2 Taxes
- 1.9 Health/welfare/social services
- 1.6 Alaska Native problems
- 5.4 Other
- 5.7 No opinion

Other comments in numbers; not percents: Union situation (2); Public utilities; Airplane insurance; Change of 30 day registration for voting; Capital move (3); Energy-develop hydro power sources; Keeping money here (2); Land; Rural development; Moral issues; Lack of order in collective bargaining with public; Recreation for kids; Postal services.

06. How should the state government solve that problem?

- 8.4 Reduce spending (too many employees; better budgeting)
- 6.8 Better planning (wise choice of consultants)
- 9.0 Better leadership (state government work harder; legislature work for people; represent people not special interests; work together on all levels)
- 5.5 Environmental research (more conservation; harvest resources in an environmental way)
- 5.2 Encourage business/industry (capital loans; competition; tax breaks)
- 2.6 Discourage business/industry (higher tax on outside interests)
- 1.6 Even-growth policies
- 4.2 More police (crack down on drugs)
- 4.2 Better courts (tougher sentences; mandatory sentences)
- 3.2 Highway construction (increase; better road planning)
- 3.9 Schools (more money; teachers; schools for villages; a better curriculum)
- 3.5 Low cost housing (more low income housing; rent controls)
- 5.2 Discourage non-residents (keep outsiders out; discourage those w/o jobs)
- 17.7 Other
- 19.0 Don't know

06. (con't) Other comments in numbers; not percents: More money to hatcheries; Develop public service jobs (2); Encourage food co-ops; Increase state income tax; Develop public transportation; Develop energy, Susitna hydro-electric facility; More authority for state from Federal; Don't move capital for at least five years; Keep prices down (3); Open more land to public; Work through insurance commission on pilot insurance; New voter registration requirement of 1 year; Disclosure of profits; Revise laws and bring up to date; Move capital; Railroad to lower 48; Send some Natives back to their own villages; Lower property taxes in alignment with services received; Don't give away so much for free; Becoming aware of Native importance and issues; Money for Day care; Careful scrutiny of eligibility for welfare; Restrictions on sale of alcohol; No Canadian pipeline; State should have more control, less Federal control; Allow professionals to advertise so we know what they really do; More insitutions than just API; More money for alcoholism programs; Retain Limited Entry; Old age care; Recreation programs for young; Improve utilities; Good homestead laws; Constitution change so government doesn't have control of all agencies; Reevaluate Limited Entry; More land for homesite use only; Legalize gambling/prostitution; Cut taxes; Keep Japanese fishermen out (2); Public sale of land; Organize plan preventing and rehabilitation for alcohol; Restrict unions more; Task force on oil impact; Stop giving Natives everything; Don't allow non-property taxpayer vote on issues affecting property taxpayers; Input from people throughout state; Invest in fish hatcheries (2); Don't move capital; Invest in preventative programs for child and family crisis; More for employees.

07. What in your opinion will be the major problems of Alaska two or three years from now?

09.

First	Second	Third	Total	
14.3%	7.0%	3.8%	25.1%	Unemployment/jobs
10.2	6.7	4.8	21.7	Inflation/cost of living (economy)
15.0	6.7	1.6	23.3	Population influx
5.1	6.7	1.6	13.4	Crime/police
3.8	5.4	1.0	10.2	Wise resource development
3.5	3.2	1.9	8.6	Environmental protection
5.1	3.8	1.6	10.5	Government spending/budgeting
1.3	1.6	1.0	3.9	Government (bureaucracy/leadership)
2.9	1.6	0.6	5.1	Roads/highways
0.6	1.6	0.6	2.8	Traffic/congestion
0.6	1.6	0.6	2.8	Transportation
1.3	1.9	1.3	4.5	Education/schools
4.1	3.5	0.6	8.2	Housing
3.2	1.9	1.3	6.4	Industry/unions/business
6.7	2.9	1.9	11.5	Pipeline/gas line
0.6	1.6	1.0	3.2	Alcohol/drugs
1.9	1.3	0.3	3.5	Fisheries
1.0	1.0	0.6	2.6	Native problems
1.6	2.2	1.3	5.1	Lack public services
0.3	0.6	1.0	1.9	Taxes
0.6	1.0	0.0	1.6	Medical/medical costs
0.6	0.3	1.0	1.9	Lower quality of life
7.6	3.5	1.0	12.1	Rapid growth
2.2	3.5	1.0	6.7	Other
5.7	29.0	68.7	103.4	No opinion

07 - 09 (Con't) Other comments in numbers; not percents: Hydro-electric power; Exploiting Native cultures; Capital (8); Urban area control; Interference by outsiders; Recreation (3); Minorities; Individual identity crisis; Welfare (2); Hippies; Isolation

10. What would you say are the two or three major problems right here in this
11. community?

First	Second	Total	
4.1%	5.1%	9.2%	Inflation/cost of living (economy)
1.6	1.9	3.5	Unemployment/jobs
7.0	5.1	12.1	Population influx (overcrowdedness)
8.6	6.1	14.7	Roads/highways (maintenance)
10.8	3.2	14.0	Traffic/parking
1.3	2.9	4.2	Expand mass transit
13.7	9.9	23.6	Crime/police/the courts
6.1	8.6	14.7	Housing/rents
2.5	2.5	5.0	Taxes
2.9	3.5	6.4	Education/schools
6.4	3.5	9.9	Growth/development (rapid/unplanned)
4.5	1.9	6.4	Lack recreation activities
8.0	4.5	12.5	Poor local government (apathy/access/communication/bickering)
1.9	5.4	7.3	Industry/commerce
1.3	0.6	1.9	Post-pipeline impact
1.6	1.0	2.6	Fisheries/fishing
6.1	6.4	12.5	Alcohol/drugs
2.2	1.6	3.8	Pollution/ice fog
1.6	1.6	3.2	None
4.8	6.1	10.9	Other
3.2	18.5	21.7	No opinion

Other comments in numbers; not percents: Stray dogs; sewer and water (2); Harbor facilities (2); Lack of services (2); Lack of revenue; Fire prevention; Race conflicts; Bad medical facilities; Racism; Not enough shopping facilities; Do control; Apathy; No available land; Capital move (10); Agricultural situation; Tramway (2); airline situation; Parents should pay more attention to youth.

12. Which level of government should be most responsible for solving the problems of this community?

15.3%	The state government
17.6	The borough government
49.2	The municipal government
15.7	Other
2.2	Don't know

Look at this list and tell me who spends its money most efficiently in this community. Please rank them first, second, third and fourth, as you see it:

	<u>First</u>	<u>Second</u>	<u>Third</u>	<u>Fourth</u>	<u>All</u>	<u>None</u>	<u>Don't know</u>
13. People	50.3%	6.7%	7.0%	12.7%	0.0	9.6%	13.7%
14. Federal Govt	8.6	14.0	15.0	35.0	0.0	12.1	15.3
15. State Govt.	8.0	20.7	31.5	12.1	0.0	12.1	15.6
16. Local Govt.	9.6	29.6	15.9	17.2	0.0	12.1	15.6

17. What services do you receive for your state tax dollars?

18.

<u>First</u>	<u>Second</u>	<u>Third</u>	<u>Total</u>	
13.4%	15.0%	12.1%	40.5%	Education/schools (U of A; Community colleges, included)
40.8	19.1	7.7	67.6	Highways/roads
13.4	8.9	8.0	30.3	Police protection (state troopers)
0.0	1.6	1.9	3.5	Courts (judicial services/corrections)
1.0	2.9	1.3	5.2	Fire protection
2.2	3.2	4.2	9.6	Fish and Game (management/protection)
2.2	4.8	3.8	10.8	Parks and Recreation
1.6	1.0	1.3	3.9	Libraries
1.0	5.4	3.5	9.9	Airport facilities
1.9	2.5	1.0	5.4	Ferries
1.9	0.6	0.0	2.5	Harbor/port facilities
2.5	1.9	5.8	10.2	Health services (mental health facilities)
0.6	2.2	2.2	5.0	Social services (welfare/food stamps)
0.0	1.3	1.3	2.6	Elderly services (Pioneer homes/care)
3.5	1.6	1.6	6.7	Unemployment (job services)
0.0	2.2	1.0	3.2	Utilities (water/sewer/garbage)
1.0	0.6	1.6	3.2	Legislative (state congress; representation)
1.6	1.9	2.2	5.7	Specific funding (Art council; rent review/ small business Admin; Impact funds, etc)
5.1	4.8	4.8	14.7	None
1.9	3.2	1.0	6.1	Other
4.5	15.3	33.9	53.7	Don't know

Other comments in numbers; not percents: Sub-contracts; Postal (2); Transportation and busses; Government employees; National Guard; State housing; Communications; Pollution Control; State employee benefits; waterway benefits; People Mover; Attorney General should be elected not appointed; State troopers in Anchorage should be handle by municipal; Use of public buildings; Church tax breaks; Fluoridation; Coast Guard; Drainage; Environmental protection.

20. Which of these services is the best?

21.

First	Second	Total	
19.1%	2.6%	21.7%	Education/schools (U of A; Community Colleges included)
13.4	1.6	15.0	Highways/roads
4.5	1.6	6.1	Other transportation (airports/ferries)
2.5	1.0	3.5	Fish/game/wildlife
5.4	0.3	5.7	Parks/recreation
6.4	0.6	7.0	Police/enforcement (public safety)
6.4	0.0	6.4	State police
2.9	0.0	2.9	Fire department
2.5	0.6	3.1	Health services
1.9	0.3	2.2	Employment/job services
1.3	0.0	1.3	State employee benefits
1.6	0.6	2.2	Elderly
7.3	0.0	7.3	Other
24.8	90.7	115.5	Don't know/none

Other comments in numbers; not percents: Utilities; sewer; Rent review board; Sub-contracts; Alaska Legal services; Library (3); All (3); Housing; Mail Government (2); Social services (2); courts, Environment (2); Art Council; Construction grants.

22. Which of these services are the worst?

23.

First	Second	Total	
7.3%	7.3%	14.6	None
25.8	1.0	26.8	Roads/highways (maintenance)
2.9	1.3	4.2	Other transportation (ferries/airports)
7.0	1.0	8.0	Police/courts/troopers
7.3	0.6	7.9	Education/schools
4.8	1.3	6.1	Social services/welfare
3.2	0.3	3.5	Fish/game/welfare
1.9	0.0	1.9	Employment services
1.0	0.3	1.3	Health services
5.7	1.3	7.0	Other
33.1	85.7	118.8	Don't know

Other comments in numbers; not percents: Too many state employees; Legislature (2); Postal; Liquor Control Board; State funding allocations; State tax information; State government; Needs that should be provided by the city; Recreation (2); Environment; Duplicative services; Office facilities; Housing; Land management.

24. Which state services ought to be eliminated?

25.

First	Second	Total	
36.9%	36.6%	73.5%	None
12.7	0.0	12.7	Excess welfare (food stamps; unemployment sent outside)
3.2	0.3	3.5	Specific commissions (public utilities; rent review;)
5.4	0.0	5.4	Duplication (bureaucracy; inefficiency; employees)
1.3	0.3	1.6	Office of Governor
8.0	1.0	9.0	Other
32.5	61.8	94.3	Don't know

24. (Con't) Others in numbers; not percents: Services which interfere with individual freedom; Agriculture loan program; Possible Native programs (4); School (2); State involvement in adoption of children by spouse of child's natural parent; High wages; Evaluate state employees over \$40,000 per year; Highway department to private contractor; Day centers (3); Rehabilitation type of grants; Dumping salt on highways; Native corporations should take over state functions in rural areas; Capital move; Sewer tax; Let local government take over building of roads; Fluoridation; Change control of services to local contractors; Fish and Game protection officers maybe; Drug enforcement; Highway construction.

26. Overall, would you say the net effect of the trans-Alaska oil pipeline has been positive or negative?

55.1% Positive
 35.0 Negative
 9.9 Don't know

27. (IF POSITIVE) Why is that?

44.3% Not applicable
 19.4 Increased employment
 11.5 Built up Alaska (proved AK resources; helped state grow/develop)
 5.1 Provided state revenue (tax base)
 7.3 Commerce/business growth
 1.9 Increased population (influx of skilled/knowledgable people)
 1.9 Increased standard of living
 5.1 Give U.S. needed resources
 0.3 Other
 3.2 No opinion

Other comments in numbers; not percents: Expedited Alaska Native Land Claims Settlement.

28. (IF NEGATIVE) Why is that?

64.0% Not applicable
 8.6 Economic (too high wages; prices; cost of living, etc.)
 9.2 Population influx (transient problems/overcrowded)
 3.2 Rapid growth/development
 4.1 Lower quality of life
 3.8 Encroaching on environment
 2.5 Increased crime
 2.2 Poor workers (outsiders)
 1.6 Other
 0.6 Don't know

Other comments in numbers; not percents: Revenue leaving state; No benefits; Lost skilled workers in area to pipeline; No oil has started to flow.

29. What benefits have you derived personally from the pipeline?

- 55.7% None
- 17.8 Jobs (relatives got jobs; more jobs in general)
- 10.5 Higher wages (higher standard of living)
- 7.6 More business activity (more commodities; money in economy)
- 2.2 Land values increased
- 3.5 Other
- 2.5 Don't know

Other comments in numbers; not percents: Satisfaction of knowing Alaska is contributing to oil crisis; Brought about the enactment of Native Land Claims Settlement; Gas available (2); Made some friends; A few drinks; Learned patience and job experience; Amusement; \$90 Native money; Lower state taxes (2).

30. What losses have you personally suffered because of the pipeline?

- 51.0% None
- 25.8 Economic (higher cost of living/prices/inflation/rents/taxes/jobs)
- 3.2 Population influx
- 8.9 Lower quality of life (worse neighborhoods/poor attitudes; unfriendly/privacy/immorality)
- 1.6 Poor roads/traffic
- 2.2 Lack safe feeling (crime/violence)
- 2.5 Environment/pollution
- 1.6 Had family problems (while on pipeline — missed family etc)
- 2.2 Other
- 1.0 No opinion

Other comments in numbers; not percents: Lost access to some hunting areas (2); Bumped off airline; Changing attitude toward government; Lost my good attitude of white people; Discrimination; Venereal disease.

31. Do you care which route a gas pipeline takes from Prudhoe Bay to the Lower '48?

- 76.8% Yes
- 15.6 No
- 7.6 Unsure

32. (IF YES) Which route do you favor?

- 53.5% North Slope - Valdez - ship
- 11.5 North Slope - Alaska Highway - Northwest
- 4.5 North Slope - Mackenzie/Canada - Midwest
- 5.1 Other
- 6.1 Has no route in mind
- 19.4 Not applicable

33. What benefits will you derive from this gas pipeline?

- 33.8% None
- 12.1 Cheaper fuel
- 5.7 More gas for state
- 7.3 More state revenues
- 11.8 More jobs
- 8.0 Bolster the economy (commerce/business)
- 1.6 Lessen tax burden
- 1.3 Better standard of living
- 5.7 Alaska will benefit
- 0.6 Other
- 12.1 Don't know

Other comments in numbers; not percents: Avoid Canadian blackmail;
Canadians won't have rate control.

34. Should we encourage a petrochemical industry in Alaska?

- 65.9% Yes
- 24.2 No
- 9.9 Don't know enough about it

35. Should Alaska sell its state owned natural gas cheaper to get the gas industry to come to Alaska?

- 20.7% Yes
- 68.5 No
- 10.8 Don't know

36. In developing the resources the state owns, should the state try to make a profit, take a loss, or break even?

- 79.3 Make a profit
- 0.6 Take a loss
- 15.3 Break even
- 4.8 Don't know

37. Are there any places in the state that should NOT be developed for oil and gas?

- 67.5% Yes
- 21.3 No
- 11.1 Don't know

38. (IF YES) Where?

- 31.5% Not applicable
 - 13.1 State/National parks (recreation areas)
 - 6.4 Kachemak Bay
 - 1.9 Gulf of Alaska
 - 1.9 South East Alaska waters
 - 16.9 Offshore areas (Bristol Bay; Beaufort Sea; Inlets, where fishing would be damaged)
 - 3.8 Wilderness areas
 - 3.8 Game reserves (wildlife refuges)
 - 5.4 Environmental risk areas (where it might infringe on other renewable resources)
 - 4.1 No new areas at all
 - 6.1 Other
 - 5.1 Don't know
- Other comments in numbers; not percents: Where people are (4); Kenai Peninsula (2); Seward (3); Not in central Alaska; Native Land Claims Act areas (3); Brooks Range (2); Pet 4 (2); Illiamna; Arctic; Specialized areas.

39. Should the state use the oil lease bonus, that is, the money paid the state by oil companies to lease state lands, to pay state employees?

- 38.5% Yes
- 49.4 No
- 12.1 Don't know

40. Should alcohol be taxed high enough to pay for alcoholism services?

- 76.1% Yes
- 20.7 No
- 3.2 Don't know

41. Should users of the haul road from Fairbanks to Prudhow pay the whole cost for its maintenance?

- 58.3% Yes
- 31.8 No
- 9.9 Don't know

42. Would you pay 2¢ per gallon of gas extra to have the haul road kept open to public traffic?

- 21.3% Yes
- 73.2 No
- 5.4 Don't know

43. Tell me this. Where should the state capitol be?

- 40.9% Juneau
- 15.3 Anchorage (near Anchorage)
- 12.8 Willow
- 6.7 Wasilla
- 2.6 Matanuska Valley/Palmer
- 3.2 Talkeetna
- 3.8 Between Anchorage and Fairbanks
- 8.9 Other
- 5.8 Don't know

Other comments in numbers; not percents: Soldatna; Railbelt (2);
Wherever accessible (3); Fairbanks (2); Miami; Hurrigan Gulch;
Mt. Yenlo (7); Larson Lake (3); Kenai; Central area (2); Mt. Susitna
area; Sitka; Pelican; Nenana; Delta Junction.

44. Should public employees be allowed to unionize?

- 61.5% Yes
- 29.9 No
- 8.6 Don't know

45. Should public employees be allowed to strike?

- 52.2% Yes
- 40.4 No
- 7.3 Don't know

46. This year the Legislature approved a one-year operating budget of over \$700 million for Alaska. In your opinion, is this budget too high, too low, or just about right?

- 31.5% High
- 4.1 Low
- 24.8 About right
- 39.5 Don't know

47. Name for me areas or programs in the budget which you would cut or eliminate?

48.

First	Second	Total	
5.4%	4.8%	10.2%	None
8.3	2.2	10.5	State payroll
6.4	1.3	7.7	Excess personnel
13.7	3.5	17.2	Social services/welfare
2.2	0.6	2.8	Education
0.3	1.6	1.9	Job services
0.5	0.6	1.1	Native services
11.8	3.2	15.0	Duplication/bureaucracy (eliminate non-essentials)
1.3	0.3	1.6	Capital move
4.5	1.9	6.4	Other
45.5	79.9	125.4	Dont' know

47. (con't) Other comments in numbers; not percents: Environmental; ferry service;
48. Forest exploration; Limited Entry Commission; Hydro-electric dam, Highways (4); BIA; Local government; Grants to Natives; Senior citizens; Evaluation surveys; All new programs; Too many facilities; Operating by principles a profit making organization; Agricultural funding; Licensing boards; Park maintenance.
49. If the state needed more money, would you prefer that the money be raised with...
- 25.5% A sales tax
 - 12.7 An income tax
 - 1.0 A property tax, or
 - 18.5 A business tax
 - 30.6 Opposes all taxes or increases
 - 11.8 Don't know
50. Would you vote if there were a referendum in Alaska regarding the long range spending plan of the government?
- 73.9% Yes
 - 12.1 No
 - 14.0 Don't know
51. How well would you say the state has managed the fish and wildlife of Alaska? Would you rate it is...
- 7.6% Excellent
 - 32.2 Pretty good
 - 25.5 Only fair
 - 28.0 Poor
 - 6.7 Don't know
52. Tell me the status of fish and wildlife in this area. Are there...
- 5.7% More than before
 - 12.7 About the same as before
 - 67.8 Fewer than before
 - 13.7 Don't know
53. (IF FEWER) What should be done to improve this situation?
- 30.6% Not applicable
 - 10.2 More hatcheries (restock fish)
 - 9.2 More/better management (research and development programs)
 - 5.7 Increase enforcement (stricter laws/penalties)
 - 4.8 Stop hunting (fishing)
 - 4.5 Shorten season (reduce hunting)
 - 4.5 Lower quotas (permit only)
 - 6.1 Fewer non-residents (lower the population; keep outsiders out)
 - 2.9 Stop cow moose season
 - 9.6 Other
 - 12.1 Don't know

53. (con't) Other comments in numbers; not percents: Definite and non-discriminating hunting and fishing regulations; Increase cost of license to support additional resources; Clean-up pollution in Anchorage streams that kill fish; 700 mile limit (3); Save land for them instead of all construction; Don't shoot wolves; Get input from subsistence hunters; No airplanes for hunting; Gun control laws; Subsistence only; Eliminate limited entry; Stop exporting our wildlife; Outlaw subsistence fishing in streams; More preservation in wildlife areas; Control water drainage basins from roads and development; Preserve park land; Stop building; Keep limited entry (3); No trophy hunting; Limit commercial fishing; Ban snow machine hunting (2); Control trophy hunting; Tear down pipeline; Limite fishing to sport only; Locate male salmon and more streams.

54. Tell me what a permanent fund would do for the state.

- 3.8% Emergency reserve
 - 8.0 Provide financial stability (security/cushion for the future)
 - 3.2 After resource depletion
 - 3.2 Reduce tax burden
 - 9.6 Investment/savings
 - 15.3 State projects/programs (education/health/child care/ environment/ youth/ jobs/social services/law enforcement/capital improvements, etc.)
 - 4.1 Loan money
 - 3.2 Keep state solvent
 - 0.6 Help cities
 - 7.0 Anti-fund comments (nothing/more money to waste/bad for state, etc.)
 - 1.0 Other
 - 41.1 Don't know
- Other comments in numbers; not percents: Slow down progress;
Relief from special interest pressure; keep big spenders down.

55. Ten years from now, would you wan this community to have...

- 22.3% More people than it does now,
- 44.6 About the same number of people it has now, or
- 30.6 Fewer people than it has now
- 2.5 Don't know

56. Should public employees be able to be fired easily, or should they have many protections against being fired easily?

- 40.8% Easy firing
- 29.9 Hard to fire
- 20.9 Don't know
- 8.9 In between

57. Should new industry in Alaska...

- 74.5% Be introduced only if it can pay its own way
- 9.2 Should it be subsidized by other taxpayers
- 16.2 Don't know/depends

58. Are environmental regulations for this area...

- 33.1% Too lenient
- 13.7 Too strict
- 39.8 Just about right
- 13.5 Don't know enough about it

59. From your point of view, has life in Alaska since you've been here...

- 31.8% Improved
- 15.3 Stayed the same
- 45.9 Gotten worse
- 7.0 Undecided

60. (IF IMPROVED) What factors caused this improvement?

- 66.9% Not applicable
 - 7.0 Economic (wages, jobs, money, economy)
 - 1.9 Improved government
 - 3.5 Transportation (roads, highways, air)
 - 3.2 Pipeline/oil development
 - 3.5 More business/commerce
 - 7.0 Growth/progress (increased population)
 - 4.8 Better services (education; communication, etc.)
 - 1.3 Other
 - 1.0 Don't know
- Other comments in numbers; not percents: Can be more independent;
Women; Cleaner.

61. Let me ask this final question. If you were suddenly governor, what change would you make first?

- 5.7% Reduce state spending (cut budget; streamline budget)
- 12.1 Reduce government (less committees/agencies/cut bureaucracy/weed out some jobs/too many employees)
- 8.0 Better officials (fire legislators/administrators, start over/get rid of crooked politicians)
- 2.9 Respond to public (get people input)
- 4.8 Solve tax problem (fair taxation to everyone; reevaluate industry tax)
- 5.1 Law and order problem (rebuild criminal justice system/tougher courts, sentences, laws)
- 3.5 Environmental protection (stop exploiting resources/utilize resources non-destructively)
- 2.2 Economic relief (rent control; lower prices/more jobs)
- 3.2 Highway construction (improve roads)
- 5.1 Encourage business/industry (look for more resources/new economic base)
- 3.8 Discourage business/industry (get rid of pipeline/stop oil lease)
- 4.5 Social services reform (cut welfare/give less to Natives)
- 1.9 Fisheries help (protect fisheries)
- 14.0 Other
- 23.2 Don't know

61. (con't) Other comments in numbers; not percents: Welfare for old top priority; Let Alaskans have final say on any new pipeline not Federal Government; Change location of legislature to rotating basis; Fewer elections; Use same route for gas line; Less school days (longer sessions 4 days a week); Money to meet Federal matching funds for day care; Local hire should have priority; Improvement for people's benefit; More recreation areas; Work on morality issues; Legalize gambling/prostitution (2); Stop Susitna dam project; Move capital (3); Change state parks strict rules and regulations; More consistent handling of international problem; Curb population growth; Straighten out revenue sharing; More money to humanistic programs; Get rid of environmentalists (3); Improve education (2); Check where most profit is being made; Work on pipeline and oil development related problems; Recreation for teens; Keep capital in Juneau (2); Railroad connecting with Canadian system; More VA medical coordination treatment here instead of going to Seattle; Bring in Christianity; More money for education; Land controls; Stop selling to Japan; More feeling of unity in State; Run off the niggers and the Natives - drown the Aleuts; Order full scale investigation of pipeline and the graft involved; Fire Jesse Car; Good alcoholism program.

62. Are you...

66.6%	Employed
6.1	Unemployed
3.8	A student
16.9	A house/wife/husband/person
6.7	Retired

63. How many years have you lived in Alaska?

15.0%	All life
36.6	Over 10 years
25.5	5 - 10 years
22.9	Less than five years

64. What is the last level of education you completed?

9.2%	Incomplete high school
28.3	High school graduate
35.4	Incomplete college
27.1	College graduate or beyond

65. Into which of the following categories does the total family income here fall?

4.1%	Under \$6,000
13.7	\$6,000 - \$13,000
31.2	\$13,000 - \$25,000
43.6	\$25,000 or more
7.3	Refused

66. How many people live in this household?

13.1% One
 67.2 Two, three, four
 19.7 Five or more

67. Are you a registered Alaska voter?

86.6% Yes
 13.1 No
 0.3 Not sure

68. Age

22.6% 16 - 25
 46.2 26 - 39
 26.1 40 - 59
 5.1 60+

69. Sex

47.5% Male
 52.5 Female

70. Location

45.5% Anchorage
 15.0 Fairbanks
 17.8 Juneau, Ketchikan, Sitka
 12.4 Palmer, Wasilla, Kenai, Kodiak
 9.2 Dillingham, Bethel, None

Citizens Feedback #1

A Survey of Alaskan Citizens on the Major Policy Questions of the Day
November, 1976

by: Rowan Group for the Office of the Governor

In the first Citizens Feedback Report only one questions (#54) deals with possible uses of the Permanent Fund. Because of the date of this poll, the responses are only rough preliminary indicators of public sentiment regarding the Fund as there is still a lack of understanding and information. Citizens Feedback #2 (July, 1977) is a better indicator of the desires of the state, but Rowan Group points out that the public hasn't made up its mind what the fund is, only that it should exist.

Citizens Feedback #1
Question 54

Tell me what a permanent fund would do for the state.

- 3.8% Emergency reserve
- 8.0 Provide financial stability (security/cushion for the future)
- 3.2 After resource depletion
- 3.2 Reduce tax burden
- 9.6 Investment/savings
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- 3.2 Keep state solvent
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- 7.0 Anti-fund comments (nothing/more money to waste/bad for state, etc.)
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Other comments in numbers; not percents: Slow down progress;
Relief from special interest pressure; keep big spenders down.

Citizen Feedback #2

A Survey of Alaskan Citizens on the Major Policy Questions of the Day

July, 1977

by: Rowan Group for the Office of the Governor

Interviews were conducted in 17 communities of the State in a distribution plan giving proportional representation to all sections of the State. Applicants were all residents and adults of 16 years or older. The State was considered in five regions: Anchorage, Fairbanks, Southeastern, Southcentral, and rural Alaska.

Questions 41 through 48 deal with the Permanent Fund. The vast majority of Alaskans are thinking of ways of investing money wisely in Alaska and most ideas are similar to the capital improvement concepts emerging from the government. 72% felt "the permanent fund should be managed to assist Alaska directly through low-interest loans for such things as community development, fisheries enhancement, and so on." 18% chose high interest investment outside with interest used as loans or expenditures to meet Alaska's needs. The public appears to want to put as much as possible in the Fund after the operating expenses of government. With regard to annual earnings of the fund, 24% wish to use it to pay off debts, bond obligations, etc., 22% want to put it into loan programs, 16% want to put it back in the permanent fund, and 10% wish to give it to Alaskan residents. The Alaska, Inc. concept was referred to and was opposed by 51% with 30% in favor. This survey marked the introduction of the Permanent Fund concept to intensive research thus the results must be taken in the context of a discussion over a subject not well known. The public hasn't made up its mind what the fund is, only that it should exist.

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41. Soon after Alaska's permanent fund is established, it will have assets of billions of dollars from the oil revenue. What should be done with those assets?

- 14.28 Invest wisely
 - 7.8 Promote industry/development (build up economy/state; Diversify economy; further Alaska; bring up to date)
 - 8.1 Resource management/protection/development (forestry; wildlife; fisheries; natural resources development; renewable resources protection/enhancement)
 - 6.4 Improve transportation (roads; highways; airports)
 - 5.3 Reduce taxes
 - 3.9 Health/social services (underprivileged; welfare; elderly; alcoholism programs; health services)
 - 5.8 Government operations/services (general fund; for self-sufficiency; improve state government; services; use as income; for debts)
 - 5.0 Save it (put it in permanent fund; hold interest)
 - 7.2 State capital development (plant development)
 - 3.9 Business/individual/housing loans
 - 5.0 Some to investments - some to services
 - 3.1 Education/schools
 - 2.2 Invest some/save some
 - 1.9 Return to people
 - 1.1 Recreation/parks
 - 19 Allocate through Legislature/people
 - 3.6 To best use/benefit
 - 1.9 Community development
 - 1.9 Other
 - 9.5 Don't know
- Other comments in numbers; not percents: Help ease Alaska's high inflation; Don't believe in permanent fund; Improve quality of life (2); For better living like lower cost of housing; Maintain high quality of life; Rebates to the oil company's to encourage expansion.

42. Which goal is more important to you in the management of the permanent fund?

- 71.68 The permanent fund should be managed to assist Alaska directly through low-interest loans for such things as community development, fisheries enhancement, etc.
- 17.5 The permanent fund should be managed to assist Alaska indirectly through making high-interest investments outside (like in the stockmarket); and the interest should then be used as loans or actual expenditures to meet Alaskan needs.
- 8.4 Don't know
- 2.5 Combination of the two

43. How much money should go into the permanent fund, as you see it? Should the policy be:

- 3.9% To put as little as possible in it
- 27.6 To put as much as possible in it
- 32.6 To put whatever amount is surplus after meeting the goals of increasingly larger annual budgets
- 23.4 To put whatever amount is surplus after meeting the goal of reducing annual budgets to the lowest possible amount
- 7.2 Other
- 5.3 Don't know

Other comments in numbers; not percents: None (2); Put one half in and make one half available for business, not for legislature use; 75% should go into permanent fund; Specific percent of revenues-not just surplus; Surplus after maintenance budget (3); A set percentage of money received; A large amount in permanent fund to be used which could be taken out in loans and put back to make available money in Alaska for projects; All of oil and gas revenue should be put in permanent fund; 50% (2); Set percentage without regard to annual budget; 25% of income from all sources (3); 10% of amount available; Put in specific amount (25% to 50%) annually; All surplus goes in, interest to be used for meeting state budget; Largest possible amount consistent with meeting state's legitimate needs for income-not spent just because its there; Pay off debts and put surplus in; Some large portion; Assist in developin, rewevable resources; Set percentage go into permanent fund.

44. Those assets in the permanent fund should maintain significant annual earnings, running into the millions each year. What should be done with the earnings?

- 15.6% Add to the permanent fund
- 21.7 Put it into loan programs
- 4.7 Increase state spending
- 9.5 Give the money to Alaska residents
- 24.0 Use it to pay off bond obligations
- 22.0 Other
- 2.5 Don't know

Other comments in numbers; not percents: Development and and state budget; Into loans and to pay off bonds (14); Cut taxes (5); Help retired people to stay in Alaska; Eliminate state taxes; Lans and money back to Alaskans (6); Against permanent fund; Into permanent fund, loans, state spending, and bonds (2); Into permanent fund, state spending and bonds; Into loans; money back to Alaskans and pay off bonds (4); Increase state spending and give money back to residents; Increase state spending and

44. (Con't) pay off bonds; Into permanent fund, loans and bonds (7); Into permanent fund and loan programs (4); Lower taxes; Into permanent fund and bonds (4); All of them (9); Into loans, state spending and bonds; Multiple uses; Money back to residents and bonds (3); 75% into loans, 25% into bonds; General fund to be spent by legislature; 50% to permanent fund; 15% to loans, 10% to money back to residents and 10% to bonds; Pay off obligations first then increase general fund at rate of population growth; Develop community and social overhead; Into loans and state spending; Reduce income taxes; Into permanent fund then divide into uses for future and uses for now; loan programs for homes; Decided as need arises (legislature) not referendum; Use for development; Increase state spending to limits of about 12% per year; Improve sewer system in the state; Consider alternate energy, education, unknown needs, planning for the future.

45. One proposal is to make every citizen of Alaska a stockholder in a public corporation where the earnings from the permanent fund would be paid out as a dividend annually to each stockholder. What do you think of that proposal?

- 33.8% Against it/not a good idea (don't like it; not practical; no; stinks; nuts; bad; no way; stupid; disagree)
- 30.2 Like it/good idea (agree; OK; for it; sounds nice; excellent; reasonable; has possibilities; interesting)
- 5.6 Must clarify "citizen"
- 3.6 Use for services/programs (provide quality services; for betterment of Alaskan communities; loans; education; needs, etc)
- 3.6 Won't work
- 2.8 Prefer tax reduction
- 3.1 Too much bureaucracy/administrational problems
- 2.0 Money wouldn't amount to much
- 5.0 Other
- 10.3 No opinion

Other comments in numbers; not percents: Would just contribute to alcoholism in Alaska; If they meet their other obligations first; It redundant, by being a citizen of Alaska, we are automatically stockholders and thereby reap the benefits; Fine if other things are paid up; Should re-invest and make money out of it; Rather see in controlled by legislature than corporation; Possibly an attempt to deceive the public-suspicious; Add it to the permanent fund; I think it would bring lots more people to Alaska; Would only increase desirability of Alaska to outsiders; Would need additional information; The governor is trying to help in this small way; Need to know more-interesting;

45. (Con't) Not all the money should be handled this way; Should be tried on a temporary basis; Excess immigration of free loaders might result; Might bring 700,000 people to Alaska; Political gain; Might make citizens more aware of what is happening in general.

46. Do you agree or disagree with the idea that a portion of the earnings (only) from the permanent fund should be distributed as stock or money directly to the Alaska people?

34.8% Agree
47.4 Disagree
17.8 Unsure

47. How do you feel about the alternative idea that the earnings in the permanent fund should be added to the total used by the government in its annual budget process.

35.1% Agree
46.0 Disagree
18.9 Unsure

48. Do you have any other ideas about how the earnings from the permanent fund could or should be used?

6.4% Reduce taxes
5.3 Community development/services/improvements (including public facilities; recreation)
5.6 Resource management/development/protection (fishing; renewable resources)
3.6 Economic/industrial development
5.6 Loan programs
4.2 Health/social services (alcoholism programs; pioneer home; elderly; poor)
1.7 Energy development (alternatives; energy plan)
3.1 Roads/highways
2.2 Education/schools (student loans)
2.2 Public services/programs (no specifics mentioned here)
3.1 General comment - to Alaska's benefit
1.7 Investment
2.0 Pay debts
1.7 Return to people
5.3 Other
46.2 No opinion

Other comments in numbers; not percents: Should be put up for public vote; Save it for 20 years and buy our independence; Settle with Natives and open up land for development; Insurance programs (2); Through various media the people should be taught to recognize both the problems facing us today and tomorrow; Proved higher standard of living; Buy back Alaska land; Increasing retirement for Alaska Guard personnel; Government

48. (Con't) should be wise enough to figure out way it should be spent; State spending; Provide jobs; Satellite communications; Maintain Alaska's individuality; Re-investment in permanent fund (2); Bring down cost of living; Survey state lands for possible release for homesites; Equal help for white minority.

49. More and more people have been coming to Alaska in recent years. Do you view this as a trend the state should...

- 12.5% Actively encourage
- 36.5 Actively discourage
- 43.7 Not get involved in
- 7.2 Don't know

50. How do you feel about offshore oil development here compared to other areas of Alaska?

- 24.7% Believes offshore development should be considered almost everywhere before it is considered for this area.
- 50.6 Believes that this area is equal to most others and if oil appears to be present, development here would be all right.
- 10.1 Believes that this area should be considered first or in an early priority for offshore development
- 9.3 Don't know
- 3.7 Against all offshore development
- 1.7 Not applicable-lives inland

51. If a state facility such as an airport, ferry or museum, can earn money in its operation -- how should it initially be paid for? From...

- 2.2% New or additional taxes
- 39.0 Bonds
- 20.9 General fund
- 18.7 User fees
- 11.7 Other
- 8.5 Don't know

Other comments in numbers; not percents: Loans from permanent fund; Should be a building fund established with earnings from permanent fund; Excess from permanent fund; Use permanent fund (4); Most economical way; Surplus money from oil revenue; Federal funds; Bonds and general fund (7); If it can make money somebody other than the state should do it; Borrow from oil monies (2) If it can pay for itself in 20 years it should be bonds--if not use taxes; Bonds and user fees (3) Part from general fund but not all; Separate and special revenue bond; General fund and user fees (3);

51. (Con't) Taxes and bonds; Bonds, general fund and user fees (5); All ways; Government is to provide services, any profit should be used to reduce taxes; Loans from general fund; Sales tax; Oil and gas revenue.

In terms of public participation and major problems in Alaska, let me raise two possible topics for evaluations of this type. Give me your reaction to each one.

52. A complete re-evaluation of the University of Alaska, its size, services, budget, what Alaskans want from it and what they are getting, new directions, policy, and so on.

- 37.9% High priority
- 27.0 Moderate priority
- 12.5 Evaluation should be done but other problems are more important for public participation
- 14.8 Evaluation can be done by the University itself,
- 0.6 ... or need not be done.
- 1.4 Other reaction
- 5.8 Don't know

Other comments in numbers; not percents: Get new people in there that would solve the problem; State should get out of higher education; There should be a group that looks at it--part by the general citizenship--if there's significant difference in what they're getting versus what's needed; Fairbanks should be established as the the major campus; Outside professional evaluation.

53. A complete re-evaluation of how the state police spend their budget and time, how they make decisions about what kinds of problems to investigate, and how all this relates to crime in Alaska and the public need.

- 37.3% High priority
- 24.5 Moderate priority
- 14.5 Evaluation should be done but other problems are more important for public participation.
- 10.6 Evaluation can be done by police themselves,
- 4.5 ...or need not be done
- 3.1 Other reaction
- 5.6 Don't know

Other comments in numbers; not percents: High priority-- evaluation can be done by police themselves; We need to be more responsive to their needs--they need more morals and more pay; They need more of them--the've been doing a good job; Moderate priority and extensive public input; They are doing a splendid job, give them more money and back them up; Too few police--need more support;

53. (Con't) Maybe courts need re-evaluation more than state police or both!; Laws being passed aren't being enforced; Need constant evaluation; Quit having coffee with police; High priority--but no Teamsters.

54. Are you...

68.8% Employed
 9.5 Unemployed
 3.1 A student
 12.8 House person
 5.8 Retired

55. How many years have you lived in Alaska?

13.6% All life
 40.4 Over 10 years
 22.3 5 - 10 years
 23.7 Less than 5 years

56. What is the last level of education you completed?

8.6% Incomplete high school
 25.3 High school graduate
 26.7 Incomplete college
 39.3 College graduate or beyond

57. Into which of the following categories does the total family income here fall?

4.2% Under \$6,000
 12.0 \$6,000 - \$13,000
 32.3 \$13,000 - \$25,000
 44.8 \$25,000 or more
 6.7 Refused

58. How many people live in this household?

16.4% One
 65.5 Two, three, four
 18.1 Five or more

59. Are you a registered Alaska voter?

85.2% Yes
 12.8 No
 1.9 Not sure

60. Age

18.4%	16 - 25
44.6	26 - 39
30.9	40 - 59
6.1	60+

61. Sex

51.8%	Male
48.2	Female

62. Location

43.2%	Anchorage
13.1	Fairbanks
17.3	Southeast
16.4	Palmer, Wasilla, Kenai, Kodiak, etc.
10.0	Dillingham, Bethel, Nome, etc.

ROWAN GROUP INC.

CITIZEN FEEDBACK #2

A Survey of Alaskan Citizens
on
The Major Policy Questions
of the Day

Rowan Group Report
for
The Office of the Governor
Juneau, Alaska

July 1977

Introduction

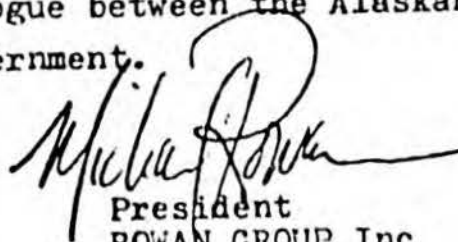
This is a report on a statewide survey of Alaskans conducted in April and May to gain "citizen feedback" on major policy questions facing the state government.

The survey questionnaire was compiled from input from the Governor, personally; his assigned aides; the Cabinet; the Speaker of the House and the President of the Senate (or their aides); and other relevant Members of the Legislature. The questions were framed by the leaders of government; the responses are given freely by the people of the state. It is the hope of everyone that such a survey contributes to the dialogue necessary for successful policy-development in a healthy and vigorous democracy, like Alaska.

The survey was commissioned by the Office of the Governor and is hereby delivered to Ms. Frances Ulmer of that office. We stand prepared to help in the clarification or use of this material in any way we can.

The report includes an analysis of the data, a data-narrative section, and a description of the sample design and methodology. The computer printout has been delivered under separate cover, earlier.

We hope this has been a useful and valuable addition to the dialogue between the Alaskan people and their government.



President
ROWAN GROUP Inc
525 W. 3rd Ave.
Anchorage, Alaska 99501

THE SAMPLE PLAN
AND INTERVIEWING METHODOLOGY

A sample plan was devised giving proportional representation to all sections of the state. The interviews were conducted in 17 communities of the state under a distribution plan utilized for the last ten years by the company, and amended annually by data certified about the Alaska population.

The survey includes data from 359 personal interviews conducted by professional interviewers especially instructed for this assignment. All interviews were conducted in the home of the qualified respondents, all of whom were Alaska residents.

As in CFS-1, the proportion of interviews for rural Alaska were conducted with village people found in regional centers (e.g., Dillingham, Barrow, Bethel, Nome, Kotzebue, Fort Yukon, etc.); otherwise, the costs of travelling to the villages would have been prohibitive. This system has worked admirably in the past for reflecting the views of the people of rural or village Alaska.

As a rule, the interview took half an hour to complete. Interviews were validated and we can vouch for the certainty of the data, and its reliability. The interviews were conducted during April and May, 1977, statewide.

STATE OF ALASKA

OFFICE OF THE GOVERNOR

STATE POLICY DEVELOPMENT AND PLANNING

JAY S. HAMMOND, GOVERNOR

PGUCH AD - JUNEAU 99811
PHONE 465-3512

August 5, 1977

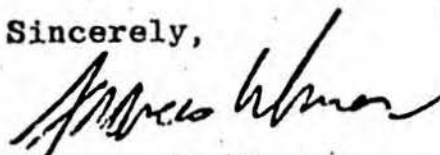
Governor
Lt. Governor
Legislators
Commissioners
Governor's Office Staff

This is the second of a series of Citizen Feedback Surveys sponsored by the Division of Policy Development and Planning to obtain input from Alaskans on Alaskan issues.

I am hopeful that as a policymaker this survey is helpful to you in making the difficult decisions which you face.

I would appreciate hearing from you about the usefulness of this survey and any recommendations you might have regarding future Citizen Feedback Surveys.

Sincerely,



Frances A. Ulmer
Director

CHART PREPARED BY THE SENATE COMMITTEE ON THE PERMANENT FUND
 BASED ON DATA FROM THE ALASKA PUBLIC FORUM MID-YEAR REPORT, MARCH 1977

*Question 1A. How should the Permanent Fund money be invested?
 (asked of Copper River, Southwest, Gulf Coast, Interior and Southcentral only)

Question 1 . How should the state use its new oil and gas money in the future?
 (asked of North and Southeast only)

	Save It	Loan to Communities	Loan for Industrial Dev.	Loans for Renewable Resource Ind.	Loans to Individ.	Tax Cuts	Rev. Sharing Comm. Grants	State Services	Other
COPPER RIVER REGION	29%	16%	7%	33%	11%				4%
SOUTHWEST REGION	28%	25%	7%	28%	10%				2%
GULF COAST REGION	18%	17%	7%	48%	7%				3%
INTERIOR REGION	28%	11%	10%	36%	9%				6%
SOUTHEAST REGION	14%	6%	4%	32%	4%	17%	14%	4%	6%
NORTH REGION	15%	7%	7%	15%	2%	14%	27%	8%	6%
SOUTHCENTRAL REGION	24%	13%	13%	39%	9%				6%

* Although the North and Southeast Region were not specifically asked about Permanent Fund investments, the response to Question 1 followed the same lines as 1A and was considered worth noting.

Alaska Public Forum
Community Profiles, 1977
As relates to Permanent Fund

Copper River Region: Majority felt Permanent Fund money should be used for renewable resources, i.e. boosting forestry activities, agricultural, fisheries, and recreational use of land, possibly possibly through private enterprise stressing small businesses and the individual businessman. Agriculture was often mentioned as particularly valuable resource and it was suggested that mini-experimental farms be established in each region to demonstrate subsistence; how to grow fruits, etc; how to keep bees; how to repel insects; how to design a compost privy.

Improvements of sewer system roads, and communications surfaced repeatedly. Critical areas of human need focused on education and the elderly

(This meeting was held in Glennallen with representatives from Gakona, Copper Center, Nabesna, Tok, Gulkana and Kenny Lake)

Questionnaire results on Permanent Fund investments (140 respondents)

- 29% Save it
- 16% Loan it to communities
- 7% Loan it for industrial development
- 33% Loan it to develop renewable resource industries
- 11% Loan it to individuals
- 4% Other

Southwest Region: The very strong primary theme at the Public Forum meeting was preserving the subsistence lifestyle. They leaned heavily towards investing Permanent Fund monies into renewable resources and loans to communities - as a key to subsistence. In Aniak there seemed wide-spread agreement that loans should be made to agricultural projects as well as to small businesses in rural communities. Fishhatcheries, fish farming, reindeer herding, and agriculture seen as primary areas for investment. All the communities expressed a need for health care, construction or maintenance of sewer and water systems, reliable electric power, and subsistence life style.

(Meetings were held in Aniak, St. Mary's and Dillingham. Regional meeting held in Bethel with representation from Alakanuk, Eek, Pilot Station, Marshall, Russian Mission, Scammon Bay, Quinhagak, Chefornak, Napakiak, Goodnews Bay, Napaskiak, Tuluksak, Platinum, Manokotak, Emmonak and Tuntutuliak.)

Questionnaire results on Permanent Fund investments (209 respondents)

- 28% Save it
- 25% loan it to communities
- 7% Loan it for industrial development
- 28% Loan it to develop renewable resource industries
- 10% Loan it to individuals
- 2% Other

Gulf Coast Region: Overwhelming concern expressed for future of the fishing industry. There was a strong advocacy for development of renewable resource industries including the need to preserve the character of the untamed land - natural beauty, wildlife and recreational values. The specific areas of concern in the fishing industry included management, hatcheries, free port, bottom fish, employment, national control and cheap energy. A primary concern was for hydro-electric power and many were in favor of allocating substantial state funds

(Gulf Coast Region - continued)

drawn from the Permanent Fund and oil wealth for vigorous research program into the harnessing of solar, wind, tidal and hydro energy. The primary human needs mentioned were education and land for individual housing needs.

(Meetings were conducted in Seward and Kodiak (regional gathering with representatives from 5 villages were present.) Mailings were to Kodiak, Seward, Valdez, Cordova and Yakutat.)

Questionnaire results on Permanent Fund investments (174 respondents)

- 18% Save it
- 17% Loan it to communities
- 7% Loan it for industrial development
- 48% Loan it to develop renewable resource industries
- 7% Loan it to individuals
- 3% Other

Interior Region: The area of primary importance to the individuals in this area is development of renewable resources and as such supported Permanent Fund activity in loans to industries such as agriculture, forestry, fisheries and tourism. Substantial opinion advised saving Permanent Fund money and investing it in Alaskan banks. Seemed some doubt by some as to the loan concept of Fund designed with total repayment assured. (meeting held only in Fairbanks)

Questionnaire results on Permanent Fund investments (720 respondents)

- 28% Save it
- 11% Loan it to communities
- 10% Loan it for industrial development
- 36% Loan it to develop renewable resource industries
- 9% Loan it to individuals
- 6% Other

Southeast Regional Profile: Major concerns of participants were renewable resources, community services, land selections and transportation. The general concensus was to use Permanent Fund monies to develop renewable resource industries and to support community development through loans to communities. In Wrangell, Sitka, Petersburg and Skagway people supported loans for hydroelectric projects and small businesses. Primary needs were stated as education, alcoholism, employment and health. Transportation, fisheries rehabilitation, alternate energy sources and communications are problems that Southeast feels should be considered.

Questionnaire results on investment of oil and gas money (446 respondents)

- 14% Save it
- 6% Loan it to communities
- 4% Loan it for industrial development
- 32% Loan it to develop renewable resource industries
- 4% Loan it to individuals
- 17% Use it for tax cuts for Alaskans
- 14% Use it for revenue sharing and community grants
- 4% Use it for more state services and public facilities
- 6% Other

(Meetings were held in Ketchikan, Wrangell, Petersburg, Juneau, Sitka, Skagway, Haines, Craig, Klawock, Thorne Bay, Angoon, Metlakatla and Hoonah)

North Regional Profile: Primary concerns seemed to deal with their communities, renewable resources and the land. The needs felt to be most important are education, alcoholism, health and employment. Housing was also listed as an important need. Other state problems the participants felt should be addressed include renewable resources & subsistence living, oil and gas exploration, transportation, community development.

Questionnaire results on investment of oil and gas money (133 respondents)

- 15% Save it
- 7% Loan it to communities
- 7% Loan it for industrial development
- 15% Loan it for renewable resource industries
- 2% Loan it to individuals
- 14% Use it for tax cuts
- 27% Use it for revenue sharing and community grants
- 8% Use it for more state services and public facilities
- 6% Other

(Meetings held in Kotzebue, Barrow, Nome, Kivalina, Deering, Shungnak, Kobuk, Gambell, Stebbins, Saint Michael and Unalakleet)

Southcentral Regional Profile: The overall theme was the desire of the people to see more attention placed in the area of renewable resource development. Homer participants see Permanent Fund money used to rehabilitate the fishing industry and develop the areas farming potential. In the Mat-Su Valley primary focus was developing agriculture. Anchorage area respondents indicated fishing as their primary concern for Permanent Fund investment. Education, health care, employment and alcoholism cited as the human needs that need the most attention

Questionnaire results on Permanent Fund investments (1,633 respondents)

- 24% Save it
- 13% Loan it to communities
- 13% Loan it for industrial development
- 39% Loan it to develop renewable resource industries
- 9% Loan it to individuals
- 6% Other - combination of the above

(Meetings were held in Anchorage, Kenai-Soldotna, Homer, Palmer and Talkeetna)

STATEWIDE ANALYSIS

1A. How should the Permanent Fund money be invested?
(Based on 5 regions.)

- 26% Save it
- 14% Loan it to communities
- 10% Loan it for industrial development
- 36% Loan it to develop renewable resource industries
- 9% Loan it to individuals
- 5% Other: Miscellaneous bonds and loans, or other methods of saving; health, education, welfare issues.

Number of Responses: 3237

1B. How should the state use its new oil and gas money? (All revenues except those invested in the Permanent Fund.)
(Based on 5 regions.)

- 30% Use it for tax cuts for Alaskans
- 6% Use it for cash payments for Alaskans
- 12% Use it for more community revenue sharing and community grants
- 5% Use it for more state services
- 13% Save it by increasing the Permanent Fund
- 4% Loan it to communities
- 5% Loan it for industrial development
- 21% Loan it to develop renewable resource industries
- 3% Loan it to individuals

Number of Responses: 3187

2. What human needs do you think are most important?
(Base on all 7 regions.)

- 12% Alcoholism
- 7% Care of Children
- 31% Education
- 7% Programs for the Elderly
- 23% Employment
- 9% Health Care
- 5% Housing
- 6% Other: Law enforcement; improvement of lifestyle; status of women.

Number of Responses: 3809

3. How should public school construction be financed in both organized and unorganized boroughs?
(Based on all 7 regions.)

- 15% 100% State funding through an increase in the State Income Tax
- 13% 100% State funding from a statewide sales tax
- 18% Local property taxes in all areas and supplemental funding where needed
- 34% Continue the present system which provides for property taxes plus supplemental state funding in organized areas, and 100% state funding in unorganized areas
- 20% Other: Sale of resources; local participation

Number of Responses: 3042

4. What should be the primary objective for managing Alaska's land?
(Based on all 7 regions.)

- 8% To raise revenues for the state
- 47% To provide land for people's needs
- 33% To promote renewable resource development
- 10% To promote industrial growth and development
- 2% Other: Land for homesites; homesteading; preserve natural environment.

Number of Responses: 3042

4. What should be the primary objective for managing Alaska's land?
(Based on 5 regions.)

- 6% To raise revenues for the state
- 38% To provide land for people's needs
- 25% To promote renewable resource development
- 8% To promote industrial growth and development
- *19% To preserve the natural environment
- 4% Other: Land for homes, homesteading; to preserve renewable resources.

Number of Responses: 3217

5. What should be the state's policy on future oil and gas lease sales?
(Based on all 7 regions.)

- 2% It should sell leases as fast as possible to bring in a lot of money.
- 58% It should sell leases at a constant pace to assure a steady flow of income for a long period of time.
- 8% It should lease when the state needs large sums of money to meet public needs.
- 18% It should do no further leasing and make the best use of present income.
- 14% Other: More research into environmental and social impacts.

Number of Respondents: 3618

6. What is the best use of Alaska's royalty oil and gas?
(Based on all 7 regions.)

- 16% The state should take its royalties in money or substance to sell for a financial gain.
- 21% The state should use its royalty oil and gas primarily for the purpose of promoting industrial development in the state.
- 45% The state should provide in-state residential use of the royalty oil and gas.
- 18% Other: Different combination of above options.

Number of Responses: 3569

1 Aug 77
MGR

2.4.3

ROWAN GROUP INC.

Public Participation
in
The Surplus Wealth
Question

+

An Information Process

+

by Michael Rowan
1007 Melaleuca
Mill Valley California
94941

I. The Situation

The State Government must decide sometime in early 1978 how it wishes to use surplus wealth. As a matter of principle, the government wishes to stimulate a public dialogue on the issue, for the following purposes: | 6

°To maximize public participation in this monumental decision.

°To increase the information available to the public on the issue, so that their opinions are informed.

°To permit persons most likely to be affected by the government decision to play a significant role in its formulation.

°To discover a consensus if one exists.

°To enhance the power of the public in making government decisions, and to use modern communications techniques to do so.

II. Tools

There are only two major kinds of tools in a public dialogue process, tools for listening and tools for talking. With the exception of the telephone, no modern communications tool provides for equal control of listening and talking process; and the telephone is restrictive to a few people.

Therefore, it is necessary to develop a mix of tools to guarantee adequate listening and appropriate talking, over the period of the dialogue (April, 1977 to January, 1978).

The listening tools available are survey research, which has the feature of being representative; letters, mailgrams, telephone calls, and personal witness (hearings), which have the feature of being in-depth.

The talking tools available are television, radio, and newspaper; and combinations of these; and telephone in conjunction with the electronic media.

III. Sequencing

The nature of a dialogue is to swing from a listening mode to a talking mode to a listening mode, etcetera. As a function of the process, the purposes of the dialogue are accomplished.

It is impossible to predict the likely "content" of the communications, or the likely effect on public policy. It is absolutely indeterminate. The process is established to let as much information flow through as possible, at the convenience of the public.

The following tables indicate a potential plan to accomplish this.

Table two: Explanation of each item

- (1) Management. Estimate the need for one manager and one secretarial person in a small office in Anchorage.
- (2) Survey Research. Two major surveys followed by a short summary; final report incorporates developments from all three surveys over time. All surveys are published.
- (3) 5-minute radio program, produced to describe the nature of the problem and what people can do about it; announces the dialogue and shows the public how to participate.
- (4) Two 60" TV spots and two 30" radio spots are provided to all TV and radio stations, for public service time, to run from September 1 to December 31. These spots are used to inform the public of the dialogue and stimulate their involvement and feedback.
- (5) 100,000 tabloids are produced, either 4-side or 8-side tabloid newspaper, describing the problems, alternatives, etc. This is produced over a four month period and then printed and distributed in September.
- (6) A radio news feed operation is established for three months, delivering a story to each radio station in the state, just about every day, for the 90-day period.
- (7) The TV phone-in film + "live" one-hour program, described in detail in the attachment. The show runs in Anchorage, Fairbanks and Juneau, successively, in the three months, "live"; all television stations are given dubs in areas appropriate.

(8) Mailgram feedback, an arrangement made with RCA for feedback on major questions raised in the TV program or in the hearings running in the same time period.

(9) Newspaper advertising is taken before and after the hearings and/or TV program, either to promote the program and build audience, or to stimulate mailgram feedback.

(10) A professional must be assigned the task of handling general press and feedback paperwork created by this dialogue; it's a full time job.

(11) Three sets of hearings are run in coordination (or by) the Public Forum, in September, October and November. The hearings in Anchorage, Fairbanks and Juneau coincide with the major TV program on the same subject.

(12) The hearings/TV program situation is filmed and two major stories for television are distributed to TV news statewide, datelined Anchorage, Fairbanks and then Juneau.

(13) Staff will coordinate guests on the live radio call-in shows in each major community during the September-December period.

(14) A TV town meeting, (described elsewhere) provides statewide maximum input at the end of the process.

+++.

Table three: Estimated budget

Based upon the previous descriptions, and using the same identification numbers, here is an estimate of the budget needed for each line item:

- (1) \$45,000
- (2) 21,000
- (3) 3,000 (production, dissemination)
- (4) 7,000 (production, duplication)
- (5) 5,500 (production, printing)
- (6) 5,500 (fee plus travel)
- (7) 12,000 Anchorage
8,000 Fairbanks (production)
8,000 Juneau
- (8) RCA arrangement (?)
- (9) 5,000 (production and space)
- (10) 16,000 (salary)
- (11) Public Forum contract
- (12) 9,000
- (13) No cost
- (14) 10,000 plus satellite hookup, if feasible
- 20,000 for contractual services not anticipated.
- 15,000 for overhead.

\$190,000 estimated total budget for information process, without Public Forum contract or RCA arrangement.

PROPOSAL

ROMAN GROUP INC.

Concept: To produce a model television journalism program for Alaska which utilizes the best in technology and the most creative news format possible in the state.

Purpose: To prove that modern, creative electronic journalism is possible and economic in Alaska; to bring significant longrange public problems to the attention of Alaskans; to create a dialogue between the government and the people on these problems; to demonstrate to Alaska commercial TV stations that such programs are needed by, useful to, and appreciated by, the public.

Program: The program will involve the use of film but will be aired in prime time on the public television station in Anchorage. Based upon for format of the AM-San Francisco show, the program will show some film clips and open a discussion with the governor of Alaska, who, after interviewing, will be open to calls from the viewing audience. Some long-distance calls will be planned and informed sources from out of state brought into the dialogue.

Impact: The program will be heavily advertised beforehand by newspaper and radio. After the program is aired, a telephone survey will be conducted to gauge citizen (viewer) response. The newspapers will run a short questionnaire for mail-feedback the day after the program, which results will be published. The strategy is to secure approximately half the viewing audience in prime-time (ideally), thus proving to the commercial stations that creatively produced news-format programs can achieve high ratings in prime-time.

Additional impact: The show will be offered to all public and commercial stations in Alaska and will thus achieve a statewide effect for the stated purposes.

Program subject: Alternative ideas on how Alaska should distribute its wealth to the people. The basic philosophic difference between the distribution of stock/cash versus the expansion of criteria programs will be revealed by statements filmed previously. The governor will then be interviewed by two on-camera hosts; then, film and phone-in comments will heat the dialogue. Finally, viewers will be encouraged to fill out the newspaper feedback ad in the following day's newspaper.

Time of program: Proposed for the first week of April, so that this feedback can inform the Legislature and the governor prior to the end of the 1977 session. Proposed also: 8pm on a Wednesday night -- one of the hardest prime time television slots to crack in the commercial market. Length, one hour.

Production team:

Producer, Michael Rowan
Director, Eli Bleich
Production crew, KAKM
Production Studio, KAKM
Studio design, Eli Bleich
Advertising, Phyllis Bradner
Survey design, W. Jack Peterson
Scripting, Michael Rowan
On-Camera Hosts, Francine Lastufka and
Michael Rowan.

Proposal, 3

ROZMAN GROUP INC.

<u>Budget:</u>	Film material	\$5,000.00
	Producer (time)	1,500.00
	Director (time)	2,000.00
	Advertising time, space	1,300.00
	Radio production, graphics	1,000.00
	Telephone hookups	900.00
	Survey costs	1,000.00
	Miscellaneous production costs	1,500.00
	Travel, expenses in production	800.00
		\$15,000.00

<u>Contributions:</u>	KAKM crew time	
	KAKM studio	
	KAKM airtime	
	Total value (est.)	5,000.00

Background: Experience and background of the production team can be added to the proposal.

PLEASE NOTE: THE PRECEDING PAGES WERE TREATED
AS A UNIT IN THE ORIGINAL DOCUMENT.

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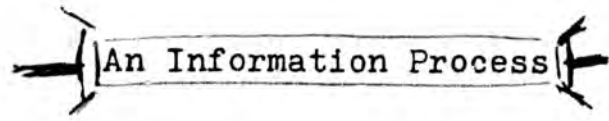
ROWAN GROUP INC.

consultant



Public Participation
in
The Surplus Wealth
Question

+



+

by Michael Rowan
1007 Melaleuca
Mill Valley California
94941

Forum-76X
April 15

Dave Kline
La Rosh

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°To permit persons most likely to be affected by the government decision to play a significant role in its formulation.

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The following tables indicate a potential plan to accomplish this.

Table one: A Time Chart for the Information Process

ITEM	April	May	June	July	August	September	October	Novem	December
(1) Management	(recruit)								
(2) Survey research	Field.....Report		Field.....Report			Field..Report		Field..Report	
(3) 5 minute radio program			Produce air						
(4) 2 TV spots 60" 2 radio, 30"			Produce air						
(5) 100,000 tabloids	Produce.....		///Print,Distribute...						
(6) Radio news feed								
(7) TV/phone-in film +"live" 1-hr show					X		X		X
(8) Mailgram feedback					X		X		X
(9) Newspaper advertising					X		X		X
(10) General press and feedback operation								
(11) Hearings process					X		X		X
(12) Television news feed					X X		X X		X X
(13) Radio call-in shows				
(14) TV Town Meeting									X

Table two: Explanation of each item

- X (1) Management. Estimate the need for one manager and one secretarial person in a small office in Anchorage. 45,000
- Rowan ~~110~~ (2) Survey Research. Two major surveys followed by a short summary; final report incorporates developments from all three surveys over time. All surveys are published. 21,000
- House + Senate staff (3) 5-minute radio program, produced to describe the nature of the problem and what people can do about it; announces the dialogue and shows the public how to participate. 3,000
- McGraw-Hill Alaska Review Rowan (time buy?) (4) Two 60" TV spots and two 30" radio spots are provided to all TV and radio stations, for public service time, to run from September 1 to December 31. These spots are used to inform the public of the dialogue and stimulate their involvement and feedback. 7,000
- House + Senate staff w/ graphics consultant (5) 100,000 tabloids are produced, either 4-side or 8-side tabloid newspaper, describing the problems, alternatives, etc. This is produced over a four month period and then printed and distributed in September. August 5,500
- House + Senate staff (6) A radio news feed operation is established for three months, delivering a story to each radio station in the state, just about every day, for the 90-day period. 5,500
- Rowan July, August, Sept? Aug/Sept/Oct? (7) The TV phone-in film + "live" one-hour program, described in detail in the attachment. The show runs in Anchorage, Fairbanks and Juneau, successively, in the three months, "live"; all television stations are given dubs in areas appropriate. 12,000 Anch 8,000 Fbks 8,000 June 28,000

(8) Mailgram feedback, an arrangement made with RCA for feedback on major questions raised in the TV program or in the hearings running in the same time period. ?

(9) Newspaper advertising is taken before and after the hearings and/or TV program, either to promote the program and build audience, or to stimulate mailgram feedback. 5,000

graphics + space buy

House & Senate staff

(10) A professional must be assigned the task of handling general press and feedback paperwork created by this dialogue; it's a full time job. 16,000

need some more

(11) Three sets of hearings are run in coordination (or by) the Public Forum, in September, October and November. The hearings in Anchorage, Fairbanks and Juneau coincide with the major TV program on the same subject. Public Forum

ok. Review. CCB. Rowan

(12) The hearings/TV program situation is filmed and two major stories for television are distributed to TV news statewide, datelined Anchorage, Fairbanks and then Juneau. 9,000

House & Senate staff

(13) Staff will coordinate guests on the live radio call-in shows in each major community during the September-December period.

(14) A TV town meeting, (described elsewhere) provides statewide maximum input at the end of the process.

10,000 + satellite

+++

*\$29,000 contractual
\$15,000 overhead*

\$190,000 + AP Forum

Table three: Estimated budget

Based upon the previous descriptions, and using the same identification numbers, here is an estimate of the budget needed for each line item:

- (1) \$45,000
- (2) 21,000
- (3) 3,000 (production, dissemination)
- (4) 7,000 (production, duplication)
- (5) 5,500 (production, printing)
- (6) 5,500 (fee plus travel)
- (7) 12,000 Anchorage
8,000 Fairbanks (production)
8,000 Juneau
- (8) RCA arrangement (?)
- (9) 5,000 (production and space)
- (10) 16,000 (salary)
- (11) Public Forum contract
- (12) 9,000
- (13) No cost
- (14) 10,000 plus satellite hookup, if feasible
- 20,000 for contractual services not anticipated.
- 15,000 for overhead.

\$190,000 estimated total budget for information process, without Public Forum contract or RCA arrangement.

PROPOSAL

ROWAN GROUP INC.

Concept: To produce a model television journalism program for Alaska which utilizes the best in technology and the most creative news format possible in the state.

Purpose: To prove that modern, creative electronic journalism is possible and economic in Alaska; to bring significant longrange public problems to the attention of Alaskans; to create a dialogue between the government and the people on these problems; to demonstrate to Alaska commercial TV stations that such programs are needed by, useful to, and appreciated by, the public.

Program: The program will involve the use of film but will be aired in prime time on the public television station in Anchorage. Based upon for format of the AM-San Francisco show, the program will show some film clips and open a discussion with the governor of Alaska, who, after interviewing, will be open to calls from the viewing audience. Some long-distance calls will be planned and informed sources from out of state brought into the dialogue.

now about legislature?

Impact: The program will be heavily advertised beforehand by newspaper and radio. After the program is aired, a telephone survey will be conducted to gauge citizen (viewer) response. The newspapers will run a short questionnaire for mail-feedback the day after the program, which results will be published. The strategy is to secure approximately half the viewing audience in prime-time (ideally), thus proving to the commercial stations that creatively produced news-format programs can achieve high ratings in prime-time.

Additional impact: The show will be offered to all public and commercial stations in Alaska and will thus achieve a statewide effect for the stated purposes.

Program subject: Alternative ideas on how Alaska should distribute its wealth to the people. The basic philosophic difference between the distribution of stock/cash versus the expansion of criteria programs will be revealed by statements filmed previously. *why only Governor?* The governor will then be interviewed by two on-camera hosts; then, film and phone-in comments will heat the dialogue. Finally, viewers will be encouraged to fill out the newspaper feedback ad in the following day's newspaper.

Time of program: Proposed for the first week of April, so that this feedback can inform the Legislature and the governor prior to the end of the 1977 session. Proposed also: 8pm on a Wednesday night -- one of the hardest prime time television slots to crack in the commercial market. Length, one hour. *best at beginning of session*

Production team:

Producer, Michael Rowan
Director, Eli Bleich
Production crew, KAKM
Production Studio, KAKM
Studio design, Eli Bleich
Advertising, Phyllis Bradner
Survey design, W. Jack Peterson
Scripting, Michael Rowan
On-Camera Hosts, Francine Lastufka and Michael Rowan.

Proposal, 3

ROMAN GROUP INC.

<u>Budget:</u>	Film material	\$5,000.00
	Producer (time)	1,500.00
	Director (time)	2,000.00
	Advertising time, space	1,300.00
	Radio production, graphics	1,000.00
	Telephone hookups	900.00
	Survey costs	1,000.00
	Miscellaneous production costs	1,500.00
	Travel, expenses in production	800.00
		\$15,000.00

<u>Contributions:</u>	KAKM crew time	
	KAKM studio	
	KAKM airtime	
	Total value (est.)	5,000.00

Background: Experience and background of the production team can be added to the proposal.

May 12th 1977

ROWAN GROUP INC.

Mr. Brian Rogers
% Rep. Clark Gruening
The Alaska Legislature
State Capitol
Juneau, Alaska

Dear Brian,

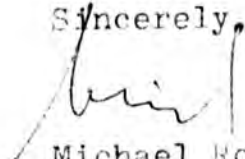
I have been out of state since we talked about the surplus funds information effort, and wonder what, if anything, has been done about it.

With proper planning, I believe the process could be coordinated so that it guarantees a meaningful effect with the Alaska public.

In the next ten days I will be preparing to come to Alaska (probably Anchorage and Juneau) and if it would serve any purpose, I could meet with you and Clark or others on the subject, if you think it is appropriate.

I am at 415 383 3160 in the meantime, where messages are taken 24 hours a day.

Sincerely,


Michael Rowan
1007 Melaleuca
Mill Valley, California 94941

Hello, I am _____, working with an independent research company (show i.d.) with a number of questions for Alaska residents. Your responses are gathered together with others and studied by those who run our state government.

Are you a resident of Alaska? (IF NO, TERMINATE INTERVIEW).

Let's begin with this (SHOW CARD 1) This is a list of possible goals or objectives for the state of Alaska. What do you think about them?

	<u>Very Much Favor</u>	<u>Favor Some</u>	<u>Dis- favor some</u>	<u>Dis- favor</u>	<u>Don't Know</u>
01. Full employment of Alaskan residents.	1	2	3	4	5
02. Low-cost energy distribution for individual and business use.	1	2	3	4	5
03. A statewide communications system serving all residents.	1	2	3	4	5
04. Maintenance of the frontier character of Alaska.	1	2	3	4	5
05. The best school system in the United States.	1	2	3	4	5
06. The lowest crime rate in the United States.	1	2	3	4	5
07. The highest family income in the United States.	1	2	3	4	5
08. Full profit from Alaska's public resources.	1	2	3	4	5
09. Efficient, integrated transportation system serving all regions of the state.	1	2	3	4	5

	<u>Very Much Favor</u>	<u>Favor Some</u>	<u>Dis- favor some</u>	<u>Dis- favor</u>	<u>Don't know</u>
10. Strengthening the fishing and timber industries and lifestyles in the state.	1	2	3	4	5
11. Sharing of Alaska's wealth with any Americans who wish to migrate and take up citizenship here.	1	2	3	4	5
12. Protect the Alaskan environment.	1	2	3	4	5
13. Eliminate poverty.	1	2	3	4	5
14. Can you think of other objectives not named here which you feel very positive about, as a goal for the state of Alaska?					
15. (And if so) What are they?					

-
16. Is the State pursuing the goals you have indicated or not?
- 1 State is pursuing goals as stated
 - 2 State is not
 - 3 Don't know

In some way the present state budget is a reflection of the goals and values of the State of Alaska (SHOW CARD 2). Here is the budget and how it's being spent. WITHOUT CONSIDERING HOW MUCH IS BEING SPENT, please tell me what percentage you would assign to each category, as if you were planning the budget. (Total must add to 100%)

ROWAN GROUP INC.

17.	EDUCATION (elementary and secondary schools, services, etc.)	37%	_____
18.	UNIVERSITY OF ALASKA	7%	_____
19.	SOCIAL SERVICES (manpower, alcoholism, drug abuse, pioneers, longevity bonus, etc.)	6%	_____
20.	HEALTH (mental health, public assistance, public health, welfare, etc.)	5%	_____
21.	RESOURCES (fish & game management, parks, environmental protection, etc.)	6%	_____
22.	PROTECTION (consumer protection, regulatory commissions, rescue, disaster, military, civil defense, etc.)	2%	_____
23.	JUSTICE (state police, courts, prisons, delinquency, victim compensation, etc.)	10%	_____
24.	DEVELOPMENT (Tourism, community aid, revenue sharing, Native claims payments)	6%	_____
25.	TRANSPORTATION (airports, highways, marine ferries, public works, etc.)	15%	_____
26.	GENERAL GOVERNMENT (administration, executive, legislative, legal, etc.)	6%	_____
	TOTAL-----	100% =	100%
27.	Where would you specifically increase the state budget to meet new needs (if anywhere)?		
28.	_____		

29. Here are three state budgets (SHOW CARD #3) which are possible this year. One way or another, the state could probably come up with money for each of them. Tell me which budget you prefer and why.

(A) A SMALLER BUDGET
 \$600 million budget, cuts back on virtually all services such as roads, schools, health care, and so on and also reduces the number of state employees.

(B) A MAINTENANCE BUDGET
 \$800 million budget, retains the present level of state services and permits employee pay increases to meet inflation.

(C) AN EXPANDED BUDGET
 \$1 billion budget, where government services expand at the same rate as the last four or five years (which is about 12% per year), and where normal accrued benefits and increases are permitted to state employees.

30. (IF "A" IS CHOSEN) Why do you choose that budget?

31. (IF "B" IS CHOSEN) Why do you choose that budget?

32. (IF "C" IS CHOSEN) Why do you choose that budget?

33. Do you think Alaska should continue to seek as much federal money as possible for programs such as highway building, fish and game management, etc., or should we make an effort to become less dependent on federal money?

- 1 Seek federal funds
- 2 Less dependent
- 3 Don't know

34. Who has the major responsibility for determining the size of the state budget as you see it -- the governor or the Legislature?

- 1 Governor
- 2 Legislature
- 3 Both equal
- 4 Don't know

35. Representatives of public employees and the state have recently agreed to a 5% pay increase; what is your opinion of the agreement?

- 1 OK
- 2 Too much of an increase
- 3 Would give no increase
- 4 Too low of an increase
- 5 Other _____ (specify)

36. Obviously, payments to public employees make up a large portion of the state budget. Do you favor fixing the budget amount for employees to a maximum percentage part of the budget (And if "yes") What percentage level would you set?

37. Over the next ten years, the state government will receive billions of dollars in additional revenue from oil and gas taxes. Should the state consider this revenue as capital -- for investment only -- or as income -- for public spending (as in the present budget - Card #2)

- 1 Capital
- 2 Income
- 3 Don't know

38. Here are two ways involving Alaska resident participation in the taxation and spending questions in state government. Which one do you prefer? (SHOW CARD #4)

(A) The state receives revenue from all sources (income taxes, oil & gas taxes, earnings from the permanent fund, etc) and allocates the money through the Legislature.

(B) The state receives the same revenue from the same sources, but returns a portion of the earnings of the permanent fund to the people of Alaska, and, if more revenue is needed, must ask the public for an increase in the income tax or other taxes.

39. (IF "A") Why do you choose that method?

40. (IF "B") Why do you choose that method?

41. Soon after Alaska's permanent fund is established, it will have assets of billions of dollars from the oil revenue. What should be done with those assets?

42. Which goal is more important to you in the management of the permanent fund?

- 1 The permanent fund should be managed to assist Alaska directly through low-interest loans for such things community development, fisheries enhancement, etc.
- 2 The permanent fund should be managed to assist Alaska indirectly through making high-interest investments outside (like in the stockmarket); and the interest should then be used as loans or actual expenditures to meet Alaskan needs.
- 3 Don't know

43. How much money should go into the permanent fund, as you see it? Should the policy be: (SHOW CARD #5)
- 1 To put as little as possible in it
 - 2 To put as much as possible in it
 - 3 To put whatever amount is surplus after meeting the goals of increasingly larger annual budgets
 - 4 To put whatever amount is surplus after meeting the goal of reducing annual budgets to the lowest possible amount.
 - 5 Other _____ (please specify)
 - 6 Don't know
44. Those assets in the permanent fund should maintain significant annual earnings, running into the millions each year. What should be done with the earnings? (SHOW CARD #6).
- 1 Add to the permanent fund
 - 2 Put it into loan programs
 - 3 Increase state spending
 - 4 Give the money to Alaska residents
 - 5 Use it to pay off bond obligations
 - 6 Other _____ (specify)
45. One proposal is to make every citizen of Alaska a stockholder in a public corporation where the earnings from the permanent fund would be paid out as a dividend annually to each stockholder. What do you think of that proposal?
-
-
46. Do you agree or disagree with the idea that a portion of the earnings (only) from the permanent fund should be distributed as stock or money directly to the Alaska people?
- 1 Agree
 - 2 Disagree
 - 3 Unsure
47. How do you feel about the alternative idea that the earnings in the permanent fund should be added to the total used by the government in its annual budget process (as in Card #1).
- 1 Agree
 - 2 Disagree
 - 3 Unsure

48. Do you have any other ideas about how the earnings from the permanent fund could or should be used?

49. More and more people have been coming to Alaska in recent years. Do you view this as a trend the state should...

- 1 Actively encourage
- 2 Actively discourage or
- 3 Not get involved in
- 4 Don't know

50. How do you feel about offshore oil development here compared to other areas of Alaska:

- 1 Believes offshore development should be considered almost everywhere before it is considered for this area.
- 2 Believes that this area is equal to most others and if oil appears to be present, development here would be all right.
- 3 Believes that this area should be considered first or in an early priority for offshore development.

51. If a state facility such as an airport, ferry or museum, can earn money in its operation -- how should it initially be paid for? From...

- 1 New or additional taxes
- 2 Bonds
- 3 General fund
- 4 User fees
- 5 Other: _____ (specify)
- 6 Don't know

In terms of public participation and major problems in Alaska, let me raise two possible topics for evaluations of this type. Give me your reaction to each one.

52. A complete re-evaluation of the University of Alaska, its size, services, budget, what Alaskans want from it and what they are getting, new directions, policy, and so on.
- 1 High priority
 - 2 Moderate priority
 - 3 Evaluation should be done but other problems are more important for public participation
 - 4 Evaluation can be done by the University itself,
 - 5 ... or need not be done.
 - 6 Other reaction _____ (specify)
 - 7 Don't know

53. A complete re-evaluation of how the state police spend their budget and time, how they make decisions about what kinds of problems to investigate, and how all this relates to crime in Alaska and the public need.
- 1 High priority
 - 2 Moderate priority
 - 3 Evaluation should be done but other problems are more important for public participation
 - 4 Evaluation can be done by the police themselves,
 - 5 ... or need not be done
 - 6 Other reaction _____ (please specify)
 - 7 Don't know

"Now I would like to ask you some related questions exactly as they are being asked by the Public Forum, in town meetings around Alaska. (GIVE RESPONDENT THE PUBLIC FORUM QUESTIONNAIRE).

AFTER COMPLETION OF THE PUBLIC FORUM QUESTIONNAIRE, SAY:

"Now I have just a few questions about yourself, for statistical purposes:"

54. Are you...
- 1 Employed
 - 2 Unemployed
 - 3 A student
 - 4 A house/wife/husband/person
 - 5 Retired

55. How many years have you lived in Alaska?
- 1 All life
 - 2 Over 10 years
 - 3 5 - 10 years
 - 4 Less than five years
56. What is the last level of education you completed?
- 1 Incomplete high school
 - 2 High school graduate
 - 3 Incomplete college
 - 4 College graduate or beyond
57. Into which of the following categories does the total family income here fall?
- 1 Under \$6,000
 - 2 \$6,000 - \$13,000
 - 3 \$13,000 - \$25,000
 - 4 \$25,000 or more
 - 5 Refused (DO NOT VOLUNTEER THIS OPTION TO RESPONDENT)
58. How many people live in this household?
- 1 One
 - 2 Two, three, four
 - 3 Five or more
59. Are you a registered Alaska voter?
- 1 Yes
 - 2 No
 - 3 Not sure
60. Age
- 1 16 - 25
 - 2 26 - 39
 - 3 40 - 59
 - 4 60+
61. Sex
- 1 Male
 - 2 Female
66. Location
- 1 Anchorage
 - 2 Fairbanks
 - 3 Juneau, Ketchikan, Sitka, etc.
 - 4 Palmer, Wasilla, Kenai, Kodiak, etc.
 - 5 Dillingham, Bethel, Nome, etc.

V A L I D A T I O N

Respondent's Name

Address

Phone

Interviewer

Rowan Group Staff only:

Validated

date