



**MUNICIPALITY OF ANCHORAGE**  
**ANCHORAGE PARKS & RECREATION**

**Memorandum**  
**PRC 08-28**



**DATE:** 2 April, 2008  
**TO:** Parks & Recreation Commission  
**FROM:** Peter Crosby, Park Commissioner  
**SUBJECT:** PRC 08-28 – Pool Bond Update

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I am sure that you all are aware of the large margin by which Proposition 4 – the Pool Bonds – were approved on April 1<sup>st</sup>. This was the first of two steps; the second is obtaining matching funds from the State to carry out all the repairs that are needed.

This report deals first with what was done in preparation for the local election and second, what is planned for the second step. Dana Hyams and I assumed responsibility for organizing the effort.

### **For the Local Election**

We anticipated that this would have to be a grass roots effort, educating pool users and attempting to reach people who used to be users. We knew that there were many citizens who had felt it was important for their kids and other children to learn to swim, but that it was a totally unorganized population. Two complementary approaches were used.

#### Anchorage Tomorrow

This is a registered political action committee which exists to support municipal bond propositions. They are an authorized fund raiser. We did not expect the aquatics community to generate much money for publicity and we were correct. Somewhat in excess of \$5,000 was raised for Proposition 4. Anchorage Tomorrow printed a flyer and produced one radio advertisement for the pools, making additional funds available to finance it. It also covered the cost of printing signs.

Besides generating publicity, it serves as a speakers' bureau. Appearances were scheduled with every community council, KSKA and talk radio. A meeting with the Daily News editorial staff was also held. Dana Hyams organized volunteers to appear at the community councils. Thirteen volunteers were recruited and an information packet was produced and a meeting held to make sure that everyone had the same information. 34 community council and trade group meetings were attended by aquatics people.

#### User Groups

Effective communication was established with the Alaska Triathlon Club, Gold Nugget Triathlon Board, Age Group and Masters swim teams, swim lesson programs, divers and, of course, the participants in the Aquatics Committee.

Concise email messages were prepared and provided to the groups for further dissemination. Currently involved users were asked to contact people who used to be, with some success.

The People for Pools website was revised and the standardized information posted there. A page was established to make it easier for people to contact their elected state officials. The site was publicized in handouts.

Tables were staffed within Municipal guidelines at Bartlett Pool for a two day swim meet and at East, Dimond, and West for the April Pools Day free swims. These all took place March 28<sup>th</sup> through 30<sup>th</sup>.

Street corner demonstrations were organized with each age group team assigned locations in keeping with their size and home pools. The principal focus was Monday with all teams canceling practice. The media were given the schedule and locations in advance.

A last minute email message to Anchorage voters stressing the importance of turning out to vote was generated and disseminated on March 31<sup>st</sup>.

## **The State Match**

The draft Senate capital budget (SB 221) was released on Friday, March 28<sup>th</sup>. It contains no matching funds for the pools.

Efforts are being made to determine what Rep. Meyer and others who committed to funding are planning to do. This is being written on April 2<sup>nd</sup> and it looks like a confrontation over the capital budget is developing.

The Daily News is interested in a follow up compass piece regarding the state match.

Once the situation is more clearly defined the compass piece will be prepared and the user groups recruited to send emails to their representatives, senators, and the governor. Many of these groups have members statewide and we anticipate messages being sent from outside Anchorage.

The 2008 Alaska Swimming Junior Olympic Championship will be held at Bartlett April 10<sup>th</sup> – 13<sup>th</sup>. It is the largest championship of the year, attracting swimmers and their parents from all over the state..

A computer station will be set up at which people will be able to use a version of the People For Pools contact pages to prepare email messages. They will be accumulated during the day and then sent in the evening when the computer is taken home and connected to the web.

Another table will have sheets of paper with the Governor's address and a salutation pre-printed on it. People will be invited to write short messages to the Governor. These will be counted and bundled together and sent by Priority Mail to the Governor's office.

Each person will be asked to include their name and home town in the email or written message.