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2021 Annual Report

Joseph Kahklen
President

First Things First Alaska Foundation (FTFAF) has been active during 2021, educating the public on economic development and sustainable resource management. FTFAF is a not-for-profit 501(c)(3) educational foundation.

Rosemary Hagevig
Vice President

Funding for FTFAF activities is through the generosity of its donors. FTFAF is exceedingly grateful to all its donors.

Corey Baxter
Secretary

Juneau Access and Southeast Alaska Transportation

Frank Bergstrom
Treasurer

FTFAF's 2021 advanced a cost-effective and efficient intermodal SE Alaska transportation system by exploring consumer/provider connectivity through software applications. FTFAF researched the conceptual feasibility of software or a mobile-friendly application that would provide the consumer a suite of transportation information and cost options to transport people and goods throughout SE Alaska. The application would allow the consumer to choose the best option to fit their transportation need and secure that choice through an online purchase.

Directors
Scott Bergmann
Richard Burns
Wayne Coogan
Dennis DeWitt
Naomi Hobbs
Edward King
Neil MacKinnon
Mac Meiners
Scott Spickler

Through outreach to SE Alaska transportation providers and system experts, FTFAF confirmed interest in the concept. However, the estimated cost for software development was \$100,000. Unfortunately, the high price of software development lessened appeal amongst potential partners, and the project was placed on hold. An alternative discovered via the Haines Chamber of Commerce was OpenTug. OpenTug is a Seattle-based organization working to connect "the marine service industry to its customers through the click of a button." The OpenTug concept might work for SE Alaska and needs further exploration.

John Sandor
Director Emeritus

FTFAF continued advocacy for developing the Cascade Point ferry terminal as a strategic piece to the SE Alaska intermodal transportation system.

Don Habeger
Executive Director

Mining

Mining is essential to SE Alaska's economic fabric. FTFAF submitted letters to the U.S. Forest Service (USFS) summarizing mining's value to the region and the importance of extending mine life for the Greens Creek Mine and the Kensington Mine. FTFAF submitted comments that each mine's approach to tailing's storage was environmentally sound and that the USFS should extend their permits.

To further educate the public on the importance of mining and other economic opportunities, the FTFAF adopted a communications plan in quarter three of 2021. Education will be in

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three stages: turning SE Alaska's economic ship around, family-sustaining jobs are instrumental for regional longevity, and working together for our future. Plan execution will be a multi-year process.

The pandemic canceled Gold Rush Days for 2021. FTFAF is looking forward to involvement when it resumes.

Roadless Rule

The US Department of Agriculture (USDA) issued a public notice stating its intent to repeal its 2020 decision to exempt the Tongass from the Roadless Rule. A sixty-day comment period on the USDA's intent to repeal its Roadless Rule exemption began November 23, 2021. The FTFAF will comment on the negative impact caused to SE Alaska with the reinstatement of the Roadless Rule.

A case FTFAF supports as a party and financially in the DC Circuit Court of Appeals is resolved. In November, the court ruled that the Alaska-specific Tongass rulemaking had resulted in an Exemption from the Roadless Rule for the Tongass. I.e., there is nothing left to litigate. The State of Alaska, with support from intervenors, brought action contesting the Roadless Rule's legality in 2018.

Tourism

FTFAF produced radio spots educating the SE Alaska public on the importance of tourism to SE Alaska's economic vitality. The radio spots addressed three ballot measures to limit tourism in Juneau, Alaska.

FTFAF placed five educational ads using radio and social media. Ad placement coincided with ballot measure sponsors' gathering signatures as they sought to put the measures on Juneau's October 2021 general election. Ballot measure sponsors failed in gathering the required number of voter signatures ceasing the anti-tourism effort.

Wants and Needs Campaign

FTFAF partnered with KINY radio station to ask the public their preferences on local government spending by the CBJ Assembly. The survey was timed to gauge public opinion as the Assembly deliberated on the city budget. The survey was open for thirty days, and three hundred eleven responses were received.

Survey results were widely distributed to CBJ Assembly members, a press release, social media, and email distribution.

FTFAF's Executive Director and Board Members were guests on KINY's Action Line during each quarter of 2021.

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