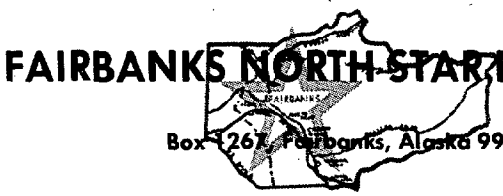

IMPACT INFORMATION CENTER - SPECIAL REPORT NO. 6

April 1977

HISTORY AND EVALUATION OF THE IMPACT INFORMATION CENTER 1974 - 1977

by

Sue Fison, Cindy Quisenberry and Mim Dixon

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David Crockett
Sue Gamache
Leslye Korvola
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We would like to thank the readers of Impact Center Reports who returned questionnaires which were used for our final evaluation. Questionnaires received by March 4, 1977 were used to compile the evaluation; however, we have received a number of questionnaires since that time and appreciate hearing from our readers.

We would like to thank Wendy Harris for her assistance in the preparation of this special report. Additionally we would like to acknowledge the assistance of Wendy, Jan Wiggins, and Trish Walker who have spent many hours working on our newspaper clipping files of Fairbanks developments and have assisted with distribution and mailing of our reports. We also give a special thanks to all those who have served on the Impact Advisory Committee.

It has been an exciting challenge to have observed and reported the changes which have occurred in Fairbanks over the course of the pipeline construction period. We hope that our efforts will contribute to making our community and others better prepared for the challenges which are ahead.

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Chapter I

HISTORY OF THE IMPACT INFORMATION CENTER

Passage of the federal Trans-Alaska Pipeline Authorization Act of 1974 paved the way for constructing a pipeline to carry oil from the oil fields of Prudhoe Bay on Alaska's northern coast to the port of Valdez on Alaska's southern coast, the largest private construction project in history. The pipeline construction project began in April 1974 with Fairbanks North Star Borough as the principal administrative, supply, and transportation center for construction activities.

Just prior to the inauguration of pipeline construction activities in February of 1974, the Social Concerns Committee of the Fairbanks Council of Churches held a community meeting. Representatives of the oil industry were invited to describe the ways in which the communities in the Fairbanks North Star Borough would be affected by the construction activities. This meeting provided a forum for public discussion in which there was an expression of need for additional and on-going information about the affects of pipeline activities on the local communities. The Social Concerns Committee, along with other concerned individuals, organized support for an Impact Information Center as part of the Fairbanks North Star Borough government services.

Charles Parr, who was then presiding officer of the Borough Assembly, developed a schematic for such an office. He envisioned a center whose purpose would be to collect and disseminate information, but would not "forecast, predict, project, extrapolate, or otherwise attempt to indicate the shape of the future." Parr explained:

> *The sole measures of success of the Impact Information Center will be how well it serves the whole community: the businessman deciding whether to expand his operations, the man who builds three houses and sells them each summer, the senior citizen on a fixed income who must decide whether or not to leave for the Lower 48 because of prices, the school authorities wanting to know how many teachers to hire, hospital administrators with staffing problems, Goldpanners who may need additional seating in the ball park, and welfare recipients whose incomes always lag behind the rising cost of living.*

Borough Mayor John A. Carlson supported the idea in a memorandum to the Borough Assembly in which he further refined the concept of an Impact Information Center. He defined three basic purposes for such a center:

1) to provide the general public with information relevant to pipeline activity which "could or will affect their personal, occupational, business, financial and recreational affairs";

2) to provide the Borough Assembly and administration with "factual

data to aid them in conceiving and formulating public policy designed to cope with pipeline impact"; and

3) to present information as rationale to support requests for state, and possibly federal, impact funds or services.

The mayor also recommended that a broadly-based steering committee be appointed to guide the proposed information center.

On April 25, 1974, the Fairbanks North Star Borough Assembly appropriated $13,450 from the general fund to the Mayor's Office for the purpose of establishing an Impact Information Center and operating it for the remainder of the fiscal year. The Borough Assembly later decided to use a portion of the impact funds received from the State of Alaska to support the Impact Information Center, and thereby appropriated an additional $49,198 to operate the Impact Information Center during FY 1974-75.

The original Impact Advisory Committee, appointed by the mayor to guide the Impact Information Center, represented a cross section of the community, including Gene Straatmeyer, chairman of the Social Concerns Committee of the Fairbanks Council of Churches; Tom Packer, President of the Fairbanks Chamber of Commerce; Larry Carpenter, Community Relations Representative for the Alyeska Pipeline Service Company; Sam Kito, Vice President of Doyon, Ltd., the regional Native corporation; and Charles Parr, Presiding Officer of the Borough Assembly. Later the committee was expanded to include Leslye Korvola as a consumer representative; Georgina Herron to represent the Black community; and George Wise to represent the Joint Labor Council.

Since the original committee was formed, there have been several changes in membership, but the broad representation of various parts of the Fairbanks community has been maintained. Others who have served in the Impact Advisory Committee are David Crockett, Claude Dementieff, Sue Gamache, J.C. Thomas, Jeanne Wilson, and Phil Younker. For the first year, Gene Straatmeyer served as chairperson of the Impact Advisory Committee. Subsequently, George Wise has chaired the committee. At its inception the Committee met with the Impact Information Center staff, the press, and the public two times each month. Later the public meetings were held once a month.

The Impact Information Center began with a two-person staff, an Information Officer assisted by a secretary. Joe LaRocca, a veteran political journalist, was the first Information Officer. Shortly after the office began, Mim Dixon, an applied anthropologist, joined the staff through the use of CETA funds. Eight months later, the Impact Information Center had proved itself and it was decided that there was a need for a rural impact information project for the Interior of Alaska outside the Fairbanks North Star Borough. By contractual arrangement, Ms. Dixon also served as a consultant to the rural program, which was managed by the Fairbanks Town and Village Association for Economic Development, Inc.

At the end of the first fiscal year of the Impact Information Center, the state impact funds lapsed and the Borough Assembly decided to appropriate the funds out of general revenues to continue the program. The State of Alaska ascertained that the Impact Information Center was providing valuable information to state agencies and therefore added $10,000 to the Impact Center budget. Additional funds were secured through contractual services with the Rural Impact Information Project. During the second fiscal year of operation Mim Dixon served as Information Officer for the Impact Information Center. The secretarial position was changed to an Information Assistant position with responsibilities for working with the public and assisting in research, as well as clerical duties. Cindy Quisenberry served as Information Assistant for the duration of the project.

As the 1976-77 fiscal year approached, the Borough Assembly again debated the future of the Impact Information Center. While the Impact Center was intended to be a program of limited duration to meet specific needs created by pipeline construction, there was some question about the appropriate time to terminate the project. The Borough Assembly decided to fund the Impact Information Center for a third year because it was felt that an important aspect of the impact of the Trans-Alaska Oil Pipeline was what happened to Fairbanks after the construction efforts peaked. Sue Fison, who had formerly worked for the University of Alaska Institute of Social, Economic, and Government Research, served as Information Officer for the Impact Information Center's third and final year.

During the three years of Impact Information Center activity, the program produced 34 regular reports covering a variety of topics (see index in Chapter IV) which were distributed to a mailing list which included more than 900 persons by the end of the project. In addition, the Impact Center produced 5 special reports which considered specific Impact problems in greater depth. The special reports focused on minority hire and Alaska hire on the pipeline, the effects of pipeline construction on senior citizens, the cost of living in Fairbanks, mobile homes, and energy. In its final year the Impact Information Center received a grant from the State of Alaska to compile a final summary report of pipeline impact.

In addition to researching, writing, producing, and distributing reports, Impact Information Center staff have assisted countless persons seeking information local citizens, journalists, businesspersons, state and federal agency representatives, researchers and other interested people. Other activities of the Impact Information Center have included speaking to meetings of various organizations, compiling extensive files about Fairbanks and the pipeline, and serving local government informational needs.

In its brief history, the Fairbanks North Star Borough Impact Information Center has become a model for similar programs in Alaska and in other areas which are experiencing dramatic changes resulting from

rapid, capital-and-labor-intensive, resource development. In 1976, the Fairbanks North Star Borough received a New County Achievement Award from the National Association of Counties for the Impact Information Center. Although the Impact Information Center program ends on June 30, 1977, it is anticipated that the information collected by the center will continue to be used to assist planning efforts both locally and in other areas.

Chapter II

IMPACT INFORMATION CENTER EVALUATION

Each year recipients of the Impact Information Center reports have been asked to participate in an evaluation of the Impact Information Center. This survey of readers has provided direction and the kind of feedback which is necessary to improve both the reports and the overall program. For the past three years questionnaires were enclosed in the January Impact Information Center reports and recipients were encouraged to complete the forms and return them in envelopes provided for that purpose. While the response rate has declined each year - 53 percent in 1975, 25 percent in 1976, 19 percent in 1977 - the response has nevertheless been significant.

The survey forms used each year's evaluation have been slightly different; however, many of the same questions were asked to provide comparisons from year to year. (A copy of the January 1977 evaluation questionnaire is reprinted at the end of this chapter.) This chapter contains an analysis of trends in the three years and a final evaluation based upon the most recent questionnaire. In addition, the questionnaire which was distributed to readers in January, 1977, asked about their personal experiences and attitudes toward pipeline impact and a summary of readers' responses is included in Chapter III of this report.

Evaluation Comparisons 1975-1977

Some of the results of the three evaluations are given in Figure 1. This comparison suggests several trends which are explained below.

Distribution and readership of reports has increased. Since the Impact Information Center began producing reports, the mailing list has increased steadily, from 203 in 1975 to 906 in 1977. Evaluation questionnaires indicate that the number of persons reading each copy of each report has averaged between three and four. This means that the total readership of the reports has increased from 670 in 1975 to 3,352 in 1977, a five-fold increase.

Most people request reports themselves. The percentage of report recipients who requested that their names be placed on the mailing list has remained high (77-90 percent), indicating that the growth in the mailing list may be attributed to increased interest in the Impact Information Center and growing demand for the reports.

Ways of learning about the Impact Information Center Reports have changed over time. When the Impact Information Center was in its infancy, most people learned about the program through the outreach efforts of the Impact Information Center staff and the news media. After

Figure 1
IMPACT INFORMATION CENTER EVALUATION COMPARISONS
1975-1977

	January 1975	January 1976	January 1977
Number of Report Recipients	203	655	906
Percent of Recipients Responding to Questionnaire	53%	25%	19%
Average Number of Readers of Each Copy of Each Report	3.3	3.2	3.7
Total Readership (number of recipients X number of readers per copy)	607	2,089	3,352
Percentage of Report Recipients Who Requested to be on Mailing List	77%	90%	80%
Source of Information About Impact Center			
Friend or Associate	17%	39%	34%
Contact with IIC staff	42%	33%	30%
News Media	34%	21%	21%
Other	7%	7%	15%
Geographic Distribution of Readers			
Fairbanks North Star Borough	-	55%	62%
Other Places in Alaska	-	27%	24%
Outside Alaska	-	13%	15%
Percent of Report Recipients Who Have Attended an Impact Advisory Committee Meeting	10%	15%	15%
Percent of Respondents Who Have Used Information in the Reports	77%	52%	81%
Ranking of Most Popular Topics			
Cost of Living, Inflation	3	1	1
Housing	1	3	2
Population Estimates	2	3	3
Food Prices	4	4	4
Employment, Income, Wages	3	2	5
Fuel & Heating Prices	5	5	6
Percent of Respondents Who Evaluated Aspects of the Reports as Good or Excellent			
Topics Selected	86%	89%	96%
Writing Style	74%	77%	90%
Presentation of Information	68%	76%	92%
Format	58%	73%	89%
Length	74%	72%	89%
Timing	64%	71%	84%

the first year, word of mouth became the predominant way in which persons learned about the Impact Information Center. By the third year, Impact Information Center reports were being cited regularly and people were more likely to see copies of the reports. The rise in the "other" category as a source of information about the Impact Information Center in 1977 may be attributed to this factor, as 7 percent of the respondents indicated that they had first learned about the Impact Information Center when they saw a copy of the IIC report.

Geographic distribution of reports has remained relatively stable. Although information about the geographic distribution of the reports is not available for 1975, information from the following two years indicates that, while the readership increased, the geographic distribution of readers remained relatively stable. The greatest number of reports recipients reside in the Fairbanks North Star Borough, with proportionately fewer in other parts of Alaska, and still fewer outside Alaska.

Few people who receive reports attend the Impact Advisory Committee meetings. The Impact Advisory Committee meets each month to review and comment on the reports. Most of the report recipients are content to receive the reports and do not attend the Impact Advisory Committee meetings. Less than 15 percent of the respondents in any year said that they had ever attended an Impact Advisory Committee meeting.

Information in the Impact Information Center reports was actually used more in the beginning and at the end of the pipeline impact period. Evaluation questionnaire respondents in 1975 indicated that 77 percent of the report recipients were actually using the information in the reports. This percentage fell to 52 percent in 1976 and rose to 81 percent in 1977. These figures may indicate that more decisions were being made at the beginning and the end of the pipeline construction period.

Information in the reports was used for more diversified purposes over time. As the report readership expanded over time, the manner in which the information in the reports was used became more diverse. The following is a list of some of the ways in which information in the Impact Information Center reports was used: program planning (schools, state and federal agencies, businesses, churches, social service agencies); preparation and support of budgets (both private and public concerns); determining cost of living allowance adjustments and pay scales; sent to prospective employees for use in recruitment; news reporting; research on effects of energy development; writing environmental impact statements; planning for energy development in other areas; personal education (voting on bond issues, testimony at hearings, letters to the editor); used by teachers in preparing lectures; investment decisions (particularly with regard to real estate); economic analysis and projections; land use planning.

Topics which interest more than half the readers are consistent over time, but their rankings vary. Each year, the evaluation questionnaire asked readers to indicate which topics interested them the most. While the list of topics varied slightly from year to year, the top five topics remained the same: cost of living, housing, population estimates, food prices, employment, and fuel and heating prices. Each of these topics was of major interest to more than 50 percent of the questionnaire respondents each year. In 1975 those five topics interested 65 percent or more of the readers and three additional topics also interested more than half of the respondents - transportation, school impacts and public utilities.

Readers think that the quality of reports have improved over time. Each year readers have been asked to evaluate various aspects of the report: topics selected, writing style, presentation of information, format, length, and timing. And respondents have provided comments which have facilitated improvements in those aspects of the reports. While every aspect of the reports has been given a positive evaluation by the majority of respondents each year, the percentage of positive evaluations has increased each year. In the most recent survey, an excellent category was added to the evaluations which previously only used "good", "fair", and "poor". The additional category may have created an upward bias when "excellent" and "good" were combined for comparative purposes in Figure 1, but it also provides some differentiation in readers evaluations.

Summary of trends. The three annual evaluations suggest that over time the Impact Information Center has both improved and expanded its program. Furthermore, the evaluations suggest that the need for this type of information program is greatest at the beginning and the end of the construction project, the times at which the most changes are taking place and the most decisions are being made which require specialized information about the community. Throughout the tenure of the Impact Information Center, the type of information which appears to be most useful and interesting to the readers of the IIC reports has been economic information about the community (cost of living, inflation, housing, food prices, employment, wage rates, income, fuel and heating costs) and demographic information (population estimates). This is the type of information which is most often used for planning, contract negotiations, and supporting proposed budgets.

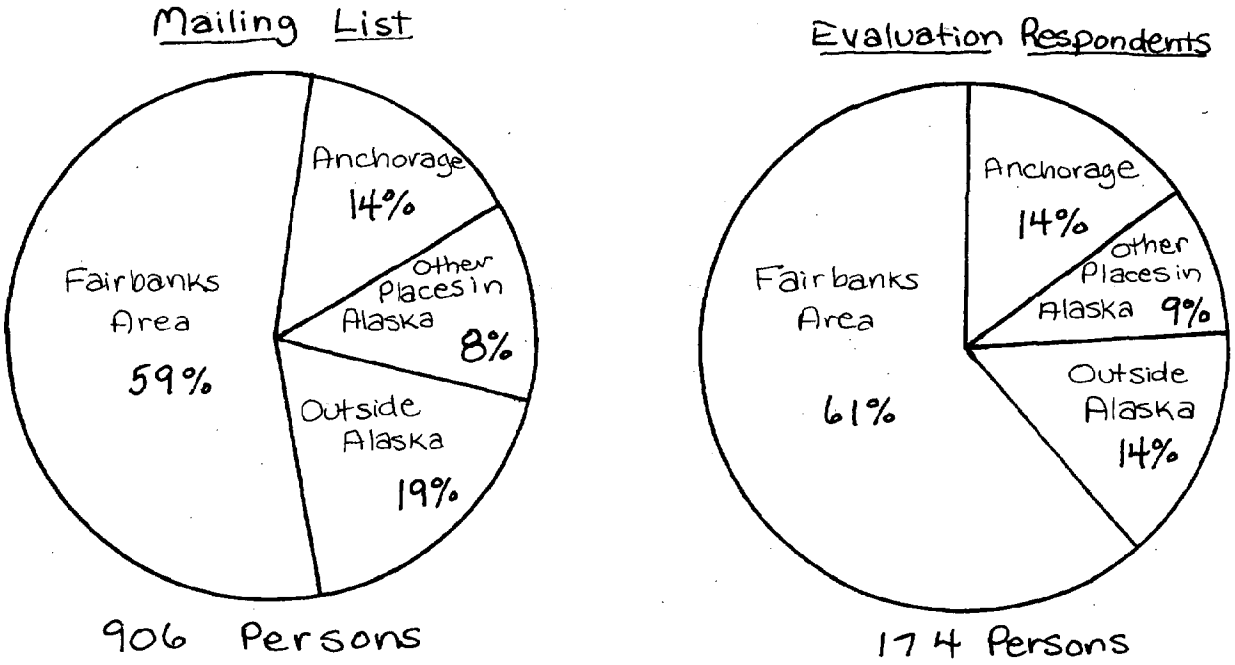
Final Evaluation - January 1977

Results of the evaluation questionnaires distributed in 1977 are not only applicable to the preceding year, but also represent an accumulation of Impact Information Center activities. Each year readers were asked if they wanted to remain on the mailing list and few ever requested discontinuation. Since the Impact Information Center ceases

on June 30, 1977, the evaluation conducted in January, 1977, is the final attempt to evaluate the program. The following information was derived from the most recent survey of Impact Information Center report recipients.

Geographic Distribution of Report Recipients. The geographic distribution of report recipients, both for the entire mailing list and for those responding to the evaluation questionnaire is given in Figure 2. Nearly 60 percent of the report recipients live in the Fairbanks area and less than 20 percent live outside Alaska.

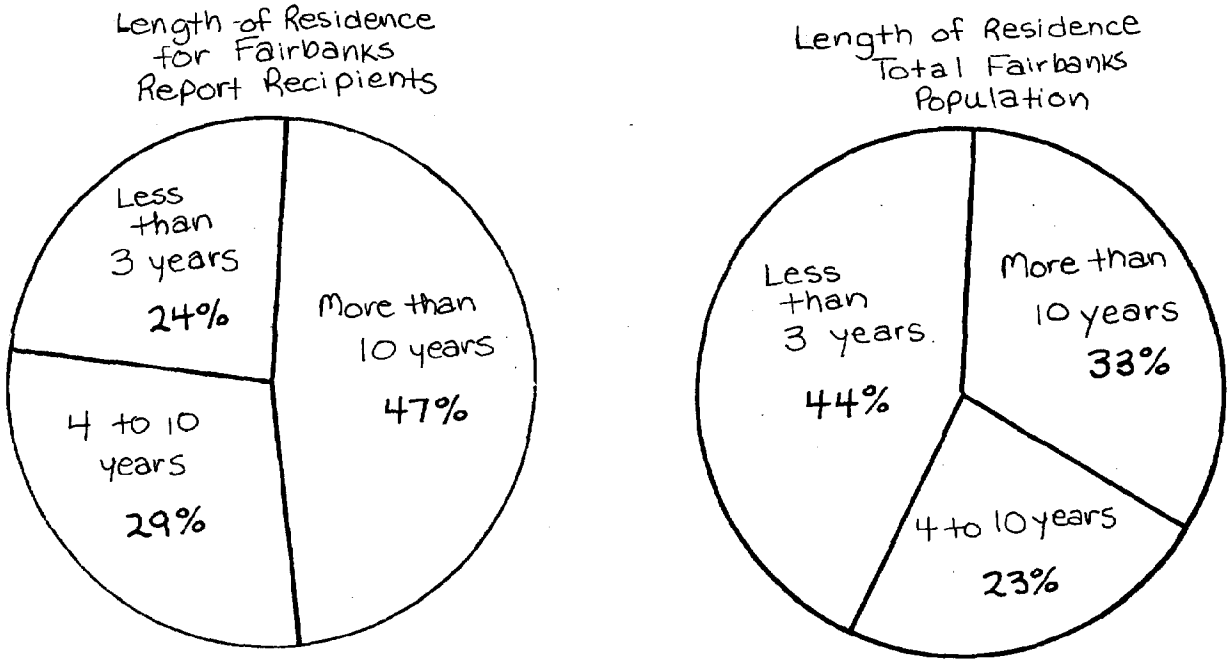
Figure 2
GEOGRAPHIC DISTRIBUTION OF READERS
Impact Information Center Reports
January 1977



Length of Residence in Fairbanks. Most of the Fairbanks residents who received the Impact Information Center reports had lived in Fairbanks before pipeline construction began. The largest group, 47 percent, had lived in Fairbanks 10 years or more. Those living in Fairbanks four to nine years comprised 29 percent of the Fairbanks mailing list. The remaining 24 percent of the report recipients in Fairbanks had resided here less than three years. Recipients of Impact Information Center

reports in Fairbanks tend to be "oldtimers" or "permanent residents" when compared to the total population of Fairbanks, as represented in the Fairbanks Community Survey conducted by Jack Kruse, Institute for Social and Economic Research, University of Alaska. A comparison is given in Figure 3.

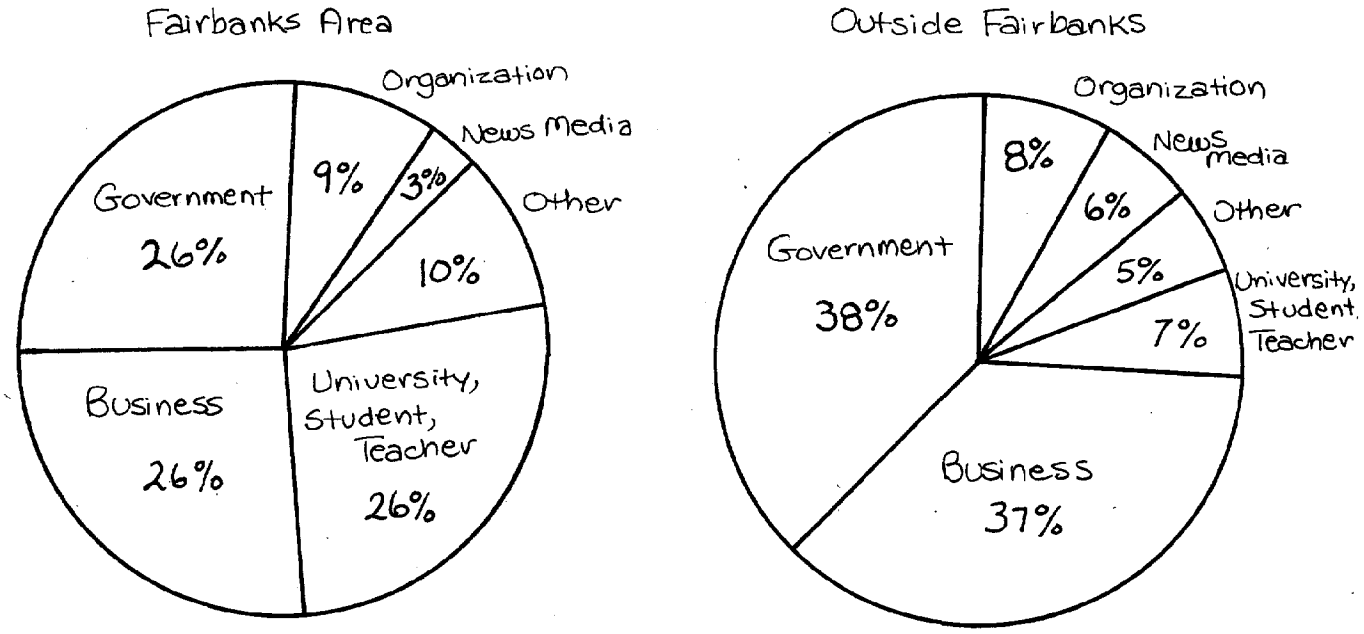
Figure 3
LENGTH OF RESIDENCE IN FAIRBANKS
Comparison of Report Recipients and Total Population



Sources: Impact Information Center survey of report recipients, January 1977. Research Notes: Fairbanks Community Survey, by Jack Kruse, Institute of Social and Economic Research, University of Alaska, Fairbanks, December 1976.

Occupations of report recipients. Approximately one-third of the recipients are businesspersons and another third are government personnel. Three-fourths of the report recipients residing outside the Fairbanks area are employed in business or government. The next largest category of recipients by occupation is university employees, which comprise 10 percent of the mailing list. Altogether university employees, teachers and students account for nearly 20 percent of the mailing list. A comparison of occupations of report recipients are given in Figure 4.

Figure 4
OCCUPATION OF REPORT RECIPIENTS
January 1977 Evaluation



Topics of interest to report readers. A comparison of the major topics of interest for the three annual evaluations was given in the previous section. Figure 5 summarizes the percentage of responses given by the January 1977 respondents to the 25 impact topics listed in the questionnaire. Although economic topics clearly dominated, at least a fourth of the respondents also expressed interest in air quality, attitudes to impact, crime, education, insurance, minority and Alaska hire, mobile homes, public utilities and transportation.

Quality of Report. A summary of reader responses to the January 1977 questionnaire on the quality of various aspects of Impact Information Center Reports is given in Figure 6. The reports were rated highest for topics selected and presentation of the information.

Report recipients felt the program was of value. When asked, "Do you feel that the Impact Information Center has been a worthwhile program?", 99 percent of the people answering that question said "yes." None of the respondents checked the box for "no," although one commented that the program could have been more worthwhile if it were more future-oriented and another questioned the cost effectiveness. Readers were not asked specifically about cost effectiveness of the program, but several commented positively on this aspect of the Impact Information Center. "The center has paid for itself many times over," wrote one Fairbanksan.

Figure 5
TOPICS WHICH INTERESTED READERS
January 1977 Evaluation

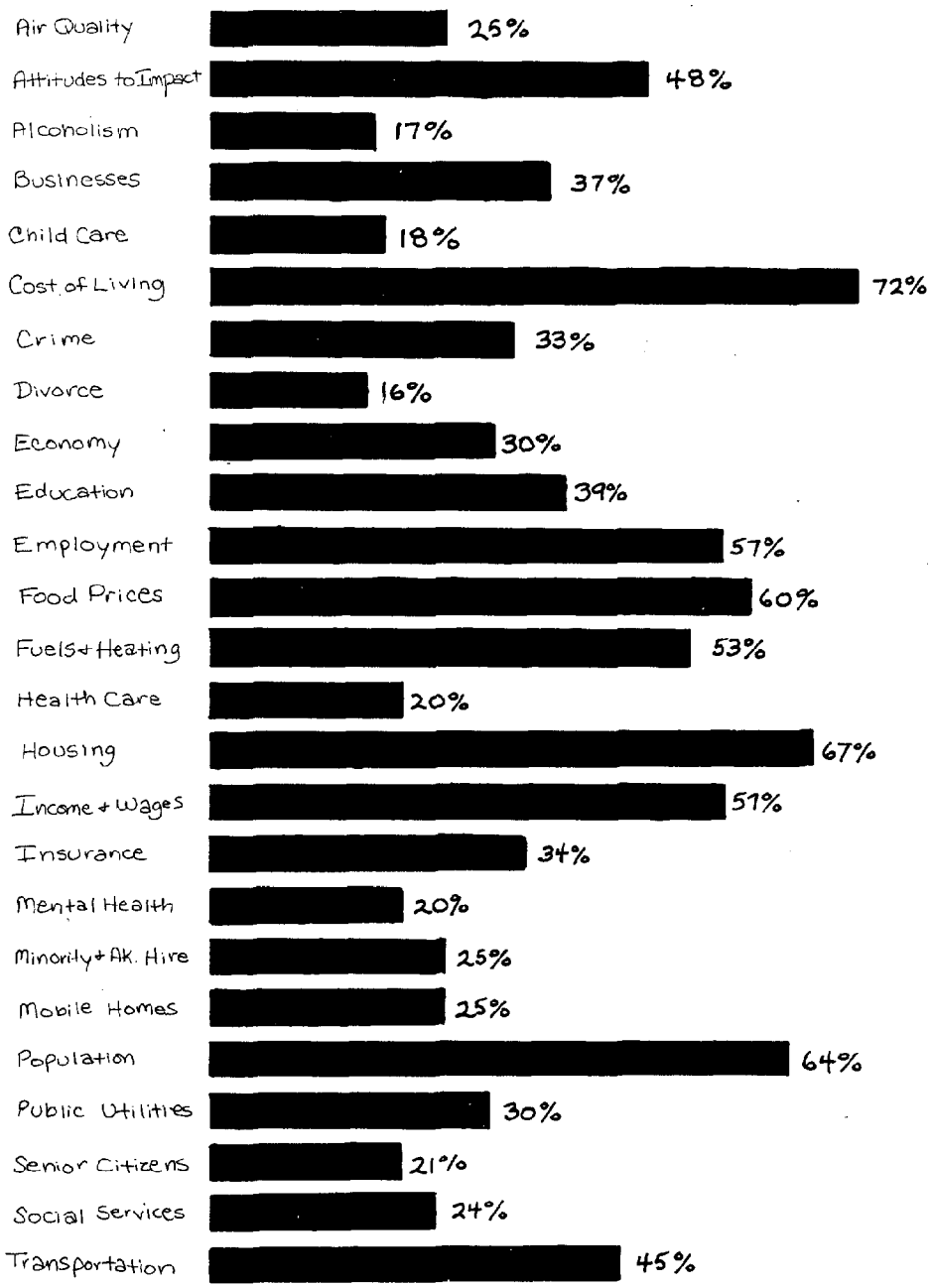


Figure 6
QUALITY OF IMPACT CENTER REPORTS
January 1977 Evaluation

Aspect of Reports	Ratings By Percent of Respondents				Total Responces (Used to Compute Percentages)
	Excellent	Good	Fair	Poor	
Topics selected	55%	44%	2%	0	170
Writing style	41%	53%	6%	0	167
Presentation of Information	46%	50%	4%	0	167
Format	36%	57%	6%	1%	165
Length	34%	60%	5%	1%	164
Timing	39%	53%	8%	0	160

Reports kept readers better informed. Readers were asked, "Have the Impact Information Center Reports kept you informed about developments in Fairbanks which you would not have known about otherwise?" While a few news media personnel responded negatively to that question, 98 percent of the responses were affirmative. One respondent wrote, "The Center reports filled an important void in providing important business, social and demographic information used for planning in both the private and public sectors." This opinion was stated more colorfully by a Fairbanks businessman:

> *The Impact Information Center Report's are the first intelligent, up-to-date, substantiated publications I have seen this town generate. As far as I'm concerned they are the only data locally available that are trustworthy for making an economic decision. The News-Miner is hopelessly complacent and partial, the University is never relevant unless you're talking about 5-10 years in the past, and consulting firms and their analyses have never been much more than yes-men to their clients' interests.*
>
> *At last this pitiful, desperate little backwater community has an impartial, nonpartisan reporter. With the scarce facilities provided, your office has done nothing less than superior work with each report, all the constraints upon your data gathering capabilities notwithstanding. Rarely have I encountered a socio-economic publication that could purport to other than narrow academic relevance, and rarer still one that answered the question, "What's that got to do with the price of rice in China?"*
>
> *Well at least - while you survived - Fairbanks could see what the pipeline had to do with the price of bread in Interior Alaska.*

Some readers expressed a need for information after the pipeline. The evaluation Questionnaires received many unsolicited comments in favor of continuing the Impact Information Center, or some variation of the program. Some of these comments are following:

You have not asked whether your readers agreed that the IIC should close on June 30, 1977. I, for one, believe it should be continued for at least one more year because the most negative aspects of impact are still to come.

I feel your office should be continued for several more years to adequately catalog the final stages of the impact - to cut you off in June somewhat wastes all the initial efforts by your office.

Some similar sort of socio-eoncomic reporting should be retained in order to track the cycle as Fairbanks moves toward the gas pipeline project. The information that has been developed has been invaluable to business and government planners.

I would like the Impact Reports to continue if monies could be appropriated. This was one of the good things to come from the pipeline impact. If the reports could not be done on a monthly basis, then perhaps every quarter during the year.

Impact Information Center reports seem to have altered readers' attitudes about the impact of the trans Alaska oil pipeline. People develop their attitudes about pipeline impact from their expectations, their experiences, and the information they receive, including the Impact Information Center reports. A total of 83 percent of the respondents indicated that they had personally experienced pipeline impact. Respondents who indicated that they had experienced impact were asked if their experiences were mostly positive, mostly negative, or fairly equal positive and negative. Only 10 percent of the people answering that question said that their experiences had been mostly positive, while 48 percent said that their experiences had been mostly negative and 42 percent had mixed experiences. These reults may be compared to a survey of a representative sample of the entire Fairbanks population which showed that 25 percent of the residents felt that they had benefited from the pipeline and 46 percent felt they had borne the costs. People receiving the Impact Information Center reports tended to have fewer positive experiences than the population as a whole. This may be attributed in part to the length of residence of Impact Information Center report recipients, since a survey of a sample of persons who had lived in Fairbanks more than 10 years shows that only 17 percent felt that they had benefited from the pipeline. A comparison of these surveys is given in Figure 7.

In spite of the fact that only 10 percent said that they had had positive personal experiences with pipeline impact, 20 percent of the respondents said that pipeline impact in Fairbanks was better than they had anticipated prior to construction of the pipeline. And, although 48 percent said that they had had mostly negative personal experiences, only 36 percent said that pipeline impact was worse than they had anticipated. This suggests that the readers of the Impact Information Center reports had a more positive perception of pipeline impacts than their own experiences would have generated. Perhaps even more significant

Figure 7
QUALITY OF PIPELINE IMPACT EXPERIENCES
Impact Information Center Report Recipients and Fairbanks Residents

Quality of Experiences	IIC Report Recipients	Fairbanks Residents Total Population	Fairbanks Residents 10 yrs. or More
Mostly positive, received benefits	10%	35%	17%
Mostly negative, borne the costs	48%	46%	57%
Both positive and negative, both or neither receiving benefits and/ or bearing costs	42%	29%	26%

Sources: Impact Information Center survey of report recipients, January 1977. Research Notes: Fairbanks Community Survey, by Jack Kruse, Institute of Social and Economic Research, University of Alaska, Fairbanks, December, 1976.

is that 42 percent of the Impact Center evaluation questionnaire respondents felt that they had had both positive and negative impact experiences, as compared to 29 percent of the population at large.

Impact Information Center Reports seem to have helped people put their own impact experiences into perspective. "You aided greatly in my ability to comprehend and deal with the boom," one reader wrote. Some gained a perspective on their own personal experiences:

> *We tend to exaggerate the adverse impacts we expect from a new development and find it difficult to identify what "impact" consists of after the event occurs. Even though I work for the government, my job was probably easier to get because of the pipeline. But I'm one of the lucky ones. Neither my husband or myself were lured by big money. As a result, we spent the time together rather than separated for 8 weeks at a time.*

Others gained a perspective on the community and their relationship to it:

> *It has brought Fairbanks into the modern era in one great wrenching experience instead of gradually, as in most U.S. towns. This dynamicism has encouraged me to stay and be both a participant and an observer in its future growth.*

> *These problems didn't affect me personally to any great extent but did make me question the actions, veracity and attitudes of our local governing bodies.*

> *. . . satisfaction of knowing our service was a real asset to the community.*

One person living outside of Alaska felt that the Impact Information Center reports seemed to provide a perspective on Fairbanks different from the news media:

> *Has helped us in Seattle to better understand many of the problems faced by Alaska citizens. Thanks.*

In general, it seems that the Impact Information Center reports served to broaden the types of information upon which people developed their attitudes toward pipeline impact.

IMPACT INFORMATION CENTER EVALUATION QUESTIONNAIRE

Prior to closing on June 30, 1977 the Impact Information Center plans to prepare a final report of pipeline impact in Fairbanks. This report will include an evaluation of the Center's three years of operation. As a reader of Impact Information Reports, we encourage you to participate in this evaluation by taking a few minutes to complete this questionnaire. An addressed, postage-paid envelope is attached for your convenience. Thank you.

NOTE: If this report is usually read by others, please copy this questionnaire so that they can respond as well.

1. Including yourself, how many people usually read your Impact Center Report? _____

2. How did you first learn about the Impact Information Center?

- ☐ Newspaper
- ☐ Television
- ☐ Radio
- ☐ Friend
- ☐ Contacted by the Impact Center
- ☐ Other, _____

3. Where do you live?

- ☐ Fairbanks area; How long in Fairbanks? _____
- ☐ Other place in Alaska; Where? _____
- ☐ Outside Alaska; Where? _____

4. What is your present occupation?

- ☐ Business
- ☐ Government
- ☐ News Media
- ☐ Organization
- ☐ Student
- ☐ University
- ☐ Not employed
- ☐ Other, _____

5. How was your name placed on our mailing list?

- ☐ You requested it
- ☐ Someone else requested it
- ☐ Don't know
- ☐ Other, _____

6. Which topics in Impact Information Center Reports have interested you most?

- ☐ Air Quality
- ☐ Attitudes to Impact
- ☐ Alcoholism Programs
- ☐ Businesses
- ☐ Child Care & Child Welfare
- ☐ Cost of Living & Inflation
- ☐ Crime
- ☐ Divorce
- ☐ Economic Reports
- ☐ Education
- ☐ Employment
- ☐ Food prices
- ☐ Fuel & Heating costs
- ☐ Health Care
- ☐ Housing
- ☐ Income & Wage Rates
- ☐ Insurance
- ☐ Mental Health
- ☐ Minority & Alaska Hire
- ☐ Mobile Homes
- ☐ Population Estimates
- ☐ Public Utilities
- ☐ Senior Citizens
- ☐ Social Services
- ☐ Traffic & Transportation
- ☐ Other, _____

7. Have you used any of the information in Impact Center Reports? ☐ Yes ☐ No If yes, please explain: _____

(over)

8. Please evaluate the following aspects of Impact Information Center Reports:

	Excellent	Good	Fair	Poor	Comments
Topics selected	☐	☐	☐	☐	_____
Writing style	☐	☐	☐	☐	_____
Presentation of information	☐	☐	☐	☐	_____
Format of reports	☐	☐	☐	☐	_____
Length of reports	☐	☐	☐	☐	_____
Timing of reports	☐	☐	☐	☐	_____

9. Have you ever attended an Impact Advisory Committee meeting? ☐ Yes ☐ No
Comments? _____

10. Have you ever visited, written or telephoned the Impact Information Center? ☐ Yes ☐ No
Comments? _____

11. Do you feel that the Impact Information Center has been a worthwhile program? ☐ Yes ☐ No

12. Have the Impact Information Center Reports kept you informed about developments in Fairbanks which you would not have known about otherwise? ☐ Yes ☐ No

13. Now that the pipeline is nearly complete, do you feel that pipeline impact in Fairbanks was better, worse or the same as you had anticipated prior to its construction?

☐ Better ☐ Worse ☐ About the same

14. Have you personally experienced pipeline impact in Fairbanks? ☐ Yes ☐ No

If yes, were your personal experiences:

☐ Mostly positive ☐ Mostly negative ☐ Fairly equal positive & negative experiences

Please use the following space to explain or list your impact-related experiences and/or your attitudes toward the ways in which the pipeline period has affected you:

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

Mail completed questionnaires to:

Impact Information Center
Fairbanks North Star Borough
P. O. Box 1267
Fairbanks, Alaska 99707

Chapter III

ATTITUDES OF REPORT READERS TO PIPELINE IMPACT IN FAIRBANKS

For 36 months the Impact Information Center had been reporting the impacts of the Trans-Alaska Oil Pipeline construction to the community. The staff felt that the final evaluation questionnaire should provide an opportunity for recipients of Impact Center Reports to express their feelings and experiences about pipeline impact. Space was provided at the end of the questionnaire for readers to explain or list their impact-related experiences and/or attitudes toward the ways in which the pipeline period had affected them. Comments by respondents were rich and varied. Some wrote brief statements while others attached long letters.

Impact experiences of Fairbanks residents responding to the questionnaire. Some respondents listed many impacts which they had experienced personally, both positive and negative, such as this report recipient:

> *Crowding, inflation, traffic were all hard to bear. Personal, family problems resulted from separation of husband and wife, and long, hard hours. Social life suffered, also due to hours and separation; and crowding, decline in quality and general downtown decay. But, we got out of debt, paid off mortgage, saved a little. It was a tradeoff, on balance about equal. But we regretted the loss of a slow paced, friendly Fairbanks - maybe not permanently - and a lifestyle we enjoyed.*

The types of personal impact experiences which Fairbanksans mentioned most often were increased costs of living and operating expenses, more traffic problems, and longer lines in stores, post offices and banks. These situations experienced by Impact Information Center Report recipients were not significantly different from the types of personal impact experiences mentioned by a representative sample of Fairbanks residents from Jack Kruse's (ibid.) Community Survey as compared in Figure 8.

Figure 8
MOST FREQUENTLY MENTIONED IMPACTS
Fairbanks Impact Information Center Report Recipients
and Fairbanks Residents

Category of Impact	Percent of Mentions by IIC Report Recipients in Fairbanks	Percent of Mentions by Fairbanks Residents
Increase in Cost of Living	27%	30%
Overcrowding	20%	19%
Deterioration of Environment	9%	12%

Categories and percent of mentions by a representative sample of Fairbanksans were derived from the Kruse survey. He coded only three mentions from each respondent, while the Impact Center coded all responses. The categories used were the top three categories in Kruse's study.

Impact experiences of visitors to Fairbanks. Several persons who were on the mailing list but reside outside of Fairbanks reported that they had personnally experienced pipeline impact, either from residing in Anchorage or from visiting Fairbanks. Since the Fairbanks economy relies to some extent upon tourism and upon being a service center for more remote communities, the perceptions of visitors may be significant. Therefore, some of the remarks of visitors are quoted below:

I have visited Fairbanks for very brief periods on many occasions over the past twenty-five years or so. When I visited it early in 1976 I found it more expensive than before (as expected). I also found it has lost much of its character, and had gained nothing in its place.

On business trips, I found trouble in managing traffic, and in getting a room. The hotel prices were outrageous and my contact with pipeline workers was very negative. When I did get a hotel room . . . they ran through the halls all night - drunk and noisey. I found the "Texan" workers to be particularly egotistical and rude. I hope they all go home. I visit Fairbanks fairly often - the town had severe impact and if it weren't for the uplift to the economy, it wouldn't be worth it.

Overnight lodging - poorly maintained rooms, transportation from airport by taxi (poor service, etc.).

In making 2 trips in Fairbanks, I noticed marked increase in trash and debris, more mobile homes and trailer courts (temporary housing with a temporary and callous attitude towards Fairbanks). In 1975 (winter) tremendous price gouging in housing, fuel, customer services.

Difficulty in getting accommodations. Difficulty in making phone connections from Anchorage. Dismay at unsettling aspects to Alaskans. High food prices. Visual unpleasantness to Fairbanks as it changed from "quaint and charming" to "busy and overpopulated".

Many times I chose to go to Anchorage rather than Fairbanks, even though it is closer. (lives in Tok)

Feelings and attitudes about the pipeline construction period. Many of the respondents wanted to communicate their feelings about Fairbanks and pipeline impact. Most of the feelings expressed were feelings of hostility, disappointment or satisfaction. Attitudes were expressed about values, the future of Fairbanks and crime. The types of comments which were mentioned most often were feelings of hostility

toward local businesses, negative changes in social values, and disappointment that Fairbanks no longer has "small town" qualities. These types of comments seem to be interrelated with each other, as expressed in some of the following quotes from respondents:

I was able to rent out portions of my house and perhaps profitted economically. But I have been discouraged by the growing big city impersonality of people. I think affluence has diminished spiritual values and replaced many of them with materialistic values.

There is good and bad change. Some good people came up from the states because of jobs. Money was brought into the community. But also the crime rate rose. As a child in this city I was safe to walk to the store, now crime is such that one isn't safe anywhere on the streets or in a shopping mall. Doors and cars must always be conscientiously locked. I think the fear of such things happening to me personally (because they are indeed happening to others) is one of the worst things to be brought on by the times and influx of people. Another negative thing was greed. Greed by many of the local merchants and landlords. The raise in prices and blatant statements that, no longer were the local people important to their businesses when they could get far more money from the pipeline orders.

We do not expect the "good merchants" of Fairbanks to lower prices after the boom nor do we intend to use what services they offer unless absolutely necessary! The pipeline may have benefitted Alaska temporarily, but in the long run we feel we have lost more which can never be replaced!

Fairbanks is still a good place to live. Our two grown children (25 and 23 years) have returned from service and travel elsewhere to live and work here. In our small way we try to help the community even when it is not always as we wish it to be. We don't know if the Malls outside the core are the answer but the downtown "Entrepreneur's" chose not to update so let them wallow in the detritus. Conversely, spreading out leads to problems (via Spenard/Anchorage) that will only spread the pollution further out. We live west of U of A and have noted the progress of Ice Fog out to Sheep Creek Road - <u>that is not</u> progress!! I'm not anti-progressive but, I do know <u>when progress</u> is a <u>shame</u> and a <u>sham</u>!!"

I feel the business and service community has not done all it could to blunt the effects of impact. As a former businessman (15 years in retail) I know if I had operated my business as it is done in Fairbanks I would have gone out of business in a week, Interior Alaskans are being "ripped" off by the sloppy, heavy handed "buy from me or go without" attitude noticed in the last 2 years.

While some respondents expressed hostility toward local businesses, the businesspersons were not without some problems of their own related to pipeline impact:

The initial impact on the phone system and the traffic caused my business some losses initially. As things wore on and the phones improved some and traffic was better handled things smoothed out. The overall effect - now that its about over - has been a positive effect for the Fairbanks area but has not helped me personally very much. I'll be happy to see Fairbanks calm down but it will never be the same. That is both good -- and bad.

Conducting residential construction business was made much more difficult during pipeline period due to high prices, crowded transport and service facilities and competition for labor. Transient nature of bulk of pipeliners did not develop stable market, but drove prices up artificially. I am glad to see it coming to an end. I hope and believe that the people of Fairbanks will play it a little "cooler" toward the gas pipeline. I think we all have a better idea of what we're up against now.

Although most of the people who chose to express their feelings had negative feelings, a few respondents weighed the postive and the negative and judged the positive aspects to be greater:

I think the negative influences are more readily traceable to the pipeline - price increases, telephone problems, traffic jams, roads torn up - but as a consumer I've got to admit it's probably also brought us benefits which are less obviously pipeline related - more products and services in particular. I think the dislocation and disruption was in large part transitory, but that the benefits will be with us for years to come, in terms of what we'll be able to do as a state with our pipeline revenues. Looking back, I'd say the negative influences were a small price to pay for the long-term benefits.

The pipeline brought money and especially new people to this area when needed - after a bad economic slump. Local government is now better funded. Businesses are better capitalized. People are more adequately employed. The efficiency of legal services is greater with more people. The excitement and challenges were hard to put up with at times, but not boring nor overwhelming. During the end of the period, people got to know one another again - including the new ones. Its been a great time and experience - only in Fairbanks have these kinds of opportunities been available - people should and I think do appreciate them. Now is the time to plan and look ahead to new, and because of data developed from this one, more calm development and improvement in our lifestyle through economic growth.

Perhaps the most fitting conclusions to this final evaluation of the Impact Information Center is the following remark by a Fairbanks resident who was intimately involved with the pipeline construction:

The pipeline itself goes through our property on Gilmore Trail - but the job was completed neatly, effieiently and quickly

and the experience was not nearly as bad as I had anticipated. Also, I had real fears at the peak of the activity - to sell out and move to New England because I thought the pace and the atmosphere of, say, a year or two ago, would continue. Thank God I decided to stay and thank God I was wrong and Thank God its over - at least for awhile!

Chapter VI

THREE-YEAR INDEX TO IMPACT INFORMATION CENTER REPORTS
Regular Reports 1 to 34 and Special Reports 1 to 6
July 1974 - April 1977

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IMPACT INFORMATION CENTER REPORT SUMMARY

Regular Reports

No.	Date	No.	Date
1	July 11, 1974	18	July 16, 1975
2	July 22, 1974	19	August 20, 1975
3	August 7, 1974	20	September 17, 1975
4	August 21, 1974	21	October 15, 1975
5	September 4, 1974	22	November 19, 1975
6	September 18, 1974	23	January 21, 1976
7	October 2, 1974	24	February 18, 1976
8	October 16, 1974	25	March 17, 1976
9	November 13, 1974	26	April 21, 1976
10	November 27, 1974	27	May 19, 1976
11	December 18, 1974	28	June 16, 1976
12	January 15, 1975	29	July 21, 1976
13	February 19, 1975	30	October 20, 1976
14	March 19, 1975	31	November 17, 1976
15	April 16, 1975	32	December 15, 1976
16	May 21, 1975	33	January 19, 1977
17	June 18, 1975	34	February 23, 1977

Special Reports

No.	Date	Title
1	2/1/75	Minority Hire & Alaska Hire on the Pipeline, by Mim Dixon, 25 pages.
2	6/25/75	Senior Citizens: The Effects of Pipeline Construction on Older Persons Living in Fairbanks, by Mim Dixon, 42 pages.
3	12/12/75	Questions & Answers About Cost of Living in Fairbanks, by Mim Dixon, 8 pages.
4	9/76	Mobile Home Living in Fairbanks, by Sue Fison, 52 pages.
5	3/77	Energy Costs, Consumption and Impact in Fairbanks, by Sue Fison, Cindy Quisenberry, & Don Moore, 69 pages.
6	4/77	History and Evaluation of the Impact Information Center 1974-1977, by Sue Fison, Cindy Quisenberry, and Mim Dixon, 30 pages.

NOTES TO OUR READERS

Special Report on Energy

The Impact Information Center and the Borough's Environmental Services Department prepared a report entitled, Energy Costs, Consumption and Impacts in Fairbanks (Impact Information Center Special Report No. 5) for the Fairbanks Town Meeting on Energy which was held on March 26, 1977. A portion of the publication costs for the report were provided by the Alaska Humanities Forum which was the primary sponsor of the energy meeting. Copies of the report were distributed at the meeting, but were not mailed out to the entire Impact Center mailing list because most of the material will be included in the final report. Persons who would like to receive a copy of the energy report may pick one up at the Borough offices or make a written or telephone request.

Final Impact Information Center Report

The Impact Center staff is now preparing a final report on pipeline impact in Fairbanks, prior to the center's closing on June 30, 1977. A postage-paid postcard form to request a final report was included with copies of this month's report which were sent to our regular mailing lists. Other persons who would like to receive a copy of the final report should contact the Impact Center as soon as possible so that their names can be placed on the mailing list.

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FROM: Impact Information Center
Box 1267
Fairbanks, Alaska 99707

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