

SUBJECT: Authorizing A Grant To Alaska Safe Riders In The Amount Of \$5,000 For Creating Advertising Regarding Safe Riding.

AGENDA OF: August 15, 2023

ASSEMBLY ACTION: Approved under the consent agenda 08/15/23 BJH

AGENDA ACTION REQUESTED: Present to the Assembly for consideration.

Route To:	Signature
Originator	<div>8 / 1 / 2 0 2 3</div> <div>X Sonya Pevan</div> <div>Signed by: Sonya Pevan</div>
Finance Director	<div>8 / 3 / 2 0 2 3</div> <div>X Cheyenne Heindel</div> <div>Signed by: Cheyenne Heindel</div>
Borough Attorney	<div>8 / 3 / 2 0 2 3</div> <div>X Nicholas Spiropoulos</div> <div>Signed by: Nicholas Spiropoulos</div>
Borough Manager	<div>8 / 3 / 2 0 2 3</div> <div>X Michael Brown</div> <div>Signed by: Michael Brown</div>
Borough Clerk	<div>8 / 3 / 2 0 2 3</div> <div>X Lonnie McKechnie</div> <div>Signed by: Lonnie McKechnie</div>

ATTACHMENT (S) : Fiscal Note
Request from Alaska Safe Riders (1 pp.)

SUMMARY STATEMENT: Assemblymember Fonov has requested funding from the Assembly Reserves to provide a grant in the amount of \$5,000 to Alaska Safe Riders.

Alaska Safe Riders is requesting funding in the amount of \$5,000 to produce and publish safety ad messages.

RECOMMENDATION OF ADMINISTRATION: Adopt the legislation.

MATANUSKA-SUSITNA BOROUGH

FISCAL NOTE

Agenda Date: August 15, 2023

SUBJECT: Authorizing A Grant To Alaska Safe Riders In The Amount Of \$5,000 For Safety Ad Messages.

FISCAL ACTION (TO BE COMPLETED BY FINANCE)	FISCAL IMPACT YES NO
AMOUNT REQUESTED \$5,000	FUNDING SOURCE FY24 Areawide Budget
FROM ACCOUNT # 100.100.102.429.900	PROJECT
TO ACCOUNT :	PROJECT #
VERIFIED BY: <div style="text-align: right;">8 / 2 / 2 0 2 3</div> <div style="text-align: center;"> X _____ Signed by: L i e s e l W e i l a n d </div>	CERTIFIED BY:
DATE: 8/2/2023	DATE:

EXPENDITURES/REVENUES:

(Thousands of Dollars)

OPERATING	FY2023	FY2024	FY2025	FY2026	FY2027	FY2028
Personnel Services						
Travel						
Contractual						
Supplies						
Equipment						
Land/Structures						
Grants, Claims						
Miscellaneous						
TOTAL OPERATING						

CAPITAL						
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REVENUE						
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FUNDING:

(Thousands of Dollars)

General Fund		5.0				
State/Federal Funds						
Other						
TOTAL		5.0				

POSITIONS:

Full-Time						
Part-Time						
Temporary						

ANALYSIS: (Attach a separate page if necessary)

PREPARED BY: _____ PHONE: _____

DEPARTMENT: _____ DATE: _____

8 / 3 / 2 0 2 3

APPROVED BY:

X

C h e y e n n e H e i n d e l

DATE:

S i g n e d b y : C h e y e n n e H e i n d e l

Alaska Safe Riders (ASR)
On-Air Safety Tips



For decades Alaska has led the way for injuries and accidents related to all-terrain vehicles (ATV,) snowmachine and other off-road vehicle use. The Mat-Su Regional Hospital reported 314 off-highway vehicle related accidents resulting in injuries that required emergency room visits for 2021-2022.

When you see young children ripping down the side of the road on a 4-wheeler, barefoot passengers hanging on for dear life, no helmets and no other personal protection, you begin to understand why. Often just being reminded about what might happen if you hit an object, confront a large animal, fall through the ice or... (the scenarios are pretty vast if you look at accident statistics for Alaska) raising awareness can and does change behaviors and saves lives.

ASR proposes to provide weekly 30-45 second safety tips to help Alaskan's learn the rules and enjoy and stay safe while riding, hiking and exploring the backcountry of our beautiful state. These sound bites provide positive, helpful reminders to follow simple protocols to follow the rules, avoid unintentional injuries, or manage emergencies that may come up.

To secure necessary funding to research, write and professionally produce these safety spots, we are working with Hatcher Pass Radio and The People's Paper (Make a Scene Media,) to secure appropriate sponsors to cover the cost of airing these weekly spots.

We believe these safety spots will have a positive impact on our community and help to increase awareness and reduce the number of unintentional injuries and deaths.

We appreciate your support and consideration to partner with Alaska Safe Riders with a donation or grant of \$5,000 to help toward the production and publication of these life-saving messages.

Contact:

Mike Buck, Executive Director – 907-831-0493; aksnoguy@gmail.com

Debra McGhan, Administration – 907-982-0332; alaskasaferiders.com@gmail.com

Chris Olds, ASR President

Tyler Aklestad, ASR Vice President