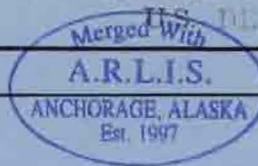


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FEDERAL ENERGY REGULATORY COMMISSION
PROJECT No. 7114

TALKEETNA BUSINESS SURVEY REPORT

FR/ K ORTH & ASSOCIATES, INC.

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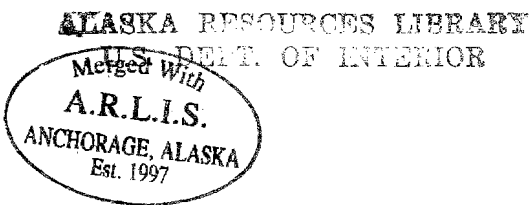
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FEBRUARY 1984
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SUSITNA HYDROELECTRIC PROJECT

TALKEETNA BUSINESS SURVEY REPORT

Report by

Frank Orth & Associates, Inc.

Under Contract to
Harza-Ebasco Susitna Joint Venture

Prepared for
Alaska Power Authority

Final Report
February 1984

ARLIS
Alaska Resources
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THE ALASKA POWER AUTHORITY

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INTRODUCTION

Surveys of communities that may be significantly affected by the construction and operation of the Susitna Hydroelectric Project were conducted as part of the Social Sciences Program to support the needs of the Alaska Power Authority. At present, the communities that may be significantly affected by the construction and operation of the dam do not have much baseline economic information that is reported. In order to profile the local economies of these communities and determine how they would respond to changes both before and during the construction and operation of the dam, it was considered essential that a time-series data base on business indicators be developed to support the basis upon which impact projections are made. This business survey was designed to obtain information on types of services and products offered, length of operation and ownership, number of employees, residence of employees, business volumes, short-term expansion and start-up plans, and dependency upon fish and wildlife resources.

1.0 APPROACH AND METHODOLOGY

1.1 OVERVIEW

A number of steps were taken to determine the approach and methodology for the business surveys in Talkeetna. First, the major objectives and specific types of information needed were clarified. Next, a review of the literature on surveys was conducted. Third, alternative approaches to interviewing were considered. Fourth, the sampling methodology was determined.

The questions to be included in the interviews were then developed in conjunction with the formatting¹ of the questionnaire. Finally, an interview guide was developed which laid out general guidelines for the interviewers and instructions on specific questions.

The questionnaire was extensively reviewed internally as well as by the Alaska Department of Community and Regional Affairs, the Alaska Department of Fish and Game, the Mat-Su Borough Planning Department, and Charlotte Thomas, an independent consultant. The survey instrument went through several iterations to reflect the review comments that were received.

1.2 OBJECTIVES

The major objective of the business survey was that, in conjunction with the public sector survey, a comprehensive characterization of the local economy could be developed. Specifically, the results would be used for:

1. Updating the data and assumptions on local baseline conditions.
2. Providing supplementary data that the Federal Energy Regulatory Commission requested after reviewing Exhibit E of the License Application for the Susitna project.
3. Comparing baseline data with information to be collected later as part of the socioeconomic impact monitoring program.
4. Refining and expanding the socioeconomic impact mitigation program and plan.

In addition, the project team adopted the following objectives relating to the design of the survey:

1. A methodologically sound approach that takes into account the rural nature of the area.

¹ Formatting of the questionnaire refers to the placement of the questions on the page and to the form in which choices are indicated. Careful formatting of a questionnaire can help cut down the costs of tabulation and analysis.

2. A data collection listing which is consistent to and complementary with other efforts/data bases such as the Standard Industrial Classifications.
3. A survey instrument that can be used throughout project planning and construction.
4. A design that will facilitate tabulation.

1.3 LITERATURE REVIEW

The project team reviewed literature pertaining to statistical theory, sampling methodologies, questionnaire design, tabulation systems, and analytical techniques. In addition, the methodologies used in other surveys in Alaska were reviewed, including an ISER survey used for the Tetrachemical Study in the Mat-Su Borough. Contacts were also made with individuals who had experience in conducting formal survey efforts in Alaska. Individuals contacted included Steve Langdon of the University of Alaska, Jack Cruse of the Institute of Social and Economic Research, and Don Dillman of Washington State University.

1.4 SAMPLING TECHNIQUE

An initial sampling frame was developed by identifying business listings in the phonebooks for the community. Interviewers also added other businesses that were observed while in the community. Finally, respondents of the household surveys who mentioned that they owned a business were requested to participate in the business survey.

It was decided to interview as many of the businesses in Talkeetna as possible because the total number did not appear to exceed 35. Representatives from each identified business that was in operation from November 1982 to October 1983 were interviewed. However, some businesses which were operated out of homes may not be included. In addition, it is important to note that the focus of the survey was the townsite area. Businesses in the Talkeetna vicinity which do not have a listed phone number, and which were not discovered during the household survey conducted concurrent with this survey, were not interviewed. This is believed to have resulted in the exclusion of enterprises conducted in remote locations, such as trappers and other natural-resource based businesses.

1.5 THE QUESTIONNAIRE

The interview instrument is 8 pages long. Two hand-out sheets were used to facilitate understanding of several questions about sales volume classifications and comparisons between business volume in this year and previous years, and two maps were used to assist respondents in answering questions pertaining to hunting, fishing, and trapping. A copy of the interview instrument is provided in Appendix B.

The interview instrument was pretested in Cantwell on 21 and 22 October 1983. It was tested for its clarity, consistency, and logic of question ordering. It was also tested on Native and non-Native respondents and young and elderly business owners to ensure comprehension by all of the respondents who were likely to be interviewed. Minor modifications to the questionnaire were made on 23 and 24 October 1983 as a result of the pre-test.

The field work was conducted between 26 October 1983 and 2 November 1983. The Talkeetna interviewer completed 29 business interviews in that time. The interviewer was familiarized with the substantive aspects of this questionnaire and reviewed basic interviewing techniques. In addition, this interviewer was given a written set of guidelines to follow should specific situations or questions arise. This information is contained in Appendix C. Completed questionnaires were checked each night after interviewing to identify data problems or inconsistencies.

2.0 ANALYSIS OF RESULTS

2.1 INTRODUCTION

Businesses were defined as those enterprises in which the owner received income for the products or services provided. For example, trapping animals for the express purpose of selling the pelts was considered to be a business activity. Trapping animals and using the pelts to make clothes for the family was not considered to be a business activity. Based on this definition, a total of 32 businesses were identified in the survey-defined area. Twenty-nine businesses were interviewed, for a response rate of 90.6 percent. Except for business types, the analysis does not include the three businesses that were not able to be contacted, nor does it include a construction company working for the Alaska Power Authority on a transmission line project, because of the short-term nature of that company's presence in the community.

Because of the small number of businesses in Talkeetna, there are some tables which cannot be presented without risking disclosure of data on individual businesses. Accordingly, tables are only displayed in this report if there are three or more responses in each category, or if the information contained therein is not confidential information.

Several conventions were followed throughout the analysis section to allow the reader quick and easy reference to the tables in Appendix A. Tables in the Appendix were ordered in a sequence that corresponds to the way in which the questions appear in the interview instrument. There were a 100 separate response items to the questions in the business survey, however, some responses will not appear in the appendix because of the disclosure problems already mentioned or because they were incorporated in the text. Tables that appear in the text are referenced to a question that appears in the interview instrument.

A list of the businesses interviewed in Talkeetna appears in Table 1 below.

Table 1
Talkeetna Businesses That Were Interviewed

- | | |
|-----------------------------------|----------------------------------|
| 1. B & K Trading Post | 16. No Name--Stained Glass Bus. |
| 2. Moore's Mercantile | 17. Talkeetna Roadhouse |
| 3. Fairview Inn | 18. Talkeetna Services |
| 4. Three Rivers Union 76 | 19. Sparkey's |
| 5. Talkeetna Deli | 20. Talkeetna Leather Works |
| 6. Village Arts & Crafts | 21. Crystal Magic |
| 7. Mac A. Stevens Land Surveyors | 22. Beaver Pond Dog Farm |
| 8. Mahay's Riverboat Service | 23. Alaska Wilderness Enterprise |
| 9. Talkeetna Motel | 24. Talkeetna Realty |
| 10. Talkeetna Riverboat Service | 25. Hudson's Air Service |
| 11. Talkeetna Flying Club, Inc. | 26. K2 Aviation |
| 12. Talkeetna Aero Services, Inc. | 27. Talkeetna Air Taxi |
| 13. Akland Helicopters | 28. Alaska Greatland |
| 14. H & M Construction | 29. Latitude 62 |
| 15. Swiss Alaska Inn | |

2.2 PRODUCTS AND SERVICES PROVIDED

Talkeetna had a small, private sector economy represented by six industrial sectors. Since it was known which of the classifications the three businesses that were not interviewed fall into, they were included in this section of analysis. The majority of businesses were categorized as retail (between 30 and 31 percent), service (between 30 and 31 percent), and transportation/communications/utilities (22 percent). Although manufacturing was not represented directly in Table 2, three of the retail businesses could have been classified as manufacturing, since crafts were made as well as sold from these establishments. Other enterprises in Talkeetna were categorized as construction (over 9 percent), finance, insurance, and real estate (over 3 percent), and wholesale trade (over 3 percent).

Table 2
Standard Industrial Codes for Talkeetna Businesses

Classification	Frequency Distribution	
	Number	Percent
Construction	03	9.4%
Transportation, Communications, & Utilities	07	21.8%
Wholesale Trade	01	3.1%
Retail Trade	10	31.3%
Finance, Insurance, & Real Estate	01	3.1%
Services	10	31.3%
Total	32	100.0%

Source: (Q1); Frank Orth & Associates, Inc., 1984.

The Talkeetna economy was relatively more concentrated in the sectors of transportation, communications, & utilities (TCPU) and wholesale trade than other rural areas in Alaska. For example, the percentage of private sector businesses in TCPU for the Yukon-Koyukuk and Southeast Fairbanks census divisions ranged from 8 to about 14 percent and wholesale trade activity ranged from 2 to 3 percent in 1980. The city was also less concentrated in the sectors of construction and finance, insurance, and real estate (FIRE) as compared to these areas. Construction activity in the census divisions ranged from 10 to 12 percent as compared to about 7 percent in Talkeetna and FIRE activities ranged from about 6 percent to 8 percent in the census divisions as compared to between 3 and 4 percent in Talkeetna. However, the percentage of retail trade and service activity for all private sector enterprises was similar in both Talkeetna and the census divisions. (Department of Labor, Statistical Quarterly, Fourth Quarter 1980).

2.3 DURATION IN BUSINESS AND OWNERSHIP

Approximately 69 percent of the businesses in the community have been in operation for three years or more, and 31 percent have been in operation for more than ten years, according to Table 3.

In contrast, a somewhat lower percentage of the current proprietors have owned their businesses for three years or more (52 percent), and only two owners have been in business for more than ten years. The mean number of years in present ownership was 4.9 compared to 11 years the businesses have been in operation. Over 48 percent of present business owners have owned a business for no more than two years whereas 31 percent of businesses have been in operation for no more than two years, suggesting that the businesses that have been in operation the longest have experienced some turnover in ownership.

Table 3
Years in Operation and Present Ownership

<u>Years</u>	Frequency Distribution			
	<u>In Operation</u>		<u>In Present Ownership</u>	
	Number	Percent	Number	Percent
Less than One	02	6.9	02	6.9
One to Two Years	07	24.1	12	41.4
Three to Five Years	03	10.3	05	17.2
Six to Ten Years	08	27.6	08	27.6
More than Ten years	09	31.0	02	6.9
Total	29	99.9%	29	100.0%

Source: (Q2a and b, Q3a and b); Frank Orth & Associates, Inc., 1984.

2.4 CHARACTERISTICS OF EMPLOYEES

2.4.1 Full-time and Part-Time Employees.

As shown in the tabulations of community employment data displayed in table 4, the businesses in Talkeetna had small staffs, resulting in limited employment opportunities. The majority of the businesses (79 percent) had five or less full-time employees at all times during the past year. In the winter, 68 percent of the businesses had two or less full-time employees. However, these numbers should be used with caution. In the course of the interviews it became clear that at least two of the interviewed businesses kept their employed staff relatively small by using contract labor arrangements. It is impossible to estimate the full extent of this phenomena since interviews were not always conducted at the place of business and the distinction between paid employees and contract labor was not always adhered to by the respondents.

Table 4
Percent of Businesses That Had Full-Time Employees
by Season

N = 29

Number of Full-Time Employees	Percent of Businesses With Summer Employees (1983)	Percent of Businesses With Winter Employees (1982-83)
0	10.3	21.4
1	24.1	28.6
2	10.3	17.9
3	13.8	21.4
4	10.3	7.1
5	10.3	0.0
6	6.9	0.0
9	0.0	3.6
10 or Greater	13.7	0.0

Source: (Q4 and 9); Frank Orth & Associates, Inc., 1984.

Altogether, the 29 businesses surveyed accounted for 147 jobs in the summer of 1983, for an average of 5.1 jobs per business. Of these positions, 75 percent were full-time and 25 percent were part-time.

Table 5
Number of Full- and Part-Time Employees by Season

<u>Season</u>	<u>Number of Full-Time Employees</u>	<u>Number of Part-Time Employees</u>	<u>Total Employees</u>
Summer	110	37	147
Winter	53	19	72

Source: (Q4, 6, 9, and 11); Frank Orth & Associates, Inc., 1984.

Employment has been highly seasonal. The number of winter full-time jobs represented only 48 percent of the number of summer full-time positions. Similarly, the number of winter part-time jobs represented 51.4 percent of the number of part-time positions available in the summer. Total employment in the winter averaged slightly less than fifty percent of summer employment.

2.4.2 Family Member Employees.

A significant proportion of the employees in Talkeetna businesses were family members (over 54 percent in the winter months). The number of family employees increased by on-third from the winter to the summer of 1983.

Table 6
Number and Percent of Family Member Employees
Employed by Business by Season

<u>Season</u>	<u>Number of Employees</u>	<u>Employees That Are Family Members</u>	
		<u>Number</u>	<u>Percent</u>
Summer	147	52	35.4%
Winter	72	39	54.2%

Source: (Q5, 7, 10, and 12); Frank Orth & Associates, Inc., 1984.

2.4.3 Residence of Employees.

Employers indicated that most of their employees in both the summer and winter months had been residents of the community for a year or more, but the responses indicated that a somewhat higher percentage of the summer employees in the community had been new to the area (Table 7).

Table 7
Length of Residency of Employees by Season

<u>Length of Residency of Employees</u>	<u>Number</u>	<u>Percent</u>
<u>Summer Employees</u>		
Residents for a year or more	25	86.2
Residents for less than a year	00	0.0
Mixture of older and newer residents	04	13.8
Total	29	100.0
<u>Winter Employees</u>		
Residents for a year or more	25	96.2
Residents for less than a year	00	0.0
Mixture of older and newer residents	01	3.8
Total	26	100.0

Source: (Q8 and 13); Frank Orth & Associates, Inc., 1984.

2.5 BUSINESS VOLUME

Four businesses declined to respond to the question on annual business sales volume and, in two additional cases, the manager was not able to answer the question. Of the 23 businesses that did respond, approximately 44 percent reported annual business sales volumes of under \$100,000, over 30 percent reported annual business sales volumes between \$100,000 and \$250,000. Twenty-six percent of the businesses (6) reported annual sales volumes of \$250,000 or more.

Approximately 50 percent of the respondents indicated that the 1983 volume of business was higher or much higher than the average business volume in previous years (see Table 8). At the same time, 11 percent experienced a lower than average year, 21 percent indicated that 1983 sales were average, and 18 percent said there was no basis of comparison.

Of the 14 respondents experiencing increases in business volume, over 71 percent (10) indicated that the change was caused by construction of the Intertie. Other reasons given by these 10 businesses included better weather and increases in tourism and demand. Over 21 percent of the 14 businesses cited improvements in reputation or better advertising and location as reasons for business volume increase. In addition, one business stated that increased business volume was due to increased tourism.

Table 8
Business Volume in Current Year Versus Previous Years

Category 1983 Volume Compared to Previous Years	Frequency Distribution	
	Number	Percent
Much More in the Last 12 Months	05	17.9%
More in the Last 12 Months	09	32.1%
About the Same in the Last 12 Months	06	21.4%
Less in the Last 12 Months	02	7.1%
Much Less in the Last 12 Months	01	3.6%
No Basis For Comparison	05	17.9%
Total	28	100.0%

Number of Non-responses = 1.

Source: (Q14a); Frank Orth & Associates, Inc., 1984.

Of the 3 businesses reporting declines in business volume from previous year, two gave reasons related to reductions in the amount of time that the owner spent actively engaged in business. One business stated that its decline in volume was related to the Intertie's negative effect on hunting, fishing, and trapping resources upon which its revenues depended.

Table 9
Reasons for Changes in Business Volume

Reasons Given	Increase in Volume		Decrease in Volume Reason
	1st Reason	Additional Reasons	
Intertie	10	Tourism (3), Demand (2) & Weather (1)	1
Advertising, Reputation, Location	3		0
Tourism	1		0
Owner Involvement	<u>0</u>		<u>2</u>
Total	14		3

Source: (Q14b); Frank Orth & Associates, Inc., 1984.

2.6 BUSINESS CONSTRAINTS

Eighteen of the 29 businesses interviewed responded to the question on problems the business had faced during the past year. Several gave more than one answer for a total of 30 responses received. The breakdown for the responses appear in Table 10. The most important constraints cited were inadequate community infrastructure, supply problems, and labor.

With regard to community infrastructure, the business people in Talkeetna mentioned a need for increased police protection, difficulty in expanding because of water/sewage problems, an overtaxed airstrip that has experienced haphazard development, and insufficient phone lines to Anchorage.

Table 10
Business Constraints

Business Constraints In Last Year	Frequency Distribution	
	Number	Percent
Lack of Demand	03	10.0%
Inadequate Community Infrastructure	07	23.3%
Financing	02	6.7%
Supply	05	16.7%
Labor	04	13.3%
Insurance	01	3.3%
Other	08	26.7%
Total	30	100.0%

Source: (Q15); Frank Orth & Associates, Inc., 1984.

Lack of demand was also cited as an important constraint during the winter. The category of "other" in Table 10 accounted for 27 percent of all responses. Two respondents in this category mentioned increased theft as a major problem. Better business practices and poor planning were some of the remaining responses that were also received under this heading.

2.7 PLANS FOR EXPANSION OR NEW BUSINESS

Approximately 50 percent of the respondents plan to expand their businesses during November 1983 and October 1984. Of these, most (73 percent) planned to expand during the first and second quarters of 1984. All of the expansions (100 percent) will occur in Talkeetna, and are expected to create an additional 24 jobs.

Of the businesses planning an expansion, 73 percent are doing so as a result of increased demand and 9 percent are attempting to capture a greater market share. One business is planning to expand because of a good investment opportunity and one business did not respond to the question.

A variety of possible constraints to expansion were mentioned such as failure of demand to materialize, financing, land availability, insurance, government regulation, cost, and infrastructure, but over 45 percent (5) of the 11 businesses planning to expand saw no constraints to their expansion plans. Of those who mentioned constraints, several gave more than one answer to this question. The most frequently mentioned constraints included failure of demand to materialize and financing.

Seven percent (all in the service sector) of the 29 respondents said they plan to start a new business during the next year. Another 10 percent are not sure whether they will start one. Detail as to the start-up plans was not presented due to disclosure problems and in the interest of maintaining confidentiality. Of the five businesses considering start-up of a new business, three would give no detail about any constraints that they might face, one did not foresee any constraints, and one mentioned financing and licensing as possible constraints to start-up.

2.8 LODGES

Six lodges and inns in the community contain a total of 46 rooms which can accommodate up to 98 people. Average 1983 summer occupancy rates in Talkeetna were about 74 percent. Winter (1982-1983) occupancy rates were about 19 percent.

Two lodges are planning to expand during the spring of 1984. The expansions could add 40 beds to the existing number in the community. Reasons cited for expansion include anticipation of more guests and advantageous business offers.

2.9 BUSINESSES DEPENDENT ON FISH AND WILDLIFE RESOURCES

Because only eight of businesses were dependent on hunting, fishing and trapping activities, care must be taken in reporting results without disclosing information on particular businesses. However, some generalizations can be made.

Approximately 28 percent (8) of the businesses indicated that a portion of their gross annual sales were dependent on hunting, fishing, or trapping activities. The revenues of two businesses were almost entirely dependent on these activities while 3 businesses probably received less than 25 percent of their annual sales from these activities. The 8 businesses included air service businesses, riverboat and guiding services, and lodging establishments.

2.9.1 Businesses Dependent On Fishing Activities.

Eight businesses were dependent on fishing activities for a portion of their annual sales volume. Of these, 6 reported that between zero and 25 percent of their sales volumes was attributable to fishing activities. Two reported that between 75 percent and 100 percent of their sales volumes was attributable to fishing.

Five of the eight businesses were dependent on fishing activities that occurred in areas that may be impacted by the Susitna Hydroelectric project. Eighty percent received less than 25 percent of their sales

volume from fishing activities that take place in Area 1. One business was more dependent upon fishing activity in this area, receiving more than a quarter but less than half of its sales from here.

Three of the five businesses mentioned that the species of most importance in this area to business sales were grayling and rainbow trout. Forty percent of the businesses mentioned that all types of salmon, and dolly varden from this area were important to their sales. Only one business mentioned burbot as important to sales.

2.9.2 Businesses Dependent On Hunting Activities.

Only 8 Talkeetna businesses reported any dependency on hunting activities for their sales. Most (75 percent) had less than 25 percent of their revenue attributable to this activity. However, 2 businesses had between 25 percent and 75 percent of their sales attributable to hunting. The latter 2 businesses had most of their sales activity attributable to hunting in areas that could be affected by the Susitna Hydroelectric Project. Of the first 6 businesses mentioned, one had no sales attributable to hunting in the areas that may be affected by the dam and the other 5 had sales that were entirely attributable to these areas.

The number of businesses that mentioned the species that were sought in connection with their activities is shown in Table 11. It is clear that hunting activity in Area 2 was more important to Talkeetna businesses than in Area 1 in terms of the number of businesses that mention species. However, the dollar value attached to hunting activities in each area was not broken out so that which area was more important in terms of sales cannot be determined from this data.

Table 11
Importance of Species Hunted To Business by Area
N = 7

Species	Area 1	Area 2
Moose	2	3
Caribou	0	2
Sheep	2	3
Black Bear	2	4
Grizzly Bear	1	1

Source: (Q22a1 to j2); Frank Orth & Associates, Inc., 1984.

2.9.3 Trapping Activities.

Of the 8 businesses whose sales were dependent upon hunting and fishing activities, only 5 earned revenue from trapping activities. Trapping contributed less than 25 percent to annual sales for all 5 businesses. Only 4 of these businesses had sales attributable to trapping activities occurring in areas that may be affected by the Susitna Hydroelectric Project. None of the 4 businesses earned income from Area 1. In Area 2, the species that contributed to sales activity were beaver and marten.

APPENDIX A

01/27/84

BUSINESS SURVEY/TALKEETNA
MEAN AND STANDARD DEVIATIONS

	MEAN	STANDARD DEVIATION
NUMBER OF YEARS IN OPERATION	11.0	14.4
NUMBER OF YEARS IN PRESENT OWNERSHIP	4.9	30.0
BUSINESSES WITH _____ SUMMER F-T FAMILY EMPLOYEES	1.2	1.1
BUSINESSES WITH _____ SUMMER P-T FAMILY EMPLOYEES	0.6	0.9
BUSINESSES WITH _____ WINTER F-T FAMILY EMPLOYEES	0.9	0.9
BUSINESSES WITH _____ WINTER P-T FAMILY EMPLOYEES	0.5	0.9
SUMMER OCCUPANCY RATE (%)	.7	0.1
WINTER OCCUPANCY RATE (%)	.2	0.1

01/27/84

BUSINESS SURVEY/TALKEETNA
FREQUENCY DISTRIBUTION REPORTS

BUSINESSES WITH _____ SUMMER F-T EMPLOYEES		FREQUENCY DISTRIBUTION	
		NUMBER	PERCENT
0		03	10.3%
1		07	24.1%
2		03	10.3%
3		04	13.8%
4		03	10.3%
5		03	10.3%
6		02	6.9%
11		03	10.3%
13		01	3.4%
		---	-----
		29	99.7%
TOTAL NUMBER OF SUMMER F-T EMPLOYEES		110.00	

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BUSINESS SURVEY/TALKEETNA
FREQUENCY DISTRIBUTION REPORTS

BUSINESSES WITH _____ SUMMER F-T FAMILY EMPLOYEES		FREQUENCY DISTRIBUTION	
		NUMBER	PERCENT
0		11	37.9%
1		05	17.2%
2		10	34.5%
3		02	6.9%
4		01	3.4%
		---	-----
		29	99.9%

01/27/84

BUSINESS SURVEY/TALKEETNA
FREQUENCY DISTRIBUTION REPORTS

BUSINESSES WITH _____ SUMMER P-T EMPLOYEES	FREQUENCY DISTRIBUTION NUMBER	PERCENT
0	10	34.5%
1	05	17.2%
2	12	41.4%
3	01	3.4%
5	01	3.4%
	---	-----
TOTAL NUMBER OF SUMMER P-T EMPLOYEES 37.00	29	99.9%

01/27/84

BUSINESS SURVEY/TALKEETNA
FREQUENCY DISTRIBUTION REPORTS

BUSINESSES WITH _____ SUMMER P-T FAMILY EMPLOYEES	FREQUENCY DISTRIBUTION	
	NUMBER	PERCENT
0	19	65.5%
1	04	13.8%
2	05	17.2%
3	01	3.4%
	---	-----
	29	99.9%

01/27/84

BUSINESS SURVEY/TALKEETNA
FREQUENCY DISTRIBUTION REPORTS

BUSINESSES WITH _____ WINTER F-T EMPLOYEES	FREQUENCY DISTRIBUTION NUMBER	PERCENT
0	06	21.4%
1	08	28.6%
2	05	17.9%
3	06	21.4%
4	02	7.1%
9	01	3.6%
	---	-----
	28	100.0%
TOTAL NUMBER OF WINTER F-T EMPLOYEES	53.00	

01/27/84

BUSINESS SURVEY/TALKEETNA
FREQUENCY DISTRIBUTION REPORTS

BUSINESSES WITH _____ WINTER F-T FAMILY EMPLOYEES	FREQUENCY NUMBER	DISTRIBUTION PERCENT
0	12	44.4%
1	05	18.5%
2	10	37.0%
	---	-----
	27	99.9%

01/27/84

BUSINESS SURVEY/TALKEETNA
FREQUENCY DISTRIBUTION REPORTS

BUSINESSES WITH _____ WINTER P-T EMPLOYEES		FREQUENCY DISTRIBUTION	
		NUMBER	PERCENT
0		16	57.1%
1		06	21.4%
2		05	17.9%
3		01	3.6%
		---	-----
TOTAL NUMBER OF WINTER P-T EMPLOYEES		28	100.0%
19.00			

01/27/84

BUSINESS SURVEY/TALKEETNA
FREQUENCY DISTRIBUTION REPORTS

BUSINESSES WITH _____ WINTER P-T FAMILY EMPLOYEES	FREQUENCY DISTRIBUTION	
	NUMBER	PERCENT
0	20	71.4%
1	03	10.7%
2	04	14.3%
3	01	3.6%
	---	-----
	28	100.0%

01/27/84

BUSINESS SURVEY/TALKEETNA
FREQUENCY DISTRIBUTION REPORTS

PLANS FOR EXPANSION IN THE NEXT YEAR	FREQUENCY DISTRIBUTION NUMBER	PERCENT
YES	08	28.6%
NO	14	50.0%
NOT SURE	06	21.4%
	---	-----
	28	100.0%

01/27/84

BUSINESS SURVEY/TALKEETNA
FREQUENCY DISTRIBUTION REPORTS

WHEN WILL EXPANSION PLANS OCCUR?	FREQUENCY DISTRIBUTION	
	NUMBER	PERCENT
83/4	02	18.2%
84/1	05	45.5%
84/2	03	27.3%
84/3	01	9.1%
	---	-----
	11	100.1%

01/27/84

BUSINESS SURVEY/TALKEETNA
FREQUENCY DISTRIBUTION REPORTS

WHERE WILL EXPANSION TAKE PLACE?
LOCAL

FREQUENCY DISTRIBUTION	
NUMBER	PERCENT
11	100.0%
---	-----
11	100.0%

01/27/84

BUSINESS SURVEY/TALKEETNA
FREQUENCY DISTRIBUTION REPORTS

NUMBER OF NEW HIRE ANTICIPATED	FREQUENCY DISTRIBUTION NUMBER	PERCENT
0	03	27.3%
1	03	27.3%
2	02	18.2%
3	02	18.2%
11	01	9.1%
	---	-----
	11	100.1%
TOTAL NUMBER OF NEW-HIRES EXPECTED	24.00	

01/27/84

BUSINESS SURVEY/TALKEETNA
FREQUENCY DISTRIBUTION REPORTS

WHY ARE YOU PLANNING TO EXPAND?	FREQUENCY NUMBER	DISTRIBUTION PERCENT
TO HANDLE INCREASED DEMAND	08	72.7%
TO CAPTURE GREATER SHARE OF EXISTING MRKT. OR SERVE NEW ONE	01	9.1%
OTHER	01	9.1%
NO REASON GIVEN	01	9.1%
	---	-----
	11	100.0%

01/27/84

BUSINESS SURVEY/TALKEETNA
FREQUENCY DISTRIBUTION REPORTS

CONSTRAINTS TO BUSINESS EXPANSION PLANS	FREQUENCY NUMBER	DISTRIBUTION PERCENT
NONE	05	33.3%
FINANCING	02	13.3%
LAND AVAILABILITY	01	6.7%
OTHER	07	46.7%
	---	-----
	15	100.0%

01/27/84

BUSINESS SURVEY/TALKEETNA
FREQUENCY DISTRIBUTION REPORTS

BUSINESSES WITH PLANS TO START A NEW BUSINESS	FREQUENCY DISTRIBUTION	
	NUMBER	PERCENT
YES	02	6.9%
NO	20	69.0%
NOT SURE	03	10.3%
NO RESPONSE	04	13.8%
	---	-----
	29	100.0%

01/27/84

BUSINESS SURVEY/TALKEETNA
FREQUENCY DISTRIBUTION REPORTS

LODGES WITH PLANS FOR INCREASING NO. OF BEDS	FREQUENCY DISTRIBUTION	
	NUMBER	PERCENT
YES	02	33.3%
NO	04	67.7%
	---	-----
	06	100.0%

01/27/84

BUSINESS SURVEY/TALKEETNA
FREQUENCY DISTRIBUTION REPORTS

REASON FOR ADDING BEDS	FREQUENCY NUMBER	DISTRIBUTION PERCENT
ANTICIPATE MORE GUESTS IN THAN NOW/RECENTLY	01	50.0%
ADVANTAGEOUS BUSINESS OFFERING	01	50.0%
	---	-----
	02	100.0%

01/27/84

BUSINESS SURVEY/TALKEETNA
FREQUENCY DISTRIBUTION REPORTS

ANNUAL BUSINESS SALES VOLUME	FREQUENCY DISTRIBUTION	
	NUMBER	PERCENT
UNDER \$100,000	10	43.5%
\$100,000-\$249,999	07	30.4%
\$250,000 OR MORE	06	26.1%
	---	-----
	23	100.0%

MEDIAN = \$100,000-\$249,999

NUMBER OF NO RESPONSES = 6

01/27/84

BUSINESS SURVEY/TALKEETNA
FREQUENCY DISTRIBUTION REPORTS

BUSINESSES WITH ____% OF GROSS ANNUAL REVENUES--HUNTING	FREQUENCY NUMBER	DISTRIBUTION PERCENT
ZERO	21	72.4%
GREATER THAN ZERO BUT LESS THAN 25%	06	20.7%
25% TO 49%	01	3.4%
50% TO 74%	01	3.4%
	---	-----
	29	99.9%

01/27/84

BUSINESS SURVEY/TALKEETNA
FREQUENCY DISTRIBUTION REPORTS

BUS. WITH % OF GROSS ANNUAL REVENUES--HUNT. IN AREA 1 & 2	FREQUENCY NUMBER	DISTRIBUTION PERCENT
ZERO	01	12.5%
GREATER THAN ZERO BUT LESS THAN 25%	05	62.5%
25% TO 49%	01	12.5%
75% TO 100%	01	12.5%
	---	-----
	08	100.0%

01/27/84

BUSINESS SURVEY/TALKEETNA
FREQUENCY DISTRIBUTION REPORTS

IMPORTANCE OF SPECIES HUNTED TO BUSINESS IN AREA 1
N = 5

CATEGORY	NUMBER	PERCENT OF BUSINESSES
MOOSE	02	40.0%
SHEEP	02	40.0%
BLACK BEAR	02	40.0%
GRIZZLY BEAR	01	20.0%

01/27/84

BUSINESS SURVEY/TALKEETNA
FREQUENCY DISTRIBUTION REPORTS

IMPORTANCE OF SPECIES HUNTED TO BUSINESS IN AREA 2
N = 5

CATEGORY	NUMBER	PERCENT OF BUSINESSES
MOOSE	03	60.0%
CARIBOU	02	40.0%
SHEEP	03	60.0%
BLACK BEAR	04	80.0%
GRIZZLY BEAR	01	20.0%

01/27/84

BUSINESS SURVEY/TALKEETNA
FREQUENCY DISTRIBUTION REPORTS

BUSINESSES WITH ___% OF GROSS ANNUAL REVENUES--FISHING	FREQUENCY DISTRIBUTION NUMBER	PERCENT
ZERO	21	72.4%
GREATER THAN ZERO BUT LESS THAN 25%	06	20.7%
75% TO 100%	02	6.9%
	---	----
	29	100.0%

01/27/84

BUSINESS SURVEY/TALKEETNA
FREQUENCY DISTRIBUTION REPORTS

290 BUS. WITH % OF GROSS ANNUAL REVENUES-- FISHING IN AREA 1	FREQUENCY NUMBER	DISTRIBUTION PERCENT
ZERO	03	37.5%
GREATER THAN ZERO BUT LESS THAN 25%	04	50.0%
25% TO 49%	01	12.5%
	---	-----
	08	100.0%

01/27/84

BUSINESS SURVEY/TALKEETNA
FREQUENCY DISTRIBUTION REPORTS

IMPORTANCE OF SPECIES FISHED TO BUSINESS IN AREA 1
N = 5

CATEGORY	NUMBER	PERCENT OF BUSINESSES
SALMON	03	60.0%
RED OR SOCKEYE	02	40.0%
PINK OR HUMPY	02	40.0%
SILVER OR COHO	02	40.0%
CHUM OR DOG	02	40.0%
KING OR CHINOOK	02	40.0%
GRAYLING	03	60.0%
RAINBOW TROUT	03	60.0%
BURBOT	01	20.0%
DOLLY VARDEN	02	40.0%

01/27/84

BUSINESS SURVEY/TALKEETNA
FREQUENCY DISTRIBUTION REPORTS

BUSINESSES WITH ___% OF GROSS ANNUAL REVENUES--TRAPPING	FREQUENCY NUMBER	DISTRIBUTION PERCENT
ZERO	24	82.8%
GREATER THAN ZERO BUT LESS THAN 25%	05	17.2%
	---	-----
	29	100.0%

01/27/84

BUSINESS SURVEY/TALKEETNA
FREQUENCY DISTRIBUTION REPORTS

BUS. WITH % OF GROSS ANNUAL REVENUES--TRAPPING IN AREAS 1 and 2	FREQUENCY NUMBER	DISTRIBUTION PERCENT
ZERO	01	20.0%
GREATER THAN ZERO BUT LESS THAN 25%	04	80.0%
	---	-----
	05	100.0%

01/27/84

BUSINESS SURVEY/TALKEETNA
FREQUENCY DISTRIBUTION REPORTS

IMPORTANCE OF SPECIES TRAPPED TO BUSINESS IN AREA 2
N = 4

CATEGORY	NUMBER	PERCENT OF BUSINESSES
BEAVER	01	25.0%
MARTEN	02	40.0%

APPENDIX B

Questionnaire #: _____
Community: _____
Interviewer: _____
Date: _____

SUSITNA HYDROELECTRIC PROJECT
BUSINESS SURVEY

Business Name: _____

Address (Location

If no address available): _____

Telephone Number: (907) _____ - _____

Owner's Name: _____

Manager's Name (if different than owner): _____

First Contact Attempt:

Contact Made: 1. YES
2. NO

Comments:

Second Contact Attempt:

Contact Made: 1. YES
2. NO

Comments:

Third Contact Attempt:

Contact Made: 1. YES
2. NO

Comments:

Hello, my name is _____ and I am conducting a survey for the Alaska Power Authority.

The survey is part of the Susitna Hydroelectric Project. A more complete understanding of businesses in the area is needed to plan for the construction and operation of the Project.

The survey questions are about your business, and any plans for expansion you may have.

We would like you to participate in this survey. Your answers will be completely confidential and voluntary, and will be greatly appreciated.

Q-1 What are the main products or services that your business provides?

a. Products _____

b. Services _____

Q-2 How many years has the business been in operation?

a. _____ (code)

b. _____ (actual number of years)

1. LESS THAN 1

2. 1-2

3. 3-5

4. 6-10

5. MORE THAN 10

Q-3 How many years have you owned this business?

a. _____ (code)

b. _____ (actual number of years)

1. LESS THAN 1

2. 1-2

3. 3-5

4. 6-10

5. MORE THAN 10

Q-4 How many persons, including yourself, were employed full-time during the summer of 1983? (Full-time = greater than 34 hours of work per week)

Q-5 Of the total number of full-time employees, how many were family members?

Q-6 How many persons, including yourself, were employed part-time during the summer of 1983? (Part-time = 1-34 hours of work per week)

Q-7 : Of the total number of part-time employees, how many were family members?

Q-8 Were most of your summer, 1983 employees, residents of the area for a year or more, less than a year, or a mixture of both?

1. RESIDENTS FOR A YEAR OR MORE
2. RESIDENTS FOR LESS THAN A YEAR
3. MIXTURE OF BOTH TYPES OF RESIDENTS

Q-9 How many persons, including yourself, were employed full-time during the winter of 1982-1983?

Q-10 Of the total number of full-time employees, how many were family members?

Q-11 How many persons, including yourself, were employed part-time during the winter of 1982-1983?

Q-12 Of the total number of part-time employees, how many were family members?

Q-13 Were most of your winter, 1983 employees, residents of the area for a year or more, less than a year, or a mixture of both?

1. RESIDENTS FOR A YEAR OR MORE
2. RESIDENTS FOR LESS THAN A YEAR
3. MIXTURE OF BOTH TYPES OF RESIDENTS

Q-14a How has your volume of business this year (1983) compared to your volume of business during the previous five years (1978-1982)? Please choose from among these choices (SHEET A)

1. A LOT MORE IN THE LAST 12 MONTHS THAN IN PREVIOUS YEARS
2. MORE IN THE LAST 12 MONTHS THAN IN PREVIOUS YEARS
3. ABOUT THE SAME IN THE LAST 12 MONTHS THAN IN PREVIOUS YEARS
4. LESS IN THE LAST 12 MONTHS THAN IN PREVIOUS YEARS
5. A LOT LESS IN THE LAST 12 MONTHS THAN IN PREVIOUS YEARS
6. NO BASIS FOR COMPARISON

IF 1,2,4, or 5, THEN:

Q-14b What were the main factors that contributed to this change in business volume?

Q-15 What kinds of problems has your business faced within the last year?

1. LACK OF DEMAND _____
2. INADEQUATE COMMUNITY INFRASTRUCTURE _____
3. FINANCING _____
4. SUPPLY _____
5. INSURANCE _____
6. LABOR _____
7. WEATHER _____
8. CUSTOMER ACCESS TO BUSINESS _____
9. OTHER _____

Q-16a Do you have any plans for expanding this business during the next year?

IF 1 or 3, ASK NEXT 2 QUESTIONS.

1 YES

2 NO

3 NOT SURE

Q-16b: What are your business expansion plans?

When _____

Where (town) _____

Number of new hires _____

Why _____

Other comments _____

Q-16c: Are there any factors that would constrain your business expansion plans?

Q-17a Do you have any plans for starting a new business?

IF 1 OR 3, ASK THE NEXT TWO QUESTIONS.

1 YES

2 NO

3 NOT SURE

Q-17b: What are your plans for starting a new business?

Products/services _____

When _____

Where (town) _____

Number of new hires _____

Why _____

Other comments _____

Q-17c: Are there any factors that would constrain your
business start-up plans?

ASK ALL OF QUESTION 18 IF THE BUSINESS IS A LODGING ESTABLISHMENT
(HOTEL, MOTEL OR LODGE).

Q-18a How many rooms does your lodging establishment have? _____

Q-18b How many beds does your lodging establishment have? _____

Q-18c What was the occupancy rate during the summer of 1983? _____

Q-18d What was the occupancy rate during the winter of 1982-1983? _____

Q-18e Are you planning to add more beds?

_____ IF 1 OR 3, ASK NEXT QUESTIONS.

1 = YES

2 = NO

3 = NOT SURE

Q-18f How many beds are you planning to
add? _____

Q-18g When do you plan to add these beds?

1. OCT-DEC, 1983
2. JAN-MAR, 1984
3. APR-JUN, 1984
4. JUL-SEP, 1984
5. AFTER SEP, 1984

Q-18h Why are you going to add these beds?

1. MORE GUESTS NOW/RECENTLY THAN I CAN ACCOMMODATE.
2. ANTICIPATE MORE GUESTS IN FUTURE THAN
NOW/RECENTLY.
- 3.

OTHER _____

Q-19 (SHOW SHEET B) In which category would you place your gross annual business sales volume?

1. UNDER \$50,000
2. \$50,000-\$99,000
3. \$100,000-\$249,000
4. \$250,000-\$499,999
5. \$500,000-\$999,999
6. \$1,000,000 OR MORE

ASK THE FOLLOWING QUESTIONS IF THE BUSINESS IS ENGAGED IN OR IS RELATED TO HUNTING, FISHING OR TRAPPING ACTIVITIES.

Q-20 What percentage of your gross annual business revenues would you attribute to hunting activities?

1. LESS THAN 25%
2. 25% - 49%
3. 50% - 74%
4. 75% - 100%

Q-21 What percentage of your gross annual business revenues would you attribute to your hunting activities in the areas shown on this map?

1. LESS THAN 25%
2. 25% - 49%
3. 50% - 74%
4. 75% - 100%

Q-22 What species of animals were hunted as part of your business activities in these areas last year (SEASON)?

	MOOSE	CARIBOU	SHEEP	BLACK BEAR	WOLF	WATER- FOWL	PTARMI- GAN		OTHER	
Area #1	a1	b1	c1	d1	e1	f1	g1	h1	i1	j1
Area #2	a2	b2	c2	d2	e2	f2	g2	h2	i2	j2

Q-23 What percentage of your gross annual business revenues would you attribute to fishing activities?

1. LESS THAN 25%
2. 25% - 49%
3. 50% - 74%
4. 75% - 100%

Q-24 What percentage of your gross annual business revenues would you attribute to your fishing activities in the area shown on the map?

1. LESS THAN 25%
2. 25% - 49%
3. 50% - 74%
4. 75% - 100%

Q-25 What species of fish were caught as part of your business activities in this area last year (SEASON)?

a. _____ SALMON (IF THEY SAY SALMON, ASK THEM TO BE MORE SPECIFIC)

b. _____ RED OR SOCKEYE

c. _____ PINK OR HUMPY

d. _____ SILVER OR COHO

e. _____ CHUM OR DOG

f. _____ KING OR CHINOOK

g. _____ GRAYLING

h. _____ RAINBOW TROUT

i. _____ BURBOT

j. _____ DOLLY VARDEN

k. _____ OTHER (specify) _____, _____, _____

Q-26 What percentage of your gross annual business revenues would you attribute to trapping activities?

1. LESS THAN 25%
2. 25% - 49%
3. 50% - 74%
4. 75% - 100%

Q-27 What percentage of your gross annual business revenues would you attribute to trapping activities in the areas shown on the map?

1. LESS THAN 25%
2. 25% - 49%
3. 50% - 74%
4. 75% - 100%

Q-28 What furbearers were caught as part of your business activities in these areas last year (SEASON)?

	BEAVER	MARTEN	LYNX	MINK	MUSK- RAT	OTTER	RED FOX	WOL- VERINE	OTHER			
Area #1	a1 _____	b1 _____	c1 _____	d1 _____	e1 _____	f1 _____	g1 _____	h1 _____	i1 _____	j1 _____	k1 _____	
Area #2	a2 _____	b2 _____	c2 _____	d2 _____	e2 _____	f2 _____	g2 _____	h2 _____	i2 _____	j2 _____	k2 _____	

SHEET A

1. A LOT MORE IN THE LAST 12 MONTHS THAN IN PREVIOUS YEARS
2. MORE IN THE LAST 12 MONTHS THAN IN PREVIOUS YEARS
3. ABOUT THE SAME IN THE LAST 12 MONTHS THAN IN PREVIOUS YEARS
4. LESS IN THE LAST 12 MONTHS THAN IN PREVIOUS YEARS
5. A LOT LESS IN THE LAST 12 MONTHS THAN IN PREVIOUS YEARS
6. NO BASIS FOR COMPARISON

0156h

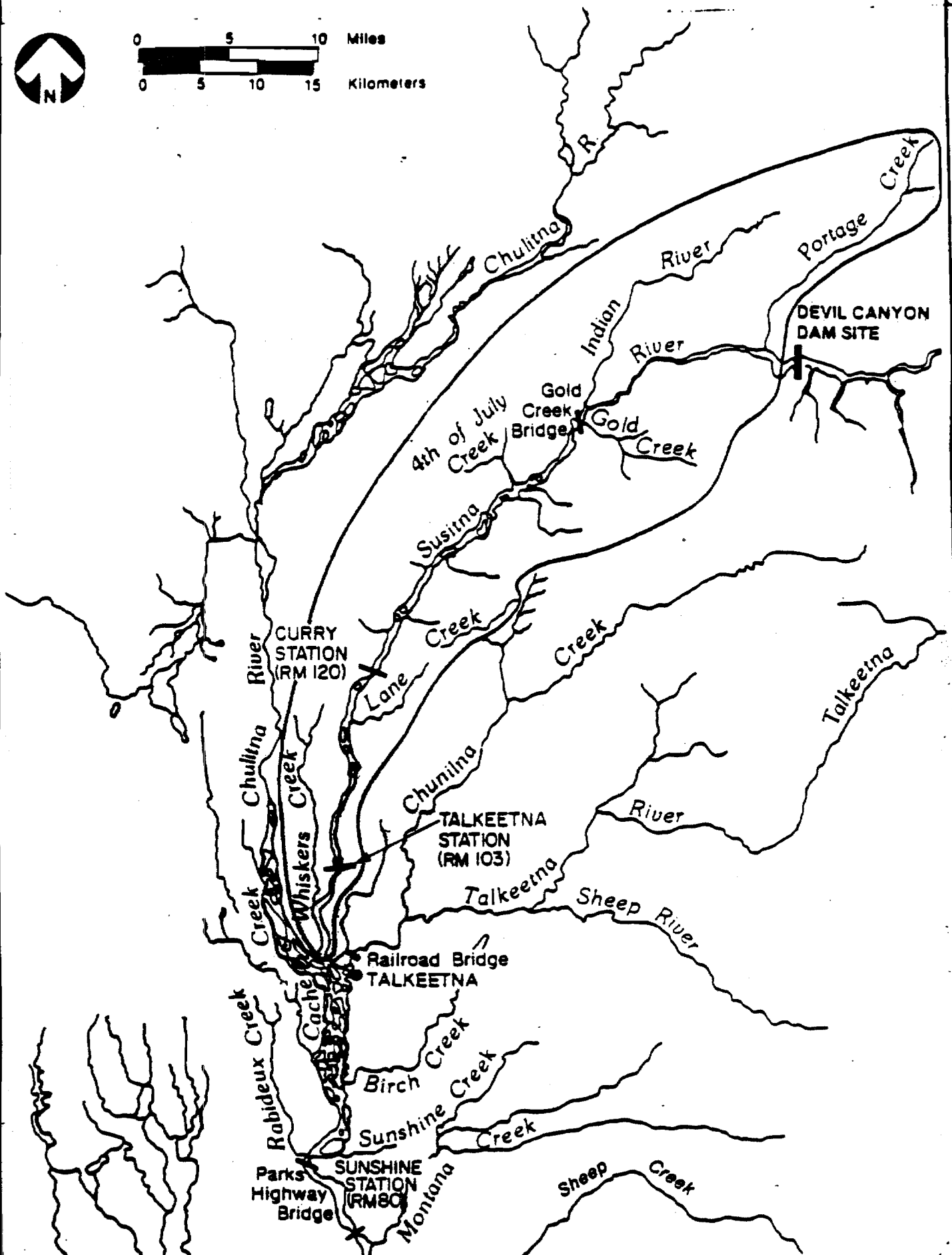
SHEET B

1. UNDER \$50,000
2. \$50,000-\$99,000
3. \$100,000-\$249,000
4. \$250,000-\$499,999
5. \$500,000-\$999,999
6. \$1,000,000 OR MORE

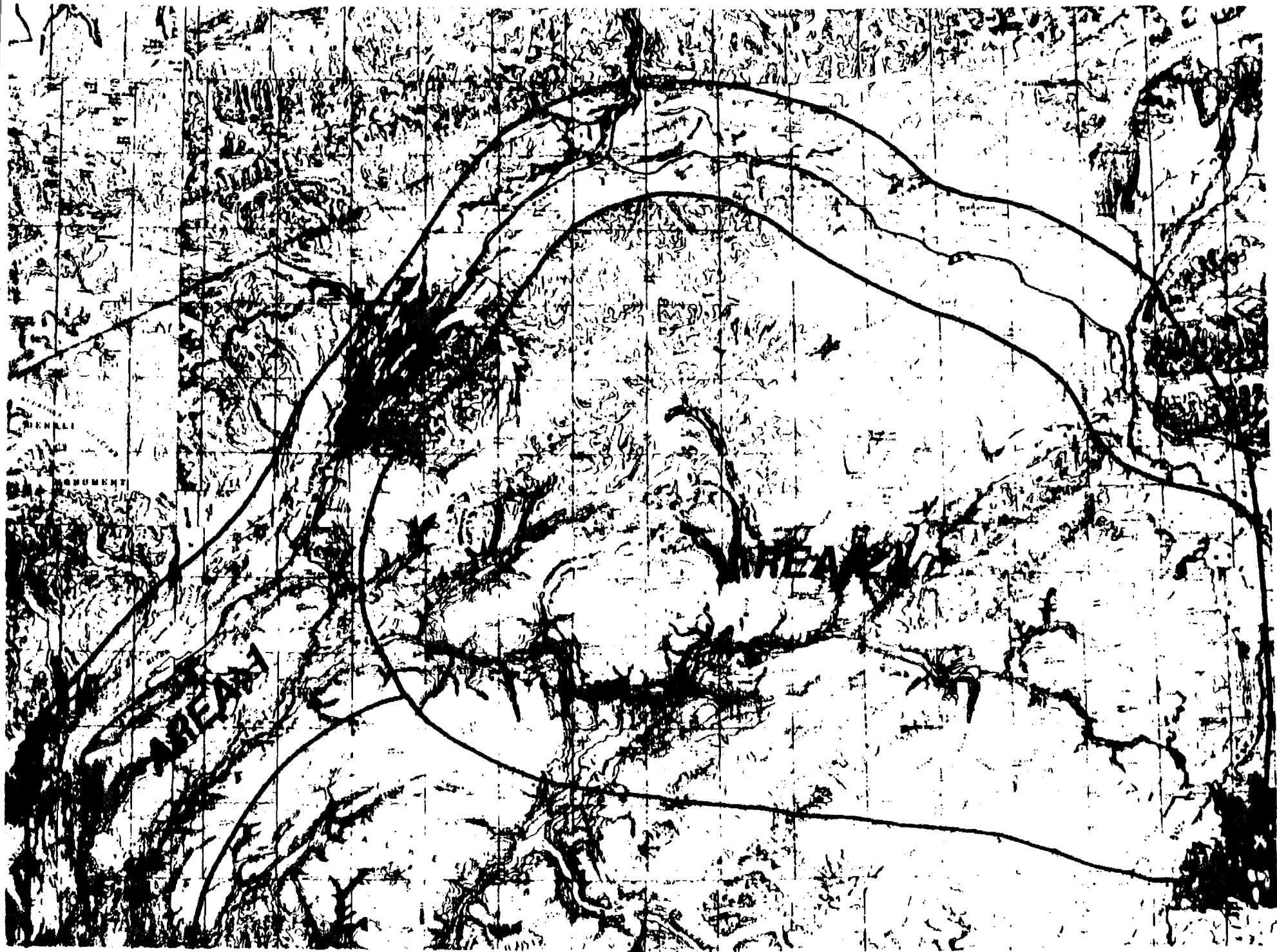
0156h



0 5 10 Miles
0 5 10 15 Kilometers



SUSITNA RIVER AND MAJOR TRIBUTARIES FROM MONTANA CREEK TO DEVIL CANYON



APPENDIX C

SUSITNA HYDROELECTRIC PROJECT SURVEYS
IN CANTWELL, TRAPPER CREEK AND TALKEETNA

INFORMATION FOR INTERVIEWERS

1. INTRODUCTION

A. Types of Surveys

There are three types of surveys that will be conducted in the communities:

1. Household survey - 30% of the community's^a households
2. Business survey - 100% of the identifiable^b business establishments; in addition, business surveys should be conducted when home businesses are identified in the household survey.
3. Construction Worker Survey (In Talkeetna and Cantwell only)
This survey will be self-administered and will be distributed by the project managers. Completed questionnaires will be mailed to us.

^a As delineated in our maps of the community.

^b From telephone directories, 1983 for Talkeetna, Trapper Creek, and Cantwell.

B. Survey materials:

1. The list of blocks of housing units that will be contacted and additional blocks that may be needed; the list includes the number of housing units that are expected to be in each block and the total target number of households that you should try to interview in that community.
2. A preliminary listing of businesses.
3. Maps which show where the blocks are, in relation to roads and other identifiable landmarks.
4. A set of questionnaires.
5. A set of answer lists and 2 fish and game maps which will be used to support the administration of the survey. (from Harza-Ebasco)
6. A log to record housing units contacted.
7. Waterproof (e.g. clear plastic with zip-lock) container for several surveys
8. Compass (hand-held)
9. Flashlight
10. ID card, from the Alaska Power Authority (from APA)
11. A set of George Gleason's business cards (from APA)
12. Fact sheet on the project (from APA)
13. A copy of the latest newsletter on the project (from APA)
14. Call back sheets, to be placed at households where no one is home
15. Red pens
16. Time and expense sheets

11. HOUSEHOLD SURVEY

A. Background on the methodology:

Possible households were identified from the Mat-Su Borough's assessor records of housing units. These were clustered into areas called blocks. A random sampling method was used to choose the blocks that will be surveyed. Each household in a chosen block should be surveyed. This methodology was chosen in order to limit the amount of travel time needed to conduct the surveys.

Because of the methodology used, a number of issues may come up in trying to locate households:

1. Some units may be vacant.
2. We do not have the names of the residents we are trying to reach.
3. In some areas where roads are scarce, the map will not be specific as to where the housing unit is. This will be of most consequence in the Trapper Creek survey.
4. The assessor records may be outdated, and additional housing units may be found in some blocks.

B. Operational procedures:

1. Attempt to survey the blocks in the order listed.
2. Conduct the interviews between 9 a.m. and 9 p.m. If it appears that the time is inconvenient for the respondent, set an appointment for a better time. Be on time for appointments.
3. In areas designated as parcel "A16" or "B4", etc., the location of the "X" on the map is not meant to indicate the location within the parcel the housing unit is. It is not possible to determine the location with the data available to us.
4. If there is no one present at a possible residence, try at least 2 callbacks. Callbacks should be done at different times of the day, in order to maximize the possibility of finding the residents at home. If you are able to interview a neighbor of a housing unit that has no one at home, ask the neighbor about the unit (is it occupied; if so, what is a good time to catch the residents at home):
5. Do not spend more than 30 minutes trying to locate a housing unit.
6. Some areas of the Mat-Su Borough have a high incidence of no-trespass signs at driveways and private roads. If you run across one, try to go on in to see someone. However, if you run into any signs of hostility, leave immediately.
7. A housing unit will be considered successfully canvassed if:
 1. An interview occurs.
 2. The unit is identified as vacant by a neighbor.
 3. The interviewer has attempted to call on the housing unit three times, at different times of day, and has not been able to find someone at home.

A housing unit will be considered not successfully canvassed if:

1. The household refused to respond.
 2. The housing unit can not be located.
 3. It is impossible to gain access, due to barriers, dogs, etc.
8. The listing of blocks contains information on the target number of housing units to be canvassed. If you are unable to meet the target number of households, either because of households that refuse to respond or because the housing unit can not be located, there is a secondary listing of blocks that should be used. As always, interview every household in each secondary block that it is necessary to canvass.
 9. If more housing is found in a block than was expected, go ahead and interview those additional units. This is especially likely to happen in Cantwell. Do not count such households as part of the listing of successfully canvassed housing units. These households will be in addition to the original target survey households.

10. Try to park your car as close to the housing unit as possible.
11. The questionnaires have been designed to allow open-ended questions to be precoded, as the interviewer is taking down the response. Also, there are instructions on several pages for the interviewer.

In order to help the interviewer distinguish quickly between text that should be spoken aloud and instructions which are only there for the interviewer's purposes, a convention in the typing of the questionnaire has been used:

1. All questions and sentences which should be said to the respondent are typed in lower-case letters.
 2. All words which are not to be spoken aloud (instructions and precoded answers) are typed in upper-case letters.
12. In the course of doing some of the surveys, the interviewer may become aware that a member of the household owns a business (question Q-50).

If this is the case, you should explain to the respondent that we are doing two types of surveys, and that you would like to ask a few more questions after the household survey is complete. Upon completion of the household survey, take out a copy of the business questionnaire and run through it.

13. Read the questions exactly as written on the questionnaire. If the respondent does not understand the question, repeat it. It is permitted to elaborate on the meaning of the question, if that appears to be necessary (this is because we are a small group, and we will have gone over the purpose of each question in detail).

Keep a record of any questions that appear to be unclear to the respondent.

14. Some of the questions ask for pretty detailed information and may be construed as an invasion of privacy by some respondents. If a respondent seems reluctant to answer a question, reiterate that the questionnaires will be kept completely confidential, and that only the aggregated results will be made public. If the respondent refuses to answer the question, indicate this with an R in the answer slot, and go on to the next question. We do not want to encourage people to skip questions, but it is more important to complete the interview than to press for the answer to any particular question.

After the respondent has answered the last question, ask him if he will answer the unanswered question(s).

15. There are a couple of questions that should be coded by the interviewer, after leaving the house (including Q-31, Q-33, Q-34). Check over the questionnaires each evening for accuracy, legibility, clarity of the wording on the free-answer questions, and to identify/eliminate any conflicting answers.
16. In the case of conflicting answers that you identify later, make a note of the original responses and then correct the coded portion of the questionnaire as appropriate.

C. Filling in the Questionnaire

1. If there are a list of choices on the questionnaire, choose the one that best fits the respondent's answer and write the number of the question in the answer slot. If the answer does not fit into one of the categories, code the answer as Other, and write down the exact answer.
2. If the question asks for a number of years, people, etc., be sure to put a number in the answer slot. Thus, if the respondent answers "a couple of years", confirm that he means 2.
3. There are a few questions that are answered by putting check marks in the answer slots (Q:5-16, Q:38-49, 61, 72, and 83).
4. For any other questions, write down exactly what the respondent says, and add interviewer notes to clarify, where necessary.
5. If a respondent refuses to answer a question, write an R in the answer slot.

D. Guidelines to Questions that Respondents May Ask

1. How will this information be used?

- For project planning
- This is an opportunity for you and other residents to provide input to the planning process.
- Try and move back to the survey questions.

2. How long have you lived in Alaska?

- Stress that you've worked in Alaska a lot/ a long time/ many times.
- Trained to work on the surveys

3. Why do you keep studying this?

- It is a big and expensive project, important, deserves a lot of consideration.

6. How often will you be doing this survey?

- Once a year.
- If concern is shown: This is to provide continual input to project planning.
- We are only surveying about one-third of the households, using a random sample. Your household may or may not be part of the sample next year.

7. Skepticism about the APA running roughshod over communities.

- The purpose of the surveys and the socioeconomic program is to make sure the communities closest to the project are taken into account.

E. Guidelines on selected survey questions

Intro Display your Alaska Power Authority ID card at each household.

Present the full explanation of the survey to each respondent (client's request). There may be a number of respondents that are hesitant about participating, or that just refuse. Be as persuasive as possible, focusing specifically on the usefulness of the data to project planning (and the mitigation of impacts to the community).

If the respondent asks for more information on the project, explain a little and give him/her a fact sheet.

If the respondent asks to receive a copy of the results, explain that the APA has not determined distribution policy, and take down his/her name and address.

If the respondent asks questions about the project that are outside our scope of work, give him/her George Gleason's card, and explain that he will best be able to answer their questions.

If an adult that lives there is not available, try to determine, from the child or non-resident you are speaking with, a likely time to reschedule the interview.

Q-1 Head of household = primary wage earner. If more than one person makes the same amount of money, they are both heads of household.

Q-2a The answer should include people that are away at the hospital or on a trip.

Q-2b-2d Many people forget to identify new-born infants as members of the household because they aren't used to thinking of them as individuals yet. That is why there is an indication to the interviewer that this should be checked.

Age is determined by the person's last birthday. So, if someone is going to be 5 years old tomorrow, they should be listed as under 5 years.

Children who live in the resident on a part-time basis should be included as a fraction.

Q:5-16 Be sure to confirm that the respondent understands the question was asked in the negative. Place check marks next to the months they mention

Q-17 Write down the respondent's exact answer, and then fill in the coded answer.

Q-20 Trailer = unit on wheels; Mobile home = unit on blocks

Q:23-24 If the respondent answers that he/she considers the facility and service in question poor or very poor, ask what his/her reasons are.

Review the listing of facilities/services that are available in the community or for the community, and eliminate any sub-questions that are not relevant.

Q-30 Employment is considered to be an activity for which the respondent gains income. Working at their own business is employment. Building one's own house is not considered employment.

The answer is 2, Unemployed and actively seeking work, if the person has sought work during the past month.

Q-31 Write down the respondent's exact answer, and then fill in the coded answer.

Q-33 Write down the respondent's exact answer, and then fill in the coded answer.

Q-34 Write down the respondent's exact answer, and then fill in the coded answer.

Q-35 If you are unsure if the community the respondent mentions is within 10 miles of their home, ask him/her.

Q-50 If the answer is YES (1), make a note to do a business survey after the household survey is completed.

Q-65,
Q-78,
Q-87 A cultural activity is an activity you traditionally do with family or friends, that you do on a regular basis, and that is related to your way of life.

Q-90 If the respondent has not lived in the community since 1980, ask him/her to talk about any changes since moving there.

Q-91 . As the respondent mentions changes, note the type of change in the left-hand column. Then, ask the respondent to rate the magnitude of the change and place the code in the second column.

III. BUSINESS SURVEY

A. Methodology

All businesses in each community should be interviewed. Each interviewer will start out with a listing of known businesses in the community. During the first couple of days, you should ask members of the community to identify any other businesses that there are.

In addition there will be some businesses that will be identified from the household surveys. These businesses should also be surveyed.

B. Procedures

1. Conduct the interviews between 9 a.m. and 9 p.m.
2. Ask to speak with the owner or manager. If that person is not there, determine a better time to reach him or her.

If the respondent is the manager and cannot answer all questions, obtain the owner's phone number. We will contact the owner at a later time.

3. Some respondents may operate more than one business. If this is the case, a questionnaire should be filled out on each business.
4. The questionnaires have been designed to allow open-ended questions to be precoded, as the interviewer is taking down the response. Also, there are instructions on several pages for the interviewer.

In order to help the interviewer distinguish quickly between text that should be spoken aloud and instructions which are only there for the interviewer's purposes, a convention in the typing of the questionnaire has been used:

1. All questions and sentences which should be said to the respondent are typed in lower-case letters.
2. All words which are not to be spoken aloud (instructions and precoded answers) are typed in upper-case letters.
5. Read the questions exactly as written on the questionnaire. If the respondent does not understand the question, repeat it. It is permitted to elaborate on the meaning of the question, if that appears to be necessary (this is because we are a small group, and we will have gone over the purpose of each question in detail).

Keep a record of any questions that appear to be unclear to the respondent.

6. Some of the questions ask for pretty detailed information and may be construed as an invasion of privacy by some respondents. If a respondent seems reluctant to answer a question, reiterate that the questionnaires will be kept completely confidential, and that only the aggregated results will be made public. If the respondent refuses to answer the question, indicate this with an R in the answer slot, and go on to the next question. We do not want to encourage people to skip questions, but it is more important to complete the interview than to press for the answer to any particular question.

After the respondent has answered the last question, ask him if he will answer the unanswered question(s).

7. Check over the questionnaires each evening for accuracy, legibility, clarity of the wording on the free-answer questions, and to identify/eliminate any conflicting answers.

C. Filling in the Questionnaire

1. If there are a list of choices on the questionnaire, choose the one that best fits the respondent's answer and write the number of the question in the answer slot. If the answer does not fit into one of the categories, code the answer as Other, and write down the exact answer.
2. If the question asks for a number of years, people, etc., be sure to put a number in the answer slot. Thus, if the respondent answers "a couple of years", confirm that he means 2.
3. There are a few questions that are answered by putting check marks in the answer slots (Q-22, Q-25, Q-28).
4. For any other questions, write down exactly what the respondent says, and add interviewer notes to clarify, where necessary.
5. If a respondent refuses to answer a question, write an R in the answer slot.

D. Guidelines on selected questions

- | | |
|------|---|
| Q-1 | Be sure that the respondent is answering the question for only that one business. |
| Q-8a | Met your needs = been able to provide you with the amount of goods and services that you need. |
| Q-9a | Expansion of an existing business and the start of a new business may not appear to be distinct actions to the respondent, when this first question is asked. If the respondent begins to talk about starting a new business, record this answer under Q-10. Then, clarify the distinction and ask if the respondent plans on expanding his/her present business as well. |

Talkeetna

Talkeetna is an unincorporated community in the Mat-Su Borough. Incorporated status was voted down in 1982.

1. Closest state Trooper post is in Trapper Creek.
2. School is new and well-equipped. Handles grades K-6.
3. Has a fire station and new equipment. Staffed by volunteers.
4. Nearby landfill operated by the borough.
5. Ambulance and active EMT organization
6. No medical care available in the community; Use hospitals in Anchorage, Fairbanks, Palmer. Doctors in Wasilla as well.
7. Road System - maintenance of state roads by the state, borough roads by the borough.
8. Railroad passes through. Airfield. Residents use float planes on nearby lakes.
9. Social Services - a counselling center available in Palmer; extension services were rejected by the Talkeetna community.
11. There is a library.
12. Indoor Recreation - none
13. Outdoor Recreation Facilities - nearby Denali State Park, McKinley National Park. Talkeetna is historically the take-off point for expeditions to Mt. McKinley, and fishing/hunting parties.
14. No water system
15. No sewage treatment system

Trapper Creek

Trapper Creek is an unincorporated community in the Mat-Su Borough.

1. State Trooper post
2. School is new and well-equipped. Handles grades K-6.
3. No fire protection. Old building and equipment that is not used or maintained.
4. Nearby landfill operated by the borough.
5. Ambulance and active EMT organization
6. No medical care available in the community; a nurse that lives in the community helps out when she can. Use hospitals in Anchorage, Fairbanks, Palmer. Doctors in Wasilla as well.
7. Road System - maintenance of state roads by the state, borough roads by the borough.
8. No other transportation facilities; residents use float planes on nearby lakes.
9. Social Services - a counselling center available in Palmer; there is an extension service in Trapper Creek periodically.
11. Library - was a hot political issue. I believe it was voted down..
12. Indoor Recreation - none
13. Outdoor Recreation Facilities - nearby Denali State Park, McKinley National Park.
14. No water system
15. No sewage treatment system

Cantwell

Cantwell is an unincorporated community in an unorganized borough.

1. State Trooper post
2. School is new and well-equipped. Handles grades K-12.
3. Fire hall under planning/construction
4. Garbage dump is on land that is technically private (Native-owned).
Obtaining a better landfill is a high-priority need.
5. Ambulance would be associated with fire hall
6. No medical care available in the community. Use hospitals in Anchorage, Fairbanks, Palmer. There is a small clinic in Healy, doctors in Wasilla as well.
7. Road System - maintenance of state roads by the state.
8. There is a private air strip. The Railroad passes through, and a couple of residents use float planes on nearby lakes.
9. Social Services - only those provided by the state in Anchorage, Fairbanks.
11. Library - there is a library at the school.
12. Indoor Recreation - the Native community built a community building.
13. Outdoor Recreation Facilities - nearby McKinley National Park.
14. No water system
15. No sewage treatment system