



Seldon Road Extension Phase II: Windy Bottom/Beverly Lake Rd to Pittman Rd

Event Summary

SUBJECT:	Seldon Road Extension Phase II: Windy Bottom/Beverly Lake Road to Pittman Road
PROJECT NUMBER:	State Project Number: CFHWY00562, Federal Project #: 0001723
GROUP:	Public
DATE:	January 30, 2025, 3 to 7 PM
LOCATION:	Alaska State Fairgrounds, Raven Hall, Palmer, AK 99645
OUTREACH:	See Table 1. Outreach
MATERIALS:	Project overview map, fact sheet, comment sheet
STAFF PRESENT:	Steve Kari, Consultant Project Manager, Stantec
ATTENDANCE:	407 people signed in at the event

Summary

The project team staffed a booth at the Mat-Su Transportation Fair and talked to many people about the project. The event hosted over 100 different transportation related projects and programs from several different agencies, including the Department of Transportation and Public Facilities (DOT&PF) and the Mat-Su Borough.

Steve Kari, Consultant Project Manager, talked to many people about the Seldon Road Extension project and answered questions.

Comments

The team summarized the following verbal questions and answers about the project.

Q: Is there a subsequent phase of Seldon Road extending from Pittman Road to the west?

A: There are no current plans for an additional extension.

Q: Are there plans for a roundabout at the Seldon / Pittman intersection?

A: A roundabout is not planned for the current project.

Q: Will the new extension include lighting?

A: Intersection lighting is included in the project.

Q: When will the project be constructed?

A: The project is currently programmed in the Statewide Transportation Improvement Program (STIP) for construction in 2027.



Seldon Road Extension Phase II: Windy Bottom/Beverly Lake Rd to Pittman Rd

Q: Will the new extension get rid of the speed bumps on Beverly Lake Road?
 A: The Mat-Su Borough maintains Beverly Lake Road and we anticipate they will remove speedbumps. The new extension will shift traffic away from Beverly Lake Road and eliminate higher speed traffic from Seldon Road.

Q: Will I be able to get from Beverly Lake Road to Seldon Road?
 A: Yes, there will be a newly constructed Beverly Lane and the existing Wyoming Drive that will connect Beverly Lake with Seldon Road.

Outreach

The event organizers conducted the following outreach for the event.

Table 1. Outreach Methods

Date	Outreach Method	Description
11/21/24	Email notice	Save the date email notice sent to subscribers, 1,265 successful deliveries, 336 unique opens, 269 total clicks
11/22/24	Event website	Event notice posted on the Mat-Su Transportation Fair website
12/2/24	DOT&PF online calendar	Event posted to https://dot.alaska.gov/creg/calendar.shtml
12/3/24	Borough mailer	Project update mailer for Tex-Al Drive Extension Upgrade & Pathway, included a Transportation Fair notice, mailed to 1,087 area residents, property owners, and elected officials
12/10/24	Borough mailer	Project update mailer for Fern Street Reconstruction, included a Transportation Fair notice, mailed to 1,094 area residents, property owners, and elected officials
12/11/24	Flyer	Flyer for sharing
12/19/24	Borough mailer	Project update mailer for Lucille Street and Pathway Upgrade, included a Transportation Fair notice, mailed to 1,442 area residents, property owners, and elected officials
12/20/24	State of Alaska Online Notice	Event notice sent by DOT&PF to subscribers



Seldon Road Extension Phase II: Windy Bottom/Beverly Lake Rd to Pittman Rd

Date	Outreach Method	Description
12/27/24	Flyer forward	Flyer forwarded by borough staff to all borough employees
1/16/25	Forwarding request to boards, commissions, and community councils	Request to forward event invitation
1/16/25	Forwarding request to elected officials	Sent request to forward to constituents
1/16/25	Forwarding request to groups	Sent request to forward to email lists
1/16/25	Invitation to civil engineering students	Sent request to forward to students
1/17/25	Borough mailer	Project update mailer for Hemmer Road Extension South, included a Transportation Fair notice, mailed to 955 area residents, property owners, and elected officials
1/27/25	Email notice	Email reminder notice sent to subscribers, 1,306 successful deliveries, 483 unique opens, 814 total clicks
1/17/25 to 1/29/25	News media advertising, Alaska News Source	Online advertisement pointed to event website, 41,251 impressions, 113 clicks
1/18/25 to 1/30/25	News media advertising, Frontiersman	Online advertisement pointed to event website, 28,626 impressions, 36 clicks
1/18/25 to 1/30/25	News media advertising, Mat-Su Sentinel	Online advertisement pointed to event website, 14,000 impressions approximately
1/25/25 to 1/29/25	Radio advertisement	Invitation to the event on Alpha Media stations KAYO and KWHL, sponsored by DOT&PF
1/25/25 to 1/29/25 (approx.)	Radio advertisement	Invitation to the event on Ohana Media station Valley Radio, sponsored by the Mat-Su Borough
1/25/25 to 1/29/25	Radio advertisement	Invitation to the event on Alaska Public Media station KSKA, sponsored by DOT&PF and the Alaska Railroad
1/28/25, 1/30/25	Facebook posts	DOT&PF Facebook posts highlighted the event



Seldon Road Extension Phase II: Windy Bottom/Beverly Lake Rd to Pittman Rd

Date	Outreach Method	Description
1/29/25	Facebook post	Mat-Su Borough Facebook post highlighted the event