

**Agency: Commerce, Community and Economic Development****Grants to Named Recipients (AS 37.05.316)****Grant Recipient: Alaska Mobility Coalition****Federal Tax ID: 01-0704433****Project Title:****Project Type: Planning and Research**

# Alaska Mobility Coalition - Workforce Transportation Project

**State Funding Requested: \$25,000****House District: Statewide (1-40)**

One-Time Need

**Brief Project Description:**

The project will raise awareness of the importance of using public transportation to get Alaskans to work.

**Funding Plan:**

Total Project Cost:	\$50,000
Funding Already Secured:	(\$25,000)
FY2013 State Funding Request:	(\$25,000)
Project Deficit:	\$0

*Funding Details:*

The AMC was award a state legislative grant last year and developed phase one of the project. Phase two of the project will expand the public awareness campaign to focus on the needs of transit riders around the state.

**Detailed Project Description and Justification:**

The Alaska Mobility Coalition, in partnership with the Federal Transit Administration, the Alaska Mental Health Trust Authority and the Alaska Department of Transportation, will develop and place a public service announcement highlighting the transportation needs of Alaska's bus riders. The AMC has received a grant award from the Alaska Broadcasters Association to place a 30 second video in local TV markets around the state at a significant discount.

**Project Timeline:**

Projects will be begin in September 2012. Project elements will be performed over a three year period.

**Entity Responsible for the Ongoing Operation and Maintenance of this Project:**

Alaska Mobility Coalition

**Grant Recipient Contact Information:**

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Total Project Snapshot Report

2012 Legislature

TPS Report 56133v1

Has this project been through a public review process at the local level and is it a community priority?  Yes  No