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From: Michelle Deckard <michelle@iialaska.com>

Date: Tue, Mar 9, 2021 at 6:25 AM

Subject: Focus Group Recruitment - Please send out to your members!

To: <b_schulte@yahoo.com>, <OSOVcommunitycouncil@gmail.com>, <tccpresident@yahoo.com>, <moira.j.gallagher@gmail.com>, <downtown.c.council@gmail.com>

Hello Community Council members,

Information Insights is working with a National Science Foundation research team to conduct virtual focus groups in Anchorage. The topics covered will be environmental hazards - wildfires, winter rain-on-ice, and permafrost thaw. We need your help recruiting participants! There will be four virtual focus groups in Anchorage, likely starting March 22nd. Any "regular person" in the Anchorage area is eligible, but we are hoping to recruit from specific Community Council areas. Would you be able to help us get the word out by sending an email to your area? Below is a sample email that could be sent out and a graphic.

We would love to have a short phone conversation to explain the project and how you can help us recruit.

Here's a bit more information about the project: The research team will work closely with local governments, Indigenous groups, insurance companies, and residents to produce an adaptive policy framework that can be used to mitigate multiple environmental hazards and reduce future costs and risks. More comprehensive information about the project can be found [here](#).

Many thanks!

-Michelle Deckard
(360) 334-1709

Sample Outreach Email

"As residents of the far North, we're no strangers to natural hazards - from intense wildfire seasons to winter rain-on-ice and permafrost thaw. Information Insights, a local consulting firm, is recruiting residents in the Anchorage area to join virtual focus groups that explore how you have or would respond to these events and what you expect your neighbors, community leaders, and state government to do. This is part of a National Science Foundation research project. More info on the project is available [here](#). Participants will each receive \$50 for the 90 minute virtual session. To sign-up, please complete the qualification survey [here](#). Spots are limited. If you have questions, contact Michelle Deckard at michelle@iialaska.com."

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Michelle Deckard

Information Insights
(907) 450-2450
michelle@iialaska.com

www.iialaska.com