

**ASSEMBLY STANDING COMMITTEE  
COMMITTEE OF THE WHOLE  
THE CITY AND BOROUGH OF JUNEAU, ALASKA**  
June 23, 2014, 6:00 PM.  
Municipal Building - Assembly Chambers

Assembly Work Session

**I. ROLL CALL**

**II. APPROVAL OF AGENDA**

**III. APPROVAL OF MINUTES**

- A. June 16, 2014 Assembly Committee of the Whole Draft Minutes

**IV. AGENDA TOPICS**

- A. Juneau Economic Development Plan Update
- B. NCADD Presentation on e-Cigarettes  
Ordinance 2014-34 An Ordinance Amending the Second-hand Smoke Control Code to Regulate the Use of Electronic Cigarette Vapor.
- C. Ordinance 2014-37 An Ordinance Amending the Election Code.

**V. ADJOURNMENT**

Note: Agenda packets are available for review online at [www.juneau.org](http://www.juneau.org).

ADA accommodations available upon request: Please contact the Clerk's office 72 hours prior to any meeting so arrangements can be made to have a sign language interpreter present or an audiotape containing the Assembly's agenda made available. The Clerk's office telephone number is 586-5278, TDD 586-5351, e-mail: [city\\_clerk@ci.juneau.ak.us](mailto:city_clerk@ci.juneau.ak.us)

**ASSEMBLY AGENDA/MANAGER'S REPORT  
THE CITY AND BOROUGH OF JUNEAU, ALASKA**

June 16, 2014 Assembly Committee of the Whole Draft Minutes

**ATTACHMENTS:**

| Description                                                                        | Upload Date | Type    |
|------------------------------------------------------------------------------------|-------------|---------|
| <input type="checkbox"/> <a href="#">Draft Minutes - June 16, 2014 COW Meeting</a> | 6/18/2014   | Minutes |

**ASSEMBLY STANDING COMMITTEE  
COMMITTEE OF THE WHOLE  
THE CITY AND BOROUGH OF JUNEAU, ALASKA**

June 16 2014, 6:00 PM.

Municipal Building - Assembly Chambers

**Assembly Worksession with the Planning Commission**

**I. ROLL CALL**

Deputy Mayor Becker called the meeting to order at 6:00 p.m. in the Assembly Chambers.

Assemblymembers Present: Mary Becker, Karen Crane, Loren Jones, Jesse Kiehl, Jerry Nankervis (teleconference), Merrill Sanford, Carlton Smith, Kate Troll, and Randy Wanamaker (teleconference).

Assemblymembers Absent: None.

Planning Commissioners Present: Ben Haight, Karen Lawfer, Bill Peters, Michael Satre (Chair), Paul Voelckers, Dennis Watson.

Planning Commissioners Absent: Nicole Grewe, Gordon Jackson, Dan Miller.

Staff Present: Kim Kiefer, City Manager; Amy Mead, Municipal Attorney; Rob Steedle, Deputy City Manager; Carl Uchytel, Port Director; Hal Hart, Community Development Director; Eric Feldt, Planner; Laurie Sica, Municipal Clerk.

**II. APPROVAL OF AGENDA**

Hearing no objection, the agenda was approved as presented.

**III. APPROVAL OF MINUTES**

**A. April 14, 2014 Assembly Committee of the Whole Meeting**

Hearing no objection, the minutes of the April 14, 2014 Assembly Committee of the Whole meeting were approved.

**B. May 5, 2014 Assembly Committee of the Whole Meeting**

Hearing no objection, the minutes of the May 5, 2014 Committee of the Whole meeting were approved with minor corrections.

**IV. AGENDA TOPICS**

- A. Ordinance 2014-32 An Ordinance Amending the Land Use Code of the City and Borough to Provide for the Regulation of Wireless Communication Facilities and Providing for a Penalty.**

Mr. Satre spoke on behalf of the Planning Commission. Earlier this year there was a moratorium placed on all wireless facilities until an ordinance could be completed. The Planning Commission (PC) made recommendations for amending Title 49. They were concerned with the short time frame and to the credit of the PC, they worked hard in reviewing this ordinance, proposing changes, working with staff and the Law Department. They did not make the original deadline, but the product before the Assembly was good, given the time allowed. They tried to create a framework to push applicants for any new wireless facility into a community preferred solution for the facilities. Public input showed there were concerns about lighting, public notice, and an interest in limiting the number of facilities and co-locating facilities on existing towers where possible. There was a desire for camouflage, and to reduce the impact of the facilities on neighborhoods. The result of the work was a new chapter in

Title 49 and a new permitting pathway. This provided an outline of how to apply and the information needed to get to a community preferred solution for a facility. He explained that the promoters in "Table 1" of the ordinance outlined the type of facility which could be permitted by the CDD Director. If a facility was outside of those parameters, then a greater review process was needed with PC approval. No guy wires were allowed with the ordinance. He spoke about engineer certifications and setbacks that needed to be met. He said basically the ordinance provided an "easy way" and a "hard way" to permitting a wireless facility. Mr. Satre said that all of the PC's work was reflected in the final ordinance before the Assembly.

Ms. Lawfer said on page 23 there was information on old towers and abandonment, and how those could be removed.

Mr. Peters said he struggled with public notice, and said that notice of land owners within three miles of the site was pretty strict. Outside of this ordinance, the PC needed to address public notice in general.

Mr. Voelckers said on page 3 there was a parallel issue of creating a hierarchy of preference, reflected in Table 1. There was some evaluative ability on the part of the staff with this.

Mr. Watson said he agreed with Mr. Peter's comments on the three mile notification and the requirement for three public notice signs and a declaration of where the signs would be located exceeded the requirements for any other process through the PC. We may be opening a "Pandora's Box" with these requirement. The 500 foot notification and the current notification process, which included newspaper ads, neighborhood association notification and one sign seemed sufficient to him. He spoke about the balloon test and checked with commercial balloon companies and said that the ordinance specification of a 3 foot balloon would not be able to be seen at a distance from the proposed tower location. He said there were many federal regulations with limitations on how balloons may be flown and asked about any conflict in the direction of the ordinance to require flying a balloon for 72 consecutive hours. He asked about a consultant fee charged to an applicant that was \$4,000. He said landscaping was a good idea, but asked whose responsibility it was to maintain it, the property owner or tower owner. He said this ordinance sends out a signal that it will be tough to get a cell tower built in this town, so it might be good not to try.

Mr. Haight said said the PC also reviewed the master plan that accompanied the ordinance and provided a lot of good background information about towers and the industry. The PC based much of the ordinance on the policies in the plan.

Mr. Satre said this was a long and complex process and he encouraged the Assembly to read the minutes of the last two PC meetings. He said to Mr. Watson that there had been a large fee charged to the applicant for a consultant review, but that was changed to reflect the actual cost. The PC would take up the issue about public notice for all permits in future meetings.

The PC discussed how to encourage bringing existing facility owners into compliance but could not arrive at a solution, so left this for the Assembly.

Mayor Sanford asked for a staff report on the letter of May 20. Mr. Satre said that letter was addressed by the PC and all items were addressed.

Mr. Jones referred to a letter from Verizon's attorney questioning the ordinance and their stand on the legality of the ordinance. Ms. Mead introduced Anthony Lepore, Director Regulatory Affairs, CityScape Consultants, Inc., who was present to answer any questions. Ms. Mead said a similar letter from AT&T went to the Planning Commission. The letter's interpretation of the current status of the law was what they hoped or wished the current status of the law was, but the Federal law was not clear on the extent of CBJ's ability to regulate. There were various cases that showed that CBJ could regulate applications for towers, even though that are eligible under Section 6409(a) of the Middle Class Tax Relief and Job Creation Act of 2012. We are regulating to the current extent allowed by law.

Mr. Jones asked about the 3 mile public notice requirement. Ms. Mead said that was the call of the Assembly. Mr. Lapore said that was the broadest requirement that he had seen, however, Juneau had some unique environmental consideration. Typically he saw a 500 - 1000 foot, occasionally a 5000 foot distance. Ms. Becker said one of the complaints from Verizon was the cost of the notice at that distance.

Mr. Jones asked about the technical review by a third party expert that could be required by the department director at the applicant's expense, and the requirement for the permits to be reviewed in a 90 - 150 day time frame. He asked if there was any guarantee that the review could be done in a timely manner.

Ms. Mead said the industry was objecting to the third party consultant, but that was allowed by Federal law. The use of a technical consultant would be beneficial in that CBJ has not issued these type of permits and the consultants that would perform such a review were familiar with the timeliness of the industry. The technical review was a review of the application for compliance with the law, and was for the benefit of CBJ, not the applicant, and Federal law the applicant was required to pay for the review.

Ms. Mead explained the time frames for review of applications, lighting, guy wires, and breakpoints. Mr. Jones pointed out a need to remove a reference to guy wires in the ordinance and Ms. Mead said she would make that correction. Mr. Jones had questions about break point technology and structural assessments and Ms. Mead said she would fix the reference in the ordinance for clarity.

Mayor Sanford suggested in Table 1 that the code should read "500 feet TO the nearest dwelling, not "OF," and asked about the greater distance of towers from residences in the rural reserve zone than in other zones. Mr. Satre said that responded to concerns raised at public meetings that rural reserve areas contained neighborhoods and we wanted to put a distance from existing homes, as the original ordinance was "X" distance from a zoning district.

Mr. Jones asked about time frames for temporary permits and Ms. Mead said the code provided a hammer to remove the facilities after an event.

The committee discussed the requirement for a pre-application meeting and Mr. Lapore said industry typically wants to participate in this type of meeting as they are eager to explain their project.

Mr. Jones discussed the requirements for the cost of public notice, the time that the public notice signs were to be kept up and the need to define "search ring."

Mr. Watson said the community needed to identify who owned the towers and to somehow keep track of who was the responsible party.

Ms. Crane asked if it was possible for CBJ to state that it does not want towers in air navigation areas in order to avoid the lighting issue. Ms. Mead said no and Mr. Lapore cited language stating that would be an unreasonable prohibition.

Mr. Kiehl asked about the application of the 3 mile notice and the balloon test and Ms. Mead said that was only for those not within the parameters of Table 1.

The committee discussed the issues of "break points" and radio frequency testing.

Ms. Troll asked for advice on bringing existing towers in to compliance. Mr. Lapore said there were "grandfather issues" but technology changed and CBJ was encouraging co-location so that could address some older towers.

Mr. Smith asked about scenic corridors and view sheds and Mr. Satre explained how those were identified in the Comprehensive Plan maps.

Mr. Watson asked if it was the responsibility/liability of the tower owner or the property owner upon which the tower is located, to address issues regarding removal of a tower. Ms. Mead said CBJ could take down a tower at the expense of the tower owner, but currently the property owner was not liable.

Mr. Nankervis thanked the PC for their extensive work on this issue.

Mr. Satre recommended people read the wireless master plan and the minutes, so the Assembly does not have to reinvent the wheel - it should make the deliberations more efficient.

Ms. Mead said the 3 mile area notification came as a staff recommendation and it could be discussed.

Ms. Mead asked Mr. Lapore to review the ordinance and compared to other ordinances. Mr. Lapore said that Juneau had taken a balanced approach to protect the areas which Juneau had a right to protect as well as providing an impetus for the industry to cite facilities in the direction that Juneau found desirable in the community. The industry has customers that want their service and Table 1 in particular gave an administrative path and encouraged the type of development Juneau wanted for the community. Mr. Lapore stressed that industry was more concerned with the speed to get their product to market than the cost of installation. Mr. Lapore said the letters from Verizon and AT&T are almost a form letter to each community considering regulation.

Mr. Voelckers asked Mr. Lapore if the height cited in the ordinance was reasonable for towers and Mr. Lapore said yes.

Mr. Jones said he would like to understand the legality of the balloon test. Mr. Lapore described two methods for providing the public with information on a potential tower installation - a balloon test (flown at the height of the tower from the proposed location) and/or photo simulations with views from all four compass directions of the potential tower. He said communities used both methods - with about a 50/50 split.

Mr. Watson shared his doubts about the effectiveness of the balloon test.

Mayor Sanford asked Ms. Mead to draft requirements for photo simulations for the Assembly's consideration.

Ms. Lawfer said a concern expressed public testimony was that photo simulation had been used in the past and that the exhibits did not match the real world outcome. A balloon test also assisted with public notice.

Mr. Kiehl said that the two served different purposes. Photo simulations were helpful once a person was aware that there was a proposal pending and he thought the balloon test seemed reasonable. He was concerned about the cost of a three mile mailout and asked if it would be possible to just send notice to those within the zone of visibility, with a cap on a three mile distance.

Ms. Becker said this ordinance was scheduled for the June 30 Assembly Meeting for public hearing. Ms. Mead said she would bring a revised version with the corrections noted.

B. Ordinance 2014-14 An Ordinance Amending the Land Use Code Relating to Rezoning Procedures.

Mr. Satre spoke about the concern about a PC decision on a rezone. If approved by the PC a rezone request went as a recommendation to Assembly for adoption of an ordinance. If denied, the application would follow the same path. This was changed recently to if the PC approved, it was a recommendation, but if it was denied, it was a final decision, that was appealable to the Assembly. In discussion with Ms. Mead, The PC had some concerns. The proposed ordinance set the process back to the way it was - a rezone application is still a path to the assembly instead of two tiers of

decisions.

Ms. Mead said rezoning decisions by law were legislative decisions and not quasi-judicial proceedings. The Assembly exercised its power and adoption of an ordinance or failure to adopt an ordinance was not appealable. The recent ordinance change made the entire issue appealable - from PC to Assembly to court. As a judicial decision - this was difficult. There is no matter of right to a rezone. If it went to the court, there was nothing for the court to do, there was no remedy. To be consistent with the law, and every other community, this change in code was needed. If in the adoption of a rezone ordinance the Assembly committed fraud or was found to be acting arbitrarily, such as in the case of "spot zoning," there could be an issue that was reviewable by the court. The charter required the assembly to make the legislative decisions - and a rezone was a legislative decision and without a charter amendment, doing anything different was not possible.

The Assembly asked questions of Ms. Mead and expressed concern that the usual public hearing process for ordinance adoption could be insufficient when considering a rezone. Ms. Mead said the process was up to the Assembly what the assembly wants to allow.

There was discussion about the role of the PC in zoning decisions and Ms. Mead said most communities consider the review of the application to rezone to be the role of the PC, with the legislative decision being made by the Assembly. Mr. Satre said the current code had only been in place for two years, and until 2012, the PC forwarded both approval and denials of zoning applications forward to the Assembly as a recommendation. He did not see that process as limiting the PC's role or authority. The PC carefully reviewed zoning applications and put the facts of the matter into the record.

Mr. Jones requested that the minutes from Assembly meetings at which Ordinance 2012-11 was discussed be forwarded to the Assembly.

#### C. Seawalk 1% for Art

Mr. Uchytel provided a power point presentation in response to the discussion that arose at the joint meeting of the Assembly with the Docks and Harbors Board about unifying the effort to establish art cohesively along the seawalk projects, including the pending work of the 1% for art committee for the Dock Project 16b. There is an interest in avoiding a random scattering of art along the seawalk. He explained the 1% for Art process and said the art is recommended by the seated panel and chosen by the Assembly. The departments manage the process but do not select the art. He showed a map of the projects recently done and to be done. He showed some of the art created to date. He showed the project area of the new berths and said he would like to see art soften the hard lines of that project. Docks and Harbors had no position on the seawalk art development and said that the Parks and Recreation Department was the benefiting department of future seawalk projects. The Long Range Waterfront Plan of 2005 provided guidance on intent of the seawalk and themes for the areas. The 2008 Waterfront Design Report standardized guard rail, benches, and wayfinding signs.

Ms. Crane said when she spoke at the last meeting, she had just wanted to initiate a discussion or community conversation on the topic of Seawalk art. She was not aware of the themes designated for the various segments of the seawalk and did not think they necessarily had to be linked to the artwork.

Mr. Kiehl agreed and said he liked the themes but they were not guiding the art that had been or was currently being installed. It is a conversation worth having to see if we can do more than a hodge podge.

Ms. Becker said these themes in the waterfront plan came from a public process and could provide direction.

Mr. Smith asked about the creation of the panel. Mr. Uchytel said that CBJ code outlines how the panel was created. Mr. Smith said there needed to be more diversity on this panel. Mr. Uchytel said

the committee was formed of the people who had applied to serve.

Mr. Wanamaker supported the idea of a unified art theme, and reminded the committee of the "Cultural Gateway" project that had been proposed in the "deckover" of Marine Park that had languished.

The committee continued discussion and approved the addition of Kate Walters as a representative of the Parks and Recreation Advisory Committee and Michele Elfers as a staff liaison from the Engineering Department to serve on the 1% for Art Committee for Dock Project 16b. The committee directed the manager to ask the Filipino & Alaskan Native communities if they would like to participate in the selection panel and for suggestions for representation. There was general agreement that the 1% for Art Committee should move forward with its scheduled meeting for the following evening.

**V. COMMITTEE MEMBER / LIAISON COMMENTS AND QUESTIONS**

Chair Becker reminded the Assembly that the next COW meeting was set for Monday, June 23, at 6 p.m. in the Assembly Chambers and would include discussion of the economic development plan, the e-cigarette ordinance and the election code ordinance.

Mr. Kiehl gave notice that the Assembly Human Resources Committee agenda was full and he had changed the time of the meeting to begin at 5:30 p.m. on Monday, June 23.

**VI. ADJOURNMENT**

Hearing no objection, the meeting adjourned at 8:44 p.m.

Submitted by Laurie Sica, Municipal Clerk

**ASSEMBLY AGENDA/MANAGER'S REPORT  
THE CITY AND BOROUGH OF JUNEAU, ALASKA**

Juneau Economic Development Plan Update

**ATTACHMENTS:**

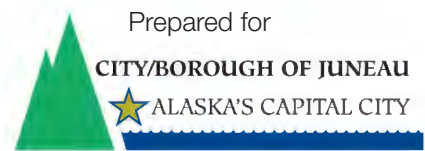
| Description                                                                          | Upload Date | Type       |
|--------------------------------------------------------------------------------------|-------------|------------|
| <input type="checkbox"/> <a href="#">Economic Development Plan Executive Summary</a> | 6/19/2014   | Cover Memo |
| <input type="checkbox"/> <a href="#">Economic Development Plan Household Survey</a>  | 6/19/2014   | Exhibit    |



JUNE 2014

# Juneau Economic Baseline Report

## *EXECUTIVE SUMMARY*



# Executive Summary

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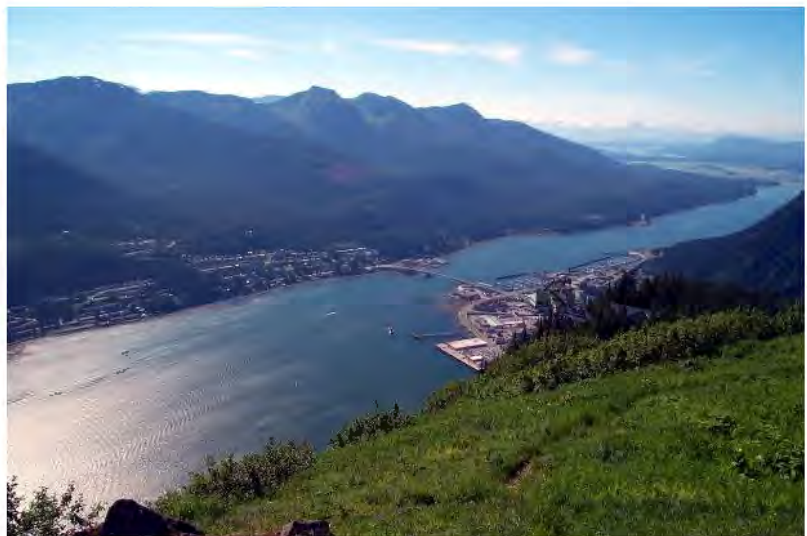
The Juneau Economic Baseline Report was produced as part of the 2014 economic development planning process conducted by McDowell Group and Sheinberg Associates for the City and Borough of Juneau. The purpose of the report is to inform development of a 10-year strategic economic development plan for the city, the *Juneau Economic Plan*. The baseline report describes Juneau's current economic conditions and trends over the past 10 years, with special focus on Juneau's key industries. The report also describes Juneau's demographic profile and trends.

Over the past ten years Juneau's economy has been in a period of slow growth, measured in terms of population, employment, and personal income. Growth has been slower in Juneau than in Alaska overall. These and other trends are summarized below.

## Income Trends

### *Growth Slow, though Average Personal Income Remains Higher than Statewide Averages*

- Juneau resident personal income totaled \$1.8 billion in 2012. In "real" inflation-adjusted dollars Juneau experienced 18 percent growth in total personal income between 2003 and 2012, versus 26 percent in Alaska overall.
- Real per capita personal income increased 13 percent in Juneau between 2003 and 2012. Per capita personal income in Juneau was \$55,167 in 2012, 12 percent higher than Alaska statewide (\$49,436) and 26 percent the U.S. (\$43,735).
- Total personal income growth in Juneau has been occurring at an average annual rate of about 1.7 percent. Per capita personal income has been growing at an annual rate of about 1.2 percent.
- While income growth in Juneau has lagged behind the rest of urban Alaska, Juneau incomes remain above statewide and national averages. Juneau's median household income was \$78,947 in 2012, 13 percent higher than the Alaska average of \$69,917 and 54 percent more than the U.S. average of \$51,371.
- A smaller percentage of Juneau's population (6.4 percent) lives below the federal poverty level than in Alaska statewide (9.6 percent) or the U.S. (14.6 percent).



*Gastineau Channel (Photo Credit: Devita Writer).*

- Among Juneau's 12,323 households, annual income for one-fifth (21 percent) was between \$50,000 and \$75,000, 18 percent had income between \$75,000 and \$100,000, and another fifth (21 percent) had income between \$100,000 and \$150,000.

**Figure ES-1. Number of Juneau Households by Annual Income**



Source: American Community Survey, 2008-2012.

- Included among Juneau's 12,323 households are 7,955 family households (a family household is a group of two people or more related by birth, marriage, or adoption and residing together). The median income among Juneau family households is \$92,002, with a mean of \$110,154. Juneau's median family income is 12 percent above the statewide median of \$81,572 and 47 percent above the U.S. median of \$62,527.

**Figure ES.2. Number of Family Households by Annual Income**



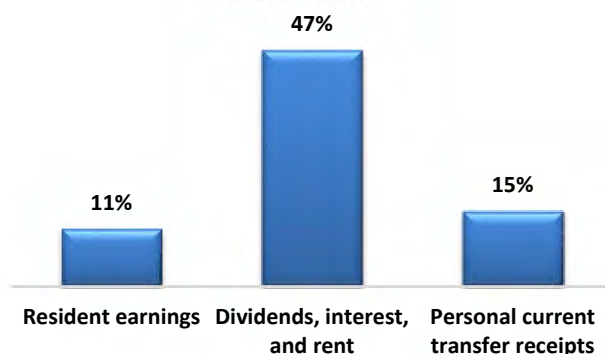
Source: American Community Survey, 2008-2012.

- Alaska Native median family income in Juneau is estimated at \$60,208, about one-third below the community-wide family household median income (this ACS estimate has a margin of error of  $\pm$ \$18,348).
- Juneau males aged 15 and over with income had median income of \$44,243, while females had median income of \$33,279, based on 2010-2012 ACS data.

## ***Retirement and Investment Income Increasingly Important for Juneau Resident Personal Income***

- Earnings from employment accounted for 68 percent of Juneau's total personal income in 2012; dividends, interest, and rent for 21 percent; and transfer receipts for 11 percent.
- Between 2003 and 2012, Juneau resident personal income from dividends, interest, and rent grew at a much faster rate (47 percent total increase) than the other two primary sources of income: resident earnings increased 11 percent and transfer receipts increased 15 percent.

**Figure ES-3. Growth in Juneau Resident Personal Income, Percent Change, 2003 – 2012**



Source: Bureau of Economic Analysis.

## **Employment**

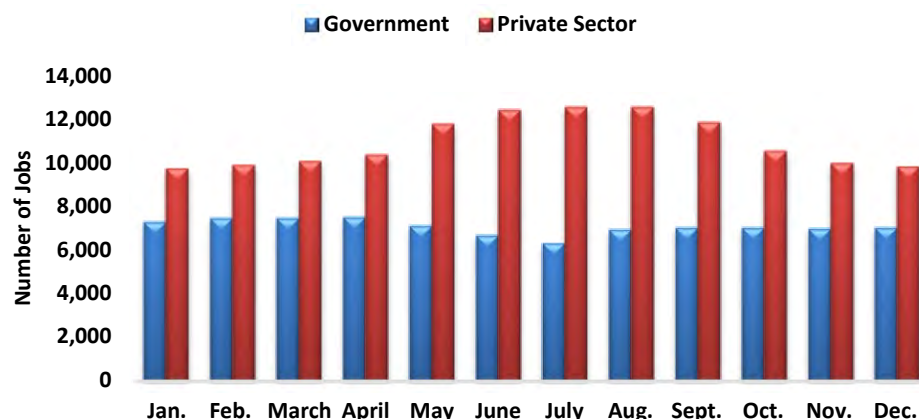
### ***Slow Job Growth Overall – Declines in Government, Increases in the Private Sector***

- Juneau's economy in 2013 included a total of 18,086 wage and salary jobs, with a summer high of 19,543 (in August) and a winter low of 16,902 (in December). These job counts include jobs held by residents and non-residents.
- Private sector wage and salary employment in Juneau is quite seasonal, rising from a winter low-point of 9,751 jobs (in January 2013) to an August high of 12,591. That represents a 30 percent change in employment over the course of the year.
- Government sector employment is actually counter-cyclical to the private sector. In 2013, government employment was at its highest in April (7,445 jobs) and at its lowest in July (6,337 jobs). The change is due largely to reduced school district employment in the summer.



*Entry Level Miner Trainees (Photo Credit: UAS).*

#### ES-4. Juneau Government and Private Sector Wage and Salary Employment, by Month, 2013

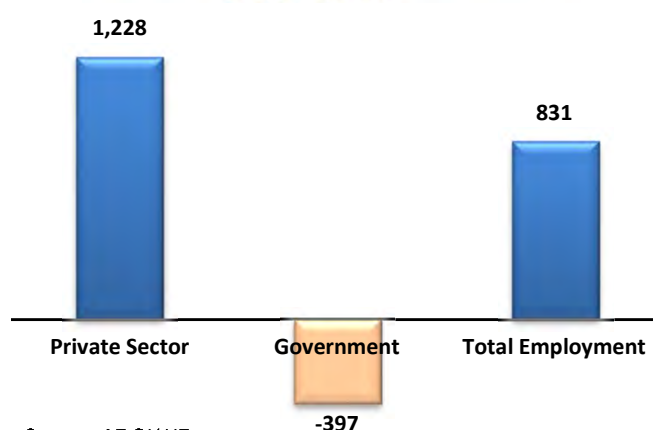


Source: ADOLWD.

#### Employment Trends

- From a long-term perspective, wage and salary employment in Juneau has been growing slowly, at an average annual rate of about 0.5 percent between 2004 and 2013. In total, employment increased by 831 jobs over that ten-year period.
- The number of government sector jobs declined by 397 between 2004 and 2013, while private sector employment increased by 1,228. Government sector employment in Juneau has fallen in each of the last three years, with a total loss of 341 jobs since 2010. Local government accounts for most of that loss; down 259 jobs (11 percent).
- Juneau's unemployment rate dropped to 4.6 percent in 2013, the lowest point since 2007. Juneau's unemployment rate in 2013 was lower than the Alaska average (6.5 percent) and the national average (7.4 percent).
- While the longer-term trend has been one of slow growth, the most recent available employment data indicates Juneau lost 241 jobs in 2013, compared to 2012. Most of that decline (200 jobs) was in the government sector, but the private sector also lost ground (down 41 jobs).

#### ES-5. Change in Juneau Employment, 2004 – 2013



Source: ADOLWD.

- Employment in local, state and federal government declined in 2013, though, proportionately, federal government suffered the greatest loss (8 percent decline, versus 5 percent for local government and 0.7 percent for state government). In addition to jobs associated with City administration, local government includes the school district, Bartlett Regional Hospital, and tribal government.

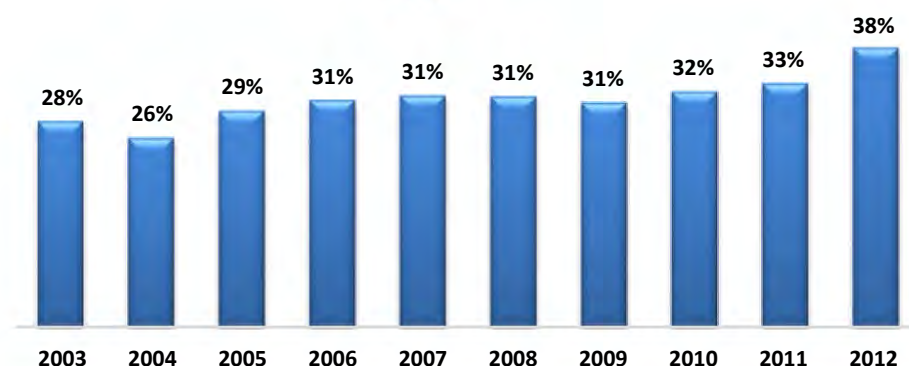
## ***Earnings***

- Wage and salary payroll in Juneau totaled \$881 million in 2013, including \$421 million in government wages and \$460 million in private sector wages.
- The average monthly wage among all jobs in Juneau in 2013 was \$4,062. This included a government sector average of \$4,946 and private sector average of \$3,490.
- Within the government sector, federal government pays (by a wide margin) the highest monthly wages, at an average of \$7,295 in 2013 (annualized to \$87,540). State government pays an average \$4,777, while local government pays an average of \$4,430 per month.
- Private sector wages are topped by the mining industry, at \$8,047 per month, or \$96,564 per year. Other above-average wage sectors include construction (\$5,361), telecommunications (\$5,872), water transportation (\$5,202), and the “professional, scientific and technical” sector (\$5,224).
- Lower-paying sectors include leisure and hospitality (\$1,514 – a figure that does not capture tip income) and retail trade (\$2,347). Both these sectors have relatively high proportions of part-time workers. The leisure and hospitality sector (which includes restaurants, bars, and hotels) should not be considered synonymous with the visitor industry. The visitor industry also includes jobs in air and water transportation, as well as jobs in the retail sector.

## ***Non-Residents a Large and Growing Part of the Juneau Labor Force.***

- Based on 2012 data, 30 percent of the people employed in Juneau are non-residents, including workers from outside Alaska and workers from elsewhere in the state.
- In 2012, the Juneau labor force totaled 21,394 workers, including 2,586 non-local residents and 3,806 non-Alaska residents. (This data does not include federal government workers or the self-employed.)
- Non-Juneau residents working in Juneau earned a total of \$167 million in wages in 2012. Juneau resident wages totaled \$600 million.
- Non-local residents accounted for 38 percent of the private sector labor force and 31 percent of private sector wages. In total 5,375 non-local residents earned \$134 million in private sector wages in 2012. A total of 8,766 local residents earned \$301 million in private sector wages.
- The share of non-residents in the Juneau workforce has grown steadily over the past 10 years, from 28 percent in 2003 to 38 percent in 2012.
- The number of Juneau residents in the labor force has declined from 15,960 in 2006 to 15,002 in 2012, a 6 percent decrease.

**Figure ES-6. Non-Resident Workers as Percentage of Total Private Sector Workforce, 2003 – 2012**



Source: ADOLWD

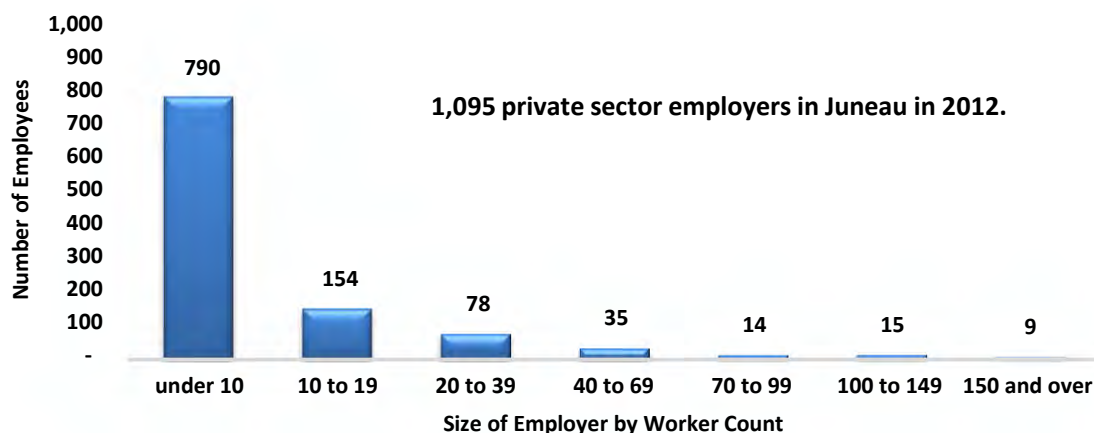
***The Majority of Juneau Employers are Small Businesses with Less than Ten Employees.***

- In 2012, 72 percent of Juneau businesses employed fewer than 10 workers. These small businesses had a total of 2,694 employees, who earned a total of \$75 million in annual wages.
- The 24 firms that had 100 or more workers in Juneau employed a collective total of 4,246 workers in 2012, who earned a total of \$151 million in annual wages.
- A total of 7,201 workers were employed by 281 “mid-sized” employers who had between 10 and 99 employees. These businesses accounted for about 50 percent of total private sector employment in 2012.



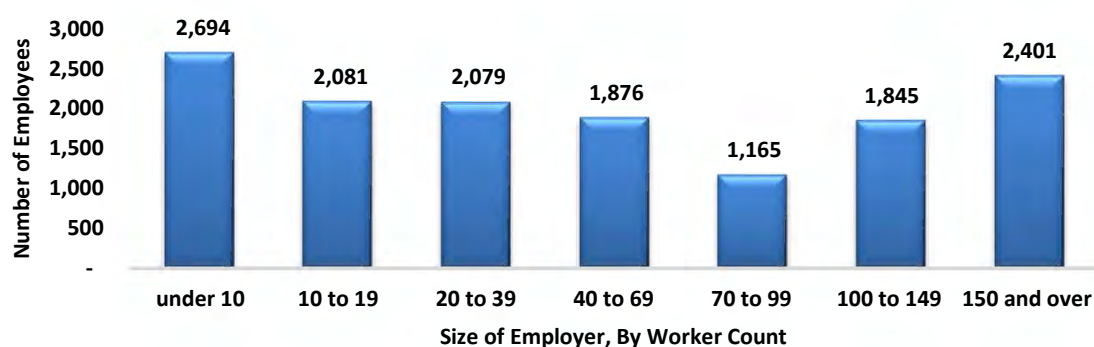
*Tracy's Crab Shack (Photo Credit: Juneau Empire).*

**Figure ES-7. Number of Juneau Private Sector Employers, By Size Class (Worker Count), 2012**



Source: ADOLWD

**Figure ES-8. Total Juneau Employees, By Size of Employer, 2012**



Source: ADOLWD

## Demographics

### *Slow Population Growth but a Rapidly Aging Population*

- Over the past decade Juneau's population has been growing slowly. Since 2004, Juneau has grown at an average annual rate of 0.5 percent. Juneau's population in 2013 was 33,064, 1,851 above the 2004 population.
- Since 2010, Juneau's population growth has accelerated, rising at an average annual rate of 1.9 percent.
- Approximately seven in ten Juneau residents identify themselves as White, 12 percent identify themselves as American Indian or Alaska Native, and 6 percent as Asian. Nine percent identify themselves by "two or more races."
- Juneau's population has been aging steadily, with median age rising from 31.9 years in 1990 to 37.9 years in 2013.
- Between 2000 and 2013, the number of Juneau residents age 55 and over increased from 14 percent to 25 percent of the total population. Over the same time period, the percent of youth 19 years old and under declined from 30 percent to 25 percent.
- Within ten years, one-fifth of Juneau's population will be over 65 years of age. In 2013, 10 percent of the Juneau population was age 65 and over. By 2025, the percent is projected to double to 20 percent and remain at or near that rate through 2042. This local trend is consistent with national trends.



*Pioneers' Home (Photo Credit: KTOO).*

## Key Industry Trends

### *State Government Remains the Economy's Key Driver, though Juneau is Diversifying*

#### *State Government*

- State government employment in Juneau has been reasonably steady over the past few years at around 4,300 jobs. Despite growth in other sectors, State government remains the dominant force in Juneau's economy.
- In 2013, an average of 4,273 workers were employed by state government in Juneau. These workers earned a total of \$245 million in wages.
- State government employees accounted for 24 percent of total cash earnings and 22 percent of monthly average employment in Juneau in 2013.
- Including indirect and induced jobs created by state government related spending in Juneau, the state likely accounts for 7,000 jobs and \$350 million in annual wages in Juneau.
- Juneau's share of state government employment in Alaska has been trending down. State government employment in Juneau in 2013 was about 75 jobs below the 2004 level. Statewide, employment in state government increased by 2,055 jobs over the same period. As a result, the percentage of state workers located in Juneau fell from 18.1 percent in 2004 to 16.3 percent in 2013.



#### *Federal Government*

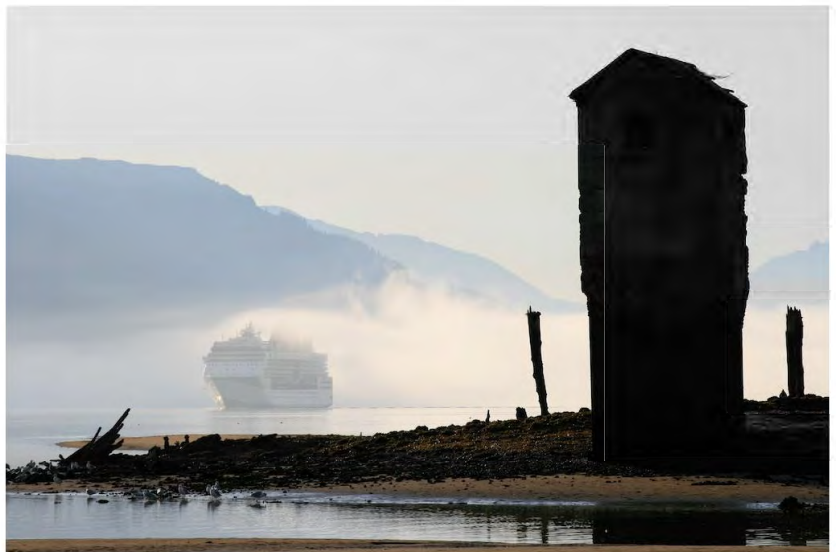
- Civilian federal government employment in Juneau declined steadily, dropping from 959 in 2004 to 761 in 2013, a decline of 21 percent. NOAA and the USDA account for most civilian federal employment in Juneau, with 226 and 200 workers, respectively.
- In 2013, federal government accounted for \$66.6 million in annual wages and generated the highest average wages in the community, after the mining industry. Federal workers in Juneau earned an average of \$87,540.
- Statewide, civilian federal government employment has declined during the past decade as well, shedding 1,702 jobs since 2004 (a decline of 10 percent).
- The Coast Guard is actually the largest federal government employer in Juneau, with approximately 320 active duty personnel based in Juneau.

### ***Local and Tribal Government***

- Juneau's economy included an average of 2,061 local and tribal government jobs with \$109.6 million in total wages in 2013. In addition to jobs in city government, these figures include employment with the Juneau School District, Bartlett Regional Hospital, and jobs with various tribal organizations (mainly the Central Council Tlingit Haida Indian Tribes of Alaska-CCTHITA).
- Core CBJ functions (not including the school district, the hospital, or tribal government) account for approximately 590 jobs (as of FY2013).
- Local and tribal government employees directly accounted for 12 percent of total wages and 10 percent of employment in Juneau in 2013. The average job in this sector paid \$51,160 in 2013.
- Local and tribal government employment in Juneau trended down since 2010, shedding 373 jobs between 2010 and 2013.

### ***Visitor Industry***

- According to the most recent available data, Juneau's visitor industry accounts for about 2,200 jobs and \$75 million in annual wages. Including multiplier effects, the visitor industry accounts for 2,750 jobs and \$95 million in wages.
- With the exception of a downturn in the 2009/2010 period, the visitor industry has been a steadily growing component of Juneau's economy over the past two decades. It is Juneau's largest private sector industry in terms of employment and total wages.
- Cruise passenger visitation peaked in 2008, with 1,032,300 passengers. A steep decline (of 14 percent) in 2010 was followed by strong increases of 6 percent in 2012 and another 6 percent in 2013. The slight decline of 1.5 percent projected for 2014 reflects a decision by one cruise line to shift a small portion of their capacity to Asia.
- The visitor industry is an important source of sales tax revenue for the CBJ. It has been estimated that 20 percent of Juneau's sales tax revenue stems from non-resident visitor spending.
- The visitor industry outlook is generally positive for the foreseeable future, with either steady or slow growing cruise volume and independent visitor traffic.



*Cruise Ship from Sandy Beach (Photo Credit: Kirk Hardcastle).*

### ***Health Care and Social Assistance***

- In 2013, the health care and social assistance sector accounted for 2,100 jobs and over \$100 million in payroll in Juneau. These figures include Bartlett Regional Hospital, SEARHC, REACH, Inc., and a wide variety of other health care and social services providers.
- Approximately 1,325 people are employed in the health care sector in Juneau, with total wages of approximately \$75 million. This sector had been growing slowly but steadily over the past decade, before leveling off (and actually declining slightly) in 2013.
- The social assistance sector includes housing services, behavioral health services, community centers, vocational rehabilitation, child care, and senior services, among others. This sector has grown more quickly than health care. Key players in this sector in Juneau include REACH and Catholic Community Services.
- The social assistance sector employs approximately 840 people, with total annual wages of \$26.5 million. Over the last decade, employment in the sector has grown by about 75 jobs, a nine percent increase.

### ***Mining***

- The mining industry was one of Juneau's fastest growing industries over the past decade. Since 2004, employment in the sector more than doubled, from 275 to approximately 700 in 2013. Annual wages totaled approximately \$65 million in 2013.
- The mining industry pays the highest average monthly wages in Juneau at \$8,047, nearly double the economy-wide average of \$4,062. The average annual wage in Juneau's mining industry was \$96,564 in 2012.
- The mining industry includes Juneau's two largest property tax payers. In 2013, Coeur Alaska (Kensington Mine) paid \$1.15 million in property taxes. Hecla (Greens Creek Mine) paid \$839,000 in property taxes in 2013. The next largest property tax payer (AEL&P) paid approximately \$200,000 in property taxes that year.



*Hard Rock Mining Near Juneau  
(Photo Credit: Coeur Alaska).*

### ***Seafood Industry***

- Juneau is home to approximately 700 active commercial fishermen (including active permit holders and crew) and 300 commercial fishing boats. In 2013, 394 Juneau residents held 667 limited entry commercial fishing permits. This includes 275 local permit holders who actually fished 417 permits in 2013. A total of 438 Juneau residents purchased a crew license in 2012 (2013 figures are not yet available).
- Over the past ten years the number of active permit holders living in Juneau has declined, from 295 in 2004 to 275 in 2013.

- Juneau commercial fishermen earned \$24.7 million in total ex-vessel value (gross income) in 2013 from a total harvest of 17 million pounds of fish. Salmon harvests generated \$15.6 million in gross earnings for Juneau fishermen, 63 percent of total commercial fishing ex-vessel income. Halibut was the next most important in terms of gross income at \$3.96 million, 16 percent of the total. Sablefish (black cod) accounted for \$2.5 million, 10 percent of total gross earnings.
- The current value of permits and quota shares owned by Juneau fishermen is approximately \$72 million.
- Juneau is home to five shore-based seafood processors. These processors employed 389 workers during the peak of the 2013 processing season. Wages and salaries totaled \$6.1 million in 2013, an increase of over 50 percent from 2010.
- Seafood processing employment in Juneau is at a long-time high, increasing significantly since the mid-2000s, when non-resident workers began filling most of the new jobs. In 2012 a total of 118 Juneau resident workers were employed in seafood processing in Juneau, along with 317 non-residents.
- The value of seafood landed in Juneau topped \$50 million in both 2011 and 2012. Juneau processors have processed 15 to 25 million pounds of seafood each year over the past several years.
- Juneau's share of the state's Fisheries Business Tax has grown significantly due to the increased volume of seafood processing in Juneau and higher ex-vessel fish prices. In 2013, Juneau's share was just under \$385,000, three times the level of 20 years ago.



### ***Other Industries***

In addition to the industries described above, Juneau's economy includes a diverse mix of other commercial and non-commercial activity. For example:

- Juneau's education sector (composed mainly of the University of Alaska Southeast and the Juneau School District) accounts for approximately 1,000 jobs, including full and part-time workers. UAS is a source of significant basic sector activity (drawing new money into the local economy), with approximately 275 jobs.
- Juneau's construction industry employed an annual average of 692 workers in 2013, who earned a total of \$44.5 million. Peak season employment totaled over 800 workers.
- The professional and business services sector accounted for 978 Juneau jobs and \$52.5 million in wages in 2013. This sector includes engineering, architectural, accounting, law, consulting and other business services firms. It also includes waste management companies.

- Juneau's manufacturing sector included an annual average of 325 jobs and \$12.4 million in annual wages in 2013. This sector is composed primarily of seafood processing, but also includes Alaskan Brewing Company, a notable manufacturing success story in Juneau.
- The financial activities sector accounted for 540 jobs in Juneau in 2013, and \$24.8 million in payroll. This sector includes banks and credit unions, insurance companies, and real estate brokerage firms.
- Juneau's retail sector includes 144 establishments that employed a total of 1,985 workers in 2013. Workers in the retail sector earned a total of \$55.9 million in wages.
- While the economic impact of Juneau's arts industry has not been measured in many years (since 1995 in fact) it is an important source of income for many local residents. A previous McDowell Group study measured the employment impact at 354 full-time, part-time, and temporary jobs in Juneau, with total annual payroll of \$5.4 million.



*Wearable Art Show (Photo Credit: Juneau Empire).*

## **Business Sales and Tax Base**

The strength and diversity of a community's tax base is a measure of economic activity and the vitality of the economy. Local tax revenue collected is an important component of the funding that supports city government services and maintenance of public facilities and infrastructure. Local tax revenue typically accounts for about 30 percent of the CBJ General Government operating revenue.

- CBJ took in \$44 million in property tax revenue and \$42 million in sales tax revenue in FY2013.
- In nominal dollars, Juneau sales and property tax receipts have been rising over the last decade though sales tax took a 10 percent dip in 2009. The average annual growth rate between 2004 and 2013 for sales tax revenue was 3.0 percent and for property tax revenue was 4.3 percent.
- However, sales tax revenue to the CBJ has not been keeping pace with inflation. Real sales tax revenue in 2013 was about 9 percent below the 2007 and 2008 levels, and also slightly below 2011 and 2012.
- Property tax revenue has just been keeping pace with inflation, i.e., no real growth or decline over the past five years. Real property tax revenues during the 2007 through 2012 period were consistently in the \$43 million to \$44 million range.

- In 2013 a total of \$2.39 billion in gross sales was reported to the CBJ (for purposes of sales tax collection). After adjusting for inflation, business sales increased at an annual average rate of about 3 percent between 2004 and 2013, though the growth trend was interrupted in 2009 when gross sales dropped by more than \$100 million over a 12 month period.
- A total of 3,162 businesses reported gross sales in 2012 (the most recent data available showing sales by level). One-third of those businesses (1,064) are small, with annual sales of less than \$10,000. At the other end of the spectrum, 40 business reported annual sales of more the \$10 million in 2012.
- The number of businesses reporting sales in Juneau has changed little over the past ten years, ranging from a low of 3,077 to a high of 3,166.
- The effective sales tax rate on gross sales decreased from 2.19 percent in 2004 to 1.75 percent in 2013. If Juneau's gross sales were taxed at the same effective rate in 2013 as they were in 2004, an extra \$10 million in tax receipts would have been generated. The difference between 2004 and 2013 in senior sales tax exemptions was \$1.7 million, leaving \$8.8 million in taxes not collected in 2013 as a result of other exemptions when compared to 2004. One reason is that the cap of \$7,500 on any individual sale (\$375 in sales tax) has been fixed at that rate for several years while inflation acts continuously to increase the nominal value of gross sales. Further analysis is needed to identify other reasons for the declining effective sales tax rate.
- Juneau's undeveloped taxable acreage (essentially Juneau's undeveloped privately owned land) has remained at about 45 percent of the total taxable land base over the past decade. In 2013 there were 5,800 undeveloped acres. Only about one-third of that 5,800 acres is on the road system. Most (65 percent) of the undeveloped land is zoned Rural Reserve, and just over one-quarter (1,648 acres) is zoned for Residential use (of this 180 acres is on Shelter Island).
- When all types of residential development are considered together, between 2004 and 2013, the number of parcels with residential development increased by almost 6 percent and the amount of acreage developed for residential purposes increased by just over 4 percent. Between 2004 and 2013, Juneau's population grew by 6 percent.
- The assessed value of all types of development in Juneau increased over the last decade. However, during the 2008 through 2013 period the value of commercial property decreased by 4 percent. Valuation change for residential property was flat to slow with condo valuation stagnant despite some new units built. Residential property and apartments appreciated by 3 percent and 4 percent, respectively. During this same five-year period the assessed value of industrial property increased significantly.



*Construction in Statter Harbor  
(Photo Credit: Andy Wink).*

## Cost of Living

The cost of living is an important factor in household economic well-being and in business development. Areas with relatively high living costs (relative to other others and relative to local income levels) are at a competitive disadvantage in terms of attracting new residents, new employees, and new business.

- While the cost of living is higher in Juneau than many other communities, median household and family incomes in Juneau are also higher, so cost of living indices tend to overstate the real relative cost of living differential in Juneau.
- An analysis conducted for purposes of this study compared Juneau's cost of living and median incomes with six Lower 48 communities (Bellingham, Boise, Colorado Springs, Flagstaff, Laramie, and Olympia). The analysis indicates that after equalizing for median income, Juneau's overall cost of living is less than four of the six communities, while in the unadjusted cost of living data all six were lower than Juneau.
- Regardless of how Juneau compares to other communities "at the median," high living costs, especially high housing costs, can be particularly burdensome for lower-income individuals and families. Mortgage lenders typically impose a limit of 28 percent of household income allowable for housing payments, including principal, interest, taxes and insurance, or 36 percent total debt-to-income. For renters, according to the U.S. Department of Housing and Urban Development) "Families who pay more than 30 percent of their income for housing are considered cost burdened and may have difficulty affording necessities such as food, clothing, transportation and medical care."
- A significant segment of Juneau's population resides in housing situations that could be characterized as unaffordable (or at least outside guidelines for affordability). According to ACS data, 35.4 percent of Juneau home owners with mortgages spend more than 30 percent of their household income on housing (not including utilities or basic maintenance), including 21.6 percent who pay more than 35 percent. Among renters, 42.5 percent pay more than 30 percent of their household income for rent, including 32.4 percent who pay more than 35 percent.



Franklin Street (Photo Credit: Devita Writer).

## Summary

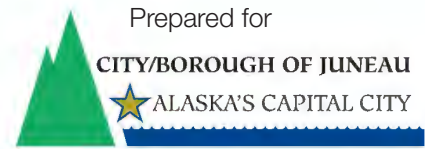
The **Juneau Economic Plan Economic Baseline Report** is a working document intended to serve as a repository for data, other information, and economic analysis that supports the formation of Juneau's 10-year strategic economic development plan. The full report may be revised or updated as warranted during the next phases of the planning process, particularly as economic development priorities are established. This executive summary provides a range of high-level information that is intended to provide a brief snapshot of conditions and trends in the local economy. Readers are encouraged to view the full report to gain a more detailed perspective on local economic conditions.

# Household Survey

MAY 2014



Prepared by



Don't forget your cell phone — we'll be doing some audience polling!



# *Juneau Economic Plan Household Survey*

*Prepared for:*  
**City and Borough of Juneau**

*Prepared by:*



*Juneau • Anchorage*

in association with  
Sheinberg Associates

*May 2014*

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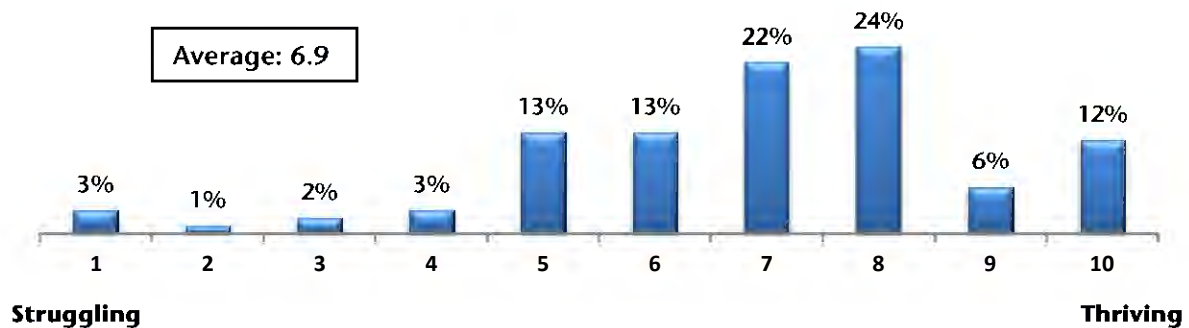
# Executive Summary

This telephone survey of Juneau households is a critical component of the *Juneau Economic Plan*. The plan, a project commissioned by the City and Borough of Juneau, and conducted by McDowell Group and Sheinberg Associates, will provide a 10-year vision and strategic action plan for economic development. A total of 409 randomly selected households were surveyed by telephone in March and April 2014. Respondents were screened for age (19 and older) and residence (lived nine months or more of the year in Juneau). Results are weighted by age to match Census data. Following are key findings from the survey.

***Juneau residents tend to rate their household's economic well-being positively, giving an average of 6.9 on a 1 to 10 scale. They rate Juneau's economic health slightly lower, at 6.3.***

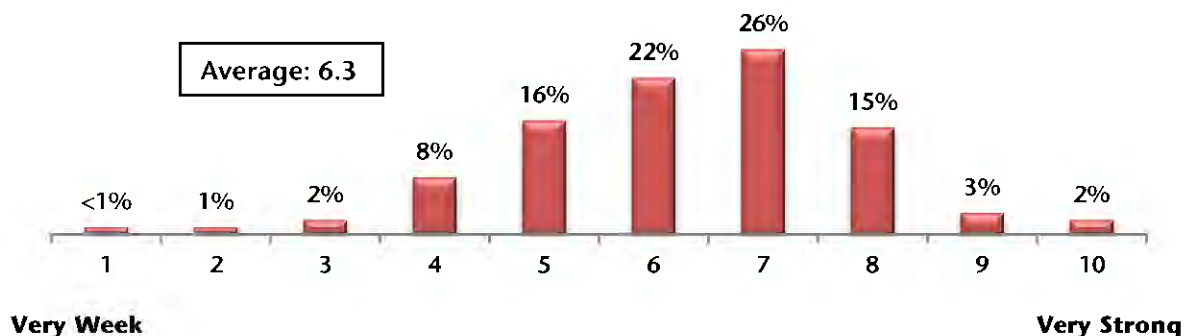
When asked to rate their household's economic well-being, from "struggling" (1) to "thriving" (10), Juneau residents most commonly gave a rating of 8 (24 percent of respondents) or 7 (22 percent), followed by 6 and 5 (both at 13 percent).

**Chart ES-1. Overall, how would you rate your household's economic well-being, using a scale of 1 to 10, where 1 means "struggling" and 10 means "thriving"?**



Ratings of Juneau's economic health, from "very weak" (1) to "very strong" (10), were slightly lower. The most common ratings for community-wide economic health were 7 (26 percent) and 6 (22 percent), followed by 5 (16 percent) and 8 (15 percent).

**Chart ES-2. Overall, how would you rate the current condition of Juneau's economy, using a scale of 1 to 10, where 1 means "very weak" and 10 means "very strong"?**

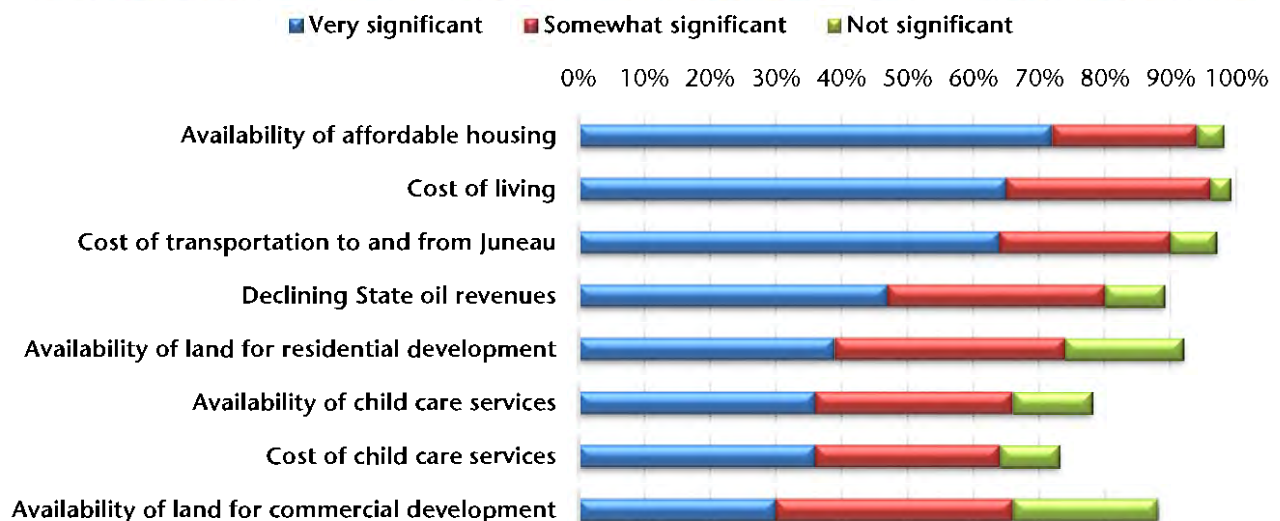


Six out of ten residents (61 percent) believe their household's economic well-being will stay the same over the next year, while 30 percent believe it will improve, and 7 percent believe it will decline. Only one quarter (26 percent) of residents expect Juneau's economy to improve over the next ten years, nearly as many (24 percent) think it will decline, and 42 percent think it will stay about the same.

***Residents identify housing costs and cost-of-living issues as the most significant barriers to Juneau's economic development.***

Nearly three-quarters of residents (72 percent) believe availability of affordable housing is a significant barrier to Juneau's economic development, while another 22 percent consider it to be a somewhat significant barrier. Two other barriers were identified as "very significant" by a majority of residents: cost of living (65 percent) and cost of transportation to and from Juneau (64 percent). Additional barriers include declining State oil revenues (47 percent very significant), availability of land for residential development (39 percent), availability of child care services (36 percent), cost of child care services (36 percent), and availability of land for commercial development (30 percent).

**Chart ES-3. Please tell me whether you think each of the following are very significant, somewhat significant, or not significant barriers to Juneau's economic development.**

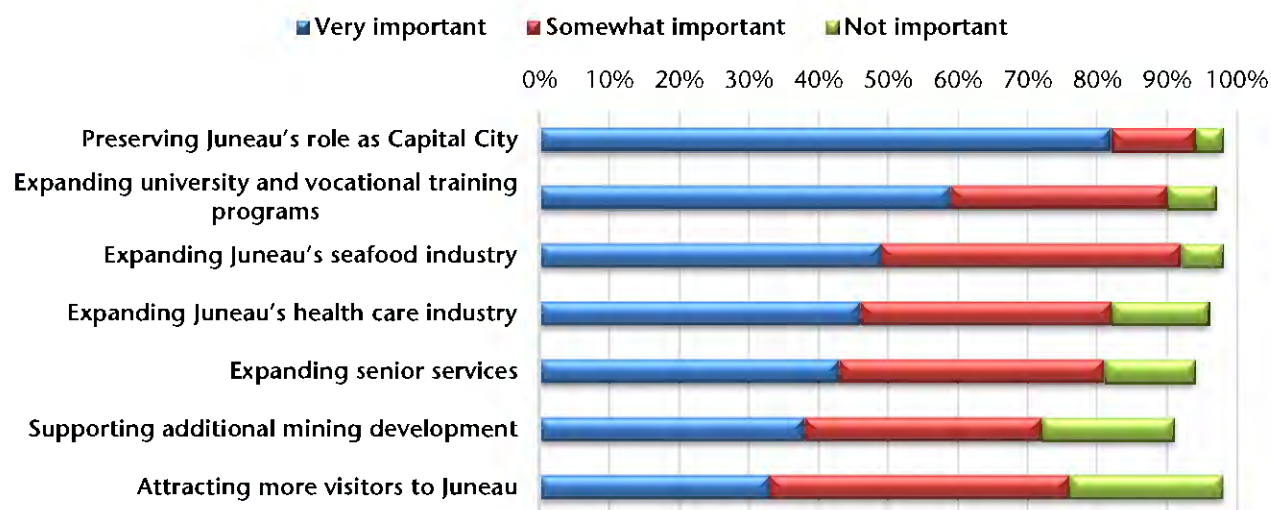


Note: Rows do not add to 100 due to "don't know" and declined responses.

***When asked to rate the importance of various economic development strategies, residents rated "preserving Juneau's role as Capital City" as most important, followed by "expanding university and vocational training programs."***

Preserving Juneau's role as Capital City was rated by far the most important strategy for Juneau's economic development, with 82 percent rating it as very important. Only one other strategy was rated very important by a majority of residents: expanding university and vocational training programs, at 59 percent very important. Additional strategies included expanding Juneau's seafood industry (49 percent very important), expanding Juneau's health care industry (46 percent), expanding senior services (43 percent), supporting additional mining development (38 percent), and attracting more visitors to Juneau (33 percent).

**Chart ES-4. Please tell me whether you think each of the following are very important, somewhat important, or not important strategies for economic development.**

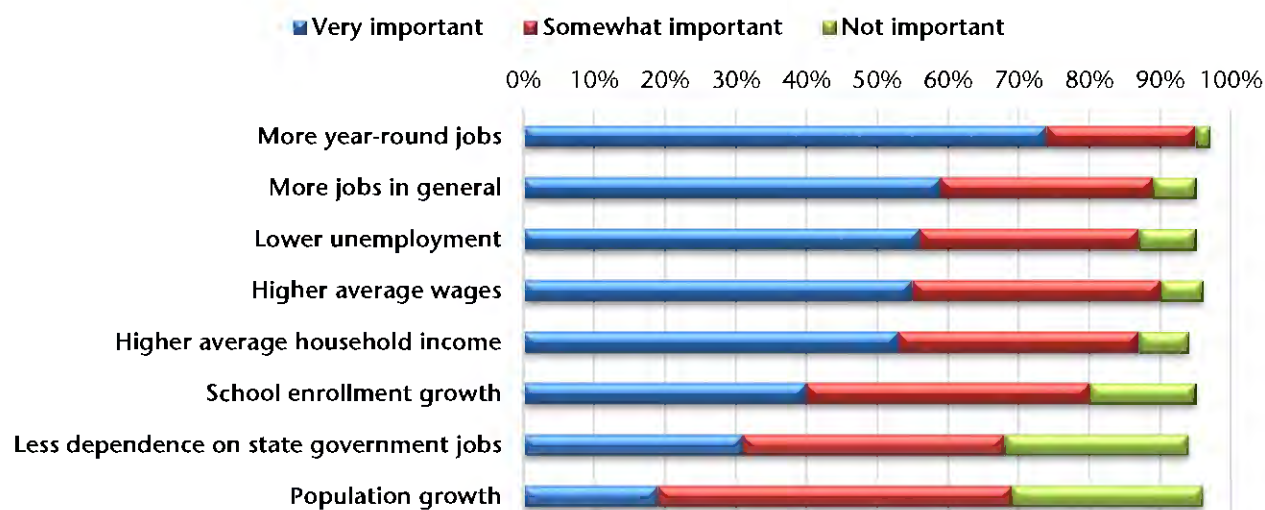


Note: Rows do not add to 100 due to "don't know" and declined responses.

*Residents consider employment growth to be the key indicator of future economic development in Juneau.*

The number one objective for economic development in Juneau should be more year-round jobs, with 74 percent of residents saying this is very important. The second and third most important objectives were also related to employment, with more jobs in general seen as very important by 59 percent, and lower unemployment seen as very important by 56 percent. Additional objectives included higher average wages (55 percent very important), higher average household income (53 percent), school enrollment growth (40 percent), less dependence on state government jobs (31 percent), and population growth (19 percent).

**Chart ES-5. Please tell me whether you think each of the following is a very important, somewhat important, or not important objective for economic development in Juneau.**



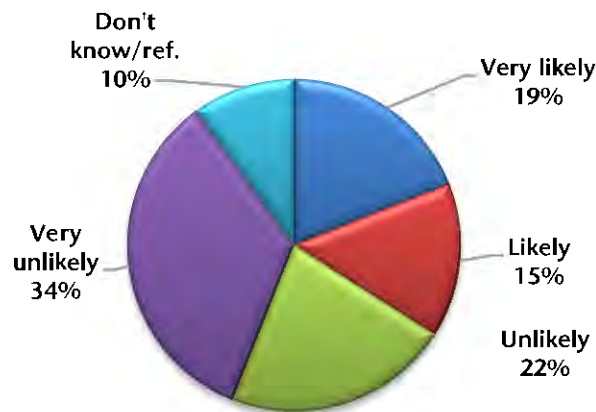
Note: Rows do not add to 100 due to "don't know" and declined responses.

***Among residents not retired, or not planning to retire soon, one-third say they are likely to move out of Juneau permanently within the next five to ten years. Their top three reasons for moving are a job, cost-of-living, and housing.***

Among residents who were not retired, or not retiring in the next ten years, 19 percent were very likely to move out of Juneau permanently within the next five to ten years, while 15 percent were likely.

**Chart ES-6. Are you very likely, likely, unlikely, or very unlikely to move out of Juneau permanently within the next five to ten years?**

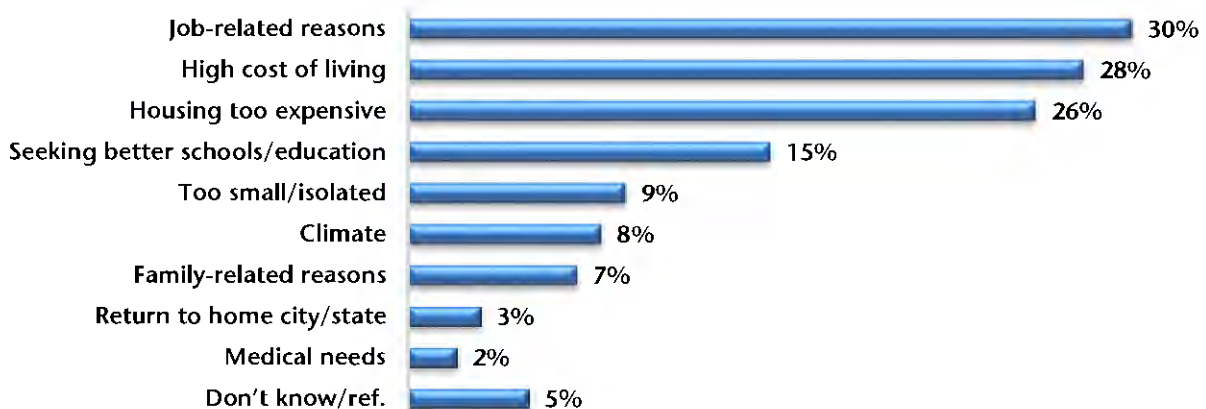
*Base: Not retired; not expecting to retire within ten years*



When asked why they would move, these respondents who were likely to move most commonly cited job-related reasons (30 percent), high cost of living (28 percent), expensive housing (26 percent), and seeking better schools/education (15 percent).

**Chart ES-7. Why are you likely to move out of Juneau?**

*Base: Likely or very likely to move out of Juneau permanently within five to ten years*



A related question asked only those expecting to retire within ten years (26 percent of respondents) whether they would retire in Juneau (live in Juneau for at least six months of the year). Seventeen percent of these respondents said they were likely to retire out of Juneau.

# Introduction and Methodology

## Introduction

The household survey described in this report is a critical component of the *Juneau Economic Plan*, a project commissioned by the City and Borough of Juneau and led by McDowell Group and Sheinberg Associates. The survey gathered resident opinions and attitudes on a wide variety of issues pertinent to economic development planning: personal economic well-being, Juneau's economic health, barriers to economic growth, development strategies, and economic development goals, among others. Results of the survey are intended to inform development of a 10-year vision and strategic action plan for economic development in Juneau.

## Methodology

The telephone survey was conducted between March 26 and April 12, 2014. The total sample included 409 randomly selected Juneau residents. Those 18 and under, and those who did not live in Juneau at least nine months of the year, were screened out of the survey. The sample was drawn from landline and cell phone numbers assigned to the community.

A comparison of survey results with Census 2010 data showed that older respondents were more likely to participate in the survey than younger respondents. (This is a common issue with random-sample telephone surveys, because older respondents tend to be more available than younger.) Survey results were weighted by age so that the sample would more accurately represent Juneau's adult population.

Survey results indicate a high degree of representativeness when compared with other data sources, including City and Borough of Juneau data and Census data. For example, those living in Mendenhall Valley or Out the Road represented 53 percent of survey respondents, compared to 55 percent of Juneau residents overall (according to CBJ data). Correlative data included area of residence, home ownership, household income, and ethnicity, and are discussed in the body of the report.

The maximum margin of error for this sample is  $\pm 4.8$  percent at the 95 percent confidence level.

## Area of Residence

- The most common area of residence among respondents was West Mendenhall Valley/Out the Road at 30 percent, followed by East Mendenhall Valley at 23 percent, Downtown/Thane at 14 percent, Douglas/West Juneau at 13 percent, Salmon Creek/Lemon Creek/Switzer Creek at 12 percent, and North Douglas at 7 percent.
- These results correlate well with the latest available residency data from the City and Borough of Juneau. For example, those living in Mendenhall Valley (East or West) or Out the Road represented 53 percent of survey respondents, compared to residency data that shows 55 percent of Juneau residents live in these areas. Downtown/Thane residents represented 14 percent of survey respondents, compared to 13 percent in the residency data. Douglas/West Juneau residents represented 13 percent of survey respondents, compared to 12 percent in the residency data.

**Table 1. In which area of the City and Borough do you live?**

| n=409                                      | % of Total |
|--------------------------------------------|------------|
| West Mendenhall Valley/<br>Out the Road    | 30%        |
| East Mendenhall Valley                     | 23         |
| Downtown/Thane                             | 14         |
| Douglas/West Juneau                        | 13         |
| Salmon Creek/Lemon Creek/<br>Switzer Creek | 12         |
| North Douglas                              | 7          |
| Don't know                                 | 1          |

## Number of Years in Juneau

- Survey respondents reported an average length of residence in Juneau of 22 years. One-quarter (24 percent) have lived in Juneau over 30 years. Fifteen percent have lived in Juneau five or fewer years.

**Table 2. How many years have you lived in Juneau?**

| n=409     | % of Total |
|-----------|------------|
| Zero to 5 | 15%        |
| 6 to 10   | 12         |
| 11 to 20  | 26         |
| 21 to 30  | 22         |
| Over 30   | 24         |
| Average   | 22 years   |

## Reasons for Living in Juneau

- Those who reported having lived in Juneau for over five years were asked for the primary reason they live in Juneau. The most common response was job/work at 41 percent. Over one-quarter (27 percent) cited family reasons. (Family reasons could include “family lives here,” “family member wants to live here,” etc.)
- All other responses were cited by 10 percent or fewer respondents: community/people (10 percent), outdoors/recreation (9 percent), scenic beauty (5 percent), small town (2 percent), and always lived here/grew up here (less than 1 percent).
- Responses falling in the “other” category for this and all subsequent tables can be found in the Appendix.
- Men were more likely to cite job/work (48 percent, compared to 35 percent of women). Women were more likely to cite family reasons (36 percent, compared to 17 percent of men).
- Younger respondents (those in the under-30 and 30-to-39 categories) were more likely to cite “family reasons” (41 and 38 percent, respectively), compared to 27 percent of total respondents.

**Table 3. What is the primary reason you live in Juneau?**

*Base: Lived in Juneau six or more years*

| n=282                          | % of Base |
|--------------------------------|-----------|
| Job/work                       | 41%       |
| Family reasons                 | 27        |
| Community/people               | 10        |
| Outdoors/recreation            | 9         |
| Scenic beauty                  | 5         |
| Small town                     | 2         |
| Quality of life                | 2         |
| Always lived here/grew up here | <1        |
| Other                          | 3         |
| Don't know/refused             | 1         |

## Reasons for Moving to Juneau

- Those who reported living in Juneau five or fewer years were asked for the primary reason they moved to Juneau. Job/work was by far the most common primary reason at 66 percent. One-fifth (19 percent) cited family reasons.
- Respondents were asked for any additional reasons they moved to Juneau. The two most common primary reasons (job/work and family reasons) were also the most common additional reasons at 11 and 21 percent, respectively. All other responses were mentioned by fewer than 10 percent.

**Table 4. What was the primary reason you moved to Juneau?  
Were there any other reasons you moved to Juneau?**

*Base: Lived in Juneau less than six years*

| n=53                | % of Base<br>Primary Reason | % of Base<br>Other Reasons |
|---------------------|-----------------------------|----------------------------|
| Job/work            | 66%                         | 11%                        |
| Family reasons      | 19                          | 21                         |
| Small town          | 3                           | 1                          |
| Community/people    | 1                           | 3                          |
| Outdoors/recreation | -                           | 6                          |
| Scenic beauty       | -                           | 5                          |
| To get away         | -                           | 3                          |
| Other               | 10                          | 6                          |
| Don't know/refused  | 1                           | -                          |
| No other reasons    | n/a                         | 48                         |

## Retiring In/Out of Juneau

- One-quarter of respondents (26 percent) said they expect to retire within the next ten years, while 12 percent said they are already retired.

**Table 5. Do you expect to retire within the next ten years?**

| n=409              | % of Total |
|--------------------|------------|
| Yes                | 26%        |
| No                 | 58         |
| Already retired    | 12         |
| Don't know/refused | 4          |

- Among those expecting to retire, over three-quarters (77 percent) said they were likely or very likely to live in Juneau at least six months of the year during their retirement, while 17 percent said this was unlikely or very unlikely.

**Table 6. How likely are you to live in Juneau for at least six months of the year after you retire?**

*Base: Expects to retire within next ten years; not already retired*

| n=136         | % of Base |
|---------------|-----------|
| Very likely   | 64%       |
| Likely        | 13        |
| Unlikely      | 6         |
| Very unlikely | 11        |
| Don't know    | 6         |

- Among those unlikely to retire in Juneau, the most common reason was high cost of living at 33 percent, followed by personal reasons and weather, both at 28 percent. (Note the small sample size of 24 respondents.)
- Other responses included: lack of health care, too big, too small, too remote, and too expensive to get to.

**Table 7. Why are you unlikely to retire in Juneau?**

*Base: Unlikely or very unlikely to retire in Juneau*

| n=24                | % of Base |
|---------------------|-----------|
| High cost of living | 33%       |
| Personal reasons    | 28        |
| Weather             | 28        |
| Other               | 28        |

## Moving Out of Juneau

- Respondents who were not retired, nor expecting to retire within ten years, were asked how likely they were to move out of Juneau. Over one-third (34 percent) said they are likely or very likely, while 56 percent said they are unlikely or very unlikely.

- Those likely or very likely to move out of Juneau represent 21 percent of the total survey population.
- Those under 30 were the most likely to move away, at 31 percent very likely. This compares to 12 percent of those 30 to 39; 15 percent of those 40 to 49; and 18 percent of those 50 to 64. (Those over 65 were mostly screened out of this question because they were retired or expecting to retire.)

**Table 8. Are you very likely, likely, unlikely, or very unlikely to move out of Juneau permanently within the next five to ten years?**

*Base: Not retired; not expecting to retire within next ten years*

| n=203         | % of Base |
|---------------|-----------|
| Very likely   | 19%       |
| Likely        | 15        |
| Unlikely      | 22        |
| Very unlikely | 34        |
| Don't know    | 5         |
| Refused       | 5         |

- Among respondents who were likely to move out of Juneau, the most commonly mentioned reasons were: job-related (30 percent), high cost of living (28 percent), and housing too expensive (26 percent).
- Additional reasons included seeking better schools/education (15 percent), too small/isolated (9 percent), climate (8 percent), family-related reasons (7 percent), return to home city/state (3 percent), and medical needs (2 percent.)

**Table 9. Why are you likely to move out of Juneau?**

*Base: Likely or very likely to move out of Juneau*

| n=64                             | % of Base |
|----------------------------------|-----------|
| Job-related reasons              | 30%       |
| High cost of living              | 28        |
| Housing too expensive            | 26        |
| Seeking better schools/education | 15        |
| Too small/isolated               | 9         |
| Climate                          | 8         |
| Family-related reasons           | 7         |
| Return to home city/state        | 3         |
| Medical needs                    | 2         |
| Don't know                       | 1         |
| Refused                          | 4         |

# Household Income and Employment

## Employment Status

- Nearly two-thirds of respondents reported being employed full-time, year-round, while another 16 percent were employed part-time and/or seasonally. Ten percent were retired (similar to the 12 percent who reported being retired in the previous question).
- Other employment situations included unemployed and looking for work (3 percent), unemployed and not looking for work (1 percent), homemaker (2 percent), student (1 percent), and disabled (1 percent).

**Table 10. Which statement best describes your employment status?**

| n=409                            | % of Total |
|----------------------------------|------------|
| Employed full-time, year-round   | 63%        |
| Employed part-time, year-round   | 10         |
| Employed full-time, seasonally   | 5          |
| Employed part-time, seasonally   | 1          |
| Unemployed, looking for work     | 3          |
| Unemployed, not looking for work | 1          |
| Retired                          | 10         |
| Homemaker                        | 2          |
| Student                          | 1          |
| Disabled                         | 1          |
| Don't know/refused               | 4          |

## Income-Providing Industries

- Over one-third of respondents (35 percent) reported that government provides the most income for their household, while another 14 percent said government provides additional income. Health care followed, providing most of the income for 9 percent of households, and additional income for 6 percent.

**Table 11. What industry provides the most income for your household?  
What other industries provide income for your household?**

| n=409                               | Most Income | Additional income |
|-------------------------------------|-------------|-------------------|
| Government (local, state, federal)  | 35%         | 14%               |
| Health care                         | 9           | 6                 |
| Education (UAS, school district)    | 6           | 6                 |
| Retail                              | 5           | 8                 |
| Construction                        | 5           | 3                 |
| Fishing/seafood                     | 4           | 3                 |
| Business/professional services      | 4           | 3                 |
| Mining                              | 4           | 1                 |
| Visitor industry/tourism            | 3           | 3                 |
| Non-profit/social services          | 3           | 4                 |
| Restaurant/bar/food service         | 3           | 4                 |
| Tribal entities/Native corporations | 1           | 2                 |
| Arts/entertainment                  | <1          | 1                 |
| Other                               | 6           | 5                 |
| None/no income                      | 2           | 30                |
| Retired                             | 6           | 4                 |
| Don't know                          | <1          | 1                 |
| Refused                             | 5           | 1                 |

## Home Ownership

- Six out of ten respondents (62 percent) reported owning their own home, while one-third (33 percent) were renting. Another 3 percent reported neither owning nor renting.
- Census data shows that 64 percent of the 2010 Juneau population resided in owner-occupied homes, while 33 percent resided in renter-occupied homes.

**Table 12. Do you own or rent your home?**

| n=409              | % of Total |
|--------------------|------------|
| Own                | 62%        |
| Rent               | 33         |
| Other              | 3          |
| Don't know/refused | 3          |

- Non-white respondents were much less likely to be home-owners at 41 percent. This compares to 71 percent of White/Caucasian respondents.

## **Housing Affordability**

- Nearly half of respondents (48 percent) said they had friends or family living outside of Juneau who would move to Juneau if living here were more affordable.
- A related question asked whether there were household members who would live in their own home or apartment if housing in Juneau were more affordable. Four in ten respondents (42 percent) responded affirmatively. Non-white respondents were much more likely to answer affirmatively (68 percent) in comparison to White/Caucasian respondents (32 percent).

**Table 13. Do you have friends or family living outside of Juneau who would move to Juneau if living here were more affordable?**

| n=409      | % of Total |
|------------|------------|
| Yes        | 48%        |
| No         | 45         |
| Don't know | 5          |
| Refused    | 2          |

**Table 14. Are there other members of your household who would live in their own home or apartment in Juneau if affordable housing were available?**

| n=409      | % of Total |
|------------|------------|
| Yes        | 42%        |
| No         | 53         |
| Don't know | 2          |
| Refused    | 2          |

# Household Economic Well-Being

## Rating of Household Economic Well-Being

- Survey respondents reported an average “household economic well-being” of 6.9 on a scale of 1 to 10. The most common rating was “8” at 24 percent, followed by “7” at 22 percent. About half of respondents (51 percent) fell into the middle range of “4 to 7”, while 42 percent fell into the upper range of “8 to 10”. Only 6 percent fell in the bottom range of “1 to 3”.
- Average economic well-being ratings were highest among those 65 and older at 7.4, followed by those 50 to 64 (7.0), 30 to 39 (6.9), 40 to 49 (6.8), and under 30 (6.6).
- Non-white respondents reported a slightly lower average household economic well-being at 6.4. This compares to 7.2 among White/Caucasian respondents.

**Table 15. Overall, how would you rate your household’s economic well-being, using a scale of 1 to 10, where 1 means “struggling” and 10 means “thriving”?**

| n=409                   | % of Total |
|-------------------------|------------|
| <b>Thriving (8-10)</b>  | <b>42%</b> |
| 10                      | 12         |
| 9                       | 6          |
| 8                       | 24         |
| <b>Middle (4-7)</b>     | <b>51</b>  |
| 7                       | 22         |
| 6                       | 13         |
| 5                       | 13         |
| 4                       | 3          |
| <b>Struggling (1-3)</b> | <b>6</b>   |
| 3                       | 2          |
| 2                       | 1          |
| 1                       | 3          |
| <b>Average</b>          | <b>6.9</b> |
| Don’t know/refused      | 1          |

## Changes in Economic Well-Being

- When asked about their household's economic well-being compared to one year ago, six out of ten respondents (59 percent) said their well-being was about the same. More respondents said their well-being had improved (24 percent) than said it had declined (17 percent).
- Respondents answered slightly more positively when asked about their expectations for the next year. Six out of ten (61 percent) expected their well-being to stay about the same; 30 percent expected it to improve; and 7 percent expected it to decline.

**Table 16. Compared to this time last year, has your household's economic well-being improved, declined, or stayed about the same?**

| n=409                 | % of Total |
|-----------------------|------------|
| Improved              | 24%        |
| Declined              | 17         |
| Stayed about the same | 59         |
| Don't know/refused    | <1         |

**Table 17. Over the next year, do you expect your household's economic well-being to improve, decline, or stay about the same?**

| n=409               | % of Total |
|---------------------|------------|
| Improve             | 30%        |
| Decline             | 7          |
| Stay about the same | 61         |
| Don't know/refused  | 2          |

## Barriers to Economic Well-Being

- Nearly half of respondents (43 percent) said there were barriers to improving their household's economic well-being.
- Those indicating there were barriers most frequently cited high cost of living (29 percent), housing (18 percent), and low wages/income (17 percent). All other responses were mentioned by fewer than 10 percent.

**Table 18. Are there any barriers to improving your household's economic well-being?**

| n=409              | % of Total |
|--------------------|------------|
| Yes                | 43%        |
| No                 | 54         |
| Don't know/refused | 3          |

**Table 19. What are those barriers?**

*Base: Barriers to household economic well-being*

| n=171                           | % of Base |
|---------------------------------|-----------|
| High cost of living             | 29%       |
| Housing (cost, availability)    | 18        |
| Low wages/income                | 17        |
| Unemployment                    | 9         |
| Medical issues                  | 9         |
| Taxes (high, rising)            | 5         |
| Child care (cost, availability) | 4         |
| Family issues                   | 4         |
| Other                           | 28        |
| Don't know/refused              | 2         |

# Juneau's Economic Health

## Rating Juneau's Economy

- Survey respondents rated the condition of Juneau's economy an average of 6.3 on a scale of 1 to 10, slightly lower than the average 6.9 reported for household economic well-being.
- The most common rating was "7" at 26 percent, followed by "6" at 22 percent, "5" at 16 percent, and "8" at 15 percent.
- Three-quarters of respondents (73 percent) fell into the middle range of "4 to 7", while 19 percent fell into the upper range of "8 to 10". Only 4 percent fell in the bottom range of "1 to 3".
- Those under 30 had the most positive view of Juneau's economy, reporting an average rating of 6.6. This compares with 6.3 among those 30 to 39 and 50 to 64, 6.2 among those over 65, and 6.0 among those 40 to 49.
- White/Caucasian respondents were more optimistic about Juneau's economy, reporting an average rating of 6.4. This compares with 6.1 among Non-white respondents.

**Table 20. Overall, how would you rate the current condition of Juneau's economy using a scale of 1 to 10, where 1 means "very weak" and 10 means "very strong"?**

| n=409                  | % of Total |
|------------------------|------------|
| <b>Strong (8-10)</b>   | <b>19%</b> |
| 10                     | 2          |
| 9                      | 3          |
| 8                      | 15         |
| <b>Mid-range (4-7)</b> | <b>73</b>  |
| 7                      | 26         |
| 6                      | 22         |
| 5                      | 16         |
| 4                      | 8          |
| <b>Weak (1-3)</b>      | <b>4</b>   |
| 3                      | 2          |
| 2                      | 1          |
| 1                      | <1         |
| <b>Average</b>         | <b>6.3</b> |
| Don't know/refused     | 4          |

- When asked how Juneau's economy would fare over the next ten years, the most common belief was that it would stay the same (42 percent). Respondents were about equally likely to say the economy would improve (26 percent) as to say it would decline (24 percent).
- Younger respondents again showed the most optimism, with 45 percent of those under 30 believing the economy will improve, compared with 26 percent of all respondents.

**Table 21. Over the next ten years, do expect Juneau's economy to improve, decline, or stay about the same?**

| n=409               | % of Total |
|---------------------|------------|
| Improve             | 26%        |
| Decline             | 24         |
| Stay about the same | 42         |
| Don't know          | 7          |
| Refused             | <1         |

# Juneau's Economy: Challenges and Barriers

## Most Important Challenge Facing Juneau's Economy

- Respondents gave a wide variety of responses when asked for the most important challenge facing Juneau's economy in the next five years. The most common response was high cost of living at 15 percent, followed closely by high housing costs at 13 percent. (Another 4 percent referenced not enough housing.)
- Additional responses garnering 5 percent or more included lack of economic diversity at 7 percent, not enough jobs at 7 percent, education funding/educated workforce at 6 percent, and city budget/spending at 5 percent.

**Table 22. Please tell me what you think is the single most important challenge facing Juneau's economy in the next five years.**

| n=409                                                 | % of Total |
|-------------------------------------------------------|------------|
| High cost of living                                   | 15%        |
| High housing costs                                    | 13         |
| Lack of economic diversity                            | 7          |
| Not enough jobs                                       | 7          |
| Need to fund education/<br>Need educated workforce    | 6          |
| City budget/spending                                  | 5          |
| Declining State budget                                | 4          |
| Not enough housing                                    | 4          |
| Declining oil revenues                                | 3          |
| Loss of jobs and workforce out of<br>Juneau           | 3          |
| Lack of affordable transportation<br>in/out of Juneau | 2          |
| Land availability                                     | 2          |
| Low wages                                             | 1          |
| Declining federal budget                              | 1          |
| Other                                                 | 17         |
| Don't know                                            | 10         |
| Refused                                               | <1         |

## Barriers to Economic Development

- When asked about barriers to economic development, all eight factors suggested to respondents were rated at least somewhat significant by a strong majority of respondents.
- Respondents rated availability of affordable housing as the most significant barrier, at 72 percent very significant, followed closely by cost of living at 65 percent, and cost of transportation to/from Juneau at 64 percent.
- Nearly half of respondents (47 percent) rated declining State oil revenues as a very significant barrier.
- Additional barriers included availability of land for residential development (39 percent very significant), availability of child care services (36 percent), cost of child care services (36 percent), and availability of land for commercial development (30 percent).
- The two barriers regarding child care garnered a higher number of don't know/refused responses: cost of child care services (27 percent) and availability of child care services (22 percent).

**Table 23. There are a variety of factors that might be barriers to economic development in Juneau. Please tell me whether you think each of the following are very significant, somewhat significant, or not significant barriers to Juneau's economic development.**

| n=409                                            | Very significant | Somewhat significant | Not significant | Don't know/Refused |
|--------------------------------------------------|------------------|----------------------|-----------------|--------------------|
| Availability of affordable housing               | 72%              | 22%                  | 4%              | 1%                 |
| Cost of living                                   | 65               | 31                   | 3               | 1                  |
| Cost of transportation to and from Juneau        | 64               | 26                   | 7               | 3                  |
| Declining State oil revenues                     | 47               | 33                   | 9               | 11                 |
| Availability of land for residential development | 39               | 35                   | 18              | 9                  |
| Availability of child care services              | 36               | 30                   | 12              | 22                 |
| Cost of child care services                      | 36               | 28                   | 9               | 27                 |
| Availability of land for commercial development  | 30               | 36                   | 22              | 12                 |

- When asked to choose which of the eight barriers was the greatest, the most common response was availability of affordable housing at 35 percent, followed by declining State oil revenues (19 percent), cost of living (18 percent), and cost of transportation to/from Juneau (13 percent). Other factors were selected by 5 percent or fewer.
- Respondents were asked for additional, significant barriers to Juneau's economic development. There were several popular themes in their suggestions: education funding, quality and cost of educational; shipping costs; a need for more economic diversity; local, state, and federal budgets and spending; and the regulatory environment for business. Please see the Appendix for a complete list of responses.

**Table 24. Of these potential barriers to economic development, which do you think is the greatest barrier?**

| <b>n=409</b>                                     | <b>% of Total</b> |
|--------------------------------------------------|-------------------|
| Availability of affordable housing               | 35%               |
| Declining State oil revenues                     | 19                |
| Cost of living                                   | 18                |
| Cost of transportation to and from Juneau        | 13                |
| Availability of land for residential development | 5                 |
| Availability of land for commercial development  | 2                 |
| Availability of child care services              | 2                 |
| Cost of child care services                      | 1                 |
| Don't know/refused                               | 5                 |

# Juneau's Economy: Strategies and Opportunities

## Economic Development Strategies

- When asked about seven potential economic development strategies, a majority of respondents rated each strategy as at least somewhat important.
- The strategy rated the most important (by far) was preserving Juneau's role as Capital City at 82 percent very important. The second most important strategy was expanding university and vocational training programs, at 59 percent very important, followed by expanding Juneau's seafood industry (49 percent), expanding Juneau's health care industry (46 percent), and expanding senior services (43 percent).
- The two strategies rated least important were supporting additional mining development at 38 percent very important, and attracting more visitors to Juneau at 33 percent.

**Table 25. Planning for Juneau's economic future will involve establishing economic development strategies. Please tell me whether you think each of the following are very important, somewhat important, or not important strategies for economic development.**

| n=409                                                 | Very important | Somewhat important | Not important | Don't know/ Refused |
|-------------------------------------------------------|----------------|--------------------|---------------|---------------------|
| Preserving Juneau's role as Capital City              | 82%            | 12%                | 4%            | 2%                  |
| Expanding university and vocational training programs | 59             | 31                 | 7             | 3                   |
| Expanding Juneau's seafood industry                   | 49             | 43                 | 6             | 2                   |
| Expanding Juneau's health care industry               | 46             | 36                 | 14            | 4                   |
| Expanding senior services                             | 43             | 38                 | 13            | 5                   |
| Supporting additional mining development              | 38             | 34                 | 19            | 10                  |
| Attracting more visitors to Juneau                    | 33             | 43                 | 22            | 2                   |

- When asked which of the seven strategies was most important, preserving Juneau's role as Capital City again came out on top at 44 percent (with another 13 percent rating it second most important).
- Fourteen percent of respondents thought expanding university and vocational training programs was the most important strategy, while another 18 percent thought it second most important.
- Ranked third most important was supporting additional mining development (10 percent most important and 14 percent second most important), followed by expanding Juneau's health care industry (9 and 13 percent, respectively), expanding Juneau's seafood industry (8 and 13 percent), expanding senior services (6 and 8 percent), and attracting more visitors to Juneau (3 and 11 percent).
- Respondents were asked for additional strategies for economic development. Common suggestions included building the road out of Juneau, increasing availability and affordability of health care and social

services (including senior services), improving education, and reducing energy costs. Please see the Appendix for a complete list of responses.

**Table 26. Of these potential strategies for maintaining or enhancing Juneau's economic well-being, which do you think is most important? Second most important?**

| n=409                                                 | Most Important | Second most important |
|-------------------------------------------------------|----------------|-----------------------|
| Preserving Juneau's role as Capital City              | 44%            | 13%                   |
| Expanding university and vocational training programs | 14             | 18                    |
| Supporting additional mining development              | 10             | 14                    |
| Expanding Juneau's health care industry               | 9              | 13                    |
| Expanding Juneau's seafood industry                   | 8              | 13                    |
| Expanding senior services                             | 6              | 8                     |
| Attracting more visitors to Juneau                    | 3              | 11                    |
| Don't know/refused                                    | 6              | 11                    |

- When residents were asked about the importance of Juneau promoting itself to attract new residents, the most common response was somewhat important at 41 percent. Respondents were equally likely to say it was very important and not important (28 percent for each response).
- In comparison, a much greater percentage of residents said it was very important that Juneau promote itself to attract new businesses (57 percent). One-third (34 percent) felt it was somewhat important, and just 7 percent said it was not important.

**Table 27. Please tell me if you think it is very important, somewhat important, or not important that Juneau promote itself to attract new residents.**

| n=409              | % of Total |
|--------------------|------------|
| Very important     | 28%        |
| Somewhat important | 41         |
| Not important      | 28         |
| Don't know/refused | 4          |

**Table 28. Please tell me if you think it is very important, somewhat important, or not important that Juneau promote itself to attract new businesses.**

| n=409              | % of Total |
|--------------------|------------|
| Very important     | 57%        |
| Somewhat important | 34         |
| Not important      | 7          |
| Don't know/refused | 3          |

# Juneau's Economy: Objectives

## Economic Development Objectives

- Residents were asked about the importance of various potential objectives for Juneau's economic development. Respondents rated more year-round jobs as most important, at 74 percent very important.
- Over half of respondents rated the following objectives as very important: more jobs in general (59 percent), lower unemployment (56 percent), higher average wages (55 percent), and higher average household income (53 percent).
- Rated as less important were school enrollment growth (40 percent), less dependence on state government jobs (31 percent), and population growth (19 percent). However, a majority of respondents still rated these three objectives as at least somewhat important.

**Table 29. I'd like to ask you about what the community should be trying to accomplish with its economic development plan. Please tell me whether you think each of the following is a very important, somewhat important, or not important objective for economic development in Juneau.**

| n=409                                    | Very important | Somewhat important | Not important | Don't know/ Refused |
|------------------------------------------|----------------|--------------------|---------------|---------------------|
| More year-round jobs                     | 74%            | 21%                | 2%            | 3%                  |
| More jobs in general                     | 59             | 30                 | 6             | 4                   |
| Lower unemployment                       | 56             | 31                 | 8             | 4                   |
| Higher average wages                     | 55             | 35                 | 6             | 3                   |
| Higher average household income          | 53             | 34                 | 7             | 6                   |
| School enrollment growth                 | 40             | 40                 | 15            | 6                   |
| Less dependence on state government jobs | 31             | 37                 | 26            | 7                   |
| Population growth                        | 19             | 50                 | 27            | 4                   |

- When asked to select the single most important economic development objective, the number one response was more year-round jobs at 28 percent, followed by higher average wages (13 percent), more jobs in general (12 percent), lower unemployment (12 percent), and higher average household income (11 percent). Other objectives were rated most important by less than 10 percent of respondents.

- Respondents were asked for additional economic development objectives. Common suggestions included several regarding education improvements, transportation improvements (both within the city and in/out of the city), an improved regulatory environment for development, improved social services, and increasing land availability within Juneau. Please see the Appendix for a complete list of responses.

**Table 30. Which of these do you think is the best way to measure economic development progress for Juneau?**

| <b>n=409</b>                             | <b>% of Total</b> |
|------------------------------------------|-------------------|
| More year-round jobs                     | 28%               |
| Higher average wages                     | 13                |
| More jobs in general                     | 12                |
| Lower unemployment                       | 12                |
| Higher average household income          | 11                |
| Less dependence on state government jobs | 6                 |
| Population growth                        | 5                 |
| School enrollment growth                 | 5                 |
| Don't know/refused                       | 8                 |

## Age

- Initial survey results showed that the survey sample contained more older respondents and fewer younger respondents when compared to Census data. (This is a common occurrence in telephone surveys because younger people are not as available during telephone surveying as older people.) Using Census data, survey results were weighted so that the results would be representative of the population. Please refer to the methodology chapter for more details.
- The average age among respondents (after weighting) was 46 years. The following table presents weighted age results.

**Table 31. Age**

| n=409        | % of Total |
|--------------|------------|
| Under 30     | 20%        |
| 30 to 39     | 17         |
| 40 to 49     | 21         |
| 50 to 64     | 31         |
| 65 and older | 11         |
| Average      | 46 years   |

## Gender

- Respondents were slightly more likely to be female (55 percent) than male (42 percent). In general women tend to be more willing than men to participate in telephone surveys.

**Table 32. Gender**

| n=409   | % of Total |
|---------|------------|
| Male    | 42%        |
| Female  | 55         |
| Unknown | 3          |

## Household Income

- The average household income reported by respondents was \$84,000. The most common income brackets were \$50,001 to \$75,000 (17 percent), \$75,001 to \$100,000 (16 percent), and \$100,001 to \$125,000 (16 percent).
- Census data shows generally similar income distribution, although the survey did not capture as many respondents in the \$150,000+ range. Income distribution according to the Census is as follows: 3 percent at zero to \$14,999; 4 percent at \$15,000 to \$24,999; 11 percent at \$25,000 to \$49,999; 19 percent at \$50,000 to \$74,999; 19 percent at \$75,000 to \$99,999; 25 percent at \$100,000 to \$149,999; and 19 percent at \$150,000 or more.
- Average income was much higher among White/Caucasian respondents (\$92,000) than among Non-white respondents (\$60,000).

**Table 33. Please stop me at the category that best describes your total combined household income before taxes for 2013.**

| n=409                  | % of Total |
|------------------------|------------|
| Less than \$15,000     | 5%         |
| \$15,001 to \$25,000   | 6          |
| \$25,001 to \$50,000   | 13         |
| \$50,001 to \$75,000   | 17         |
| \$75,001 to \$100,000  | 16         |
| \$100,001 to \$125,000 | 16         |
| \$125,001 to \$150,000 | 7          |
| Over \$150,000         | 9          |
| Average                | \$84,000   |
| Refused                | 10         |

## Household Size

- Respondents reported an average household size of 2.9 people, slightly higher than the average of 2.5 reported in the 2010 Census.

**Table 34. How many people, including yourself, live in your household for at least nine months of the year?**

| n=409     | % of Total |
|-----------|------------|
| 1         | 16%        |
| 2         | 30         |
| 3         | 20         |
| 4         | 17         |
| 5 or more | 14         |
| Average   | 2.9 people |
| Refused   | 4          |

## Children in Household

- Respondents reported an average of 0.8 children 18 and under in their households.

**Table 35. How many children 18 years of age and under live in your household for at least nine months of the year?**

| n=409     | % of Total   |
|-----------|--------------|
| Zero      | 54%          |
| 1         | 16           |
| 2         | 17           |
| 3 or more | 9            |
| Average   | 0.8 children |
| Refused   | 4            |

## Ethnicity

- Seven out of ten respondents (69 percent) were White and 17 percent were Alaska Native. All other ethnic groups were represented by 4 percent or less of respondents.
- Census data shows a close correspondence with survey results: the 2010 census shows “White Alone” represented 70 percent of the Juneau population; “American Indian and Alaska Native Alone” represented 12 percent; “Asian Alone” represented 6 percent; “Hispanic or Latino” represented 5 percent; “Black or African American Alone” represented 1 percent; and “Native Hawaiian and Other Pacific Islander Alone” represented 1 percent.

**Table 36. Which racial or ethnic group do you most closely identify yourself with?**

| n=409                               | % of Total |
|-------------------------------------|------------|
| White                               | 69%        |
| Alaska Native                       | 17         |
| Asian                               | 4          |
| Hispanic or Latino                  | 3          |
| Black or African-American           | 2          |
| American Indian                     | 1          |
| Native Hawaiian or Pacific Islander | 1          |
| Other                               | <1         |
| Don't know/refused                  | 7          |

**What was the primary reason you moved to Juneau? Were there any other reasons you moved to Juneau?**

Attend college  
Better education  
To attend school  
Used to live here  
Alaska was her dream  
Better healthcare  
Came from Haines- wanted to live in a larger town

**What is the primary reason you live in Juneau?**

Affordable to live here  
Consider this home  
Husband was in pursuit to win the Iditarod 16 years ago  
Moved in from the bush for civilization.  
Quieter lifestyle  
She likes it  
Stuck here financially  
UAS

**What are those barriers [to improving household economic well-being]?**

Affordable education  
Age  
Aging- can't do as much as I used to  
Burden with construction regulation  
Business climate is not conducive to economic growth, lack of population growth to do business with.  
Concerned about future earning potential as a CBJ employee and city budget constraints  
Cost of college for son.  
Courts  
Federal government and banks lending options make it difficult to borrow money  
Going back to school  
Going to graduate school and can't work  
Government issues- too much regulations, Obamacare, having to pay for insurance  
Hard to find part-time jobs  
I am a college student working part-time and have two kids.  
I need more education  
It's difficult to get banks in Juneau to lend money  
Lack of education funding and support for teachers.  
Lack of funding for education  
Lack of my ambition. Juneau does that to you.  
Leaving Juneau to go to school outside of Alaska  
Need affordable education opportunities  
No opportunities in my field to move up  
No possibility of economic development in Juneau; need more businesses  
Not funding education  
Not enough economic development because of city/state regulations  
On a fixed income  
Pay cap at job with state-- no room to advance

Pay for kid's college soon  
Reassignment of husband's work if he doesn't pass his exams  
Retired and living off of a fixed income  
Short sightedness of community leaders.  
Small population- difficult to success in your own business  
Small town politics, racism, discrimination, inability to progress. It's not what you know it's who!  
Stagnation in the construction market.  
The city cutting back to close Augustus Brown pool and continuing to spend money on making the city look nicer.  
The cost of sending our children to college.  
Transportation costs to/from Juneau  
VA not having presence here  
Wife wants to stop working full time and work part time for personal reasons.  
Willingness to take a risk

**Please tell me what you think is the single most important challenge facing Juneau's economy in the next five years.**

A better way to get rid of household waste than the landfill/dump.  
Aging population-- no more young people  
Attracting and keeping new residents  
Availability of Medicare  
Balance supporting local business vs those that are here only for tourist season.  
Balancing perceived need with maintaining quality of life  
Capitol move  
Capitol moving out of Juneau  
CBJ has issues that needs to be addressed with licensing (business/occupational) also building permits  
City planning for the future  
Conservationist people that want to keep out mining, fishing, and growth  
Cost of caring for the aging population  
Cost of health insurance  
Damage to our salmon from the mines in B.C. through the rivers.  
Dealing with the increase in tourism crowds  
Decline in fish production; pollock and crab market down  
Declining fishing industry  
Drop in real estate values  
Environmentalists hindering the development of our natural resources  
Getting business to view Juneau as a good place to bring business  
Getting government spending under control at all levels (city, state, federal)  
Getting more people to move into Juneau  
Good governance  
Group and CBJ that block industry growth - new ideas.  
Hard to bring more businesses  
Hard to keep retired people in town  
Hiring out-of-state workers.  
How we take advantage of natural resources  
If the state tries to move the capital to Anchorage, a good portion of the state employees will lose their jobs.  
Juneau's location  
Keeping the capitol in Juneau  
Keeping tourism money in Juneau  
Lack of infrastructure development

Lack of things to do for young/older kids especially recreationally and indoors  
 Long term planning for the city.  
 Maintaining status as the capitol city  
 Mining industry coming and making money and then leaving town and their messes behind  
 More construction work  
 Not enough senior services  
 Not enough tourism  
 Not having enough resources and businesses staying open  
 Obama care  
 Overall decline of US economy  
 Receptivity of the people to change-- anything for the good of the community  
 Reduced growth to preserve quality of life  
 Solid waste management  
 Stable economy for the next generation  
 Stagnant development  
 Stagnation, not enough development and opportunities  
 State and Gov't spending too much on everything  
 State cutting food stamp budget  
 State tax structure  
 State's economic planning for the future  
 The dump is a bad location and is getting too big  
 The states oil tax policy.  
 To keep the chain stores from coming to Juneau  
 Too many people retiring  
 Too many restrictions, rules, and regulations for the private sector from the CBJ  
 Too much city, state, and federal red tape (i.e., building permits)  
 Tourism  
 Tourism industry  
 Tourism industry decline  
 Tourism-as long as tourism prospers Juneau economy will prosper, but if it declines so will Juneau's economy.  
 We are growing faster than we can sustain it (i.e., infrastructure, second high school)  
 We need more things for families to do outdoors-- there is too much emphasis on tourism  
 We need to be limiting growth not trying to grow  
 We need to repeal "SB21"

**Are there additional factors I did not mention that you believe present significant barriers to economic development in Juneau?**

A diverse job market  
 Alaska Airlines has monopoly on transportation out of Juneau  
 AML rates going up with no competition; there needs to be more options to get stuff here at cheaper rates.  
 Because of the high rate of alcohol and drug abuse, people don't want to come to Juneau  
 Better senior services  
 Between CBJ and the state of Alaska no one puts education as a priority.  
 Biggest thing we need is a road out of Juneau to help reduce the cost of travel, promote commercial development, and population growth.  
 Business not being honest in dealing with goods as far as price and quality.  
 CBJ harbor taxes continue to rise when production of pollock and crab is horribly low. Winter storage fees for maintenance are too high and forced me to sell boats.  
 CBJ needs a better permitting process for building and construction.

CBJ won't open up land for development, if they did more people would come to live and Juneau would grow.  
 City and state mismanagement of available funds such as paying for library when educational funding needs to be a priority  
 City budget is decreasing for education and police services.  
 City government need to recruit other types of business instead of just tourism.  
 City is doing too much spending  
 City not managing their money and where they are spending it.  
 City's lack of imagination-- opportunities for business  
 Commercial space rent is too high for businesses  
 Cost of education  
 Cost of shipping freight. Cost of living within the CBJ; people will be forced to sell everything to survive retirement  
 Declining of federal budget.  
 Declining state/federal budget  
 Difficulty to start and build businesses  
 Diversification within the assembly: no single department or environmental group to get the popular votes.  
 Do not build the road  
 E.P.A. and A.D.E.C. continue to write regulations that create costs for developers. They need to stop intrusiveness-- regulations are stopping growth.  
 Easier access to the city. Public transportation in the winter months and during construction season. Only being able to travel out of Juneau by boat or plane.  
 Economic diversity  
 Economic diversity-capitalize on natural resources  
 Education- major problem as it is where it all starts. People need to learn skills so they can contribute to the economy. If nobody gets educated then we won't have good employees and people won't be able to work.  
 Educational opportunities-- Juneau lacks quality education  
 Educational opportunities; need better quality of education.  
 Elite mind-wrong thinking that we shouldn't encourage other business chains.  
 Environmental extremists will not let us build on certain land or build a road out of Juneau.  
 Environmental regulation hindering development in Juneau  
 Environmentalism: they stop any progress.  
 Extremely high property taxes  
 Finding a way to balance out protecting the environment but at the same time developing our resources  
 Freight costs: need a better way to connect with the lower 48 for shipping, supplies, and freight.  
 Outlying villages such as Kaka, Hoonah, Angoon, etc. pay a lot more, but this would help reduce some of the costs for living within the CBJ.  
 Government making it harder, more regulations for smaller businesses.  
 Having employment available for returning college graduates  
 High divorce rate and lack of stable family units  
 High energy costs  
 High gas prices  
 High housing rates, low minimum wage, overspent city, state and federal budgets are barriers, not enough economic diversity, and should spend more monies on youth.  
 High rental rates and low minimum wage  
 Housing cost is too high  
 I recommend more training for Alaska residents. Improve section 8 and low-income housing.  
 If they move the capital to Anchorage.

Increase on sales tax, why do we have additional charges on phone bills and companies can't explain? CBJ refused to answer. Homelessness and mental illness.  
 Inexpensive energy, cheaper electricity.  
 It's hard to attract people to live here with all the costs  
 Juneau doesn't present itself as the capital and maybe if we did, we would have a better economy.  
 Juneau is remote; low population; not a lot of options for business  
 Juneau's lack of participation in the UN's program agenda 29, we need to participate.  
 Lack of a technical college, high healthcare costs, and lack of availability of public transportation  
 Lack of better training and education for people here  
 Lack of cultural diversity, too much dependence on the state of Alaska division of public assistance.  
 Not open to new connections with other states; the road out would bring large changes in the economy, especially for Haines and Juneau. Yes, the fear of upkeep/maintenance, but there would be opportunity for new construction crews, cheaper bids, and new residents.  
 Lack of cultural sensitivity to the people and the land; the effects of drug and alcohol abuse on families, marriages, jobs, and friendships.  
 Lack of diversity in jobs  
 Lack of education  
 Lack of education and references for jobs  
 Lack of experts or specialists who can medically help VA recipients and people who suffer with cancer.  
 Lack of importance of educating our children so they can stay in Juneau  
 Lack of jobs in general  
 Lack of leadership  
 Lack of municipal support for business development  
 Lack of political will to improve new taxes aside from the resource extraction  
 Lack of roads out of Juneau.  
 Lack of services for elders with disabilities  
 Lack of sufficient or affordable early childhood education  
 Legislature decides, majority rules, that must change. Need younger generation to support the votes to help this change; be more concerned about where we live.  
 Limited access to community; drives up the cost of living-- build the road.  
 Living wage jobs.  
 Look for ways to encourage seasonal industry to be here year-round  
 Low livable wage  
 Management of people running the city need to use resources better  
 Minimum wage is too low for the cost of living within the CBJ.  
 More year-round jobs, not seasonal  
 Movement of State jobs to other cities.  
 Need a better resource base, need more jobs aside from the government jobs.  
 Need more economic diversity, beyond state and tourism; need more support for local businesses already here  
 Need more employment opportunities  
 Need more family-friendly jobs available. Family cannot survive here when the only options are state government jobs or seasonal tourism employment.  
 Need road out of Juneau  
 Need to make land more affordable to build on-- city and property taxes are too high.  
 No road access into Juneau  
 No road out of Juneau  
 Nobody in the community doing outreach to attract new businesses to set up shops here. Like tax incentives for companies to headquarter or manufacturing here in Juneau  
 Not attracting good paying jobs to Juneau; we need another mine

People get little return on tax oil, we need to get a fair return on oil and the state needs to increase the tax on oil.  
 Permitting issues- can't get permission to build.  
 Political climate hinders getting things accomplished  
 Politics-the state closed all the homeopaths  
 Poor operational management by CBJ.  
 Poor planning within CBJ; poor spending of funds (to tourists instead of residents)  
 Previous perks that CBJ use to offer to people that we no longer can afford  
 Public wage stagnation  
 Quality education opportunities are lacking  
 Quality workforce. It is difficult to find employees who can pass drug tests.  
 Regulations-- permitting process is too cumbersome and a barrier to development.  
 Regulatory issues- permitting process for commercial development needs to be addressed  
 Road access to Juneau-- through to another city  
 Road out of Juneau  
 Road to and from Juneau  
 Rules, regulations, and taxes. Too much of it is prohibiting growth.  
 Services for seniors and keeping these seniors in the community after retirement  
 Services need to be improved for the handicapped of all ages  
 State and federal funding declining, our dependence on state government jobs will decrease funding even greater.  
 State and federal budget monies are being wasted on new police cars, police officers, hiring out of towners to perform jobs that Juneau's residents are qualified for-- if not, then spend money on training and education.  
 State salaries are not competitive with salaries elsewhere  
 Surrounded by national forest (federal land) which prohibits access to use land.  
 Taxes will increase in mining and tourism industries.  
 Tenuous town. A lot of political affiliations and if they don't agree with each other, it become more difficult.  
 The assembly needs to make decisions based on a unanimous vote.  
 The available education is crappy here.  
 The City budget, we spend before we get the dollars. We are living beyond our means.  
 The city needs to lower gas prices.  
 The conservationists (tree huggers) who come to Juneau and tell us how we should live and what we should do or not do and then leave town.  
 The cost of relocating to Juneau is a hardship  
 The cost of transportation of goods; lack of local goods besides seafood  
 The decisions the planning commission makes are of concern. What is the process? Decisions are inconsistent.  
 The education system-- teachers are worried of losing their jobs because of city's budget cut.  
 The lack of developing medical diversity, offering more services  
 The mines need to hire more locals.  
 The State budget has had many changes and cutbacks that will set the state up for failure in the long run. If they don't start improving budget planning. Juneau is at a stand still for progress and growth as long as everyone is afraid of change.  
 The Wetlands make it so the availability of land is hard to come by. We need more development but the Wetlands and Native land make it difficult.  
 There are too many city codes for housing construction  
 There is a limited selection of daily resources. For example produce and other groceries.  
 To keep the chain stores from coming to Juneau  
 Too many EPA regulations  
 Too many minimum wage jobs

Too many state and federal jobs leaving town  
Too much dependence on oil revenue.  
Too much focus on the cruise ships and tourism.  
Tourism with low wages and no money in the community  
Transportation (no roads in/out of town)  
UAS's lack of program diversification and available classes. Healthcare expansion; people should not have to die waiting on a doctor with brains  
Unresponsive city government  
Usable land for development is limited. Not sure a lot of industries are viable due to Juneau's location.  
Wasting a lot of money on tourism not supporting people who live here / costs us huge taxes. It's unfortunate we get no breaks and it's us the residents that keep the town a float in its non-tourism season.  
We have an adequate education system.  
We need more public infrastructure like a road out of Juneau.  
We need to increase the minimum wage  
Wealthy people who don't want change  
Wrong attitude of leaders, senators, and mayor assembly who approach them with ideas.

**Are there additional strategies I did not mention that you believe present opportunities for economic development in Juneau?**

A road out of Juneau would be cost effective to bring things in and out.  
A road out of Juneau: keep lower prices; bring more people in; force airlines to go cheaper; easier; more affordable transportation.  
A second crossing to North Douglas. Privatizing Eaglecrest because we are taxed for it.  
A vocational training center for maritime industry  
Access out of town by road, cheaper and we'd get more people to come.  
Address the alcohol and incarceration issues  
Affordable and alternative renewable energy resources; high-housing needs to be affordable.  
Affordable healthcare services  
Agree on hydropower energy already  
Attracting a younger population-- nothing to keep young people here. Alter high school or internships.  
Attracting more businesses (large market) that would give a boom in the economy. People want to shop local but there's a Wal Mart and Fred's, and that thing we call a department store.  
Attracting new industries to Juneau that we don't currently have  
Attracting technological industries  
Before expanding health care industry, need to lower the cost of health care services.  
Better and higher standard education  
Better pay for teachers. The better the pay the better teachers and the longer they stay.  
Boat lodging fees need to be lowered. Constant rise of the boat harbor taxes and storage fees are just getting out of hand. People are selling because of this.  
Bring new commerce and industries into Juneau.  
Build a road to Juneau  
Build the road  
Build the road all the way  
Building another assisted living home for the elderly  
Building the road-- it would give more mobility, more control, promote commerce, give us a better tie to the north.  
Building the road would help for economic development  
Changes needed to allow for viable commercial expansion  
Cheaper places for rental housing.

COC and CBJ should work together and listen to the residents more.  
 Commercial use of trails  
 Cost of fuel needs to be lowered  
 Creating the opportunities-- CBJ should be evaluating each decision it makes to determine whether it will create or hinder economic development  
 Develop cottage industries and lower cost of living.  
 Developing individual private businesses  
 Developing Juneau as a vacation destination versus a ship/port of call. Try to increase visitors' length of stay.  
 Don't build the road-- don't waste the money on it  
 Downtown improvements  
 Establishing long-term mental health facility for alcohol and opiate dependency  
 Establishing renewable energy-solar wind and hydro  
 Expanding basic infrastructure- especially electricity  
 Expanding tourism opportunities even more than they are-- more opportunities for employment and private businesses to have money spent on Juneau.  
 Focus on diversified economy such as seafood and mining  
 Focus on Juneau's homeless and VA-- some can't read or write. They fought for this country and now they're homeless; what's wrong with this picture?  
 For development/permits need to be easier to obtain  
 High cost of housing  
 High cost of living; property taxes too high  
 High speed internet.  
 Improve parking in the downtown area.  
 Improving access, need a road to and from Juneau  
 Increase outdoor recreational guiding for tourists  
 Increasing education funding for Juneau school district  
 Increasing ferry service; get another airline  
 Increasing quality of life, help attract more people to live in Juneau.  
 Individual lotto land disposal.  
 Information technology-being on top and capitalizing on technology  
 Juneau needs a good neurosurgeon and cancer care. With Obamacare, most employers can't afford to give employees benefits. Businesses will be forced to cut budgets. Then, there goes more dependence on welfare.  
 Keep cost of power cheap  
 Keep downtown business open year-round; need more clothing stores.  
 Light manufacturing  
 Logging development  
 Look for value added industries; create more local manufacturing of our own products and resources  
 Lower city taxes and fees as an incentive to attract new businesses.  
 Maintaining the safe clean water supply-- not to open HMI, it will destroy water supply.  
 Make a place for people to want to do business. Need less rules/regulations/taxes that stifle growth.  
 Make Juneau more of a regional healthcare hub  
 Making Juneau more of a Southeast regional economic hub; no road please!  
 Manufacturing  
 Miners need to be looked at as prospective new residents but can't afford housing costs.  
 More affordable healthcare  
 More child care services  
 More growth for entertainment, stuff to do; activities-live music, venues, restaurants, malls, stores.  
 More hydroelectric power; get more road system access in southeast.

More job opportunities for younger adults/teenagers.  
 More local hire to help the people who live in Juneau  
 More renewable energy production/tidal power. Juneau is perfect for that.  
 More resource development-- forestry and mining  
 More specialized doctors available, such as oncologists, neurologists etc. This way residents would not need to leave town to be treated for medical.  
 Need a road out of Juneau  
 Need more International business ties.  
 Need to find a way to make economic development more regional. We would have more strength regionally.  
 Need to find ways to support local commerce-- business should open year-round. Unblock housing used only for employees.  
 Need to leverage Juneau's cheap hydro power.  
 Not enough commercial land available to develop  
 Open the backside of Douglas if no interest in building a road out.  
 Open up land for residential and commercial development  
 Opportunities for other outdoor adventures such as heli skiing/ increase local businesses.  
 Privatization of city run services  
 Promoting shellfish mariculture  
 Public education K-12 funding  
 Quit spending money on tourism.  
 Reduce business personal property taxes/cap personal resident property taxes  
 Reduced cost to get in/out of Juneau  
 Retain high school graduates by offering more programs at UAS.  
 Re-thinking "cost effective" government.  
 Revitalize timber industry  
 Seafood retail sales-- build a micro cannery.  
 Strategies to try to keep retired people here  
 Strengthening state government and better wages  
 Support greens creek.  
 Supporting local business, more than seasonal out of stall business  
 Supporting other areas of university, not just training  
 There are too many doctor's offices in town and not enough specialty clinics-- wasting commercial space.  
 Timber, logging  
 Using our current hydro-electric power  
 Utilizing Juneau's natural resources.  
 Vocational training would bring unemployment down by 80%; the university does not need to expand.  
 We can stabilize and strengthen the economy if the city government will stop spending too much.  
 We could save money if we had just one large high school  
 We need a road out of Juneau.  
 We need more bus routes, expanding the bus to the ferry terminal would be helpful.  
 We need to get away from tourism and become an Alaskan city  
 We should be more energy efficient and making all the buildings more energy efficient.  
 We should be providing a solid education at the K-12 level and for at risk youth.  
 Working on rehabilitation services for the repeat offenders and chain gang-- lots of benefits there.  
 Yes, to build the road

**Are there additional objectives I did not mention that you believe are important for economic development in Juneau?**

Acknowledge independent people who live in Juneau and neighboring communities.

Because we are the capital city, we need more amenities but we must live within our means and prioritize our projects.  
 Better and more bus transportation  
 Better funding to provide jobs for handicapped/disabled persons  
 Better transportation alternatives (lite rail)  
 CBJ is a barrier to economic development. They compete with local businesses (planning department holds back development). The size of the city government is too large for the size of the community.  
 CBJ needs to make open/start business permitting process improvements.  
 City has to cut down on spending  
 City taxes are high for assessment of homes.  
 Cluster group collaboration is important  
 Decrease dependence on public assistance  
 Decrease in the number of homeless and unemployed.  
 Developing a dependable local food source  
 Diversification  
 Don't close the downtown pool.  
 Drive hard on rehabilitation services for convicts, elderly, people with disabilities. Stop giving people reasons to be lazy and depend on the state.  
 Economic diversity  
 Economical access to/from Juneau  
 Education and training would help provide better employees.  
 Education being a priority for funding  
 Expand medical services  
 Expand the road and it would open up more opportunities  
 Fight regulations that hinder growth.  
 Focus on keeping current businesses running, not inviting new ones to Juneau.  
 Get rid of rules, taxes, and regulations: we are stifled.  
 Get the cost of living down; more relaxed regulations for community development.  
 Good schools-- more support for education  
 Growth in total payroll  
 Growth in total payroll  
 Having a friendly tax structure and a friendlier permitting process.  
 Healthy Alaska 2020-look at measuring community's health  
 Help locally-owned businesses instead of chain businesses-- lowers the cost of real estate business property  
 Higher minimum wages  
 If the market is right, select parcels to be logged.  
 If we had a better variety of vocational programs. Some people in Juneau lack skill and if there were availability other than T and H (where not all people can attend) they would accomplish their development plan.  
 Improve ferry service  
 In general, higher quality education  
 Increased income per capita  
 Industry diversification (i.e., more/better selection of job opportunities)  
 Infrastructure; more availability of cheap electric power  
 Instead of giving away all the permanent fund dollars, we should use it to build roads, bridges.  
 Invest at least half of the permanent fund into Juneau and other communities.  
 Investing in Alaska-made type products such as the brewery.  
 Leadership that cares for people instead of business people  
 Less dependence on state and federal assistance-- figure out why so many in the CBJ depend on assistance.

Look at the economic multiplier effect of various spending sources  
 Lower cost of transportation in/out of Juneau  
 Maintaining federal jobs in Juneau  
 Maintaining quality of life  
 Make it easier for small businesses  
 Making Juneau more of a southeast regional economic hub  
 Measure progress by the total combined tax and revenues.  
 Minimum wage in Juneau needs to be comparable to cost of living and not based on wage scale from down South.  
 More affordable land to build on  
 More education funding for better schools because more people would come if there is a better quality of schools and teachers.  
 More funding for local school district  
 More kids/high risk growth development programs  
 More mining jobs and less dependent on State jobs  
 More start-up business (local based)  
 More training readiness programs would help improve our economic development.  
 Need a road to and from Juneau  
 Need more support for education  
 Need surface transportation and roads out of Juneau.  
 Need to come up with something to provide for year-round jobs in tourism because the short and sweet but not enough.  
 Need to educate our young people so they can plan for the future.  
 Preserving the natural environment in Juneau  
 Primary manufacturing.  
 Quality of Education needs improvement  
 Raising the minimum wage.  
 Revitalize timber industry, more support of education and better schools  
 Should be looking into the city's budget, verifying way ahead of time all the strengths and weaknesses so no One is left jobless due to mismanagement of funds.  
 Stop cutting school funding  
 Stop focusing so much on tourism  
 That more people who grow up in Juneau stay and open up businesses  
 The city needs to get a handle on spending money and needs to be more concerned of their expenditures so they can meet the community needs (i.e., snow removal, maintenance) without raising taxes.  
 The high cost of property.  
 The state of Alaska and CBJ out-of-town employees are people that don't know enough about Juneau  
 There needs to be some way to measure the quality of life  
 To not deplete the natural resources  
 Too many regulations to build, takes too long for new businesses to get started  
 Training the unemployed- finding out what is needed  
 Try actually doing the community's not the assembly decision.  
 We need to live within our budget.

**What industries provides income for your household? (Others)**

Airline  
 Amerigas fuel service  
 Apartment rentals  
 Auto service  
 Banking

Banking  
Business Owner  
Cab diver  
Childcare  
Clergy  
Communications  
Commuter Airlines  
Computer Programmer  
Computer Technician  
Electrician  
Federal pension  
IBEW  
Investments  
Logging  
Mechanic  
Mechanic  
Merchant marines  
North Slope oil worker industry  
Oil industry  
Owner of Child Care Business  
Pension/mother  
Petroleum outside of AK  
Photographer  
Pilot  
Plumbing  
Precast concrete manufacturer  
Private swim instructor  
Private transportation railroad whitepass  
Real estate (8)  
Rental income  
Rental Property  
School bus driver  
Security guard/private company  
Social security  
SSI, Adult public assistance  
Survival benefits  
Union rep.  
Utilities  
Utility company  
Wildlife photography  
Works on tugboats

**ASSEMBLY AGENDA/MANAGER'S REPORT  
THE CITY AND BOROUGH OF JUNEAU, ALASKA**

NCADD Presentation on e-Cigarettes

**MANAGER'S REPORT:**

Ordinance 2014-34 An Ordinance Amending the Second-hand Smoke Control Code to Regulate the Use of Electronic Cigarette Vapor.

**ATTACHMENTS:**

| Description                                                                    | Upload Date | Type       |
|--------------------------------------------------------------------------------|-------------|------------|
| <input type="checkbox"/> <a href="#">DHSS Position - Electronic Cigarettes</a> | 6/19/2014   | Cover Memo |
| <input type="checkbox"/> <a href="#">Ordinance 2014-34</a>                     | 6/4/2014    | Ordinance  |



## Electronic Cigarette and Aerosol Emissions Product Update and Position

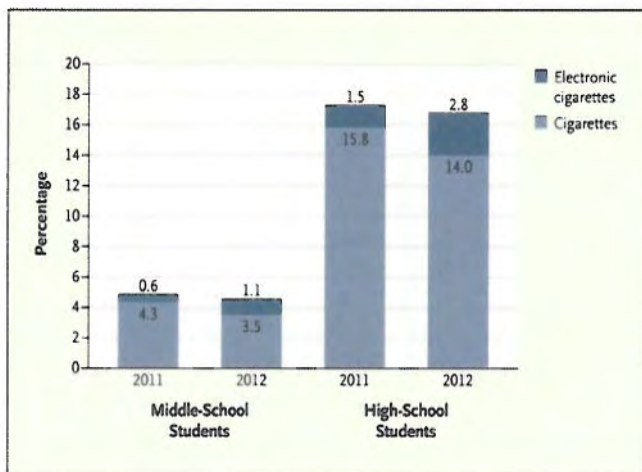
Electronic cigarettes (e-cigarettes, e-cigs, e-hookah or vape pens) are marketed by the Tobacco Industry and other manufacturers as a new nicotine delivery system. These battery-powered devices heat nicotine, flavor additives and other chemicals, to produce an aerosol inhaled by the user. Their production is unregulated and varies widely - recent research and consumer experience reflect questionable product quality, content and safety.<sup>1</sup> With only limited research to date, the presence of toxins and cancer-causing agents as well as the health effects of their use are not yet fully known.

### Chemical and Toxin Emissions in E-Cigarette Aerosol

- E-cigarettes do not just emit "harmless water vapor." Secondhand e-cigarette aerosol (incorrectly called vapor by the industry) contains nicotine, ultrafine particles and low levels of toxins that are known to cause cancer.<sup>2</sup> The FDA's initial investigation into the content of e-cigarettes found the aerosol potentially hazardous to the public's health due to tobacco-specific nitrosamines and other volatile organic compounds.<sup>3</sup>
- Studies have shown the presence of heavy metals and carcinogens in e-cigarette aerosol.<sup>4,5,6</sup>
- Propylene glycol, a chemical that is used as a base in e-cigarette solution, is one of the primary components in the aerosol emitted by e-cigarettes.
  - Short term exposure causes eye, throat and airway irritation.<sup>7</sup>
  - Long term inhalation exposure can result in children developing asthma.<sup>8</sup>
- Because they look like traditional cigarettes and emit the aerosol, e-cigarettes have the potential to negatively impact social norms and make smokefree workplace policies harder to enforce. In some states and communities, the public is being protected from potential health harms through local ordinances and regulations prohibiting e-cigarette use in indoor environments.

### Industry Marketing and the Rise in Youth E-Cigarette Use

- The U.S. Food and Drug Administration (FDA) does not currently regulate these products.
- Marketers use child-friendly flavors such as "Gumi Bearz" or "Mount N' Do"<sup>9</sup>, themes of rebellion, and celebrity endorsements - strategies long used to market traditional cigarettes to children.
- Sales of e-cigarettes in the U.S. have doubled since 2011 to \$1.7 billion in 2013.<sup>3</sup>
- Although youth smoking rates have decreased, e-cigarette use has risen across the U.S. and, alarmingly, doubled among middle and high school students between 2011 and 2012.<sup>10</sup>



Use of Cigarettes and Electronic Cigarettes by U.S. Students in 2011 and 2012. Data are from the Centers for Disease Control and Prevention<sup>7</sup>

### **Lack of Reliability, Safety Require Regulation and Extensive Research**

E-cigarettes contain varying levels of nicotine - a tobacco-derived product – which can initiate and/or prolong nicotine addiction.<sup>1</sup>

- These unregulated products may provide uncontrolled doses of nicotine and other harmful chemicals - users have no way of being certain how much is being inhaled or exhaled.<sup>11</sup>
- Ingestion or skin contact with nicotine solution from a cartridge can lead to nicotine poisoning and can be deadly, especially to children and animals. Accidental nicotine poisonings and lethal doses are a serious concern because the refill “juice” is not sold in child-resistant containers.
- Dozens of Alaskan youth are treated for nicotine poisoning every year.<sup>12</sup>
- Nicotine affects the nervous system and heart, and can negatively affect the developing brain. It should not be made available to minors.

### **E-Cigarettes are Not an FDA-approved Cessation Device**

- The FDA has not approved e-cigarettes as an effective method to help smokers quit.
- FDA-approved tobacco cessation products provide controlled doses of nicotine and have been tested and regulated as cessation products.
- Alaska’s Tobacco Quit Line is a free service for all Alaskans ready to quit tobacco. Counseling and FDA-approved Nicotine Replacement Therapies, when used in combination, have been shown to be a safe and effective way to quit. Call 1-800 QUIT NOW or visit [www.alaskaquitline.com](http://www.alaskaquitline.com) to enroll today.

Alaska has seen tremendous progress in reducing smoking but we must remain ever vigilant to protect our young people. Because they are unregulated, the e-cigarette industry has grown markedly over the last few years using old tactics like celebrities to promote and glamorize their use, addicting those most impressionable. More research is needed on the long-term health effects, but we can take steps today to protect our young people.



Ward B. Hurlburt, M.D., MPH  
Chief Medical Officer, Alaska Department of Health and Social Services

May 21, 2014

<sup>1</sup>US Food and Drug Administration Evaluation of e-cigarettes. 2009. Available at: <http://www.fda.gov/downloads/Drugs/ScienceResearch/UCM173250.pdf>. Accessed March 4, 2014

<sup>2</sup>Grana, R; Benowitz, N; Glantz, S. “Background Paper on E-cigarettes,” Center for Tobacco Control Research and Education, University of California, San Francisco and WHO Collaborating Center on Tobacco Control. December 2013.

<sup>3</sup>Fairchild, Amy L PhD, MPH, Bayer, Ronald PhD, Colgrove, James PhD, MPH, New England Journal of Medicine January 23, 2014; 370: 293-295. Accessed from: <http://www.nejm.org/doi/full/10.1056/NEJMp1313940?query=TOC&>

<sup>4</sup>Williams, M, Villarreal, A, Bozhilov, K, Lin, S, Talbot, P. Metal and silicate particles including nanoparticles are present in electronic cigarette cartomizer fluid and aerosol. *PLoS ONE*. Sept. 2013.

<sup>5</sup>Goniewicz, ML, Knysak, J, Gawron, M, et al. Levels of selected carcinogens and toxicants in vapour from electronic cigarettes. *Tobacco Control*. 2013.

<sup>6</sup>Schripp, T, Markewitz, D, Uhde, E, Salthammer, T. Does e-cigarette consumption cause passive vaping? *Indoor Air*. 2013.

<sup>7</sup>Wieslander, G; Norbäck, D; Lindgren, T. “Experimental exposure to propylene glycol mist in aviation emergency training: acute ocular and respiratory effects.” *Occupational and Environmental Medicine* 58:10 649-655, 2001.

<sup>8</sup>Choi, H; Schmidbauer, N; Spengler, J; Bornehag, C., “Sources of Propylene Glycol and Glycol Ethers in Air at Home,” *International Journal of Environmental Research and Public Health* 7(12): 4213–4237, December 2010.

<sup>9</sup>Fatboy Vapors: eLiquid Menu <http://www.fatboyvaporsalaska.com/#leliquid-2/c1dyq>

<sup>10</sup>Centers for Disease Control and Prevention. Tobacco Product Use Among Middle and High School Students—United States, 2011 and 2012. Morbidity and Mortality Weekly Report 2013;62(45):893–7 [accessed 2014 Feb 14].

[http://www.cdc.gov/mmwr/preview/mmwrhtml/mm6245a2.htm?s\\_cid=mm6245a2.htm\\_w](http://www.cdc.gov/mmwr/preview/mmwrhtml/mm6245a2.htm?s_cid=mm6245a2.htm_w)

<sup>11</sup>U.S. Food and Drug Administration. “FDA and Public Health Experts Warn About Electronic Cigarettes.” July 22, 2009. Available at: <http://www.fda.gov/NewsEvents/Newsroom/PressAnnouncements/2009/ucm173222.htm>.

<sup>12</sup>Nicotine Exposures, Alaska Poison Control System, State of Alaska DHSS

Presented by: The Manager  
Introduced:  
Drafted by: A. G. Mead

**ORDINANCE OF THE CITY AND BOROUGH OF JUNEAU, ALASKA**

**Serial No. 2014-34**

**An Ordinance Amending the Second-hand Smoke Control Code to Regulate the Use of Electronic Cigarette Vapor.**

BE IT ENACTED BY THE ASSEMBLY OF THE CITY AND BOROUGH OF JUNEAU, ALASKA:

**Section 1. Classification.** This ordinance is of a general and permanent nature and shall become a part of the City and Borough of Juneau Municipal Code.

**Section 2. Amendment to Section.** CBJ 36.60.005 Definitions, is amended to read as:

...

*Smoking* means inhaling or exhaling tobacco smoke, or burning or carrying any lighted tobacco product, or the use of any noncombustible product that employs a mechanical heating element, battery, or electronic circuit regardless of shape or size and that can be used to heat a liquid nicotine solution contained in a vapor cartridge.

**Section 3. Effective Date.** This ordinance shall be effective 30 days after its adoption.

Adopted this \_\_\_\_\_ day of \_\_\_\_\_, 2014.

\_\_\_\_\_  
Merrill Sanford, Mayor

Attest:

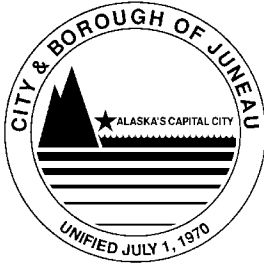
\_\_\_\_\_  
Laurie J. Sica, Municipal Clerk

**ASSEMBLY AGENDA/MANAGER'S REPORT  
THE CITY AND BOROUGH OF JUNEAU, ALASKA**

Ordinance 2014-37 An Ordinance Amending the Election Code.

**ATTACHMENTS:**

|                          | <b>Description</b>                                                                  | <b>Upload Date</b> | <b>Type</b> |
|--------------------------|-------------------------------------------------------------------------------------|--------------------|-------------|
| <input type="checkbox"/> | <a href="#">Clerk Memo re: suggested changed to Ordinance 2014-37 as introduced</a> | 6/19/2014          | Cover Memo  |
| <input type="checkbox"/> | <a href="#">Ordinance 2014-37</a>                                                   | 6/5/2014           | Ordinance   |
| <input type="checkbox"/> | <a href="#">DRAFT Candidate Statement Form</a>                                      | 6/19/2014          | Exhibit     |



## OFFICE OF THE MUNICIPAL CLERK

155 S. Seward St., Room 202  
Phone: (907)586-5278 Fax: (907)586-4552  
e-mail: city\_clerk@ci.juneau.ak.us

Date: June 17, 2014

To: Mayor Sanford and Assemblymembers

From: Laurie Sica, Municipal Clerk

Re: Recommendation to amend introduced Ordinance 2014-37 – Election Code Amendments.

---

Ordinance 2014-37 proposes to amend the CBJ Election Code and one of the changes is to add a new section to allow the publication of candidate profiles on the CBJ website.

In developing the text for the new code section, I copied almost directly from state statute regarding its procedure on candidate profiles for the state voter guide. I removed the reference to “political party” but overlooked another section which refers to political preference. CBJ elections are non-partisan and therefore I offer the following “amendment to the amendment” on page 8 of 9 in the draft ordinance, lines 16 – 23:

(d) For purposes of a candidate’s advocacy statement, a candidate may include comments about the candidate in the following areas:

- (1) The candidate’s skills; and
- (2) The candidate’s position on municipal issues;
- ~~(3) The candidate’s political philosophy; and~~
- ~~(4) Other matters the candidate considers appropriate to advocate~~  
candidacy.

The purpose of the amendment above is to focus on CBJ municipal issues, which are the scope of the Assembly’s work, and to leave out any potential for partisanship in our non-partisan election.

I appreciate the Assemblymembers who pointed this out to me and strongly agree that this change should be made.

Participation in the candidate profile is completely optional. The candidate may choose to provide, or not to provide, a photo, and information in the biographical and advocacy statement .

Presented by: The Manager  
Introduced:  
Drafted by: A. G. Mead

**ORDINANCE OF THE CITY AND BOROUGH OF JUNEAU, ALASKA**

**Serial No. 2014-37**

**An Ordinance Amending the Election Code.**

BE IT ENACTED BY THE ASSEMBLY OF THE CITY AND BOROUGH OF JUNEAU, ALASKA:

**Section 1. Classification.** This ordinance is of a general and permanent nature and shall become a part of the City and Borough of Juneau Municipal Code.

**Section 2. Amendment of Section.** Section 29.07.050 Candidates; nomination; write-in, is amended to read:

**29.07.050 Candidates; nomination; write-in.**

...

(e) Any candidate nominated may withdraw his or her nomination not later than 4:30 p.m. of the ~~40th~~ 46th day before the election.

...

**Section 3. Amendment of Section.** Section 29.07.100 Absentee voting procedure, is amended to read:

1  
2 **29.07.100 Absentee voting procedure.**

3       (a) The election official shall provide ballots for use as absentee ballots at least 15  
4 days prior to the election. The election official shall issue rules and instructions to absentee  
5 voters to aid them in casting their ballots. The election official shall prescribe the form of  
6 and prepare the voter's certificate, envelopes, and other materials used in absentee voting.  
7 The voter's certificate shall include an oath, that the voter is a qualified voter, a blank for  
8 the voter's signature, a certification that the affiant properly executed the marking of the  
9 ballot and gave the voter's identity, blanks for the attesting official or witness, and a place  
10 for recording the date the envelope was sealed and witnessed.

11  
12       (Ⓐ) (b) The application for an absentee ballot shall show the applicant's place of  
13 residence, clearly indicate the applicant's right to an absentee ballot, and be signed by the  
14 applicant.  
15

16       (1) *Application by mail.* Beginning on January 1 of each election year, a  
17 qualified voter ~~entitled to cast an absentee ballot~~ may in person or by mail, or by facsimile  
18 machine, file a written application for an absentee ballot by mail with the election official. A  
19 complete application ~~Application~~ for a by mail ballot must be received in the office of the  
20 election official not less than seven days before the election for which the absentee ballot is  
21 sought in order for the absentee ballot to be counted. If a voter fails to provide a specific  
22 ballot mailing address on an absentee by mail ballot application, the ballot will be mailed to  
23 the mailing address on the voter's record, or, if no address is provided, to the fax, e-mail, or  
24 other electronic transmission acceptable to the election official.  
25

1  
2 (2) *Application by fax.* A qualified voter who has submitted an application  
3 for an absentee ballot may vote by fax. ~~beginning 15 days before and through the close of the~~  
4 ~~polls on election day.~~ The voter must submit a written and complete application request for  
5 a fax ballot to the election official's office no later than 5:00 p.m. the day before election day  
6 in order for the absentee ballot to be counted. An absentee ballot that is completed and  
7 returned by the voter by fax must contain the following statement: "I understand that by  
8 using fax transmission to return my marked ballot, I am voluntarily waiving a portion of my  
9 right to a secret ballot to the extent necessary to process my ballot, but expect that my vote  
10 will be held as confidential as possible."  
11

12 (3) *Absentee voting in person.* A qualified voter may vote absentee in  
13 person ~~on or after the 15th day before an election up to and including the election day,~~ in a  
14 location and at places and times determined by the election official.  
15

16 (4) *Early voting.* A qualified voter may vote early ~~on or after the 15th day~~  
17 ~~before an election up to and including election day,~~ in a location and at places and times  
18 determined by the election official.

19 (5) *Absentee voting by personal representative.* A qualified voter who is  
20 unable to go to the polling place on election day due to age, illness or disability, may appoint  
21 a personal representative to obtain a ballot for the voter on or after the 15th day before an  
22 election, up to and including election day.  
23

24 (b) ~~Upon timely receipt of an application for an absentee ballot, the election~~  
25 ~~official shall deliver to the applicant personally, or by mail at the mailing address given in~~  
~~the application, or by fax to the fax number listed on the voter's application for an absentee~~  
~~ballot, or to the voter's personal representative if application is made by a personal~~

1  
2 ~~representative, an official ballot for the election, a secrecy sleeve, and if required, an~~  
3 ~~addressed return envelope.~~

4 (c) ~~The election official shall provide ballots for use as absentee ballots. The~~  
5 ~~election official shall issue rules and instructions to absentee voters to aid them in casting~~  
6 ~~their ballots. The election official shall prescribe the form of and prepare the voter's~~  
7 ~~certificate, envelopes, and other materials used in absentee voting. The voter's certificate~~  
8 ~~shall include an oath, that the voter is a qualified voter, a blank for the voter's signature, a~~  
9 ~~certification that the affiant properly executed the marking of the ballot and gave the voter's~~  
10 ~~identity, blanks for the attesting official or witness, and a place for recording the date the~~  
11 ~~envelope was sealed and witnessed. [Reserved.]~~

12  
13 ...  
14

15 **Section 4. Amendment of Section.** Section 29.07.150 General procedure for  
16 ballot count, is amended to read:  
17

18 **29.07.150 General procedures for ballot count.**

19 (a) The election official may issue, amend, and rescind election policies  
20 prescribing the manner in which the precinct ballot count is accomplished so as to ensure  
21 accuracy in the count and to expedite the process.  
22

23 (b) The election board shall account for all ballots by completing a ballot  
24 statement containing:  
25

- (1) The number of official ballots received;
- (2) The number of official ballots voted;

1  
2 (3) The number of official ballots spoiled;

3 (4) The number of official ballots unused ~~and destroyed~~; and

4 (5) The board shall count the number of questioned ballots and shall  
5 compare that number to the number of questioned voters in the register. Discrepancies shall  
6 be noted and the numbers included in the ballot statement.  
7

8 ...  
9

10 **Section 5. Amendment of Section.** Section 29.10.030, Petition format, is  
11 amended to read:  
12

13 **29.10.030 Petition format.**  
14

15 (a) The petition form prepared by the election official for issuance to the  
16 petitioners' committee shall be in substantial compliance with this section.

17 (b) The front of the cover page of the petition shall provide a space for the name of  
18 the person who is circulating the petition and shall contain a statement in bold type  
19 identifying the petition as a referendum or initiative petition as appropriate, the initiative  
20 or referendum request, a space for an impartial summary of the ordinance to be initiated or  
21 referred, a statement in bold type that a notice to petition signers is on the back of the cover  
22 sheet and that the ordinance to be initiated or referred is inside the first page of the  
23 petition, and a petition booklet number. On the back of the cover sheet, the election official  
24 shall cause to have printed a notice to the petition signers that signatures must be in ink,  
25 the residence address, mailing address, and printed name must be legible, that the signer  
must be a registered voter and have been a resident of the City and Borough for the

1  
2 immediately preceding 30 days, and the acceptable and unacceptable forms of residence  
3 address which appear in subsection 29.10.090(b) and (c).

4 (c) The second and such subsequent pages as are necessary shall contain a space  
5 for the full text of the ordinance to be initiated or referred.

6 ...

7 **Section 6. Amendment of Section.** Section 29.10.080, Validation of signatures,  
8 is amended to read:  
9

10 **29.10.080 Validation of signatures.**

11  
12 (a) The election official shall reject the signature of any person whose name does  
13 not appear on the ~~most recent printed~~ voter registration list available from the state  
14 elections office ~~for use outside that office~~ and is determined by the state elections office to be  
15 a person who is not registered on the day the election official requests state verification of  
16 the voter status of the person.  
17

18 **Section 7. New Section.** Chapter 29.07, Election Procedures, is amended to add a  
19 new section to read:  
20

21 **29.07.055 Official candidate statement.**

22  
23 (a) The election official shall publish online an official candidate statement  
24 submitted by the candidate. The information will be obtained from candidate responses to a  
25 questionnaire prepared by the election official. Online publication on the municipal website

1  
2 of candidate statements will take place following the date for withdrawal of candidates from  
3 the ballot and will not include write-in candidates.

4 (b) A candidate for elected office under 29.07.050 may provide the election official  
5 with biographical information of not more than 150 words, a recent photo of the candidate,  
6 and a candidate's advocacy statement of not more than 250 words, for publication on the  
7 municipal website. All information must be received by the election official no later than  
8 the final date for withdrawal of nominations under 29.07.050(e). A candidate may not make  
9 a change to the candidate's biographical information or advocacy statement after the  
10 deadline. A candidate's advocacy statement must be submitted typewritten or transmitted  
11 electronically. An article such as "a", "and" and "the" will be counted as one word. Any  
12 words included in the biographical information or candidate's advocacy statement beyond  
13 the allowed word counts will not be published.  
14

15 (c) A candidate may submit any of the candidate's following biographical  
16 information:

- 17 (1) Name as it appears on the ballot;
- 18 (2) Residence address;
- 19 (3) Mailing address;
- 20 (4) Office sought;
- 21 (5) Electronic mail address;
- 22 (6) Website address;
- 23 (7) Age at the date of the election;
- 24 (8) Place of birth;
- 25 (9) Occupation;

- 1
- 2 (10) Spouse's name;
- 3 (11) Children's names;
- 4 (12) Length of Juneau residency;
- 5 (13) Communities lived in and dates of residence;
- 6 (14) Education, such as high school, technical and vocational school, college,
- 7 university or postgraduate, including dates attended and degree or certificates earned;
- 8
- 9 (15) Military service, listing the branch, length of service, rank and awards
- 10 earned;
- 11 (16) Political and government positions;
- 12 (17) Business and professional positions;
- 13 (18) Service organization memberships;
- 14 (19) Special interests; and
- 15 (20) Any other information the candidate considers appropriate.

16 (d) For purposes of a candidate's advocacy statement, a candidate may include

17 comments about the candidate in the following areas:

- 18 (1) The candidate's skills;
- 19 (2) The candidate's position on issues;
- 20 (3) The candidate's political philosophy; and
- 21 (4) Other matters the candidate considers appropriate to advocate
- 22 candidacy.
- 23

24 (e) The election official may reject any portion of an Official Candidate Statement

25 containing obscene, libelous, profane, slanderous or defamatory material.

...

**Section 8. Effective Date.** This ordinance shall be effective 30 days after its adoption.

Adopted this \_\_\_\_\_ day of \_\_\_\_\_, 2014.

\_\_\_\_\_  
Merrill Sanford, Mayor

Attest:

\_\_\_\_\_  
Laurie J. Sica, Municipal Clerk

# DRAFT

## City & Borough of Juneau, Alaska - Official Candidate Statement

*Deadline for Submission/Corrections: August 22, 2014, 4:30 p.m.*

*filed in Clerk's Office Room 202*

*City Hall – 155 S. Seward St., Juneau, AK 99801*

*Email: [city\\_clerk@ci.juneau.ak.us](mailto:city_clerk@ci.juneau.ak.us)*

*Phone: (907) 586-0216*

*Fax: (907) 586-4552*

This statement is **OPTIONAL** for candidates to file information that will be made available to the public. Any candidate statement filed by the deadline will be published on the municipal website following the date for withdrawal of candidates from the ballot. Candidate Statements will not include write-in candidates.

No changes to the information provided will be allowed after the deadline. If no official candidate statement is filed by the deadline, the only information published will be the Candidate's Name, Office Sought and the statement: "Candidate chose not to file a candidate statement."

Statements may include:

- A Candidate Photo
- Biographical Information
- Advocacy Statement

**Photo:** Photos will be acceptable only if they are:

- Printed photo 5" x 7", or
- Digital photo maximum 500x700 pixels, and
- Taken within last 5 years, and
- Composition is limited to the head, neck and shoulders of the candidate.

*The information below must be typewritten or submitted electronically. Electronic submission of statements via e-mail attachment, USB Drive, or CD is preferred.*

**Biographical Information:** All information supplied is OPTIONAL, with the exception of "Name as it appears on the ballot" and "Office sought." Please follow the format below when submitting your biographical information, although you do not have to use this particular page. Omitted categories will not appear in the on-line statement. Any additional biographical categories or information will be placed under the "Other" heading. Biographical statements are limited to 150 words or less. Any words included beyond the allotted word count will not be published. The word count does not include category headings. Please write out complete names rather than using acronyms or abbreviations. The election official will provide you with a proofed copy of your page for review prior to publication. The biographical section will be as uniform as possible.

# DRAFT

Obvious spelling and/or typographical errors are the only changes we make to the proofed copy, if any. An article such as “a,” “and” and “the” will be counted as one word.

|                                              |                 |
|----------------------------------------------|-----------------|
| Name as it appears on the ballot:            |                 |
| Office Sought:                               | Choose an item. |
| Residence Address:                           |                 |
| Mailing Address:                             |                 |
| Email Address:                               |                 |
| Website:                                     |                 |
| Age at the date of the Election:             |                 |
| Occupation:                                  |                 |
| Spouse's Name:                               |                 |
| Children's Names:                            |                 |
| Place of Birth:                              |                 |
| Length of Residency in Juneau:               |                 |
| Communities lived in and dates of residency: |                 |
| Education:                                   |                 |
| Military Service:                            |                 |

# DRAFT

|                                     |  |
|-------------------------------------|--|
| Political and Government Positions: |  |
|-------------------------------------|--|

|                                      |  |
|--------------------------------------|--|
| Business and Professional Positions: |  |
|--------------------------------------|--|

|                                   |  |
|-----------------------------------|--|
| Service Organization Memberships: |  |
|-----------------------------------|--|

|                    |  |
|--------------------|--|
| Special Interests: |  |
|--------------------|--|

|                                |  |
|--------------------------------|--|
| Other appropriate information: |  |
|--------------------------------|--|

**Position Statement:** The following statement has a 250 word limit. An article such as “a,” “and” and “the” will be counted as one word. Negative campaign material is not suitable for inclusion. Statements may include comments about the candidate in the following areas:

- 1) the candidate’s skills, and
- 2) the candidate’s position on municipal issues;
- 3) ~~the candidate’s political philosophy;~~
- 4) ~~other matters the candidate considers appropriate to advocate candidacy.~~

|                     |  |
|---------------------|--|
| Position statement: |  |
|---------------------|--|

# DRAFT

*Disclaimer:* All submitted candidate statements will be published with the following disclaimer:

“The views expressed in this statement are from the candidate and are not endorsed by the City and Borough of Juneau. The text of this statement was provided by the candidate in accordance with CBJ[Code Section].”

*Candidate Checklist:*

I have enclosed this information regarding my candidacy for the inclusion in the 2014 Official Candidate Statements on the municipal website.

- ☐ A photograph
- ☐ A biographical Statement of 150 words or less
- ☐ An advocacy statement of 250 words or less

I request that the above information be published on-line on the municipal website and certify that I am submitting my materials by the due date of Friday, August 22, 2014 [CBJ Code 29.XX.XXX]

|            |  |
|------------|--|
| Signature: |  |
|------------|--|

|       |                                             |
|-------|---------------------------------------------|
| Date: | <a href="#">Click here to enter a date.</a> |
|-------|---------------------------------------------|