Purpose
Develop a comprehensive economic development roadmap for Juneau for the next decade.

The plan will consider:
• Where are we today, in terms of economic well-being, and how did we get here?
• Where do we want to go? What are our economic development goals?
• How will we make strategic investments to attain those goals?
• How will we measure progress in our efforts?

Project team
McDowell Group (economics, strategic planning, and survey research) and Sheinberg Associates (community engagement and strategic planning). Project management through the City Manager’s office.

Project scope:
• Economic baseline analysis. Where are we now? How did we get here? What has been driving our economy? Where are we headed?
• Business leader and other stakeholder interviews
• Survey research. A survey of Juneau businesses, telephone survey of 400 randomly selected Juneau households, and on-line survey open to all residents. The surveys will measure:
  › Residents’ sense of personal economic well-being
  › Perceptions about the health of Juneau’s economy today and in the future
  › Perceived barriers to and opportunities for local economic health, growth, and diversification
• Ideas for and opinions on community economic development goals
• Support for various economic and infrastructure development projects
• Other community engagement, including:
  › Community meetings and work sessions
  › Project website: www.juneaueconomicplan.org
  › Social media: Facebook: Juneau Economic Plan Twitter: @juneaueconplan
  › Youth engagement (in schools)
  › Assembly consultation/interaction
• Strategic planning, including:
  › Establishing and prioritizing goals
  › Developing specific measures (metrics) of performance
  › Assessing return on investment
  › Coordinating with other CBJ planning initiatives
  › Formulating an action plan

2014 Project Schedule:
• Economic baseline development: January-March
• Survey research: March-April
• Stakeholder interviews and discussions with interest groups: February-November
• Community meetings: April and September
• Plan development: April-November
• Final plan: December