Don’t forget your cell phone – we’ll be doing some audience polling!

CHARTING OUR FUTURE

Household Survey

Including Telephone and Online Survey Results
Juneau Economic Plan
Household Survey
Including Telephone and Online Survey Results

Prepared for:
City and Borough of Juneau

Prepared by:
McDowell Group
Juneau • Anchorage

July 2014 Update
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Two surveys of Juneau households were conducted as part of the Juneau Economic Plan: a statistically representative random-sample telephone survey and a supplemental open-access online survey. 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. In the telephone survey, a total of 409 randomly selected households were surveyed in March and April 2014. The online survey was completed by 596 respondents. Online survey results, while informative, are not necessarily representative of the entire Juneau population, due to potential self-selection bias. Key findings from the telephone survey are summarized below, followed by a discussion of differences and similarities between telephone and online survey results.

**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.**

Juneau residents most commonly rated their household’s economic well-being, on a scale of 1 (“struggling”) to 10 (“thriving”), as 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”?,** Average: 6.9

Juneau’s overall economic health rated slightly lower (from “very weak” (1) to “very strong” (10)). The most common ratings 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”?**, Average: 6.3
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.**

<table>
<thead>
<tr>
<th>Barriers</th>
<th>Very significant</th>
<th>Somewhat significant</th>
<th>Not significant</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accessibility of affordable housing</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cost of living</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cost of transportation to and from Juneau</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Declining State oil revenues</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Availability of land for residential development</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Availability of child care services</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cost of child care services</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Availability of land for commercial development</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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).
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).
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.
Comparison of Telephone and Online Survey Results

Demographic characteristics of online survey respondents varied somewhat from the telephone survey population. Average age was closely matched (47 years versus 46 years for telephone survey), as was years of residency in Juneau (22 years in both surveys). However, online respondents were more likely to be employed (77 percent employed full-time, year round, versus 63 percent in the telephone survey) and had higher household income ($103,000 versus $84,000 for telephone respondents). Online survey respondents were more likely to be white and less likely to be Alaska Native. The online survey respondent population was 85 percent white and 6 percent Alaska Native, while the phone survey is 69 percent white and 17 percent Alaska Native.

With respect to perceptions and opinions about Juneau’s economy and local economic development, online survey results closely paralleled telephone survey results, in most cases.

- Online and telephone survey respondents perceive their economic well-being about the same, with ratings of 7.0 and 6.9, respectively (on a 1 to 10 scale).
- Online survey respondents were somewhat less optimistic about improvement in their economic well-being over the next year, with 23 percent of online respondents expecting improvement versus 30 percent of telephone survey respondents. Similarly, 14 percent of online respondents expect decline compared to 7 percent in the telephone survey.
- Online respondents were slightly more likely to report facing barriers to improved household economic well-being (49 percent versus 43 percent). High cost of living and housing costs were the top barriers to improved household economic well-being in both surveys.
- Online respondents were more pessimistic about the future. Only 17 percent expect improvement in the economy over the next ten years, compared to 26 percent of telephone survey respondents.
- In both surveys the top two most important challenges facing Juneau’s economy were high cost of living and high housing cost.
- Similar to the telephone survey, the most important strategies for maintaining or enhancing Juneau’s economic well-being among online respondents is preserving Juneau’s role as Capital City (55 percent), followed by expanding university and vocational training programs (14 percent) and supporting additional mining development (9 percent).
- When asked about the best way to measure economic development progress in Juneau, online respondents were more like to cite higher average household income than telephone survey respondents (25 percent versus 11 percent).

The appendices include a variety of comments made by survey respondents related to specific questions in the survey or generally about economic development in Juneau. Readers are encouraged to review the many interesting comments gathered during the two surveys.
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

TELEPHONE SURVEY

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 ±4.8 percent at the 95 percent confidence level.

ONLINE SURVEY

To offer all Juneau residents a chance to participate in the household survey, an online survey was developed to accompany the telephone survey. The online survey was nearly identical to the telephone survey, with minor changes necessary to accommodate the change in survey format. The survey link was posted on the Juneau Economic Plan webpage, Facebook page, and Twitter feed; and sent to the 1,200-person Juneau Economic Plan email list.

A total of 596 people completed the online survey. While the sample size is larger than the telephone survey, the results cannot be assumed to be representative of Juneau’s population. Online surveys are subject to “self-selection” bias, where residents who feel strongly about particular issues might be more likely to participate than less interested residents. Further, in this online survey it was possible for someone to take the survey more
than once. While this was likely rare, it does have the potential to add a small degree of bias to the survey results. For these reasons the results of the online survey are not described in the following analysis at the same level of detail as the random sample telephone survey results. Rather, any meaningful differences between the two surveys are noted in the narrative.
Living in Juneau

**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?**

<table>
<thead>
<tr>
<th>Area</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>West Mendenhall Valley/Out the Road</td>
<td>30%</td>
</tr>
<tr>
<td>East Mendenhall Valley</td>
<td>23</td>
</tr>
<tr>
<td>Downtown/Thane</td>
<td>14</td>
</tr>
<tr>
<td>Douglas/West Juneau</td>
<td>13</td>
</tr>
<tr>
<td>Salmon Creek/Lemon Creek/Switzer Creek</td>
<td>12</td>
</tr>
<tr>
<td>North Douglas</td>
<td>7</td>
</tr>
<tr>
<td>Don’t know</td>
<td>1</td>
</tr>
</tbody>
</table>

**Online Survey Results**

Online survey respondents reported areas of residence very close to those of the telephone survey, though somewhat different geographic areas were defined in the online survey to better clarify valley and airport areas. In the online survey 29 percent reported living in Mendenhall Valley/Airport/Fred Meyer, 22 percent in downtown Juneau/Thane, 16 percent in Douglas/West Juneau, 9 percent in North Douglas, 8 percent Out the Road, 8 percent in Auke Bay/Fritz Cove/Mendenhall Peninsula, 5 percent in Lemon/Switzer/Salmon Creeks, and 3 percent in Twin Lakes.
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?

<table>
<thead>
<tr>
<th></th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Zero to 5</td>
<td>15%</td>
</tr>
<tr>
<td>6 to 10</td>
<td>12%</td>
</tr>
<tr>
<td>11 to 20</td>
<td>26%</td>
</tr>
<tr>
<td>21 to 30</td>
<td>22%</td>
</tr>
<tr>
<td>Over 30</td>
<td>24%</td>
</tr>
<tr>
<td>Average</td>
<td>22 years</td>
</tr>
</tbody>
</table>

Online Survey Results

Online survey respondents reported an identical average length of residency in Juneau (22 years) to telephone survey respondents.
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?

<table>
<thead>
<tr>
<th>Base: Lived in Juneau six or more years</th>
<th>n=282</th>
<th>% of Base</th>
</tr>
</thead>
<tbody>
<tr>
<td>Job/work</td>
<td></td>
<td>41%</td>
</tr>
<tr>
<td>Family reasons</td>
<td></td>
<td>27%</td>
</tr>
<tr>
<td>Community/people</td>
<td></td>
<td>10%</td>
</tr>
<tr>
<td>Outdoors/recreation</td>
<td></td>
<td>9%</td>
</tr>
<tr>
<td>Scenic beauty</td>
<td></td>
<td>5%</td>
</tr>
<tr>
<td>Small town</td>
<td></td>
<td>2%</td>
</tr>
<tr>
<td>Quality of life</td>
<td></td>
<td>2%</td>
</tr>
<tr>
<td>Always lived here/grew up here</td>
<td></td>
<td>&lt;1%</td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td>3%</td>
</tr>
<tr>
<td>Don’t know/refused</td>
<td></td>
<td>1%</td>
</tr>
</tbody>
</table>

Online Survey Results

Results of the online survey did not closely match those of the household survey; however, this is to be expected when a survey question changes format from “top of mind response” (over the telephone) to “check one of the following options” (online). When survey respondents are presented with a list of possible responses, they often answer differently than when asked the same question over the telephone, with no prompts of possible answers.

As in the telephone survey, the top response among online respondents was job/work (24 percent), followed by family reasons at 19 percent, always lived here/grew up here at 17 percent, community/people at 16 percent, outdoors/recreation at 10 percent, scenic beauty at 8 percent, small town at 3 percent, and quality of life at 2 percent.
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

<table>
<thead>
<tr>
<th>Primary Reason</th>
<th>% of Base</th>
<th>% of Base</th>
</tr>
</thead>
<tbody>
<tr>
<td>Job/work</td>
<td>66%</td>
<td>11%</td>
</tr>
<tr>
<td>Family reasons</td>
<td>19</td>
<td>21</td>
</tr>
<tr>
<td>Small town</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>Community/people</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>Outdoors/recreation</td>
<td></td>
<td>6</td>
</tr>
<tr>
<td>Scenic beauty</td>
<td></td>
<td>5</td>
</tr>
<tr>
<td>To get away</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>Other</td>
<td>10</td>
<td>6</td>
</tr>
<tr>
<td>Don’t know/refused</td>
<td>1</td>
<td>-</td>
</tr>
<tr>
<td>No other reasons</td>
<td>n/a</td>
<td>48</td>
</tr>
</tbody>
</table>

ONLINE SURVEY RESULTS

The primary reasons among online respondents were similar to the household survey sample, with “transferred here for job” number one at 57 percent, followed by family reasons at 16 percent, to find a job at 14 percent, outdoor recreational opportunities at 6 percent, and scenic beauty/natural environment at 5 percent.

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?

<table>
<thead>
<tr>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
</tr>
<tr>
<td>No</td>
</tr>
<tr>
<td>Already retired</td>
</tr>
<tr>
<td>Don’t know/refused</td>
</tr>
</tbody>
</table>

Juneau Economic Plan Household Survey  McDowell Group, Inc.  Page 11
• 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 |

**Online Survey Results**

Online survey results closely resembled telephone survey results, with 30 percent of respondents saying they would retire within ten years and 13 percent already retired. Among those planning to retire, 71 percent said they were likely or very likely to live in Juneau, and 20 percent said this was unlikely or very unlikely (compared with 77 and 17 percent, respectively, among telephone survey respondents).

• 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 |

**Online Survey Results**

Over three-quarters of online respondents (77 percent) cited the high cost of living as a reason for retiring out of Juneau, while 43 percent cited the weather and 34 percent cited personal reasons. This type of discrepancy from the telephone survey is to be expected considering the small sample sizes involved, as well as the change in question format (from top-of-mind to listed response options).
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*

<table>
<thead>
<tr>
<th>% of Base</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very likely</td>
</tr>
<tr>
<td>Likely</td>
</tr>
<tr>
<td>Unlikely</td>
</tr>
<tr>
<td>Very unlikely</td>
</tr>
<tr>
<td>Don’t know</td>
</tr>
<tr>
<td>Refused</td>
</tr>
</tbody>
</table>

- 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*

<table>
<thead>
<tr>
<th>% of Base</th>
</tr>
</thead>
<tbody>
<tr>
<td>Job-related reasons</td>
</tr>
<tr>
<td>High cost of living</td>
</tr>
<tr>
<td>Housing too expensive</td>
</tr>
<tr>
<td>Seeking better schools/education</td>
</tr>
<tr>
<td>Too small/isolated</td>
</tr>
<tr>
<td>Climate</td>
</tr>
<tr>
<td>Family-related reasons</td>
</tr>
<tr>
<td>Return to home city/state</td>
</tr>
<tr>
<td>Medical needs</td>
</tr>
<tr>
<td>Don’t know</td>
</tr>
<tr>
<td>Refused</td>
</tr>
</tbody>
</table>
**ONLINE SURVEY RESULTS**

Likelihood of moving out of Juneau was similar among online respondents compared to telephone respondents, with 33 percent of online respondents likely or very likely, and 59 percent unlikely or very unlikely. This compares with 34 and 56 percent of telephone survey respondents, respectively.

The reasons for moving among online respondents did not match those of telephone survey respondents, but the change in survey format may (again) explain the discrepancy. Among online respondents, the number one reason for moving out of Juneau was housing too expensive at 54 percent, followed by high cost of living at 52 percent, job-related reasons at 38 percent, family-related reasons at 34 percent, too small/isolated at 26 percent, climate at 18 percent, return to home city/state at 7 percent, and medical needs at 6 percent.
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?

<table>
<thead>
<tr>
<th>n=409</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employed full-time, year-round</td>
<td>63%</td>
</tr>
<tr>
<td>Employed part-time, year-round</td>
<td>10%</td>
</tr>
<tr>
<td>Employed full-time, seasonally</td>
<td>5%</td>
</tr>
<tr>
<td>Employed part-time, seasonally</td>
<td>1%</td>
</tr>
<tr>
<td>Unemployed, looking for work</td>
<td>3%</td>
</tr>
<tr>
<td>Unemployed, not looking for work</td>
<td>1%</td>
</tr>
<tr>
<td>Retired</td>
<td>10%</td>
</tr>
<tr>
<td>Homemaker</td>
<td>2%</td>
</tr>
<tr>
<td>Student</td>
<td>1%</td>
</tr>
<tr>
<td>Disabled</td>
<td>1%</td>
</tr>
<tr>
<td>Don’t know/refused</td>
<td>4%</td>
</tr>
</tbody>
</table>

Online Survey Results

Online survey respondents were more likely than telephone respondents to be employed full-time, year-round, at 77 percent (compared to 63 percent of telephone respondents). Ten percent of online respondents were employed part-time and/or seasonally, compared with 16 percent of telephone respondents. Retirement rates were about the same at 12 percent among online respondents and 10 percent among telephone respondents.
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?**

<table>
<thead>
<tr>
<th>Industry</th>
<th>Most Income</th>
<th>Additional Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>Government (local, state, federal)</td>
<td>35%</td>
<td>14%</td>
</tr>
<tr>
<td>Health care</td>
<td>9</td>
<td>6</td>
</tr>
<tr>
<td>Education (UAS, school district)</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>Retail</td>
<td>5</td>
<td>8</td>
</tr>
<tr>
<td>Construction</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td>Fishing/seafood</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>Business/professional services</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>Mining</td>
<td>4</td>
<td>1</td>
</tr>
<tr>
<td>Visitor industry/tourism</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Non-profit/social services</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Restaurant/bar/food service</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Tribal entities/Native corporations</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Arts/entertainment</td>
<td>&lt;1</td>
<td>1</td>
</tr>
<tr>
<td>Other</td>
<td>6</td>
<td>5</td>
</tr>
<tr>
<td>None/no income</td>
<td>2</td>
<td>30</td>
</tr>
<tr>
<td>Retired</td>
<td>6</td>
<td>4</td>
</tr>
<tr>
<td>Don’t know</td>
<td>&lt;1</td>
<td>1</td>
</tr>
<tr>
<td>Refused</td>
<td>5</td>
<td>1</td>
</tr>
</tbody>
</table>

**Online Survey Results**

Online survey respondents were more likely than telephone respondents to list government as the primary source of household income, at 44 percent (compared with 35 percent among telephone respondents). Other percentages also varied slightly from telephone results: the second-highest source of primary income was business/professional services (10 percent), followed by education (7 percent), non-profit/social services (7 percent), visitor industry (5 percent), and health care (5 percent). All other sources were mentioned by 3 percent or fewer.
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>
<thead>
<tr>
<th>Table 12. Do you own or rent your home?</th>
</tr>
</thead>
<tbody>
<tr>
<td>n=409</td>
</tr>
<tr>
<td>% of Total</td>
</tr>
<tr>
<td>Own</td>
</tr>
<tr>
<td>Rent</td>
</tr>
<tr>
<td>Other</td>
</tr>
<tr>
<td>Don't know/refused</td>
</tr>
</tbody>
</table>

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

Online Survey Results

Online survey respondents were more likely than telephone respondents to be homeowners at 76 percent (compared with 62 percent of online respondents). They were less likely to be renters at 23 percent (compared with 33 percent).
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?

<table>
<thead>
<tr>
<th>n=409</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>48%</td>
</tr>
<tr>
<td>No</td>
<td>45</td>
</tr>
<tr>
<td>Don't know</td>
<td>5</td>
</tr>
<tr>
<td>Refused</td>
<td>2</td>
</tr>
</tbody>
</table>

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?

<table>
<thead>
<tr>
<th>n=409</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>42%</td>
</tr>
<tr>
<td>No</td>
<td>53</td>
</tr>
<tr>
<td>Don't know</td>
<td>2</td>
</tr>
<tr>
<td>Refused</td>
<td>2</td>
</tr>
</tbody>
</table>

Online Survey Results

The number of respondents with friends or family who would move to Juneau was about the same in both surveys, at 43 percent of online respondents and 48 percent of telephone respondents. Online respondents were less likely to have members of their household who would move out at 33 percent (compared with 42 percent of telephone respondents).
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”?

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

Online Survey Results

Online survey respondents reported an average household economic well-being of 7.0, nearly the same as that reported by telephone respondents (6.9). Individual number ratings were also very similar.
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?

<table>
<thead>
<tr>
<th></th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improved</td>
<td>24%</td>
</tr>
<tr>
<td>Declined</td>
<td>17</td>
</tr>
<tr>
<td>Stayed about the same</td>
<td>59</td>
</tr>
<tr>
<td>Don’t know/refused</td>
<td>&lt;1</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th></th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improve</td>
<td>30%</td>
</tr>
<tr>
<td>Decline</td>
<td>7</td>
</tr>
<tr>
<td>Stay about the same</td>
<td>61</td>
</tr>
<tr>
<td>Don’t know/refused</td>
<td>2</td>
</tr>
</tbody>
</table>

Online Survey Results

Online survey results regarding whether economic well-being has changed compared to last year were nearly identical between online and telephone survey respondents. Regarding next year, online respondents were slightly less optimistic, with 23 percent expecting improvement (compared to 30 percent of telephone respondents) and 14 percent expecting decline (compared to 7 percent of telephone respondents).
**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?**

<table>
<thead>
<tr>
<th>n=409</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>43%</td>
</tr>
<tr>
<td>No</td>
<td>54%</td>
</tr>
<tr>
<td>Don’t know/refused</td>
<td>3%</td>
</tr>
</tbody>
</table>

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

*Base: Barriers to household economic well-being*

<table>
<thead>
<tr>
<th>n=171</th>
<th>% of Base</th>
</tr>
</thead>
<tbody>
<tr>
<td>High cost of living</td>
<td>29%</td>
</tr>
<tr>
<td>Housing (cost, availability)</td>
<td>18%</td>
</tr>
<tr>
<td>Low wages/income</td>
<td>17%</td>
</tr>
<tr>
<td>Unemployment</td>
<td>9%</td>
</tr>
<tr>
<td>Medical issues</td>
<td>9%</td>
</tr>
<tr>
<td>Taxes (high, rising)</td>
<td>5%</td>
</tr>
<tr>
<td>Child care (cost, availability)</td>
<td>4%</td>
</tr>
<tr>
<td>Family issues</td>
<td>4%</td>
</tr>
<tr>
<td>Other</td>
<td>28%</td>
</tr>
<tr>
<td>Don’t know/refused</td>
<td>2%</td>
</tr>
</tbody>
</table>

**Online Survey Results**

Online respondents were slightly more likely than telephone respondents to say there were barriers to improving their household’s economic well-being, at 49 percent. Specific barriers differed widely from telephone survey responses, with difference in survey format likely playing a role. The number one barrier among online respondents was high cost of living (74 percent), followed by housing (43 percent), low wages/income (20 percent), medical issues (15 percent), family issues (13 percent), unemployment (12 percent), child care (10 percent), poor economy (5 percent), age (3 percent), CBJ finance/budget issues (2 percent), personal debt (2 percent), and lack of education (2 percent).
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”?

<table>
<thead>
<tr>
<th>Category</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strong (8-10)</td>
<td>19%</td>
</tr>
<tr>
<td>10</td>
<td>2</td>
</tr>
<tr>
<td>9</td>
<td>3</td>
</tr>
<tr>
<td>8</td>
<td>15</td>
</tr>
<tr>
<td>Mid-range (4-7)</td>
<td>73</td>
</tr>
<tr>
<td>7</td>
<td>26</td>
</tr>
<tr>
<td>6</td>
<td>22</td>
</tr>
<tr>
<td>5</td>
<td>16</td>
</tr>
<tr>
<td>4</td>
<td>8</td>
</tr>
<tr>
<td>Weak (1-3)</td>
<td>4</td>
</tr>
<tr>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>1</td>
<td>&lt;1</td>
</tr>
<tr>
<td>Average</td>
<td>6.3</td>
</tr>
<tr>
<td>Don't know/refused</td>
<td>4</td>
</tr>
</tbody>
</table>
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?

<table>
<thead>
<tr>
<th></th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improve</td>
<td>26%</td>
</tr>
<tr>
<td>Decline</td>
<td>24</td>
</tr>
<tr>
<td>Stay about the same</td>
<td>42</td>
</tr>
<tr>
<td>Don’t know</td>
<td>7</td>
</tr>
<tr>
<td>Refused</td>
<td>&lt;1</td>
</tr>
</tbody>
</table>

**Online Survey Results**

Online respondents gave Juneau’s economy an average rating (6.1, slightly lower than that given by telephone respondents (6.3). They were slightly more pessimistic about the next ten years: 17 percent said the economy would improve (compared to 26 percent of telephone respondents), while 28 percent said it would decline (compared to 24 percent of telephone respondents).
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.

<table>
<thead>
<tr>
<th>n=409</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>High cost of living</td>
<td>15%</td>
</tr>
<tr>
<td>High housing costs</td>
<td>13</td>
</tr>
<tr>
<td>Lack of economic diversity</td>
<td>7</td>
</tr>
<tr>
<td>Not enough jobs</td>
<td>7</td>
</tr>
<tr>
<td>Need to fund education/需教育 workforce</td>
<td>6</td>
</tr>
<tr>
<td>City budget/spending</td>
<td>5</td>
</tr>
<tr>
<td>Declining State budget</td>
<td>4</td>
</tr>
<tr>
<td>Not enough housing</td>
<td>4</td>
</tr>
<tr>
<td>Declining oil revenues</td>
<td>3</td>
</tr>
<tr>
<td>Loss of jobs and workforce out of Juneau</td>
<td>3</td>
</tr>
<tr>
<td>Lack of affordable transport in/out of Juneau</td>
<td>2</td>
</tr>
<tr>
<td>Land availability</td>
<td>2</td>
</tr>
<tr>
<td>Low wages</td>
<td>1</td>
</tr>
<tr>
<td>Declining federal budget</td>
<td>1</td>
</tr>
<tr>
<td>Other</td>
<td>17</td>
</tr>
<tr>
<td>Don’t know</td>
<td>10</td>
</tr>
<tr>
<td>Refused</td>
<td>&lt;1</td>
</tr>
</tbody>
</table>

Online Survey Results

While this question (like others) featured a list of possible answers in the online version, the top three responses were the same between the two surveys: high cost of living (24 percent), high housing costs (23 percent). And lack of economic diversity (11 percent). Additional responses included not enough housing (8 percent), declining State budget (8 percent), declining oil revenues (6 percent), not enough year-round jobs (4 percent),...
aging local workforce (4 percent), and City budget/spending (3 percent). All others were mentioned by 1 percent or fewer respondents.

**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.

<table>
<thead>
<tr>
<th></th>
<th>Very significant</th>
<th>Somewhat significant</th>
<th>Not significant</th>
<th>Don’t know/Refused</th>
</tr>
</thead>
<tbody>
<tr>
<td>Availability of affordable housing</td>
<td>72%</td>
<td>22%</td>
<td>4%</td>
<td>1%</td>
</tr>
<tr>
<td>Cost of living</td>
<td>65</td>
<td>31</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>Cost of transportation to and from Juneau</td>
<td>64</td>
<td>26</td>
<td>7</td>
<td>3</td>
</tr>
<tr>
<td>Declining State oil revenues</td>
<td>47</td>
<td>33</td>
<td>9</td>
<td>11</td>
</tr>
<tr>
<td>Availability of land for residential development</td>
<td>39</td>
<td>35</td>
<td>18</td>
<td>9</td>
</tr>
<tr>
<td>Availability of child care services</td>
<td>36</td>
<td>30</td>
<td>12</td>
<td>22</td>
</tr>
<tr>
<td>Cost of child care services</td>
<td>36</td>
<td>28</td>
<td>9</td>
<td>27</td>
</tr>
<tr>
<td>Availability of land for commercial development</td>
<td>30</td>
<td>36</td>
<td>22</td>
<td>12</td>
</tr>
</tbody>
</table>

- 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?**

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

**ONLINE SURVEY RESULTS**

Among online respondents, the top five barriers matched those of the telephone survey: affordable housing (67 percent very significant), cost of living (65 percent), cost of transportation (52 percent), declining State oil revenues (40 percent), and availability of land for residential development (34 percent). The online respondents believed the remaining barriers to be slightly less significant than telephone respondents: cost of child care services (26 percent), availability of child care services (22 percent), and availability of land for commercial development (22 percent).

When asked for the greatest barrier, online respondents were more likely than telephone respondents to cite cost of living (31 percent). They were about equally likely to cite availability of affordable housing (29 percent), declining State oil revenues (13 percent), cost of transportation (13 percent), and availability of land for residential development (5 percent).
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.

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

- 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 most important? Second most important?

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

**ONLINE SURVEY RESULTS**

The order of importance of strategies among online respondents closely resembled that of the telephone sample, with preserving Juneau’s role as Capital City as most important (80 percent very important), followed by expanding university and vocational training programs (48 percent), expanding Juneau’s seafood industry (43 percent), expanding Juneau’s health care industry (32 percent), expanding senior services (31 percent), supporting additional mining development (31 percent), and attracting more visitors to Juneau (27 percent).

When asked to select the single most important strategy, the order among online respondents again closely matched the telephone sample. Most important was preserving Juneau’s role as Capital City (55 percent), followed by expanding university and vocational training programs (14 percent), supporting additional mining development (9 percent), expanding Juneau’s seafood industry (5 percent), attracting more visitors to Juneau (5 percent), expanding Juneau’s health care industry (4 percent), and expanding senior services (3 percent).
Promoting Juneau

- 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.

<table>
<thead>
<tr>
<th></th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very important</td>
<td>28%</td>
</tr>
<tr>
<td>Somewhat important</td>
<td>41%</td>
</tr>
<tr>
<td>Not important</td>
<td>28%</td>
</tr>
<tr>
<td>Don’t know/refused</td>
<td>4%</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th></th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very important</td>
<td>57%</td>
</tr>
<tr>
<td>Somewhat important</td>
<td>34%</td>
</tr>
<tr>
<td>Not important</td>
<td>7%</td>
</tr>
<tr>
<td>Don’t know/refused</td>
<td>3%</td>
</tr>
</tbody>
</table>

Online Survey Results

Online respondents tended to give similar responses to the telephone sample. Thirty-two percent said it was very important that Juneau promote itself to attract new residents (compared to 28 percent of telephone respondents). Fifty-nine percent said it was very important that Juneau promote itself to attract new businesses (compared to 57 percent of telephone respondents).
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.

<table>
<thead>
<tr>
<th>Objective</th>
<th>Very Important</th>
<th>Somewhat Important</th>
<th>Not Important</th>
<th>Don’t know/Refused</th>
</tr>
</thead>
<tbody>
<tr>
<td>More year-round jobs</td>
<td>74%</td>
<td>21%</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>More jobs in general</td>
<td>59%</td>
<td>30%</td>
<td>6%</td>
<td>4%</td>
</tr>
<tr>
<td>Lower unemployment</td>
<td>56%</td>
<td>31%</td>
<td>8%</td>
<td>4%</td>
</tr>
<tr>
<td>Higher average wages</td>
<td>55%</td>
<td>35%</td>
<td>6%</td>
<td>3%</td>
</tr>
<tr>
<td>Higher average household income</td>
<td>53%</td>
<td>34%</td>
<td>7%</td>
<td>6%</td>
</tr>
<tr>
<td>School enrollment growth</td>
<td>40%</td>
<td>40%</td>
<td>15%</td>
<td>6%</td>
</tr>
<tr>
<td>Less dependence on state government jobs</td>
<td>31%</td>
<td>37%</td>
<td>26%</td>
<td>7%</td>
</tr>
<tr>
<td>Population growth</td>
<td>19%</td>
<td>50%</td>
<td>27%</td>
<td>4%</td>
</tr>
</tbody>
</table>

- 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?

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

**Online Survey Results**

Online respondents tended to give lower importance ratings compared to telephone respondents. The top two most important strategies were the same: more year-round jobs (60 percent very important) and more jobs in general (44 percent). These were followed by higher average wages (42 percent), higher average household income (41 percent), lower unemployment (27 percent), school enrollment growth (27 percent), less dependence on state government jobs (25 percent), and population growth (21 percent).

When asked for the best way to measure economic development progress, online respondents were equally likely to cite more year-round jobs (25 percent) as higher average household income (25 percent). These were followed by higher average wages (10 percent), population growth (10 percent), more jobs in general (9 percent), less dependence on state government jobs (5 percent), lower unemployment (5 percent), and school enrollment growth (5 percent).
Demographics

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>
<thead>
<tr>
<th>Table 31. Age</th>
</tr>
</thead>
<tbody>
<tr>
<td>n=409</td>
</tr>
<tr>
<td>Under 30</td>
</tr>
<tr>
<td>30 to 39</td>
</tr>
<tr>
<td>40 to 49</td>
</tr>
<tr>
<td>50 to 64</td>
</tr>
<tr>
<td>65 and older</td>
</tr>
<tr>
<td>Average</td>
</tr>
</tbody>
</table>

Online Survey Results

Online respondents gave nearly the same average age as telephone respondents at 47 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>
<thead>
<tr>
<th>Table 32. Gender</th>
</tr>
</thead>
<tbody>
<tr>
<td>n=409</td>
</tr>
<tr>
<td>Male</td>
</tr>
<tr>
<td>Female</td>
</tr>
<tr>
<td>Unknown</td>
</tr>
</tbody>
</table>

Online Survey Results

Online respondents showed a similar gender split as telephone respondents, with 41 percent male and 52 percent female (the remainder did not share their gender).
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.

<table>
<thead>
<tr>
<th>n=409</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $15,000</td>
<td>5%</td>
</tr>
<tr>
<td>$15,001 to $25,000</td>
<td>6%</td>
</tr>
<tr>
<td>$25,001 to $50,000</td>
<td>13%</td>
</tr>
<tr>
<td>$50,001 to $75,000</td>
<td>17%</td>
</tr>
<tr>
<td>$75,001 to $100,000</td>
<td>16%</td>
</tr>
<tr>
<td>$100,001 to $125,000</td>
<td>16%</td>
</tr>
<tr>
<td>$125,001 to $150,000</td>
<td>7%</td>
</tr>
<tr>
<td>Over $150,000</td>
<td>9%</td>
</tr>
<tr>
<td>Average</td>
<td>$84,000</td>
</tr>
<tr>
<td>Refused</td>
<td>10%</td>
</tr>
</tbody>
</table>

Online Survey Results

Online respondents reported a higher average income at $103,000. This corresponds with the finding that online respondents were more likely to be employed full-time, year-round.
**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?**

<table>
<thead>
<tr>
<th>n=409</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>16%</td>
</tr>
<tr>
<td>2</td>
<td>30</td>
</tr>
<tr>
<td>3</td>
<td>20</td>
</tr>
<tr>
<td>4</td>
<td>17</td>
</tr>
<tr>
<td>5 or more</td>
<td>14</td>
</tr>
<tr>
<td>Average</td>
<td>2.9 people</td>
</tr>
<tr>
<td>Refused</td>
<td>4</td>
</tr>
</tbody>
</table>

**ONLINE SURVEY RESULTS**

Online respondents reported a slightly smaller average household size (2.5) compared with telephone respondents (2.9).

**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?**

<table>
<thead>
<tr>
<th>n=409</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Zero</td>
<td>54%</td>
</tr>
<tr>
<td>1</td>
<td>16</td>
</tr>
<tr>
<td>2</td>
<td>17</td>
</tr>
<tr>
<td>3 or more</td>
<td>9</td>
</tr>
<tr>
<td>Average</td>
<td>0.8 children</td>
</tr>
<tr>
<td>Refused</td>
<td>4</td>
</tr>
</tbody>
</table>

**ONLINE SURVEY RESULTS**

Online respondents reported fewer children in their households; 69 percent had zero children in their household (compared with 54 percent of telephone respondents). The average number of children was 0.5 among online respondents, compared with 0.8 among telephone respondents.
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?

<table>
<thead>
<tr>
<th></th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>69%</td>
</tr>
<tr>
<td>Alaska Native</td>
<td>17</td>
</tr>
<tr>
<td>Asian</td>
<td>4</td>
</tr>
<tr>
<td>Hispanic or Latino</td>
<td>3</td>
</tr>
<tr>
<td>Black or African-American</td>
<td>2</td>
</tr>
<tr>
<td>American Indian</td>
<td>1</td>
</tr>
<tr>
<td>Native Hawaiian or Pacific Islander</td>
<td>1</td>
</tr>
<tr>
<td>Other</td>
<td>&lt;1</td>
</tr>
<tr>
<td>Don't know/refused</td>
<td>7</td>
</tr>
</tbody>
</table>

Online Survey Results

Online respondents were more likely than telephone respondents to be white (85 percent, compared with 69 percent of telephone respondents). They were less likely to be Alaska Native (6 percent, compared with 17 percent). The third most common race/ethnicity among online respondents was Asian (3 percent) followed by Hispanic/Latino (1 percent), American Indian (1 percent), Black or African-American (<1 percent), and Native Hawaiian or Pacific Islander (1 percent).
Appendix: Open-Ended Responses

This appendix provides comments and responses to open-ended questions in the telephone and online surveys. Telephone survey open-ended responses are as understood and recorded by McDowell Group surveyors. Online survey comments and open-ended responses are a verbatim record, as written by respondents.

Telephone Survey Open-Ended Responses

**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 bon 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-c 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, Aangoon, 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
Online Survey Open-Ended Responses

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

Already working 2 jobs.
Availability of investment capital for clients.
Building an apartment for rental income is expensive.
Conservative uninformed legislators and administrators inappropriately diminishing my professional scope of practice.
CSED does not collect child support from dead beat parents, child support enforcement should be Federal to catch all the deadbeats skipping from state.
Decline in the cruise ship market due to demographics, climate change, and dollar retention strategies by the cruise lines.
Difficulty finding competent money manager/investment advisor.
Difficulty in transferring out of state professional license to AK.
Entrepreneurial business opportunities are not forthcoming.
Few people in Juneau I could hire to support my work.
Fixed income
Improving energy efficiency of housing. Hard to get advice and find affordable contractors.
Income varies with season, weather, and work availability.
Institutional racism that permeate the community through educational, economic, and social policies and segregation.
Insurance
Lack of access to outside resources (i.e. it is difficult and/or expensive to get many things here).
Lack of community stability and growth.
Lack of road to and from Skagway.
Limited economic opportunities, high level of regulatory oversight, and lack of community vision.
Limited industry and archaic standards limit my earning capabilities.
No access, we need a road.
No bus service past Auke Bay.
Our family would like to make insulation/weatherization improvements to be more energy efficient, but we can't afford another loan.
Political attacks on pensions and public services.
Schools are not consistently well-funded so my teaching job is always uncertain and can't get full-time status.
Shallow qualified labor pool, difficulty recruiting qualified management to Juneau.
Technology infrastructure is slow and expensive. Internet with limited reach makes flexible work environments difficult.
The cruise ship passengers are not spending as much as they used to, it seems. The companies seem to keep them in tours or on the boat.
Working on a visa which prevents me from working for a different company.

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

Aging workforce and population.
Declining fisheries habitat.
Dependency on external goods/not enough locally based raw materials or products.
Disregard for the scenic beauty and wildlife viewing opportunities we have here.
Emphasis on sustainability.
Enhancing UAS
Failure to recognize global changes in environment, business, and population migration.
Having enough high quality water for homes, businesses, boat harbors, cruise ships, etc., and having a well-functioning sewage system.
Keeping the governor from giving away the farm.
Lack of road access.
Lack of a road out of Juneau.
Lack of access and the high cost of what is available for us.
Lack of area wide public transit.
Loosing luster as a tourist destination. Part of the community supporting another part of the community, think seniors are not paying their fair share.
Need for more local tax revenues.
Not enough new businesses coming to Juneau, we need more businesses/shopping in town, to increase the tax base/we want to buy local first, but where?
Poor schools (teaching to lowest common denominator - no child left behind) and attracting young workers. Declining oil is a danger too.
The school district.
Sustaining local businesses in the face of corporate competition.
Taxes and regulations.
Too much investment in seasonal opportunities kills local spirit.

Are there additional factors I did not mention that you believe present significant barriers to economic development in Juneau?
1. Present state gov't indifference to importance of the natural world. 2. Lack of perspective of too many present Assembly members. 3. Dependence on imported fossil fuels. 4. Dependence on large, costly capital projects that are unnecessary or damaging: Sunny Point Interchange, Egan Drive lighting, Juneau Access, Second Crossing, North Douglas Highway extension.
A complete lack of understanding by the State of Alaska policy makers on the significance of Alaska Native people to our economy. It is because of our settling aboriginal land claims that allowed us to have statehood. Now, the State of Alaska refuses to acknowledge federally recognized tribes, litigate whenever there is an issue and refuses economic opportunities for tribes. Coupled with the refusal to implement the Federal medical plan, our State is losing money hand over fist. This combined with declining revenue paints a very dismal economic picture in my mind. No one seems to be planning for the future, or worse, not worried about it. What we get is poor policy making decisions and lip service.
A lack of civic duty and a coherent "vision" of what Juneau can strive to achieve. Soliciting outside help is a possible solution.
Appreciation and support of outlying communities benefits to Juneau’s economy.
As long as the wages are stagnant, it is difficult for small businesses to thrive or to afford decent housing and transportation.
Availability of jobs for those with little education and 'too much' education.
Bank financing for small businesses and residential home buying.
Borough policy and staff interpretation of such severity, limit economic growth and stability.
CBJ Assembly doesn't know how to respond to a major financial crisis. AELP does. When avalanche knocked out power to Juneau AELP took immediate action and charged extra to cover the diesel generated energy. Juneauites changed their habits by not using conditioned ways to save money. They turned off or used less or didn't splurge on electricity. Assembly instead keeps all the same; i.e. half of passengers riding capital transit ride for free, using tax free cards and VIP passes. To cover that expense, CBJ is toying the idea to raise mill rate. Thus, keeping the cost of living in Juneau high.
City needs to spend more on downtown. Start a program to give bldg. owners a reason to restore the old apartments. Gross Alaska, Ben Franklin to name a few. They need to be strong in their dealings. Make sure seasonal shops pay their sales tax. Burnt out bldg.'s restored or removed. More
parking for future expansion. Clean up downtown to present Juneau in a better light. Drunks, dog poop, to name a few....You asked

City zoning
Cut/slash/funding to the Juneau school district, tax seniors, tax the AK Brewery (water), no more subsidizes to I want a home that are subsidized by all. Enforce laws and jail felons/criminals, pull over every junker in Juneau and do a traffic stop 101. Tell the Community Development if they support the Haven House to find a new job in another town.
Decline in quality of life making Juneau an undesirable place to live.
Declining federal spending.
Declining state and federal jobs in Juneau. Shift to a tourism based market.
Educated people for the work force.
Equating economic development with quality of life.
 Exodus of young wage earners millennials.
Federal and State regs along with over-reaching environmental groups make it difficult to do business in both Juneau and Southeast.
Few advanced/professional degrees offered at UAS.
Governor’s revenue give-away to both oil and gas companies. Also tax credit for film instate which is nothing more than a give-away.
Help for the extreme poor people.
High level of regulatory oversight; lack of community vision.
If the state can't manage the extraction of resources better, we are all sunk.
If, by "economic development" you put high value on population growth, that's a huge barrier.
Bigger is not necessarily better, and Juneau will lose its character if the population increases much more than it is now. So, the city needs to completely rethink the ideas of housing density, mixed use facilities/housing, and quality public transportation
Inviting businesses to move to Juneau, and making it attractive for them to do so (land), communicating with businesses. Who does the communicating with outside businesses?
It's not the availability of land that's MOST significant, it's the cost of developing it.
Juneau has a small population. Why do we need four libraries? Did we need a water amusement park? Why didn't the city recognize the cost of keeping the infrastructure up? Why should we shut down a pool that is already paid for and helps keep kids active, employed, and out of trouble? Do we need more cops? Does Eaglecrest need another building?
Lack of access to nutritional food and addiction services.
Lack of an experienced workforce. Many old timers have retired. Too many departments within the city government are led by inexperienced people who are more interested in empire building than learning how to most efficiently spend taxpayer dollars.
Lack of certain job genres, for example, there are plenty of biology-related jobs...but how many jobs are available for mathematics? Music? Teaching (especially from K-12)??
Lack of community will in solving the problem, either NIMBY's or just don't care because they are seasonal and/or not engaged.
Lack of customer service in shops and stores.
Lack of electricity, water, sewer and garbage management.
Lack of feeling safe due to racism and gender violence in Alaska's communities.
Lack of government policies for buying locally and regionally, and finding ways to keep money circulating in the community.
Lack of local food resources. This is one of the major human needs that cannot be met in Juneau, even on the smallest scale. Most potential food-producing land has been used for housing and non-agricultural commercial development. That which remains is only discussed in terms of new housing or resource extraction.
Lack of political influence within the state.
Lack of professionals and leadership who are critical thinkers.
Lack of skilled technology workers to enable progressive companies to expand, need for outsourcing that sends money out of the community
Lack of vision. Focus always seems to be on tourism (which quickly sucks most of the money out of the community), high-end real estate (not realistic for the young families who will need to fill the jobs of retiring seniors, nor for seniors who want to downsize), etc. Need to open up to other types of businesses, affordable housing, different housing models such as cottage housing/co-housing, subsidizing certain types of service businesses (such as child care, and assisted living for seniors) - which would be more than "worth it" in terms of money circulated within the community, etc. Land is underutilized. Empty malls because taxes are so low. Increased prices are driven by high demand not by quality.
Limited opportunities for the best and brightest of the younger population; relocation out of the area becomes a "necessary" consequence.
Local government, school officials, who do not listen to the community.
Low wages and part-time work.
Most of the factors listed point toward the difficulty in getting talented people to come to Juneau and stay in Juneau once they arrive. I grew up here and spent years wanting to return before I found a job that paid well enough and provided enough security for both me and my wife to commit to moving to Juneau.
National trends, including decline in the fertility rate, aging of the population, and restrictions on immigration. Slow decline in the quality of Juneau public education, which will make it harder to retain young families.
No jobs for young people.
Oil/fuel surcharge on shipping of food and building materials; cost of construction for larger developments like mixed use commercial/housing in urban areas, cost for development of larger private projects and the ability of this relatively small community to pay for or sustain these projects. Inability to grow economically here in Juneau. Juneau may not be able to attract quality development that younger people will use to live and work in this community.
Our inability to adhere to our zoning rules in a coherent and logical manner.
Over-reliance on mass tourism. Energy/electrical utility in private ownership. Likelihood of further declines in seafood industries due to ocean acidification.
Permitting by CBJ for building is unnecessarily cumbersome and expensive.
Place at least equal value on residents as is placed on tourists. Have the backbone to go about promoting/incorporating/determining change in as unique of a way as Alaska is. Don't follow the crowd in grouping/hiding pet projects in with other items for a vote -- what kind of nonsense has that become. Let's go back to having "government of the people, by the people, for the people."
We've strayed too far away from that astounding ideal.
Political influences
Poor city management, land should be released to individuals to purchase and not in small pieces for auction like the Lena land which was overpriced by the city. The city should consolidate its offices and quit paying outrageous rental fees.
Poor leadership and lack of interest by the population to get involved.
Population and poor quality of public education.
Possible declining quality of life. I believe Juneau's young family demographic needs to thrive in order for Juneau to thrive. With declining revenues, starting with oil, services will decrease and we're seeing it with the "fight" on the student base allocation (affects statewide). Locally we're seeing it with the possibility of the downtown pool closure and Mt. Jumbo Gym and perhaps even one day JDHS. While they're not revenue "in-the-black" facilities they improve quality of life and that's where the balance challenges are. What makes sense fiscally and quality of life.
Pressure by the visitor industry inflates prices and rent, then takes the money out of town. The more the visitor industry grows, the less local businesses are able to stay in business. Landlords would rather rent to a short-term tenant at a high price than a long term tenant at a lower price.
Most of Franklin Street is a good example, what used to be a vibrant neighborhood with local eateries and shops is now a ghost town most of the year. Private sector employment is very limited.

Regulations
School system in decline.
Sean Parnell and other Republican political "leaders."
Significant increase in Latino community, means more cultural diversity education needs.
So many empty, unrenovated buildings downtown - unwilling or unable to renovate, or unable to rent out.

State and local politics
The City’s over reliance on the tourism industry and the exorbitant cost of renting or purchasing space for a business. Slumlords.
The community does not reward or seem to value education. This discourages people from increasing their education since there are limited rewards. As a result, we cannot attract high-skilled jobs to diversify and expand our economy because we lack a workforce of size and depth to attract those employers. We are trapped in a services economy with a touch of mining and labor.
The cost of student loans and their high interest rates. I understand there is only one university in Juneau; however, I went away for school and returned to Juneau after. Having to payback a large amount with a high interest rate means not being able to save money to purchase a home or spend the money in our local community.
The dump. Our growing trash heap does little to improve an already struggling zone. Within the Lemon Creek area there is not only the unsightly and smelly landfill, a correctional center, several warehouse-type stores, and industrial shops, but also a middle school and many residential neighborhoods.
The largest impediment to economic viability is the governmental ownership of land and the resulting barrier to resource development and commercial enterprise.
The public and politicians seem to be stuck thinking that doing more of the same thing will get us something new. Drastic changes in how we develop, travel within our community, prioritize capital projects, etc. are required in order to effect change. Our plans call for in-fill development, promoting transit, making a more walkable community; our leaders instead cut transit funding, eliminate sidewalk requirements in new development, and otherwise promote unsustainable suburban sprawl with poor design and no respect for the people who must live and work in the community.
The school system is a big problem. Superintendent and the current board have left us in a mess. If you are a bright kid, there isn't much here for you anymore. All of the resources are going into hair brained programs to revolutionize education and the focus is always on the lowest common denominator. I have been looking for jobs on the outside to get my kids a better education. There are many factors.
There are many jobs held by people from out of state who send their paycheck south.
Tongass National Forest within city limits needs to be ceded to the city and/or state. Regulations, land and taxation have made economic development unattractive or prohibitive.
Tourist based economy.
Unhindered development without regard to fisheries habitat.
Vision
Vision of the planners and people who control the budgets may be too shortsighted. Too much focus on the cruise ship industry, which has changed the face of this town for the people who make Juneau their home and the thousands of independent travelers who stay at our hotels, eat at our restaurants, shop locally, and pay out local taxes. Sitka does a wonderful job of creating a sustainable community by offering conferences that are open to the public...Whale fest, Writers Symposiums, Music festivals. Juneau benefits hugely from Folk Fest, Jazz & Classics, and Celebration. More events of this nature bring real dollars. If airfares were cheaper, people with families down south would be more likely to continue living here. More independent travelers
would make this their destination and stay longer than cruise ship passengers. The folks who travel and visit for a few days are the ones who really get a chance to know this place and might fall in love with it and relocate and contribute to the growth of this unique community. Many of our friends share that story. A road out of Juneau will not make travel cheaper. Also, it is honestly a road to the mines. It is not safe for further development. Also it will take more time to travel if the ferry is so far away.

Water and sewer
We lack great restaurants and hotels to support a more active draw for conferences. When I go to Anchorage there is better service, more food choices, high-end spas, malls, stores. All of which draw you to go there occasionally for everyday needs. With the internet competing more and more we do not need to increase sales tax we need to get more businesses to support growth. We seem to be going in circles with "economic development". We need to identify where we want to be as a community and work backward from there. Indicators such as the raw number of construction projects, cruise ship tourists or jobs are too vague to be useful. Poverty is also too vague to be useful. What indicators should we really be looking for? Maybe they are not easily quantified and thus are dismissed. Yet they may be the ones we need to be concentrating on. I recommend a discussion of what we need to be looking for not what we can easily measure.

Weather
What about quality of life and the arts? This is one of those "community" reasons I live here and love living here - having world-class resources like Perseverance Theater, a community that supports artists and musicians, training for aspiring artists at Juneau Dance Theatre and with teachers like Mr. Guohua Xia, etc. I want to make sure my voice is raised for factoring in the role arts and culture plays in the economic picture and attracting and keeping folks in our community. The SLAM building and dreams of the new performing arts center are not to be ignored in your thinking!! Willingness of local business to pay living wage. Many businesses do not pay workers sufficient income for them to afford the housing local business build in Juneau.

Yes, CBJ managing the airport; CBJ has no business operating an airport. The State can operate much cheaper to the users.

You are completely overlooking the scenic beauty and the wildlife viewing opportunities. People will come here year-round for those opportunities if they were property developed and marketed.

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

Again, most of these areas would present opportunities for economic development in Juneau.

Alternative forest products.

Balanced budgets
Become supportive of other southeast communities. They are all dying and the population/business center for Southeast is Juneau. Make the capital city accessible and supportive of Southeast Alaska. We’re in a pissing match with Petersburg over Tracy Arm when Juneau had plenty of opportunity to annex that area. Why are we paying taxpayer dollars to fight with them, what’s wrong with supporting their vision for their borough and working with them on how best to utilize that resource? At the end of this fight, a relationship that we need for various reasons will be damaged. Juneau is the regional center. Act like it for the best of Southeast, not just Juneau. Support mining. Niblack and Ucore both have viable mineral deposits that could add significantly to the Southeast economy. Figure out how to help them. The AJ has a significant mineral resource at high metal prices. What private company in their right mind would partner with a municipality to develop a mine? None of them! This is a stupid ideas that will never work. On another note, why try to develop the AJ. The downtown community as a whole thinks mining is evil as evidenced by the last attempt to open the AJ. Why fight it? The next opportunity to open the AJ will come when Juneau is no longer the capital and the city really is in dire straits. The city government is wasting time, energy, and tax payer money on the AJ when it is a dream that will be annihilated by public
opinion before it even gets a chance to start. Bring back the timber industry. What's wrong with select cut logging? We don't need to clear cut to maintain a viable timber industry. Assist Icy Strait Lumber out of Hoonah with developing a market in Juneau. Wes and Sue Tyler are working their butts off for all the right reasons to support Southeast but aren't getting any help until recently. Help them! They have a great amount of energy and a selfless determination to support the Southeast economy. Get rid of some of the federal oversight on some of the federal lands. We can manage it better than they can and with far less red tape. Support residents of Juneau. Tourism is important but most improvements and development in Juneau is supportive of tourism, not necessarily those that pay taxes. Why are we giving the cruise ship companies city produced water at a loss to the city? We need to support them but not at the expense of the taxpayers. Don't talk out both side of your mouth about affordable housing. City officials say we need affordable housing but then auction large lots on Lena that can't be subdivided further. I don't believe city officials truly want affordable housing nor do property owners. CBJ holds significant property resources. If you want affordable housing, release land to developers at a low price with agreements in place that they will build quality starter homes. Don't pull the same thing they did at Lena and expect people to believe that you actually are interested in affordability.

Being the first city to mandate Passive House building standards for all future commercial and residential development. Regulate unused downtown properties such that there is an effort to have less vacant properties.

Bigger isn't always better. In the zeal to improve Juneau's economic future, don't be so focused on "growth for the sake of growth" that some of the many positive attributes that presently make Juneau such a wonderful place to live, work and play (small town atmosphere/friendliness, still-wild natural scenic beauty, abundant clean water and air, numerous outdoor recreational opportunities, low unemployment and violent crime rates, etc.) Might be significantly lessened/altered due to short-sighted efforts to greatly increase income-producing business ventures that Juneau's existing infrastructure isn't equipped to adequately handle, particularly the limiting factor of the city itself being incapable of considerable expansion at least from a pure "available open space" standpoint (i.e. Juneau only has so much geographic acreage suitable for large-scale commercial development) - as well as perhaps already reaching near-saturation levels that a lot of current Juneauites do not wish to see exceeded (e.g. number of cruise ships and their tourist passengers) as far as various aspects that negatively affect their quality of life.

Child and family care
Economic development - jobs is #1 to retain and attract younger.
Encourage more year round employment. Many of our "seasonal" dollars leave Juneau at the end of the summer.
Encouraging Tribal Government services.
Engaging citizens in caring about municipal elections whether it be about electing leaders or about ballot measures. The voter turnout is a shame.
Expand the Alaska housing
Expanding industrial zoned property in the CBJ
Expanding port facilities. More opportunity for competition in bringing goods to Juneau.
How can we use abandoned mine adits? Not building the road to nowhere...we can't afford to maintain it after it is built. Strengthen "food security" less dependence on imports. More, much more local food agriculture. Become a regional hub for waste management and recycling. Grow higher value independent traveler tourism.

I suspect that all of those items previously listed are important. We could, for example, expand both fishing and mining activity, but only in ways that are compatible with both industries. We might offer tax breaks (if we don't already) for new businesses that require a certain level of start-up capital.

Increase local tax base by a) raising property taxes and b) unloading CBJ owned land suitable for housing development -- i.e. 30 zoned and platted lots on 6th Ave in Douglas. Put the money into
developing more housing downtown, creating incentives for private landowners to develop land suitable for housing. Create some incentives for development of new businesses.

International trade and mitigating banking strategies
It is fine to expand health care but currently they are ridiculously high. A result of state benefits that places an unfair burden on those without.

It was hard to choose a 2nd most as all of the above are important.

Juneau already services many tourists each year. Much of this money changes hands here in Juneau, but doesn't stay in Juneau. How about requiring seniors to demonstrate need prior to receiving their tax-free privileges? Many of the wealthiest people in town are property tax exempt for the first chunk of their property value. CBJ might be interested to know who spends the most money in town. Perhaps the next survey by McDowell Group could address this topic. I would guess young families, not retirees, spend the most dollars in our community.

Landfill and recycling.
LNG for space heating. Vertical construction to limit government costs associated with population growth. Winter recreation.
Lower taxes and reduce restrictive regulation.
Lower the cost of living
Make the foreign tourist shops (mainly jewelry) pay city sales tax.

Making land available
More commercial and manufacturing types of commerce.
Multi-point, rather than single-issue strategies. E.g., improving basic infrastructure like broadband, less dependence on fossil fuel, high-quality recreation and culture.

No more support of Juneau School District. Cut all funding to schools, school teachers are all evil and corrupt, tax the seniors, and tax all dogs/pets whom owners do not own property in Juneau, Stop all aid to any individuals that are subsidized by CBJ or State.

No, Juneau is doomed
Nothing fails like success. Does expanding the seafood industry mean catching every last fish or does it mean practicing forbearance? Does expanding mining development mean destroying fisheries or the health of the ecosystem? Attracting more visitors to Juneau? Cruise ship visitors?
Downtown Juneau is already packed full of cruise ship visitors. What kind of experience are we offering our guests? Housing is expensive because the economy is generally doing well and there is not the land base to develop more housing apparently. The housing options are dismal. Check out Ross Chapin’s website. He is a Seattle based architect who builds cottage style developments. Can we afford more of the 1950s car based, suburban paradigm in Juneau? We still need cars in Juneau, since most of us use them as umbrellas.

Open more land for residential development.
Open up affordable CBJ land, if a lot is $20,000 rather than $70,000 then everyone will have more money left over at the end of the month to spend, which will help boost the economy. Opening up Lena land for $120,000 a parcel doesn't help, very few have the ability to pay for a $450,000+ house. Townhouses are $250,000.

Open up the back side of Douglas for commercial, recreational, and residential development. Same for out the road.

Probably, but they haven't yet occurred to me.
Promote growth. Juneau's population has held steady in part due to in-migration from the region. Depopulating the region is a formula for disaster. Resource extraction industries are the only way to sustain an economy in the bush and must be promoted. Without people, Juneau and SE AK will have a declining economy, including loss of the capital.

Quality year-round employment; family supporting wages.
Reduce taxation, free up land and see what happens. The key is that government is not going to create or enhance an industry but it can get out of its way. Spending more money to grow the economy is not always the answer.
Reducing federal overreach on the Tongass NF, in transportation industries, and in Glacier Bay National Park.
Retain items as above but concentrate on developing Juneau as a college town.
Revise the comprehensive plan to make it business and transportation friendly
Staying within sustainable budgets
Stop catering to tourism and cruise ships. What percentage of full-time employment is involved in tourism? The ships are coming regardless of what CBJ does.
Support state government efforts to take over resource development on federal land.
We need electricity so contract with Juneau Hydro Power, expand grid connection to Petersburg.
We need to be creative, look past the status quo and the old ways of solving things.
Yes, more things for residents to do. We have 35,000 people here and just got one more swimming pool and now the city wants to close down the other one! There's no reason to live here if people can't find entertainment, or other things to do when the weather isn't nice. We need more like that to attract families and younger single people.
Yes, people SHOULD vote. But seriously, most everyone has two ears and most everyone is around other people in just living life. The voice of the public is everywhere, not just at the polls on paper/computer. The public IS speaking volumes - conduct business accordingly.

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

A more diverse economy and local support of businesses in Juneau.
A reliable measure of happiness. No, really.
All these choices are simplistic.
Boosting and expanding diversity of resource development and manufacturing sectors.
Businesses that don't have competition have an unbelievable attitude. If you live here, there's no way you don't know of it. "Bothering" someone to have to get off their butt to help ("help" being simply checking out at the register) is a distasteful experience. Customers have a choice, and most I know have not chosen to spend locally for more reasons than possibly lower cost -- customer service also plays a large part in the buying experience. Want people to spend locally?
Businesses/employees need to portray they appreciate that the customer walked into their store, not slap them in the face for "making someone work" while at work.
CBJ to sell land to private sector for any use.
Consider Nome... Beach sands there have always held gold. But now two TV reality shows have promoted the opportunity to extract that gold. As a result people have flocked to Nome. Juneau needs to promote what we have and seek outside investment to develop our resources. We need to actively solicit development.
Education for all ages on what civic duty means.
Emphasis on a single measure is necessarily misleading. The goal is balance.
Encouragement of local ownership and local management through development of co-ops and municipally-owned utilities and critical infrastructure.
Establish a grain bank the community invests in every fall that keeps a one year supply of grain in town for all families that is used through the winter. Have a vocational baking program that trains bakers and cooks and the heat from the ovens and kitchen heats a facility like the pioneer home or Wildflower court.
Growth in any one of these measures could be undercut by another measure tanking. Say we get tons more year-round jobs, does that matter much if average household income tanks? Perhaps an index derived from a combination of measures would provide a more comprehensive understanding of economic development progress.
Growth of private sector and Tribal sector growth.
Have the proper people make decisions. Here is an example of what can go wrong. In France, officials created new trains that is sleeker, state of the art, spacious and very modern, which costs
millions to produce. But one problem, it cannot fit in 1,300 train stations. To remedy this problem
officials are forced to spend millions more to remodel the 1,300 train stations to accommodate the
modern trains. A Frenchman was quoted to say, this is the difference between train official and
train operators. The train officials do not know the train system while the train operators do know
the train system. Capital Transit is facing the exact same dilemma. Consultants from Portland,
Oregon don’t know Capital Transit system yet tell the Assembly what should be done. These
consultants were paid $40,000 that is supposed to go into the Juneau's economy. Instead that
money is being spent in Portland. Repeatedly the transit operators tell officials that the new system
will not work. But are ignored. In Fairbanks some summers ago, a local committee revamped the
transit system. If they got paid $40,000 from the federal agency that money was spent in Fairbanks
and thus helping their economy. Having the proper people making the right decisions saves
Juneauites money. That is, to keep money in Juneau and not foolishly spend money.
I would rather see economic development grow on a business driven basis than a government
driven basis.
If there is some way to measure the value of work product within CBJ - growth in that number
Improve equity in educational outcomes.
Improve surface transportation
Improved area wide public transit
Insure high quality of life for all income brackets
Investment in training and education
Jobs with benefits
Juneau relies on government jobs since we are the state capital. You cannot help the people whom
do not want jobs.
Less dependence on petroleum.
Lower residential and commercial rents
Lowered housing prices
More affordable childcare options. For measuring progress consider how many graduating students
(from high school or university) stay in Juneau. Are there decent paying entry level positions to
attract them, as well as affordable housing options?
More businesses, seems like Whitehorse has more to offer as far as business diversity because the
people there have more disposable income. I see this as being different then more jobs.
More investment in the community that lives here
More local hires.
More local income from job holders that live in Juneau.
More stability in housing and food access
More stable population between seasons.
More visitors especially cruise ships.
More wise development of the MGVC facilities
New programs at the university to train in technology, big data analysis, etc. So that people here
know how to do it since we can't attract others up
NO more funding school district Juneau School Teachers are corrupt/ evil and paid too much.
None of these are adequate measures of real progress. They are numbers, we need to focus on
more holistic measures. This will be difficult for surveyors but will be the most useful for the
development of a better community.
Reduce government involvement in trying to regulate the economy.
Resilience: ability to endure unanticipated shocks of any kind.
Seek and attract inventors and innovators.
Services provided by private sector, less by government. Balanced budgets, private and public
sectors.
Smart growth, not ugly suburban sprawl. Infilling, not turning N. Douglas into a new suburb.
Good public transit. Quality schools.
Stable local businesses.
Stable population with lots of thriving small and interesting businesses.
Start thinking about baselines for how people feel their quality of life is here in Juneau. Perceptions on how a citizen feels about its community may be different or trend the same on the success or failures of the measurements listed above.
The City needs to develop infrastructure to open up lands and waters for development opportunity of all types. New commercial and residential lands will open up new commercial and residential opportunities. Besides shore-side activity, Juneau needs to look at expanding docks & harbors to accommodate and take advantage of water related businesses and the tax revenue and jobs they'll generate.
There are so many businesses that Juneau is lacking, but why can't we sustain these year round-business
There is no one way to measure economic development -- it is a combination of factors
University growth will enhance all the above.