

When Our Ship Comes In – Striving for an Even Keel

Alaska APA, February 11, 2020





- Sarah Leonard, President & CEO, Alaska Travel Industry Association
- Kirby Day, Port Manager for Princess Cruises, Holland America Line and Seabourn Cruise Line
- Richard Harney, Director, Ketchikan Gateway Borough Department of Planning & Community Development
- Beth McKibben, AICP, Senior Planner, City & Borough of Juneau Department of Community Development



APA - Alaska

February 11, 2020



Photo: State of Alaska/Michael DeYoung



685 members



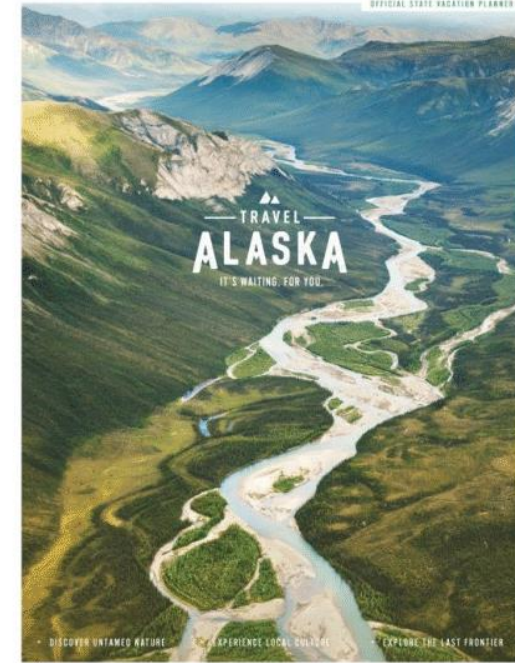
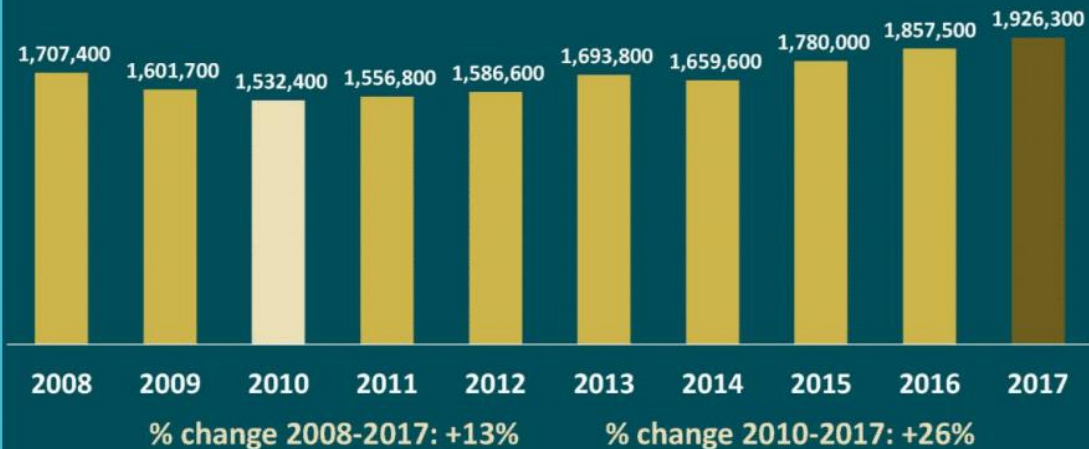
24-member board

Advocacy = Strong investment in statewide destination marketing & infrastructure supporting a healthy tourism economy

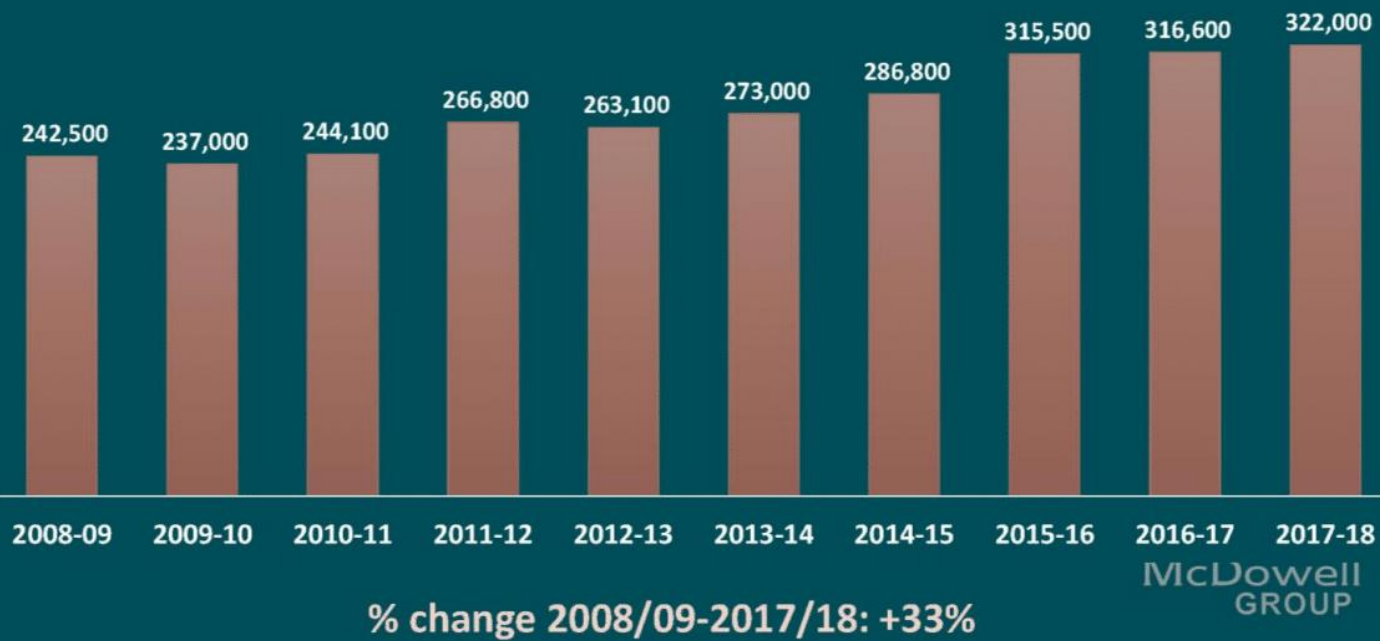
Alaska is a world-class destination

Visitor Volume Trends

Summer Visitor Traffic, 2008-2017



Fall/Winter Visitor Volume 2008/09-2017/18



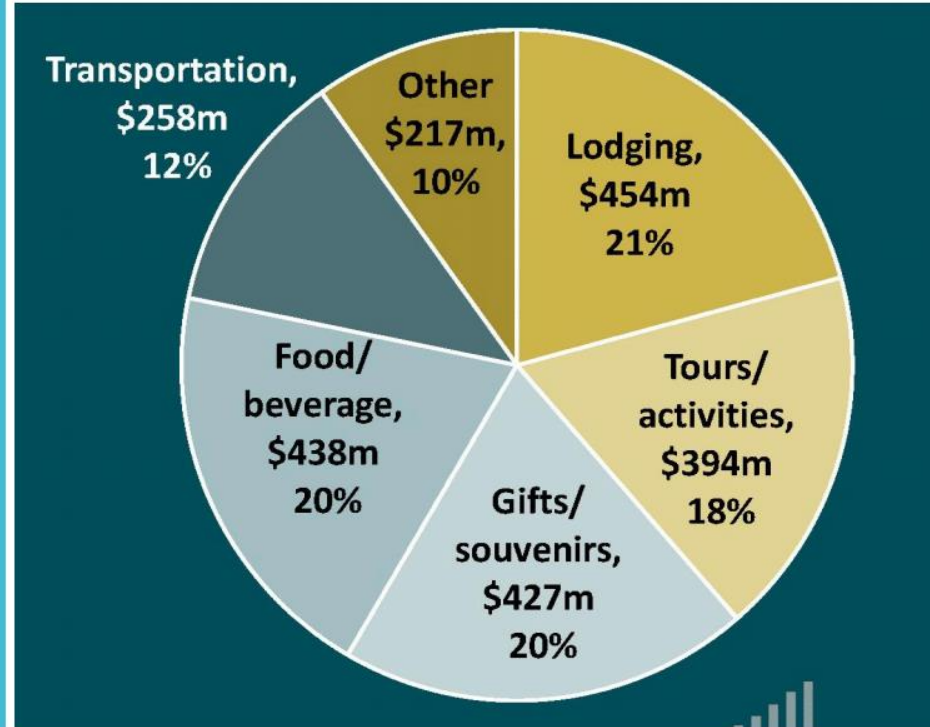
Source: State of Alaska
Alaska Visitor Volume Report



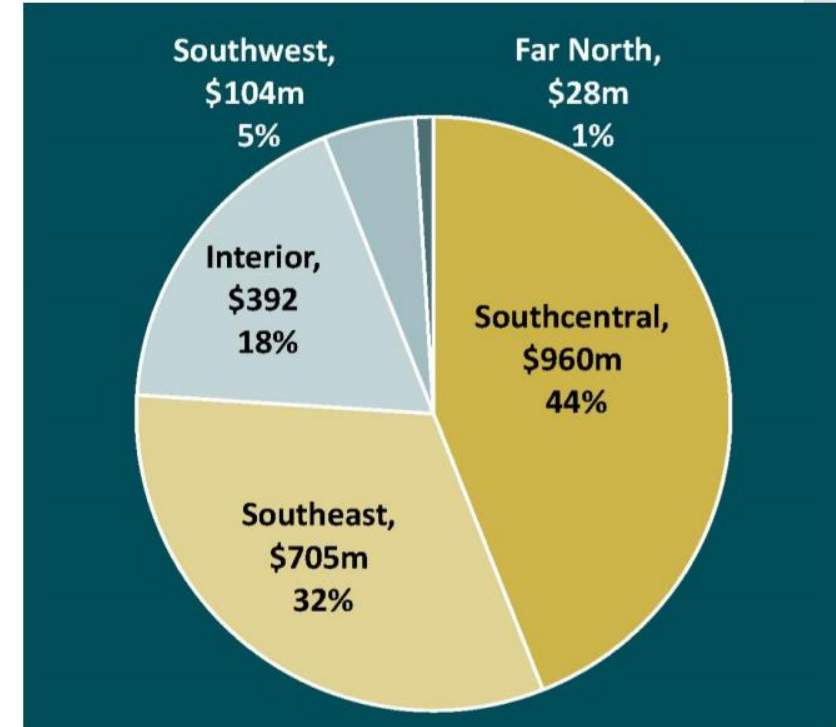
Photo: State of Alaska/Nickolas Warner

Visitor Spending

Sector



Region



Employment

1 in 10 jobs

52,000 people employed

\$1.5 billion in labor income



Policy and Planning

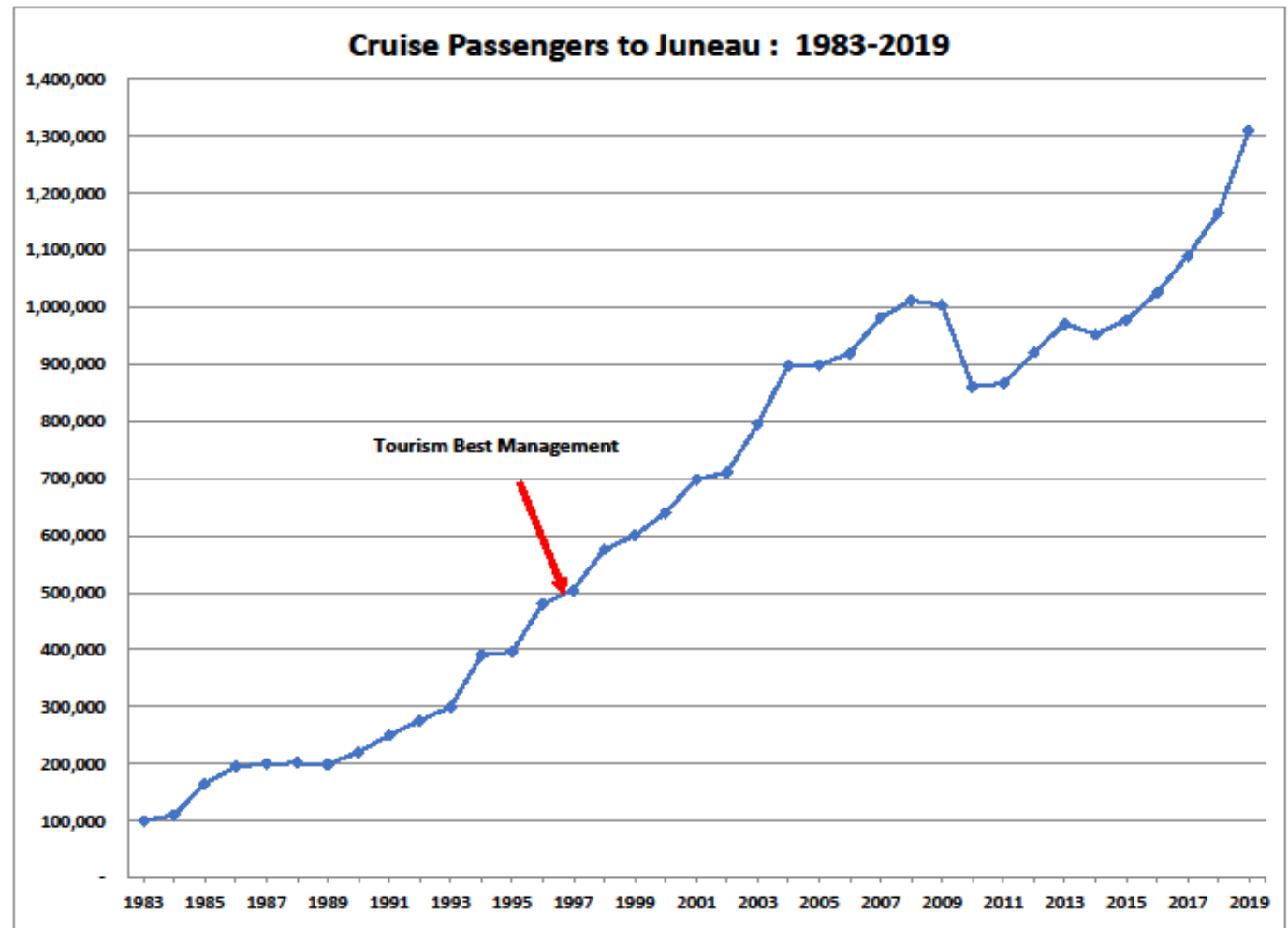


Photo: State of Alaska/Brian Adams

TBMP

Tourism Best Management Practices

Making Tourism Work for Juneau





In 1997, in response to growing concerns about the impact of tourism on the community, local tourism operators took the initiative to develop the Voluntary Compliance Program – over time, this evolved into TOURISM BEST MANAGEMENT PRACTICES, or TBMP.



“This program is a cooperative effort by tour operators, cruise lines, transportation providers and the City & Borough of Juneau. The TBMP program is intended to minimize the impacts of tourism in a manner which addresses both resident and industry concerns.”

- *TBMP Guidelines*



PROACTIVE VS REACTIVE





TBMP was formed to address impacts to Juneau from its growing tourism industry:

- Congestion
- Flightseeing noise
- Ship emissions
- Commercial use of trails
- Carrying capacity – infrastructure and technology
- Marine tours and fishing charters; wake management



Online concern form

www.tbmp.info

Detail of Concern/Complaint:

Who, what, when, where, and how.

Category: Please select from one of the options below *

Choose

Location of Concern *

Choose

Date of Concern/Complaint Event *

Date

mm/dd/yyyy

Time of Concern/Complaint Event *

Time

: AM

Business Involved (if unknown, enter description of vehicle, craft, or other identifying factors) *

Your answer

Concern/Complaint Details *

Please describe your concern or complaint

Your answer

NEXT

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TBMP Concern/Complaint Form

Contact Information

Your contact information is given directly to the identified business(es) for followup purposes. All call logs are made anonymous before released to the City & Borough of Juneau

Your First Name

Your answer

Your Last Name

Your answer

Your Email

Used by TBMP staff and local operators to followup with you about concern.

Your answer

Your Phone Number

Used by TBMP staff and local operators to followup with you about concern.

Your answer

BACK

SUBMIT

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Never submit passwords through Google Forms.



TBMP Hotline Year Over Year Comparison, by Call Type

2019 Season (May through September)

2019	May	June	July	August	September	Total
Cruise Ship Noise	3	5	3	0	0	11
Cruise Ship Emissions*	2	0	0	0	0	2
Aircraft	4	2	7	0	0	13
Vehicles	9	7	10	0	0	26
Other	4	1	5	0	0	10
Other: Whale Watching	3	4	4	0	0	11
Total Calls	25	19	29	0	0	73



† In May 2011 Disney Cruise Line's Disney Wonder called in Juneau for the first time and was unfamiliar with the TBMP noise guidelines as they applied to the Gastineau Channel.

In 2006 a number of previous records were broken for rain fall. May – 4.56"; June – 5.93"; July – 4.43"; August – 11.02"; September – 13.01". The flightseeing industry was especially impacted by this bad weather.

• As of 2001 callers were asked to report emission concerns directly to the Alaska Department of Environmental Conservation (DEC). Calls left on the message line were forwarded to DEC and are included in the total calls shown for Cruise Ship Emissions in parentheses. However, only the calls left on the message line are included in the Total Calls.

•• Two calls on the July 2008 Summary and Comparison were logged under cruise ships. On this report they have been linked with the Other category as Other Vessel complaints.

Hotline Summary

2000 = 248 calls

2019 = 73 calls



QUIETER ON THE WATERFRONT

For example, Wings Airways modernized their fleet by converting 4 De Havilland and Otter aircraft from piston engines to modern, quiet, reliable turbine power plants. These conversions have added flexibility and a very high degree of safety to the overall operations. They have also provided the community of Juneau with a decrease in floatplane noise.

Elements necessary for success:

Buy-in from

- Community
- Tour Operators
- Local government

Plus continuous communication, accountability, and review by all parties





Thank you!

You can find more information at the TBMP website:

www.tbmp.info

HOTLINE 907.586.6774



BLUEPRINT DOWNTOWN

DOWNTOWN JUNEAU'S AREA PLAN

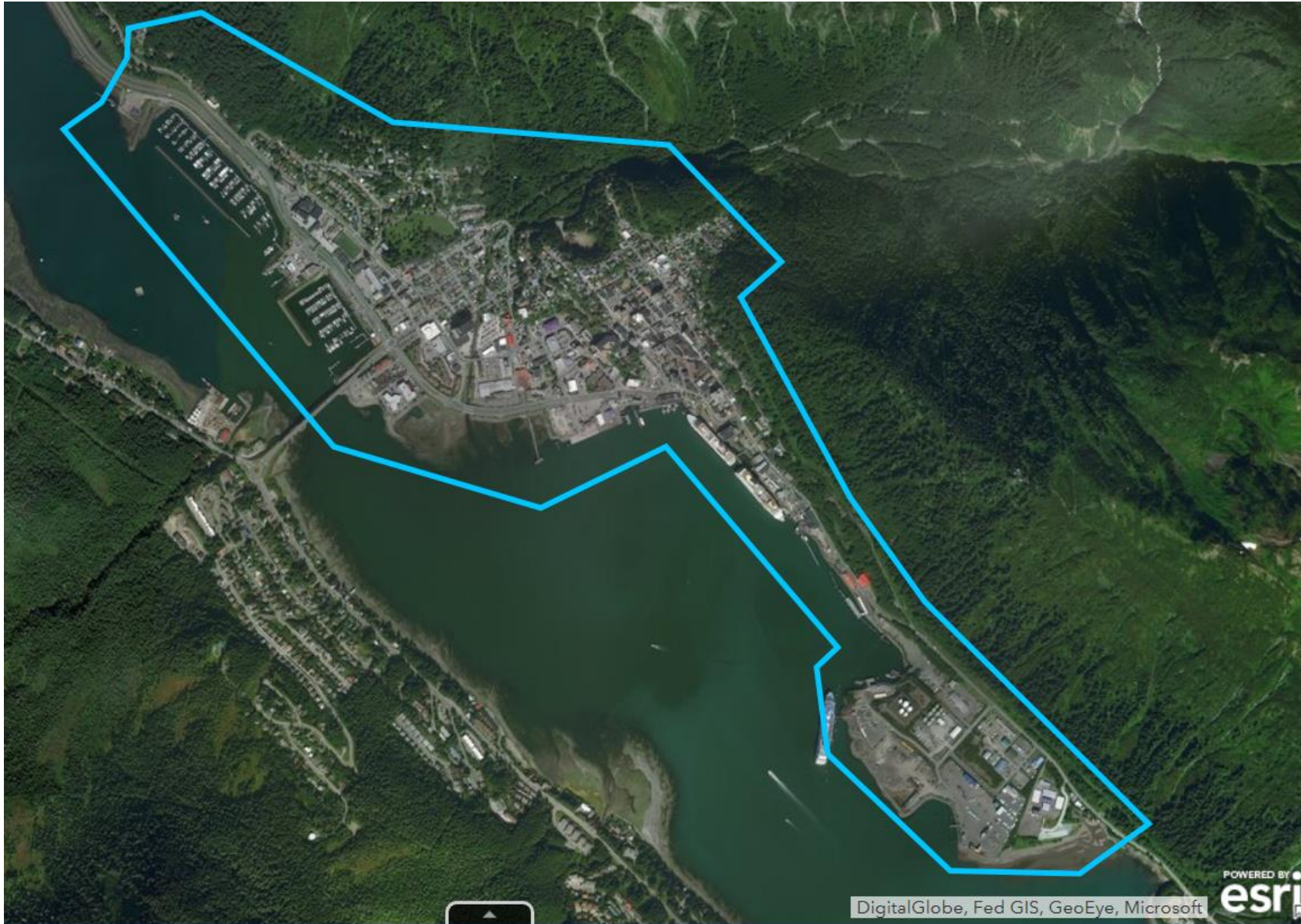


Overall goal of plan

The mission of Blueprint Downtown is to help the community of Juneau create a unifying “Big Picture” plan for the downtown area.



Downtown Boundary



Overall approach

- 20 year Planning Horizon
- Public Visioning
- Review previous plans
- Find the overlaps and gaps
- Restate, revise and add to recommendations of the previous plans
- Identify capital projects, zoning, and land use map revisions, etc.
- Plan adoption

Other Downtown Area Plans and Studies



Process

Visioning Process – MRV, Sheinberg Associates, Lucid Reverie

- ✓ Collected Data, Comments and Opinions
 - July through October 2018
 - Kickoff meeting August 2018
- ✓ Created Nine Focus Areas
- ✓ Tested & Refined Focus Areas and Direction
- ✓ Three walking tours
- ✓ Reported back to community in January 2019
- ✓ Final Report presented to Steering Committee & Accepted by CBJ

Steering Committee & CBJ Staff

- ✓ Overall Vision Statement
- ✓ Creation of Sub districts
- ✓ Plan Development

Public Process

- ✓ Public Review of Steering Committee Draft
- ✓ Steering Committee & Staff Review of Comments
- ✓ Planning Commission Public Hearing
- ✓ Assembly Public Hearing & Adoption

Focus Groups



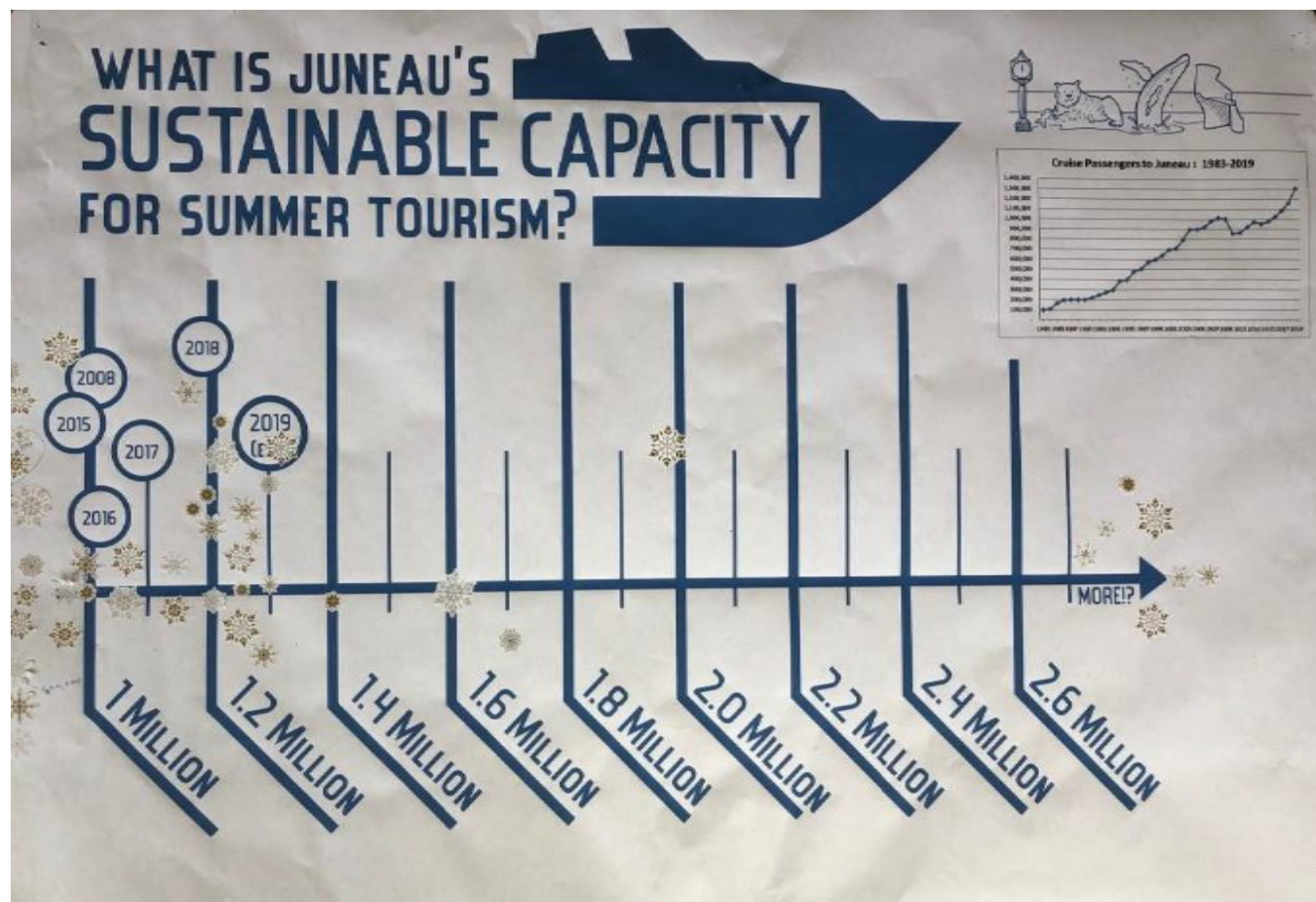
Vision Statement

Maintain and strengthen Downtown Juneau as a vibrant, safe and accessible place to live, work, play and explore. As home to the Capitol, Downtown Juneau is a dynamic center of Government and is welcoming and appealing to residents, visitors, innovators and investors. Its unique heritage and history, access to natural beauty and urban amenities, provide opportunities for investment and sustainable growth.



Nine Focus Areas

- Business Vitality
- Identity & Culture
- Housing & Neighborhoods
- Vehicle Circulation & Parking – including Bicycles
- Pedestrian Access & Experience
- Sustainability
- Carrying Capacity
- Natural Environment & Recreation
- Public Safety



The Community's Hospitality is the Industry's Product







HOW, EXACTLY, IS THE TOURISM "SAFETY VALVE" SUPPOSED TO WORK, ANYWAY?

① A HUNDRED RANDOMLY SELECTED JUNEAU RESIDENTS HAVE THEIR BIORHYTHMS ROUTINELY MONITORED TO ASSESS THEIR FEELINGS ON TOURISM.



② THE PERCENTAGE THAT FEEL THERE ARE TOO MANY TOURISTS IS TRACKED AT CITY HALL.

WOW, MOST PEOPLE FEEL OKAY ABOUT TOURISM TODAY!



UH... I THINK THAT'S THE TEMPERATURE...



③ A CBJ LIBRARIAN SOUNDS A SIREN WHEN THE PERCENTAGE OF RESIDENTS BOTHERED BY TOURISM EXCEEDS, OH, 60%.

④ THE "SAFETY VALVE," LOCATED ON THE STEAMSHIP WHARF, IS ACTIVATED BY A CBJ EMPLOYEE.



⑤ ANY TOURISTS STANDING ON THE DOCK AT THAT MOMENT ARE EJECTED IMMEDIATELY OVER TOWARD THANE.



⑥ THANE RESIDENTS COMPLAIN THAT THIS IS A FORM OF FLIGHTSEEING AND CATAPULT THESE TOURISTS TO THE BACK SIDE OF DOUGLAS.

⑦ WHILE THE TOURISTS TRY TO FIND THEIR WAY BACK TO TOWN, WE TRY TO FIGURE OUT WHAT TO DO NEXT.



ANYBODY GOT ANY IDEAS?

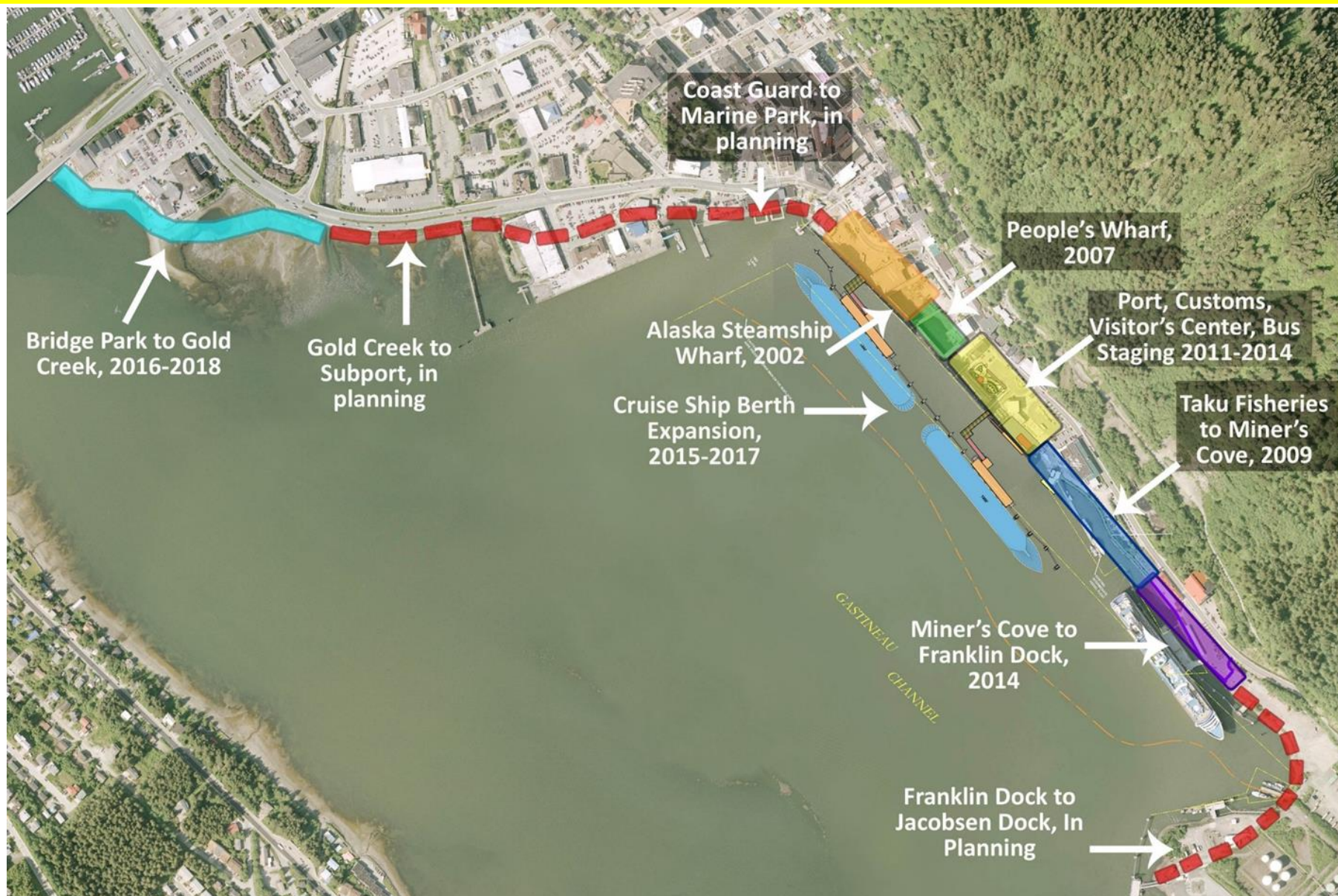
Juneau Empire cartoon, 2002

TDE@6-7-02

Seawalk as a Unifying Element



Seawalk Construction Project Status



Example planning objectives from the past and actions have been implemented and achieved.

- Tourism Best Management Practices created and updated regularly.
- Wayfinding signage from AJ docks to S. Franklin to Willoughby District (underway now).
- Waterfront wayfinding signage ~ 10 years.
- Crossing guards in summer on Egan and S. Franklin.
- Two new visitor information buildings.
- New Port Office/Customs and Border Protection office on the dock.
- Two new cruise ship docks, that in addition to facilitating larger vessels and better security and on/off passenger loading, also opened up light, air, access to water and docks.
- Deck-over project on waterfront and Marine Park created more pedestrian space, and cruise ship tour bus parking.
- Marine Park and Lightering Dock renovations.
- Investment in private-public fish handling system to make commercial waterfront use and tourism compatible. Successfully led by Taku Fisheries.



Carrying Capacity- Vision



Juneau must continue to balance the increasing demands of rapidly rising seasonal visitation with those of local residents. For Juneau to retain its enviable position as a top cruise destination, logistical challenges and impacts must be mitigated to retain the quality experienced by visitors. A key element of this success should focus on the authenticity of the experience in Juneau and sense of place.



COMMUNITY TOURISM STRATEGY

A Partnership between the Cities & Borough governments and the Community



CRUISE TOURISM

- Tourism is labor intensive
- Interactions with local communities is important
- Well-trained tourism workforce **AND** citizens who are equipped and aware of the benefits and responsibilities are indispensable elements of tourism destination delivery

APPEARANCE & EXPERIENCE

Showing Up

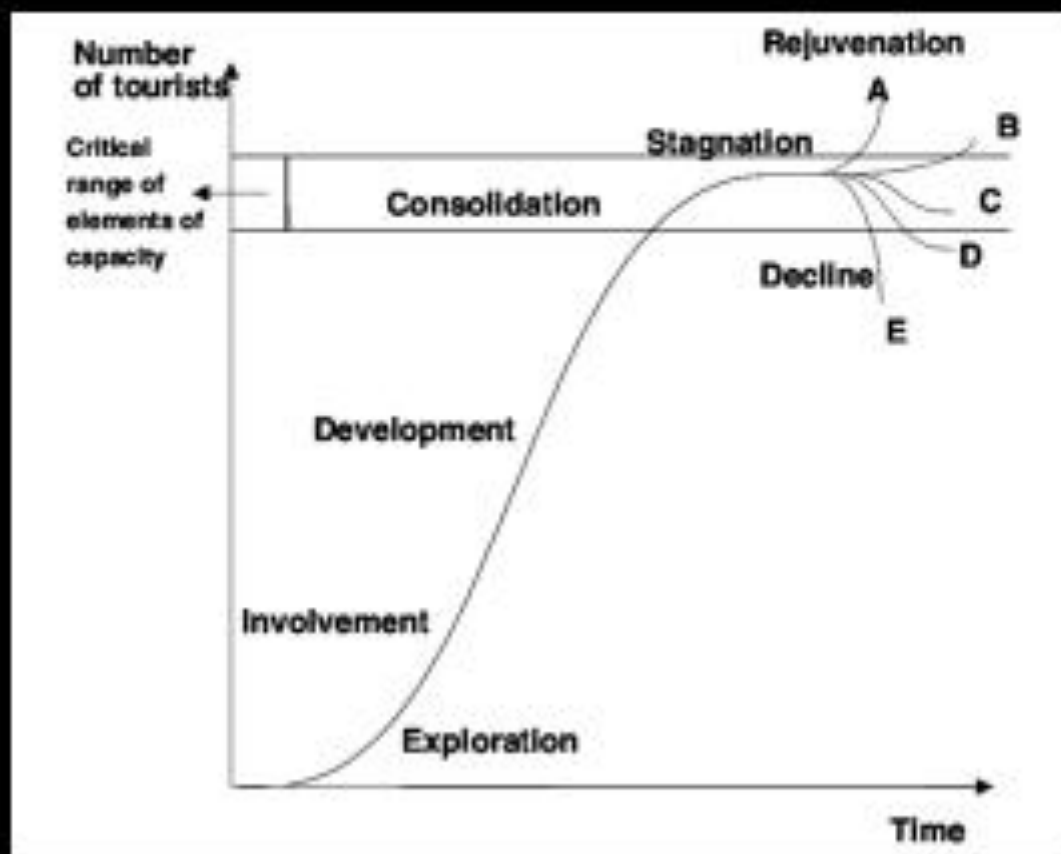



Invited Over



TOURIST AREA LIFE CYCLE

- Tourism areas have been compared to products
- Follow a relatively consistent process of development
- Cycle of evolution





TOURISM SUSTAINABILITY

Proper management and planning ensures destination maintains its environmental integrity and the resources and character that made it attractive in the first place...

- Having a strategy can avoid social and cultural conflicts
- Prevent tourism from affecting local lifestyles and values

“ ...DECISION MAKERS OF DESTINATIONS...PRESSURE TO PROMOTE CRUISE TOURISM BUT THERE IS NO POLICY IN THE LOCAL GOVERNMENTS TO CONTROL THE IMPACTS...

It is very important that destinations have a serious policy of promotion and management of cruise activity. ”

“ PORTS TOO OFTEN PERCEIVE THAT THEY NEED THE CRUISE SHIPS MORE THAN THE CRUISE LINES NEED THEM...IT IS A MUTUAL NEED.

Lack of planning...is the guarantee of multiple negative effects in a destination wherever [cruise tourism] exists... like an option for its economic growth.”



SUSTAINABLE TOURISM?

Quick check of sustainability of a strategy:

- How will this decision affect the visitors?
- What are the implications for industry?
- How does this affect the community and residents?
- What will be the impact on the destination's environment or culture?

TOURISM STRATEGY



Interactions between

- the **visitors**,
 - the **industry** that serves them,
 - the **community** that hosts them and
 - the **environment** where this takes place
-
- Built environment and natural resources

COMMUNITY TOURISM STRATEGY

Develop a strategy and vision for the future of tourism in Ketchikan

- Analysis of current situation
- SWOT Analysis
- Set objectives
- Prioritization and selection of areas for focus and investment
- Marketing plans
- Needed regulations
- Evaluation



STAKEHOLDER PARTICIPATION

Work shops, charrettes, surveys,
interviews, and other activities to
develop tourism strategy



Resources



beth.mckibben@Juneau.org

907.586.045

<https://beta.juneau.org/community-development/blueprint-downtown>