



Formerly McDowell Group

CBJ NEW CITY HALL SURVEY

November 2021

PREPARED FOR:

City & Borough of Juneau

TABLE OF CONTENTS

Executive Summary.....	1
Methodology.....	3
Survey Results	4
Use of City Hall.....	4
Priorities For a New City Hall.....	5
Support for New City Hall Development	10
Support for CBJ Staff Telecommuting	11
Respondent Characteristics.....	12
Appendix A	13

Executive Summary

City and Borough of Juneau (CBJ) offices are currently spread across five facilities downtown with annual rental costs of about \$750,000. CBJ leadership is weighing options for a new City Hall with the aim of reducing long-term operating costs and improving service to the public.

Through an online survey, CBJ solicited public input on priorities for City Hall. CBJ contracted with McKinley Research Group (formerly McDowell Group) to help design and analyze the survey, which was fielded by CBJ October 15 through November 15 using Survey Monkey. A total of 1,326 responses were analyzed in aggregate and by area of residence.

Key Findings

About three-fourths (74%) of respondents said they are supportive or strongly supportive of developing a new City Hall

instead of continuing to rent office space, while 18% said they are opposed or strongly opposed, and 9% don't know.

- Support was highest among residents of Downtown/Thane (79%) and exceeded 70% in all areas.

Respondents placed a high value on parking for the public and staff, with 73% rating it high priority.

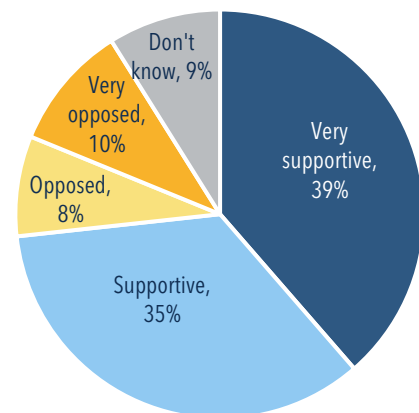
- Only 17% rated as high priority a location near other businesses or public buildings.

The highest construction priority was design for a long service life, with 73% of respondents rating it high priority, followed by **high energy efficiency**, deemed high priority by 65%.

- Only 10% of respondents rated new construction as high priority.

Respondents did not place a high priority on visual appeal: 15% rated architectural and visual appeal as high priority, and 24% rated a "prominent location" as high priority.

How supportive are you of CBJ developing a new City Hall versus continuing to rent office space?



Top location suggestions were the old Walmart building (32%) and “Downtown” (27%).

When specific downtown locations are considered (parking garage and Bill Ray Center), 36% support a downtown location.

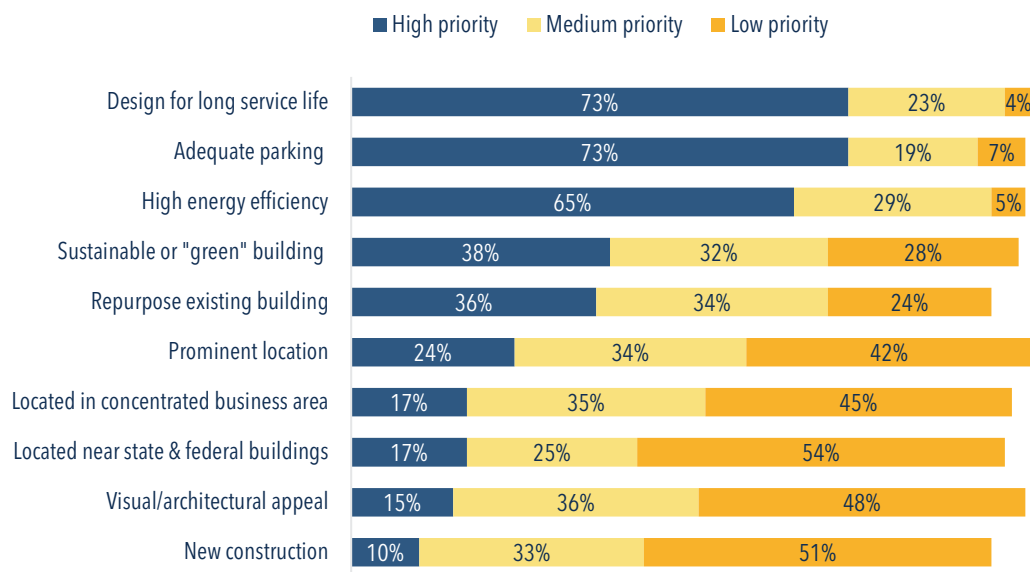
- Lemon Creek was suggested by 20% of respondents, and the Valley by 14%.
- Location preferences tended to match respondents’ area of residence.

Most respondents said they used City Hall in the past five years.

- Top purposes were for interacting with city departments (58%) and attending public meetings (51%).
- Sixteen percent of respondents said they had not used City Hall in the last five years.

The chart below summarizes respondents’ prioritization of 10 attributes of a new City Hall.

When considering location and costs of a new City Hall, how should CBJ prioritize...



Note: Rows do not add to 100% due to “Don’t know” responses.

A separate document includes all responses to the open-response question, “Do you have any additional comments about a New City Hall building for CBJ?”

Methodology

An online survey was designed by McKinley Research Group staff in close coordination with CBJ staff. CBJ fielded the survey using Survey Monkey between October 15 and November 15 with a publicly available web link. The survey was incentivized with a drawing for three \$100 Visa gift cards. A total of 1,336 surveys were completed. The survey instrument can be found in the Appendix.

Because the online survey represents a self-selected sample rather than a random sample, results should not be considered statistically representative of Juneau's adult population, rather the opinions of those who responded. A margin of error is not applicable to this type of open survey. Because participation was not random, it is also not appropriate to weight the results to match population characteristics.

It should be noted that 17% of respondents reported that they worked for CBJ. Any significant differences in responses by CBJ employees compared to residents as a whole are noted. We also note meaningful differences in responses among residents by geographic area, using four areas of residence: Downtown/Thane, West Juneau/Douglas, Mendenhall Valley/Out-the-road, and the Salmon Creek/Lemon Creek/Switzer Creek area.

A separate document contains all responses to the open-response question, "Do you have any additional comments about a New City Hall building for CBJ?"

The survey opened with the following note:

Dear Juneau Resident:

The City and Borough of Juneau is considering development of a New City Hall and is requesting your input. Currently, CBJ offices are spread out among five facilities downtown, with annual rental costs of about \$750,000. The cost of a new facility depends on many factors, including if it is purpose built or a remodel. A new city hall with an efficient layout that reflects modern office work could shrink the footprint and lower long-term operating costs. For a frame of reference, what CBJ pays in rent annually would finance a \$12 million 30-year bond.

CBJ is requesting public input on your priorities for City Hall to help with site selection and budgeting, or if City offices should remain in the current locations. Please take a few moments to fill out the survey and share your thoughts.

Once you complete this survey, you have the option of entering a drawing to win one of three \$100 VISA gift cards.

We know you are busy; by filling out this short five-minute survey, you are making a difference - thank you.

Survey Results

Use of City Hall

The most frequently cited uses of City Hall in the last five years were interacting with departments and attending public meetings. Responses varied by area, with Downtown/Thane residents reporting the highest usage for all purposes.

- More than half of respondents said they used City Hall to interact with departments (58%) and to attend public meetings (51%).
 - In all four geographical areas, more than half of residents reported interacting with departments.
- Almost half of respondents (46%) reported using City Hall to pay bills.
- More than one-third of respondents (37%) reported using City Hall for voting, including two-thirds (67%) of Downtown/Thane residents.
- Sixteen percent of respondents said they had not used City Hall in the last five years.

Table 1. For what purposes have you used City Hall over the last five years? (%)

	Total n=1,322	Downtown/ Thane n=244	W. Juneau/ Douglas n=296	Valley/ Out The Road n=634	Salmon/ Lemon/ Switzer Ck n=127
Interact with departments	58	70	59	53	55
Public meetings	51	68	55	43	49
Pay bills	46	57	51	39	45
Voting	37	67	46	22	28
Work for CBJ downtown	10	11	12	10	6
Work for CBJ in other location	7	5	4	9	6
Have not used City Hall	16	5	12	21	20

Priorities For a New City Hall

Respondents were asked how CBJ should prioritize various attributes and values of a new City Hall, including location, construction, and visual characteristics.

Location Priorities

Adequate parking was by far the highest priority of the three location considerations offered, with nearly three-fourths (73%) of respondents rating it high priority. Only 17% of respondents rated as high priority a location near other businesses or public buildings.

Table 2. When considering the location of a new City Hall, how should CBJ prioritize ... (%)

n=1,302	High Priority	Medium Priority	Low Priority	Don't Know
Adequate parking for public and staff	73	19	7	1
Located in area with concentration of other businesses	17	35	45	2
Location close to state and federal buildings	17	25	54	4

While respondents from all areas placed a high priority on adequate parking, other priorities varied by area, with Downtown/Thane residents most likely to prioritize a location close to other businesses or public buildings.

- More than two-thirds of Downtown/Thane residents prioritized a location in an area with a concentration of businesses (70%) and close to state and federal buildings (69%).
- Residents of the Valley and out the road, along with those in the Salmon/Lemon/Switzer Creeks area, were least likely to prioritize a location near other businesses (46% and 40%, respectively) or close to state and federal buildings (30% for both areas).

**Table 3. LOCATION Considerations: Summary by Area (%)
High plus Medium Priority**

n=1,302	Downtown/ Thane n=244	W. Juneau/ Douglas n=296	Valley/ Out The Road n=634	Salmon/ Lemon/ Switzer Ck n=127
Adequate parking for public and staff	86	93	95	91
Located in an area with a concentration of other businesses	70	59	46	40
Location close to state and federal buildings	69	48	30	30

Specific Location Suggestions

Two-thirds (67%) of respondents said they had a suggestion for where City Hall should be located, while one-third (33%) did not. Those who responded affirmatively were asked to specify their suggested location.

- The top suggestion was the old Walmart building, with about one-third (32%) of respondents. “Downtown” was next, with 27%.
 - Including those who named other downtown locations (parking garage and Bill Ray Center), the downtown total is 36%.
- One-fifth (20%) of respondents suggested Lemon Creek, and 14% suggested the Valley.
- Responses varied significantly by area, with respondents tending to prefer locations in or near where they live.
 - Walmart was suggested by 43% of Salmon/Lemon/Switzer Creeks area respondents and 38% of Valley/out the road respondents, but only 17% of Downtown/Thane respondents.
 - More than half (54%) of Downtown/Thane residents suggested downtown, as did 42% of respondents from Douglas. By contrast, only 11% of those from the Valley and out the road, and 20% of those from the Salmon/Lemon/Switzer Creek area suggested downtown.
- Respondents who work for CBJ were less likely to suggest Walmart than respondents who use City Hall and are not employed by CBJ (20% versus 29%), and more likely to suggest downtown (40% versus 31%).

Table 4. Do you have a specific suggestion for where City Hall should be located? If yes, please specify. (%)

	Total n=1,326	Downtown/ Thane n=244	W. Juneau/ Douglas n=298	Valley/ Out The Road n=635	Salmon/ Lemon/ Switzer Ck n=128
Yes	67	70	65	65	77
Walmart	32	17	26	38	43
Downtown	27	54	42	11	20
Lemon Creek	20	10	12	27	22
Valley	14	6	5	23	10
Downtown parking garage	5	6	5	4	4
Bill Ray Center	4	10	4	2	5
Other	14	11	17	13	14
No opinion	33	30	35	35	23

Note: Some respondents provided multiple suggestions.

Construction Priorities

Before asking respondents to prioritize five construction options, the survey noted: “Factors such as long lifespan, high energy efficiency, and new construction require increased initial expense but can reduce operating and replacement costs.”

- The highest construction priority was design for a long service life, with 73% of respondents rating it high priority, followed by high energy efficiency, deemed high priority by 65%.
- Sustainable or “green” construction was high priority for 38% of respondents, and 36% said using an existing building was high priority.
 - Respondents who work for CBJ were more likely to rate as high priority sustainable construction (50%) and less likely to rate as high priority using an existing building (17%).
- Only 10% of respondents rated new construction as high priority.

Table 5. When considering the costs of a new City Hall, how much of a priority should CBJ place on ... (%)

n=1,302	High Priority	Medium Priority	Low Priority	Don't Know
Designed for a long service life	73	23	4	1
High energy efficiency	65	29	5	1
Sustainable or green building techniques	38	32	28	2
Repurpose/remodel existing building	36	34	24	6
New construction	10	33	51	6

Construction priorities were relatively consistent among respondents from all areas.

- When combining high priority and medium priority responses, more than 90% of respondents from all four areas valued design for a long service life and high energy efficiency.
- Residents of Downtown/Thane were most likely to place high or medium priority on sustainable building techniques (84%), while residents of the Valley/out the road were least likely, but still supportive at 64%.

Table 6. CONSTRUCTION Considerations: Summary by Area (%)
High plus Medium Priority

	Downtown/ Thane n=243	W. Juneau/ Douglas n=294	Valley/ Out The Road n=625	Salmon/ Lemon/ Switzer Ck n=123
Designed for a long service life	97	95	96	93
High energy efficiency	97	93	94	93
Sustainable or green building techniques	84	75	64	69
Repurpose/remodel existing building	70	69	71	71
New construction	44	43	41	48

Visual Attributes

Before asking respondents to prioritize two visual/aesthetic attributes, the survey noted: “Some communities have City Halls that are important centerpieces or built in a prominent location. Other communities have utilitarian buildings that are designed more for the practical needs of a physical office space.”

- Only 15% of respondents said CBJ should place a high priority on architectural and visual appeal of a new City Hall.
- About one-fourth (24%) rated a “prominent location” as high priority.
- Nearly half of respondents rated these attributes low priority.

Table 7. When considering the costs of a new City Hall, how much of a priority should CBJ put into ... (%)

n=1,310	High Priority	Medium Priority	Low Priority
Architectural and visual appeal	15	36	48
Building is in a prominent location	24	34	42

Prioritization of visual attributes varied significantly by area.

- 75% of Downtown/Thane respondents rated architectural and visual appeal as high or medium priority, compared to 42% of those from the Valley and out the road.
- 73% of Downtown/Thane respondents rated a prominent location as high or medium priority, compared to 52% of Valley/out the road respondents.
- Responses from the other areas were in between these values.

**Table 8. VISUAL Considerations: Summary by Area (%)
High plus Medium Priority**

	Downtown/ Thane n=242	W. Juneau/ Douglas n=297	Valley/ Out The Road n=630	Salmon/ Lemon/ Switzer Ck n=124
Architectural and visual appeal	75	52	42	53
Building is in a prominent location	73	59	52	54

Support for New City Hall Development

Overall, 74% of survey respondents said they are supportive (35%) or very supportive (39%) of development of a new City Hall to replace the current rental arrangement.

- 18% of respondents said they are opposed (8%) or very opposed (10%) to development of a new City Hall.
- Responses did not vary significantly by area, with more than 70% support from all areas.
- The strongest support came from Downtown/Thane, with 79% either supportive (33%) or very supportive (46%).
- Respondents who work for CBJ were more likely to support development of a new City Hall, with 91% supportive or very supportive, compared to 77% of respondents who use City Hall and are not CBJ employees.

Table 9. How supportive are you of CBJ developing a new City Hall versus continuing to rent office space? (%)

	Total n=1,316	Downtown/ Thane n=243	W. Juneau/ Douglas n=298	Valley/ Out The Road n=632	Salmon/ Lemon/ Switzer Ck n=127
Supportive NET	74	79	72	73	78
Very supportive	39	46	37	37	43
Supportive	35	33	35	36	35
Opposed NET	18	11	21	18	19
Opposed	8	6	9	9	6
Very opposed	10	5	12	9	13
Don't know	9	11	8	9	2

Support for CBJ Staff Telecommuting

Before asking respondents about their support for CBJ staff telecommuting, the survey noted: "Working from home has become much more common in recent years and offers potential savings by reducing office space. While telecommuting is preferred by some employees, it means they are available by email, video conference, and phone but not to the public in person."

- More than half (61%) of respondents said they are supportive (39%) or very supportive (23%) of increasing the number of CBJ employees working from home.
- While support did not vary significantly between areas, the strongest support came from Downtown/Thane.
- The strongest opposition came from the Salmon/Lemon/Switzer Creeks area, with 34% either opposed (24%) or strongly opposed (20%) to increased CBJ staff telecommuting.
- Respondents who work for CBJ were more likely to support increased CBJ telecommuting, with 74% supportive or very supportive, compared to 61% of respondents who use City Hall and are not CBJ employees.

Table 10. How do you feel about increasing the number of CBJ employees working from home? (%)

	Total n=1314	Downtown/ Thane n=241	W. Juneau/ Douglas n=297	Valley/ Out The Road n=633	Salmon/ Lemon/ Switzer Ck n=127
Supportive NET	61	68	60	61	58
Very supportive	23	27	19	24	22
Supportive	39	41	41	37	36
Opposed NET	30	23	30	31	34
Opposed	21	19	23	20	24
Very opposed	9	4	8	11	10
Don't know	9	10	11	8	8

Respondent Characteristics

Area of Residence

Respondents were asked to select one of six areas of Juneau as their area of residence. For clarity and simplicity, these have been collapsed into four areas for reporting. "West Mendenhall Valley/out the road" was combined with "East Mendenhall Valley," and "West Juneau/Douglas" was combined with "North Douglas."

In comparison to the general population, survey respondents were less likely to live in the Valley/out the road or Salmon Creek/Lemon Creek/Switzer Creek; they were more likely to live in West Juneau/Douglas or Downtown/Thane.

Table 11. In which area of the City and Borough do you live? (%)

	Respondents n=1,316	CBJ population
Mendenhall Valley/Out the road	48	56
W. Juneau/Douglas	23	18
Downtown/Thane	19	11
Salmon Creek/Lemon Creek/Switzer Creek	10	15

Age

As is increasingly typical with surveys, older residents were more likely to respond than younger residents. Analysis of responses by age did not reveal significant variation by age. The mean age of respondents was 55 years.

Table 12. Age (%)

	Total n=1,220	CBJ age 20+ population
<35 years	10	26
35-44 years	18	19
45-54 years	20	17
55-64 years	23	19
65+ years	29	19

Appendix A

See attached survey instrument.

CBJ New City Hall Opinion Survey

[Landing Page Text]

Dear Juneau Resident:

The City and Borough of Juneau is considering development of a New City Hall and is requesting your input. Currently, CBJ offices are spread out among five facilities downtown, with annual rental costs of about \$750,000. The cost of a new facility depends on many factors, including if it is purpose built or a remodel. A new city hall with an efficient layout that reflects modern office work could shrink the footprint and lower long-term operating costs. For a frame of reference, what CBJ pays in rent annually would finance a \$12 million 30-year bond.

CBJ is requesting public input on your priorities for City Hall to help with site selection and budgeting, or if City offices should remain in the current locations. Please take a few moments to fill out the survey and share your thoughts.

Once you complete this survey, you have the option of entering a drawing to win one of three \$100 VISA gift cards.

We know you are busy; by filling out this short five-minute survey, you are making a difference – thank you.

1. For what purpose(s) have you used City Hall over the last five years? Check all that apply.

- 01 ☐ Voting
- 02 ☐ Public meetings
- 03 ☐ Pay bills
- 04 ☐ Interact with departments
- 05 ☐ Work for CBJ downtown
- 06 ☐ Work for CBJ in other location
- 07 ☐ I have not used City Hall in the last five years

2. When considering the location of a New City Hall, how should CBJ prioritize the following considerations?

[Randomize]	High Priority	Medium Priority	Low Priority	Don't know
a. Located close to State and Federal Buildings	01 ☐	02 ☐	03 ☐	04 ☐
b. Located in an area with a concentration of other businesses	01 ☐	02 ☐	03 ☐	04 ☐
c. Adequate parking for public and staff	01 ☐	02 ☐	03 ☐	04 ☐

3. Do you have a specific suggestion for a location where City Hall should be located? (Either an area of town, a specific location, or specific building) 01 ☐ No/don't know
-

4. Factors such as long lifespan, high energy efficiency, and new construction require increased initial expense but can reduce operating and replacement costs. When considering the costs of a New City Hall, how much of a priority should CBJ place on the following elements?

[Randomize]	High Priority	Medium Priority	Low Priority	Don't know
a. Designed for a long service life	01 ☐	02 ☐	03 ☐	04 ☐
b. High energy efficiency	01 ☐	02 ☐	03 ☐	04 ☐
c. New construction (efficient & purpose built)	01 ☐	02 ☐	03 ☐	04 ☐
d. Sustainable or green building techniques	01 ☐	02 ☐	03 ☐	04 ☐

5. Some communities have City Halls that are important centerpieces, or built in a prominent location. Other communities have utilitarian buildings that are designed more for the practical needs of physical office space. How much of a priority should CBJ put into each of the following design elements?

[Randomize]	High Priority	Medium Priority	Low Priority	Don't know
a. The buildings has architectural and visual appeal	01 ☐	02 ☐	03 ☐	04 ☐
b. The building is in a prominent location	01 ☐	02 ☐	03 ☐	04 ☐

6. How supportive are you of CBJ developing a New City Hall versus continuing to rent office space?

01 ☐ Very supportive 02 ☐ Supportive 03 ☐ Opposed 04 ☐ Very opposed 05 ☐ Don't know

7. Working from home has become much more common in recent years and offers potential savings by reducing office space. While telecommuting is preferred by some employees, it means they are available by e-mail, video conference, and phone but not to the public in person. How do you feel about increasing the number of CBJ employees working from home?

01 ☐ Very supportive 02 ☐ Supportive 03 ☐ Opposed 04 ☐ Very opposed 05 ☐ Don't know

8. In which area of the City and Borough do you live?

- ☐ 01 Downtown/Thane
☐ 02 Douglas/West Juneau
☐ 03 North Douglas
☐ 04 East Mendenhall Valley

- ☐ 05 Salmon Creek/Lemon Creek/Switzer Creek
☐ 06 West. Mendenhall Valley/out the road
☐ 07 Other _____

9. What year were you born? _____

10. Do you have any additional comments about a New City Hall building for CBJ?

Thank you for taking time to share your ideas with the City and Borough on the City Hall Project!

If you would like to enter to win one of three to \$100 Visa gift cards please provide your first name and email address below.

Your name and email address will not appear with your responses and will remain confidential.

Name: _____

Email Address: _____

☐ Please check this box to have your email added to the New City Hall Mailing List

McKINLEY RESEARCH GROUP, LLC

3800 Centerpoint Drive, Suite 1100 • Anchorage, AK 99503 • (907) 274-3200
9360 Glacier Highway, Suite 201 • Juneau, AK 99801 • (907) 586-6126

info@mckinleyresearch.com • mckinleyresearch.com