

MEMORANDUM

CITY/BOROUGH OF JUNEAU
City & Borough Manager's Office
155 S. Seward St., Juneau, Alaska 99801
Dave_Palmer@ci.juneau.ak.us



Voice (907) 586-5240
Fax (907) 586-5385

DATE: June 23, 2000
TO: John Mackinnon, Chair, and the Committee of the Whole
FROM: David R. Palmer
City & Borough Manager
SUBJECT: Passenger fee proceeds expenditures

This memo transmits the list of proposed expenditures pursuant to CBJ code 69.20.120. The ordinance provides for the use of funds:

(a) Purposes. The fees collected under this chapter shall be placed in the Marine Passenger Fund. The proceeds of the Fund shall be appropriated to address the impacts caused by the marine passenger ship industry including:

- (1) Design, construction, operation, or maintenance of capital improvements to relieve impacts of marine passenger ships and marine passengers;
- (2) Operating funds for personnel, training, commodities, rentals, services and equipment for services provided, made available to, or required as a result of marine passenger ships and marine passengers;
- (3) Projects and programs that promote safety, environmental improvements, or enforcement of laws caused or required by marine passenger ships and marine passengers;
- (4) Acquisition of land required to execute the activities listed in this section;
- (5) Beautification and enhancement of the above facilities;
- (6) Surveys, analyses, polls, plans, monitoring, and similar efforts to measure, describe, or predict, or manage the impacts of marine passenger ships and marine passengers, for items listed in subsections (1) - (5) of this section.

The committee appointed by the Mayor included Harley Clough, Lynn Bartlett, Don Habeger, Rick Kasnick and Bob Spitzfaden. The committee met at least three times to discuss the projects. There is some general consensus on most of the projects, but you will see from the attached comments that *there are still differences of opinions among the members*. A greater policy issue is whether a fixed portion of the fee should be allocated to Docks and Harbors to assure a dependable revenue stream to retire debt. A related issue is the level of port dues and the relationship between the passenger fee proceeds and the port dues...a topic beyond the context of this immediate list.

A summary of the projects:

Visitor Center, vendor/customer shelters and restrooms.

FY01 \$750,000 FY02 \$500,000

This project recommended by the harbor board and some committee members, would build a visitor center to serve the cruise ship passengers. It would house the Juneau Convention and Visitor's Bureau visitor staff and information center. It would provide a center for vendors and restrooms for visitors. The location, size and design are not determined, but would be developed once the project is funded and architects are hired.

Auke Bay Commercial Loading Facility.

FY01 \$500,000 FY02 \$1,000,000

This facility will improve the facilities used by charter boat operators at Auke Bay, which serve many cruise ship passengers. It will reduce the congestion and improve services by operators to clients.

Exhibit CN

Page 1 of 7

Gold Creek Entrance Enhancement.

FY01 \$150,000

Amount represents required match for Federal funds to "clean-up" the entrance to Gold Creek, re-establish the spawning area, and upgrade the site as part of the Seawalk.

Rebuild road on CBJ property for access to SAGA.

FY01 \$50,000

SAGA provides maintenance services to trails and tourists access park property over this road. The road is substandard and improvement will enhance facilities used by the passengers from ships and locals alike.

Downtown sidewalk, stairway and street reconstruction.

FY01 \$50,000 FY02 \$75,000

This project funds repairs and upgrades to the pedestrian facilities in downtown Juneau. The sidewalk by the Red Dog Saloon is deteriorating and in need of replacement. Stairways and sidewalks in the downtown area will be repaired to keep the area attractive to the thousands of tourists who walk downtown.

Trail maintenance.

FY01 \$250,000 FY02 \$200,000

This project funds the Mt. Roberts Trail maintenance project as well as other maintenance projects on trails used by commercial tourism operators. Significant work is scheduled on the Mt. Roberts and Perseverance trails.

Docks Dredging.

FY01 \$200,000

This is a maintenance item to facilitate the safe access to the docks by cruise ships. This project is requested by the Docks and Harbors department.

IVF electrical upgrade.

FY01 \$110,000

This project improves the electrical system at the Intermediate Vessel Float to accommodate both transient yachts and commercial vessels that serve the cruise ship industry.

Commercial visitor launch ramp access improvements.

FY01 \$220,000

Project includes construction of barrier-free access to beaches adjacent to launch ramps to provide discreet facilities for commercial kayak operations to eliminate user-group conflicts at ramps.

Refinish downtown streetlights.

FY01 \$200,000 FY02 \$15,000

The decorative streetlights installed to provide the "old world" atmosphere to the downtown area are in need of refinishing. The lights need to be removed, sandblasted, repainted and reinstalled. The project enhances the downtown area frequented by the cruise ship passengers.

Commercial trail planning.

FY01 \$35,000

Much work has been done to plan for the commercial use of trails. One option being considered is the construction of a new trail to be dedicated to commercial use, thereby relieving the commercial pressure on other recreational trails. The plan will look at the concept, identify areas and ideas to keep the commercial use of trails separate from recreational user impacts.

Trail monitor.

FY01 \$25,000 FY02 \$25,000

This seasonal position is similar to a park ranger. The monitor will hike the trails to make sure commercial operations are within permit requirements. This position adds the enforcement component to the commercial trail permits and also documents how the operations really do impact the public's use of trails.

Administrative Specialist (tourism coordinator).

FY01 \$64,000 FY02 \$64,000

This existing position provides professional staff support out of the city manager's office for tourism planning, management and coordination. Provides staff support to appropriate committees.

Clerk typist.

FY01 \$18,200 FY02 \$18,200

This existing half-time position supports the tourism coordinator; keeps minutes, records, prepares meeting packets, records complaints, and provides clerical support as required.

Administrative Assistant.

FY01 \$42,400 FY02 \$42,400

This is a new position which supports the tourism coordinator. Existing and projected workload exceeds current staffing resources. This position will have responsibility for the voluntary compliance program, tourism web site and the hotline, freeing up project management and planning time for the tourism coordinator.

Tourism "ambassador".

FY01 \$25,000 FY02 \$25,000

This new seasonal position funds a person who patrols the waterfront area who has authority to enforce parking and vendor regulations. They also greet tourists, issue directions, answer questions, pick up litter, and monitor the waterfront areas.

Capital Transit 30 minute bus service.

FY01 \$150,000 FY02 \$200,000

This service would operate during the cruise season and will reduce the traffic and congestion in the downtown area. Because of the late start up for this season, I recommend the service be scheduled to begin in May of 2001 and run through September. The \$150,000 for the current year should be reprogrammed as the matching funds for the transit center. We have a \$1.5 million grant that requires a 10% match. With the matching money in place, we should be able to get DOT/PF to begin the planning work for the transit center.

The Local Emergency Planning Committee.

FY01 \$10,000 FY02 \$10,000

The LEPC works on community-wide emergency planning. A large part of the planning is related to the cruise industry emergency needs. The LEPC has provided a description, which is included in your packet.

The baseline noise study.

FY01 \$100,000

This reimburses the general fund for work under contract. The noise study is directly related to tourism impacts and appropriately funded with passenger fee proceeds.

Tourism Advisory Committee/Planning and policy support.

FY01 \$9,000 FY02 \$9,000

This funds out of pocket expenses for the PPC such as studies, professional services, ads, publications, and similar costs.

Tourism long range plan.

FY01 \$100,000

The long-range tourism plan is a goal of the PPC. Recent long-range planning efforts by the Docks and Harbors board suggest that an additional \$50,000 should be programmed for FY02.

Flightseeing mediation.

FY01 \$100,000

This is a project discussed by the PPC and the Assembly. The initial evaluation by the mediator suggests that further work may be productive. If the PPC and the Assembly decide to proceed, this is the source of funds for the work.



Passenger Fee Proceeds

Topic/Issue	Recommended Expenditure	FY01	FY02
Facilities			
Construct Visitor Center/Waterfront Vendor/Customer Shelters near wharfs/Restro		\$750,000	\$500,000
Auke Bay Commercial Loading Facility		\$500,000	\$1,000,000
Gold Creek Entrance Enhancement		\$150,000	\$0
Upgrade National Guard Dock for tugboats and large commercial vessels		\$300,000	\$0
Maintenance			
Rebuild road to SAGA lodge for tourist access		\$50,000	\$0
Downtown sidewalk, stairway, street reconstruction		\$50,000	\$75,000
Mt. Roberts Trail and all trail maintenance		\$250,000	\$200,000
Docks Dredging		\$200,000	\$0
IVF Electrical Upgrade		\$110,000	\$0
Commercial (visitor) Launch Ramp Access Improvements		\$220,000	\$0
Refinish downtown street lights		\$200,000	\$15,000
Commercial Trail Planning		\$35,000	
Operations			
Trail Monitor (seasonal)		\$25,000	\$25,000
1 FTE Administrative Specialist (tourism)		\$64,000	\$64,000
1FTE .5 Clerk Typist III (tourism)		\$18,200	\$18,200
1 FTE Administrative Assistant I (tourism)		\$42,400	\$42,400
Tourism "Ambassador" on Waterfront (seasonal)		\$25,000	\$25,000
Capital Transit 30 minute service (seasonal)		\$150,000	\$200,000
Juneau Convention & Visitors Bureau-Visitor Information Services		\$97,000	\$97,000
Local Emergency Planning Committee		\$10,000	\$10,000
Baseline noise study of flightseeing operators		\$100,000	\$0
Tourism Advisory Committee/Planning & Policy Committee materials/support		\$9,000	\$9,000
Planning & Policy Committee tourism long range plan		\$100,000	\$0
Flightseeing Mediation		\$100,000	\$0
		\$3,555,600	\$2,280,600

Memorandum

To: Mr. Dave Palmer, City Manager
Cc: Passenger Fee Proceeds Committee
Re: Comments on Manager's list dated 6/9/00

Date: June 22, 2000

Fm: Don Habeger, committee member



Remaining consistent to my comments at our last meeting I recommend that the Manager's list be paired down to a couple of projects. The projects that I believe to be of the utmost importance are to organize, revamp, and improve the downtown waterfront corridor. If we view the concentration of impact to the CBJ like the hub and spokes of a wheel, the greatest impacts are to the downtown area and then radiating out to other parts of the community. Likewise the fees should be concentrated to the areas of greatest impact first then radiating outward.

In this light I would recommend that the CBJ concentrate their first years efforts to improving Marine Park, purchase of land commonly known as the "Sealaska Park", improve the waterfront promenade, enhance vehicular traffic patterns, and enhance municipal wharves for future uses. I would think that the best approach to accomplish this would be to set aside for FY01 money to purchase land, to begin a long-range tourism plan by the Planning and Policy Committee, and to commence enhancement designing.

For FY02 I would recommend leveraging a portion of the passenger fee for bonding for the waterfront construction and revamping project. Fund proceeds not identified for "hub" projects could then be applied to "spoke" projects that do not see as large a concentration of impacts, such as harbor ramps, trails, etc.

June 22, 2000

The Honorable Dennis Egan, Mayor
Assembly Members
City and Borough of Juneau
155 S. Seward
Juneau, AK 99801

Dear Mr. Mayor and Assembly Members:

First, let me thank you for giving me the opportunity to represent the Parks and Recreation Advisory Committee (PRAC) on the Passenger Fee Proceeds Committee (PFPC). The PFPC was faced with a tremendous challenge—one of selecting and funding programs, projects, and services that will mitigate both real and perceived tourism impacts on our community.

As you well know, the members of the PFPC each represent a specific user group or organization. While we have not been able to reach total agreement on how the passenger fee proceeds should be used, we have been able to find areas of commonality and understanding. For a group which is "blazing a trail" in an area of great interest and importance to our community, I commend my fellow committee members and hope we can continue to respect each others perspectives and utilize our collective knowledge and expertise.

I also wish to thank city manager, Dave Palmer. He has done an excellent job of bringing workable projects before the committee and keeping our discussions *on track*.

Attached is my final project funding recommendation. If you have questions or comments regarding my recommendations, please free to contact me at 465-3522 (work) or 790-2067 (home).

Sincerely,

A handwritten signature in black ink, appearing to read "Lynn Bartlett", with a long horizontal flourish extending to the right.

Lynn Bartlett
PRAC/PFPC Member

Exhibit CN

Page 6 of 7

The Honorable Dennis Egan, Mayor
Assembly Members
Page Two
June 22, 2000

cc: Dave Palmer, City Manager
Kim Keifer, Director, Division of Parks and Recreation
Committee Members, PFPC

Attachment

Exhibit CN

Page 7 of 7