

Message

From: Joan O'Keefe [jokeefe@sailinc.org]
Sent: 2/24/2014 4:54:53 PM
To: Borough Assembly [boroughassembly@juneau.org]; Kim Kiefer [kim_kiefer@ci.juneau.ak.us]
Subject: SAIL Marine Passenger project
Attachments: midFY14report.pdf

Dear CBJ Assembly Member,
Southeast Alaska Independent Living's (SAIL's) Accessible Tourism project is in our first year of funding from the Marine Passenger fund. Attached for your information is a short mid-year report.

We are pleased to be recommended by the City Manager for a second year of funding and hope we can count on your support as well.
Thanks in advance for your consideration,

Joan O'Keefe

Executive Director
Southeast Alaska Independent Living
907-586-4920 ext 430





SAIL Accessible Tourism mid-February 2014 Report

SAIL successfully completed the first summer season of our Accessible Tourism Training and Services program. The goal for this project is to assist in making Juneau the nation's top destination for safe and accessible travel for people experiencing disabilities. This project has been made possible through cooperation with the Juneau Convention and Visitors Bureau (JCVB), Kirby Day and Princess Cruises, the McDowell Group and Ken Leghorn, with start-up funds from the Rasmuson Foundation for FY13 (through June 30th, 2013) and the procurement of Marine Passenger Fees for FY14 (July 1st 2013 through June 30th, 2014).

Successes from Summer 2013:

Tourism Best Management Practices With the assistance and cooperation of Kirby Day, SAIL's Accessible Tourism Program was incorporated into the best practices 2013 edition (see: 2013 Tourism Best Management Practices, General Agreement for All TBMP Participants, page 9, #87).

Trainings SAIL developed a 90 minute training module and tested it with two, pre-season trainings for over 20 attendees on communicating and serving customers with disabilities. Peter Slatin, owner and operator of Slatin Group, provided guidance and consulting services for training and curriculum development. Local presenters included staff from SAIL's adaptive recreation program (ORCA) and local Juneau citizens experiencing disabilities. Training topics ranged from communicating with someone who is deaf to guiding someone who is blind to safely assisting someone who is in a wheelchair. SAIL received 100% positive feedback from training attendees. The only complaint was that they wished the training was longer!

SAIL also presented at the JCVB's pre-season volunteer training. 150 summertime information kiosk volunteers were introduced to the basics of customer service for people experiencing a disability.

Information Line – Phone, Email and Website SAIL maintained an "accessibility information line" for visitors as well as local businesses and citizens assisting a visitor with a disability. Throughout the summer, SAIL received numerous calls and emails inquiring about tour and transportation accessibility, as well as requesting loan of assistive mobility devices. *SAIL provided over a dozen, day-of requests for wheelchair rentals alone.* A website is also maintained with up-to-date information accessible tours, recreation and accommodations in Juneau.



Outlook for the 2014 tour season:

Staffing With current receipt of Marine Passenger Funds, and the expected receipt for Fiscal Year 2015, SAIL will be able to devote the equivalent of a half-time position towards this program. This position will undertake the following:

Trainings This spring, with additional support of the Marine Passenger Fee, SAIL will expand pre-season training opportunities and specifically cater to industry niches. Utilizing feedback from the industry, public training sessions will focus on one of three areas: guiding outfits (hiking, kayaking, biking, charter boats); lodging and dining (hotels, B&B's, restaurants, food stands); and front-line customer service (JCVB volunteers, dock reps, gift shop employees, front desk staff). Additionally, SAIL will offer private trainings for businesses and their employees. Tentative vendors include Allen Marine Tours, Gastineau Guiding, Juneau Taxi and Tours, and the Mendenhall Visitor Center.

Information Line and Website SAIL will continue to expand outreach and advertisement of this service. Time will be spent introducing the program to shore excursion managers upon their first port visits to Juneau at the beginning of the season. Local businesses and operators are currently being contacted to introduce this service. Additional promotion for this dock-side and visitor service will include advertising through local media outlets and potential advertising through Google Ads and Facebook is currently being vetted. SAIL is also in the process of securing a central, downtown location to loan out assistive devices such as wheelchairs, walkers and canes.

Local Business Consultation With the influx of Marine Passenger Fees for FY14, SAIL is excited to increase outreach to local business and vendors. Enhanced capacity allows SAIL to guide businesses towards improvements for accommodating individuals experiencing a disability. Services range from environmental modification surveys (a blueprint for improving business accessibility) to assisting businesses and venues better serve visitors experiencing a disability.

SAIL is excited to carry this program into its second season. With continued support from the City's Marine Passenger Fee, we are confident that Juneau will become a top-notch safe and accessible location for travel for everyone of all abilities.

Thank You,

Tristan Knutson-Lombardo
Accessible Tourism Program Coordinator
Southeast Alaska Independent Living, Inc.

An Aging and Disability Resource Center and Partner Agency of United Way of Southeast Alaska
Information and Referral · Advocacy · Peer Support · Independent Living Skills Training
De-Institutionalization · Outdoor Recreation and Community Access (ORCA)

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Exhibit IY
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