

2019  
2029

# Parks & Recreation Master Plan



CITY AND BOROUGH OF

JUNEAU

ALASKA'S CAPITAL CITY



Thank you to all who contributed to this document, particularly the Special Committee who contributed time, expertise, and suggestions throughout the Master Plan process.

## **PRAC Special Committee**

### **Parks & Recreation**

#### **Master Plan Members:**

George Schaaf

Dana Herndon

William Muldoon

Kate Bevegni

Evan Wood

Sally Saddler

Jim Calvin

Mariana Merino-Goodwin

Jack Kreinheder



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## Executive Summary

The City & Borough of Juneau (CBJ) is rich in natural and recreational resources. The need for a Parks & Recreation (Parks & Rec) Master Plan (Plan) emerged as the department grappled with the challenges of maintaining aging infrastructure and the need to continue to provide a high level of service to the City's approximately 32,000 residents and 1.1 million annual visitors. This Master Plan provides a strategic framework to guide future decisions and help set priorities for future capital projects.

This Master Plan is not a commitment to spend. Financial decisions are made by the Assembly as part of the CBJ budget process. Although approximate cost estimates are included, they are provided for planning purposes only – giving the Assembly, CBJ staff, and community partners a guide for financial management.

### Community Engagement

Parks & Rec conducted an extensive public outreach campaign in late 2016. Department staff held stakeholder meetings, engaged residents online, facilitated public meetings, coordinated phone and online surveys, and met with a focus group of Juneau residents in an effort to understand community needs and trends, and to define the scope of the Master Plan. After this initial round of community engagement, staff conducted focused user surveys about specific topics and convened a Special Committee of the Parks & Recreation Advisory Committee to review the Plan chapter-by-chapter. The Special Committee also developed the mission, vision, and guiding principles for the Master Plan process:

**Mission Statement:** To establish Parks & Recreation's role as an essential partner in a healthy community

**Vision Statement:** Guiding future decisions to provide the highest possible quality Parks & Recreation facilities, programs and services for all regardless of age, income, or ability

**Guiding Principles:** The Guiding Principles form the backbone of the Plan. They describe the core functions of the department and provide goals and recommendations for the future. Goals are policy statements that provide direction on specific areas or topics. Recommendations are specific, measurable action items to be completed over the coming years. A complete list of guiding principles, goals and recommendations can be found in Chapter 9; goals and guiding principles are summarized here.



**Guiding Principle:**

Promoting community engagement, health, and wellness

**Goals:**

- Find efficiencies that increase cost savings and/or revenue potential
- Continually provide diverse recreational opportunities for the community
- Find creative ways to rent or program our facilities for use by community groups outside of the traditional facility user group
- Provide opportunities for self-directed active recreation opportunities for all ages and abilities
- Develop strong community partnerships that increase the scope, variety and accessibility of healthy recreation for all

**Guiding Principle:**

Managing our assets effectively

**Goals:**

- Maintain our current assets and facilities to a high level and avoid deferring needed maintenance
- Facility improvements should increase community benefit, facility safety, and/or revenue potential
- Provide a venue for the community that supports affordable recreation opportunities for all of the Juneau community
- Develop and support a sustainable funding mix for recreation in Juneau
- Promote increased cost recovery at revenue generating facilities
- Maintain our parks to a high level and avoid deferring needed maintenance
- Fund improvements for entire projects: develop a list of priorities and complete and fund each project sequentially
- Maximize infrastructure investments by developing multi-use facilities

**Guiding Principle:**

Ensuring financial sustainability

**Goals:**

- Encourage fundraising by community partners and provide matching or bridge funding when appropriate
- Ensure commercial use aligns with community needs and interests
- Ensure commercial use adheres to a consistent and fair fee structure
- Find creative ways to rent or program our facilities for use by community groups outside of the traditional facility user group



**Guiding Principle:**

Supporting community partnerships

**Goals:**

- Continue working with community partners to provide ADA accessible facilities and/or adaptive programming for seniors and residents with disabilities
- Manage demands for facility time fairly, with youth activities taking highest priority
- Encourage collaboration between community partners and internal collaboration between Parks & Recreation facilities and programs
- Balance needs of community partners operating at Parks & Rec facilities to ensure that services are complementary and provide the best possible array of opportunities for the community
- Continue to work with community partners to increase scholarship funds available and outreach to eligible families
- Encourage and support community partners in fundraising initiatives or other philanthropic activities to make improvements to parks, trails and recreational facilities
- Encourage and foster collaboration among and with community partners
- Provide leadership to recreation user groups in navigating land management issues
- Increase community outreach and promotion, including cross promotional opportunities between Parks & Rec facilities and other CBJ departments, and with partner organizations

**Guiding Principle:**

Engaging youth and encouraging lifelong wellness

**Goals:**

- Develop and support programs that provide access to recreation for all Juneau's youth
- Ensure programs are equitable and affordable by identifying and removing barriers to participation
- On an ongoing basis, work with community partners to identify gaps in recreation, prevention, and social service offerings for youth in Juneau; and take a leadership role in developing evaluation tools and ensuring those gaps are filled
- Change department name and mission to incorporate and highlight youth, i.e.: Parks, Recreation and Youth Services

**Guiding Principle:**

Serving the needs of a diverse and changing population

**Goals:**

- *Ensure Parks & Recreation and its community partners are balancing programs and services across neighborhoods*
- *Continue to provide ADA accessible facilities and/or adaptive programming for seniors and residents with disabilities*
- *Encourage educational programming*
- *Consider Juneau's growing senior population in decisions regarding programming and facility upgrades*
- *Consider community safety and wellbeing in facility maintenance and upgrades*
- *Park and facility improvements should improve safety and/or user experience*
- *Encourage and support improvements in bicycle and pedestrian routes throughout Juneau*
- *Update park master plans every 5-10 years*
- *Maximize infrastructure improvements by developing multi-use facilities*

**Guiding Principle:**

Fostering environmental stewardship

**Goals:**

- *Consider environmental sustainability in materials and site selection for capital projects, including trails.*
- *Consider environmentally sustainable facility or process upgrades*
- *Continue to improve sustainability related educational signage*
- *Incorporate environmental education into Parks & Rec programs and encourage community partners to do the same*

**Guiding Principle:**

Increasing cultural awareness

**Goals:**

- *Work with Tribal partners to identify and install signage and markers to inform park users about Juneau's cultural heritage*
- *Collaborate with Tribal partners to preserve and maintain current art and cultural materials at parks and recreation facilities*
- *Respect the wishes of cultural communities regarding development or programming in culturally sensitive areas*
- *Improve trail signage and cultural programming*

**Guiding Principle:**

Making programs and facilities accessible to all

**Goals:**

- *Remove barriers to participation resulting from socio-economic status*
- *Offer diverse opportunities to participate in recreation programs*
- *Balance cost recovery with affordability to keep the benefits of parks and recreation within reach of every Juneau resident*

## Key Themes

Key themes emerged as we collected feedback from residents, stakeholders, and staff. These include:

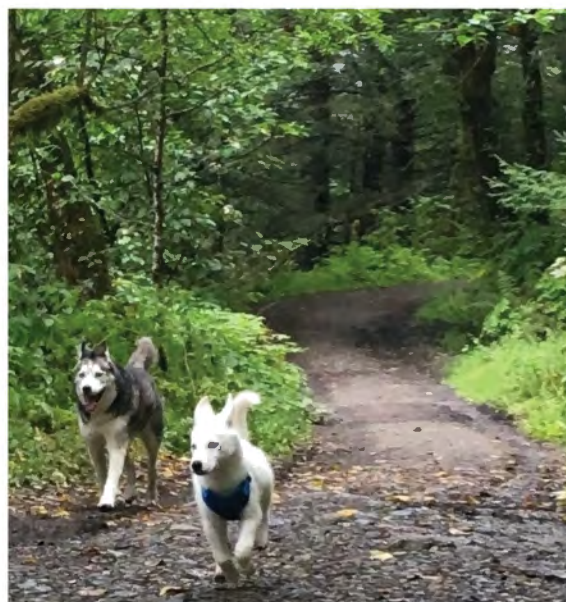
**Partnerships:** CBJ is just one part of the recreational fabric of Juneau. It is critical that Juneau maintain high quality social and recreational assets regardless of management authority. Many individuals use parks, facilities and services without awareness of the managing agency or organization.

Collaboration between social service agencies and recreation providers improves user experiences by minimizing discrepancies between agencies and organizations. It is Parks & Rec's policy not to compete with other recreation and social service providers, but to work with these partners to provide space, support, and scholarships, and to offer complementary programs and services. There is a nationwide trend toward non-profit organizations offering public recreation services and for Parks & Recreation departments providing support and facilities and Juneau is no exception. During the public consultation process for this Plan, we asked partner organizations to submit their future goals and priorities not only to entrench support for the critical role played by partner organizations, but also to ensure that Parks & Rec's goals and priorities align with those of its partners.

**Financial Sustainability:** Parks and recreation facilities are not designed to be profit centers, and therefore require general tax fund support to provide affordable programs and services to all residents. A significant challenge for the department is determining an appropriate balance of revenue and general fund support, or affordability and fiscal responsibility. As a public entity with a stated goal of reducing barriers to entry it is critical for Parks & Rec to keep its programs and services affordable and accessible to all.

## Facts and Highlights

- 89% of Juneau residents use trails
- Parks & Rec staff met with over 30 community partners during this planning process
- Juneau has more than 250 miles of trails
- CBJ maintains 30 parks
- CBJ Landscape Maintenance crews mow 1,168,360 sq. ft. of turf throughout the year
- Parks & Recreation provides 175 Trash Cans
- Parks & Recreation provides over 230,000 dog waste bags every year
- CBJ pools use 646,000 gallons of saline eater per year
- Treadwell Arena staff resurface the ice 83 times a week
- There are 12,187 households in Juneau, 32% have children
- Juneau's median Age has risen from 28.1 in 1980 to 38.4 in 2017





**Maintaining What We Have:** It is a challenge to maintain existing infrastructure given the department's current staffing and financial resources. Each year between October and April, five employees maintain 35 parks and 15 playgrounds, empty over 200 trash cans, and provide snow removal for seven CBJ facilities. Ten of Juneau's 15 playgrounds are overdue for replacement, and the community's recreational facilities need millions of dollars in deferred maintenance. Old facilities and equipment require more maintenance, and should be replaced or upgraded before adding new infrastructure without corresponding increases to maintenance budgets.

**Social Equity:** Parks & Recreation programs are investments in the community with returns that include reduced public health and law enforcement costs; healthy residents; quality of life; and well-balanced youth. A key challenge for the department is to identify and eliminate barriers to participation for underserved residents. Parks & Rec provides scholarships that can be applied to other programs. The department also actively reaches out to residents, particularly youth, that require additional support to assure equitable access to Parks & Rec programs and facilities.

## Implementation

The actions contained in this plan should become part of the department's annual work plan and budgeting process. Yearly: Review priorities and recommendations, set annual goals based on priorities, report progress on completion of last year's goals, include priorities in the department budget.

Every 3 years: Review mid-range recommendations and determine whether they should become short-term priorities, update goals and recommendations based on current political, economic and social climate, and public outreach in the form of a survey or other means of gauging residents.

Every 5 years: Update the Master Plan document; reset goals and recommendations and priorities.

The recommendations in Chapter 9 present short, medium and long-term priorities and are classified as critical, recommended, and potential actions. Changes in the economy, demographics, and community interests make this a living document; the department should revisit this Plan frequently and update the directions.





# 1 Introduction: Parks & Recreation, Essential Partners in a Healthy Community

Welcome to the CBJ Parks & Recreation Master Plan. This document covers many aspects of department operations over the coming decade. These summaries at the beginning of each chapter are designed to provide readers with an overview of its content and help readers quickly find information. This chapter is an overview of parks and recreation in Juneau's past and present, a discussion of the need for a comprehensive policy document that sets Parks & Recreation Department priorities for the next decade, and an explanation of related policies and key themes.

## Chapter highlights (key themes):

- Setting priorities for funding
- Partnerships
- Equity
- Financial sustainability





## 1.1 Purpose of the Master Plan

For generations, access to nature and recreation have been integral components of the Juneau lifestyle. Surrounded by the Tongass National Forest, mountains and ocean, Juneau's natural setting is a key reason why many choose to call the area home. Throughout the community's history, indoor and outdoor recreational facilities and programs have helped residents thrive in Juneau's climate, while parks and trails have connected people to nature and created spaces for the community to gather. Today, Juneau's parks and recreation system provides a diverse network of parks, trails, and facilities – important components of the quality of life that attracts and keeps people in Juneau. These programs and facilities are a major civic asset that enhances the community by increasing property values, improving neighborhoods, and improving public health and wellness, as residents are offered the opportunities to build new skills, be physically active, and interact socially through shared experience. Parks and trails facilitate access to Juneau's vast natural areas for residents of all ages and abilities, and help Juneau to attract visitors and to maintain a vibrant business community.

This Parks & Recreation Master Plan (Plan) document considers the future of City and Borough of Juneau (CBJ) Parks & Recreation (Parks & Rec) over the coming two decades, with recommendations to be implemented over the next ten years. It is intended to provide guidance and policy framework that is based on community feedback and will help current and future leaders to make decisions that support the department's long-term goals and priorities. The Plan also defines Parks & Rec's key role providing resources and collaborative leadership within a diverse network of community partners. This Plan is designed to be a living document, updated every five years to reflect changes in demographics, funding, and other conditions. Chapter 10 provides a methodology for reviewing and updating the plan.

## 1.2 Community Health and Wellness

As we look forward to the coming decades of recreation in Juneau, it is important to recognize that resources can be applied more effectively if youth are perceived as assets to be invested in, and that these investments will lead to a reduction in problems to be policed. It is also imperative that we continue to invest in our public lands and facilities and recognize their role in property values, attracting and retaining the next generation workforce, and supporting and maintaining the visitor economy.

CBJ Parks & Recreation provides the elements that create, maintain, and enhance physical, social, economic and environmental health and wellness. Recreational resources are vital to quality of life and economic well-being. Recreational opportunities attract and retain location-neutral professionals and businesses, boosting the economy and adding jobs for residents from a variety of backgrounds. Social and recreational services encourage seniors to stay in Juneau and spend their retirement income locally.



While communities across the country place a high value on the quality of life enhancements that Parks & Rec services provide, there is less recognition of the “ounce of prevention” aspect: that an investment in healthy activities, especially for youth, has economic and social returns in the form of public health, criminal justice, and a productive workforce. Parks & Rec provides constructive programs for youth and adults; as well as access to safe indoor facilities and amenities and opportunities for unstructured and outdoor recreation for all residents, regardless of age, income, or ability. It is critical that the department continue to evaluate barriers to participation for underserved youth and work with community partners to eliminate those barriers and provide equal access to all. While Juneau maintains diverse public parks and recreation facilities, recreation distribution, access, and use varies across different demographic populations. Studies have highlighted that unequal distribution of and access to green spaces, parks and recreation exist and that physical activity levels and park use are dependent on demographic, socioeconomic and regional characteristics (NRPA, 2012).



Furthermore, availability of Parks & Rec facilities and the conditions of those facilities also determines the frequency of use and physical activity levels. Parks and trails provide health, social and economic benefits in an environmental context; therefore, they are considered environmental amenities and dialogue on disparities in proximity, facilities, and conditions can be framed in the context of an environmental and social justice issue. There are social benefits to ensuring access to public facilities and providing and maintaining parks, trails, and other recreational amenities in impoverished neighborhoods. These benefits extend to recreational programming and ensuring access for underserved residents, particularly youth, seniors, and people with disabilities.

Parks & Rec provides social services, particularly for youth, in the form of work skills development, after school activities, and services for underserved and at risk youth; and continues to play a leadership role in identifying and mitigating the gaps in the youth services network in Juneau. Additionally Parks & Rec maintains facilities and helps facilitate programs for residents with disabilities and continues to work with community partners to improve ADA accessibility throughout the CBJ Parks & Rec system.

### 1.3 Parks & Recreation in Juneau's History

Although access to recreation and natural areas has been an important part of life in Juneau throughout the city's history, CBJ has only engaged in formal Parks & Rec planning for half a century. The first Parks and Recreation Comprehensive Plan was written by Parks and Recreation Advisory Committee (PRAC) members in the early 1970's. A private contractor was hired to produce the 1977 Comprehensive Parks and Recreation System Plan (1977 Plan). The next and most recent Parks and Recreation Comprehensive Plan (1997 Plan) was written by CBJ staff in 1997, with the recommendations chapter updated in 2007.



When Juneau first started to plan for Parks and Recreation, CBJ Parks & Rec offered organized activities ranging from baseball to berry picking, and operated a single recreational facility. As the population grew and demographics changed, the department focused its efforts on youth and adult sports and began to form partnerships with other organizations that provide sports, recreation, and social services. The 1997 Plan recommended additional recreation facilities, and the Treadwell Arena and Dimond Park Aquatic Center were constructed in 2004 and 2011, respectively.

Today Parks & Rec operates more facilities than ever before, including a youth center, two pools, an ice arena, gym space, playing fields, an arboretum, parks and trails. Parks & Rec provides its own programming including youth and adult sports, camps, after-school programs, classes, and social programs while also providing space and support to other recreation and activity providers. The department also controls parking and building maintenance, these functions are considered outside the core services of Parks & Rec and are excluded from this plan.

## 1.4 Policy and Legislation

Over the past decade, there have been myriad studies, planning efforts, and documents related to parks and recreation in Juneau. This plan does not seek to replace any study or guiding document related to an individual area or topic, but instead creates a broad framework and strategic direction for the department. Planning efforts related to specific Parks & Rec controlled issues or areas remain valid, though this Plan recommends updates to some. The policy documents listed below provide guidance for other government agencies and CBJ departments and are particularly relevant to Parks & Rec and/or are directly influenced by this Plan.

### 1.4.1 CBJ Comprehensive Plan

The Natural Resources and Recreation chapter of the 2013 CBJ Comprehensive Plan draws on the 2007 update to the 1997 Plan, the 1993 Juneau Trails Plan, the 2009 Juneau Non-Motorized Transportation Plan and the 1986 Mendenhall Valley Greenbelt Plan. The CBJ Comprehensive Plan lays out the following policies for Parks & Recreation. Each policy is supported by standard operating procedures and implementing actions. These policies remain consistent with the direction of this Plan; however the goals and recommendations herein may necessitate changes to the standard operating procedures and implementing actions in future versions of the CBJ Comprehensive Plan:

**Policy 9.1** *To provide quality dispersed outdoor recreational opportunities and to acquire and develop sufficient local parks and recreational facilities in locations convenient to all areas of the CBJ, places given priority for new facilities include rapidly developing areas and currently developed areas that lack adequate parks and recreation facilities.*



**Policy 9.2** To develop and maintain an interconnected non-motorized trail system that is complementary with, and may be contiguous with, un-fragmented fish and wildlife corridors along anadromous fish streams within the roaded area that provides fish and wildlife and human access to the sea from the uplands.

**Policy 9.3** To preserve as public natural areas those public owned lands and shoreline areas that possess important recreational, scenic, fish and wildlife and other environmental qualities or are subject to natural hazards.

## 1.4.2 Land Management Plan

The 2016 CBJ Land Management Plan identifies several parcels added to the parks system since the 1997 Plan. Though these parcels have not been formally adopted as part of the Juneau Parks System, they were obtained for parks and recreational purposes and have been designated “Parks” in the Land Management Plan. This Master Plan document will have implications on the Land Management Plan by setting policies for parkland acquisition and disposal. The Parks Inventory summarized herein, which classifies the Juneau Parks System, sets criteria that renders a parkland parcel available for disposal, and identifies parcels conforming to those criteria. These changes will be incorporated into a future Land Management Plan in a manner that reflects the goals and objectives of this Plan.

## 1.4.3 Area Plans

The Community Development Department (CDD) is currently in the process of producing Area Plans for individual neighborhoods. These documents inform the CBJ Comprehensive Plan and analyze a specific geographic area to identify priorities and set long-term strategies and guidelines for development. Parks & Recreation works closely with CDD during the development of these Plans. This document provides goals and recommendations related to all areas covered by Area Plans, while Area Plans provide more detailed and localized policies and recommendations regarding parks, trails and recreation facilities.





#### 1.4.4 Juneau Economic Development Plan

The Juneau Economic Development Plan sets economic development priorities, goals, objectives, and actions. These include initiatives such as building the senior economy, attracting and retaining the next generation workforce, building on strengths, and revitalizing downtown, all of which are related to parks and recreation in that economic vitality and livability are inextricably linked. Parks and trails help create vibrant neighborhoods, and recreational activities retain families and create a sense of community for those who live and work in Juneau. As the population ages, Parks & Rec will play a role in the senior economy, providing the programs and services to keep seniors active, thus reducing public health costs. The Economic Development Plan identifies diverse outdoor recreation opportunities, diverse indoor recreation facilities, affordable high-quality winter recreation opportunities, a world-class setting and natural beauty, and popularity as a visitor destination among Juneau's assets and competitive advantages. Disadvantages include workforce shortages and high cost of living. Further, the Economic Development Plan advises leveraging these assets and addressing these challenges to strengthen the economy. Parks & Rec is a vital component of both supporting assets and mitigating challenges by providing affordable and equitable recreation opportunities and services. The role of the setting, nature and recreation is so critical to the local lifestyle that resources that promote quality of life are foundational to all economic development initiatives centered on attracting and retaining businesses, professionals and retirees.

#### 1.4.5 Eaglecrest Master Plan

Eaglecrest Ski Area is owned and operated by CBJ, but is not controlled by Parks & Rec. It is a significant recreational amenity and there are cross promotional and combined pass opportunities between Eaglecrest and Parks & Rec. Additionally, recommended and existing trail connections between Parks & Rec and Eaglecrest maintained trails are discussed in the Eaglecrest Master Plan. It is important to continue working closely with Eaglecrest on consultations with trail user groups and shared marketing and promotional efforts.

#### 1.4.6 Juneau Non-Motorized Transportation Plan

The Juneau Non-Motorized Transportation Plan details current and potential routes for bicycle and pedestrian transportation and provides some trail development recommendations. Transportation was cited as a barrier to participation for youth in the community. Safe bicycle and pedestrian routes between densely populated neighborhoods and recreational facilities help to address this issue for youth old enough to walk or bike on their own. Additionally, pedestrian and cycle commuter connections encourage a healthy lifestyle and provide safe and environmentally friendly access to parks, trails, and facilities for recreational activities.



## 1.4.7 North to the Future: Alaska's Statewide Comprehensive Outdoor Recreation Plan

The 2016 Statewide Comprehensive Outdoor Recreation Plan (SCORP) guides outdoor recreation providers, advisory boards, user groups and the public in making decisions in Alaska from 2016 through 2021. The SCORP is a requirement for Alaska's participation in the Federal Land and Water Conservation Fund (LWCF) State & Local Assistance matching grant program which provides capital project funding for recreation. The SCORP provides a reference for outdoor recreation trends and issues in Alaska; identifies statewide capital investment priorities related to outdoor recreation resources; outlines the state's priorities for LWCF funding; and provides information regarding eligibility for LWCF assistance. Requirements for funding through the State's Recreational Trails Program are also identified in the SCORP. For CBJ, the SCORP is both a useful resource for information on statewide trends and a guide to grant opportunities for capital projects.



## 1.5 Current Challenges and Priorities

The research and public consultation conducted as part of this planning process identified the following key issues. These challenges and priorities are at the forefront of Parks & Rec's future goals and policies, and touch most of the other issues discussed herein.

### 1.5.1 Funding Priorities

At current staffing levels, Parks & Rec is challenged to maintain its assets to a high standard. Many parks, trails and facilities have deferred maintenance issues, and available funds often cover only temporary or superficial repairs. It is the department's preference to avoid small additions, repairs, or reductions to multiple facilities or budgets, but instead to fund or eliminate entire programs or projects. This practice allows the department to maintain safe and high quality programs and facilities and to work toward a predictable maintenance cycle for built assets.





### 1.5.2 Partnerships

CBJ is just one part of the recreational fabric of Juneau, with the United States Forest Service (USFS), Alaska State Parks, the Juneau School District (JSD), and private and non-profit organizations working together to meet the social and recreational needs of residents and visitors. It is critical that Juneau maintain high quality social and recreational assets regardless of management authority. Many individuals use parks, facilities and services without awareness of the managing agency or organization. Consequently, collaboration between social service and recreation providers improves user experiences by minimizing discrepancies between agencies and organizations.

It is Parks & Rec's policy not to compete with other recreation and social service providers, but to work with these partners to provide space, support, and scholarships and to offer complementary programs and services. There is a nationwide trend toward non-profit organizations offering public recreation services and for Parks & Recreation departments providing support and facilities. Juneau is no exception, and during the public consultation process for this Plan, partner organizations were asked to submit their future goals and priorities for inclusion in this document in an effort to not only entrench support for the critical functions performed by partner organizations but also to ensure that Parks & Rec's goals and priorities align with those of its partners.

### 1.5.3 Equity

One significant challenge presented by the trend toward decentralization is the possibility of creating additional barriers to underserved residents. While Parks & Rec provides and administers scholarships that can be applied to other programs, there is an additional outreach and equity component that Parks & Rec is obligated and driven to consider as a public service provider. While it is a stated goal to engage with other service providers to continually evaluate programs for underserved youth and work with these partners to ensure that at-risk or disadvantaged youth have access to the programs and services they need; it is also important to consider the ounce of prevention aspect by reducing barriers to entry for constructive activities. Parks & Rec prioritizes equity in its own programs, but beyond offering scholarships, the department does not have control over the expense or social accessibility of programs offered by other providers. By partnering with other service providers, Parks & Rec can promote equity and provide support where needed.

### 1.5.4 Financial Sustainability

As a public entity with a stated goal of reducing barriers to entry it is critical for Parks & Rec to keep its programs and services affordable for residents while also generating sufficient revenue from facilities and programs. While public recreation facilities are not designed to be profit centers, and require general fund support, it is important to operate efficiently and maintain a reasonable rate of cost recovery. A key challenge for the department is determining an appropriate balance of revenue and general fund support, or affordability and fiscal responsibility.





# 2 Project Scope

This chapter describes the Master Plan process from beginning to end, including all public consultation efforts. Community outreach included stakeholder group meetings, public meetings, online engagement, a statistically valid public phone survey, a self-selected online survey, and a committee of residents who reviewed each chapter as it was completed. This chapter includes data on how many residents were reached by each method. Survey results are summarized in Chapter 6. Full survey results can be found in Appendix II.

## Chapter highlights:

- Project timeline – 2016-2018
- Exclusions from project – parking and building maintenance
- Public engagement summary



## 2.1 Planning Process

### 2.1.1 Master Plan Timeline

The two year planning effort commenced in summer 2016 and was divided into five phases. Deliverables and outcomes of each project phase are listed below.

**Figure 2.1: Project Phases**



#### **Deliverable 1: Project Plan**

The project plan laid out the project scope and timeline and set conditions and exclusions for the Master Plan project.

#### **Deliverable 2: "What we Heard" Summary Document of Public Engagement Outcomes**

This document provided a public, transparent collection of community feedback from the first round of public consultation.

#### **Deliverable 3: Programs and Facilities Audit**

The programs and facilities audit evaluated Juneau's Parks and Recreation services against national guidelines and similar communities and identified priority projects, processes and policies related to Juneau's parks and recreation facilities. This included a detailed parks inventory and a more general recreation programs and facilities inventory. As part of this process, Parks & Rec staff also conducted supplemental surveys on key issues including dog parks and youth and senior activities. The outcome of this audit was a detailed set of recommendations, which formed the backbone of this plan.

#### **Deliverable 4: Draft Plan**

The draft plan was a first draft document submitted to the public for review. The project team reached out to stakeholders and the public through a series of meetings and online to ensure that the draft plan and recommendations were in line with the interests and needs of the community.

#### **Deliverable 5: Final Plan**

The final plan was recommended for adoption by PRAC on DATE, adopted by the Planning Commission on DATE, and adopted by the CBJ Assembly on DATE.



## 2.1.2 Exclusions

The following deliverables and tasks were excluded from the project:

Excluded from project:	Reason:
Parking	Parking is administered by Parks & Rec but is also managed in some way by nine different CBJ departments. CBJ is in the process of evaluating parking services and programs. The parking function is outside of the core scope of the Parks & Rec department and therefore is excluded from this project.
Building Maintenance	Building maintenance is controlled by Parks & Rec but touches every other municipal department. It is outside the core scope of Parks & Rec and will be excluded from this project.

## 2.2 Community Engagement

Parks & Rec staff coordinated a multi-faceted community engagement effort from September – November 2016. The goal of this initial round of public consultation was to establish a baseline of information about how the community values the current CBJ Parks and Recreation system. In an effort to begin a community conversation about a vision for the future of parks and recreation in Juneau, Parks & Rec presented a summary of current operations and asked community members to rate the inherent value of each facility and program, and make suggestions for improvements to the current system. The goal of this outreach was to deepen and broaden the public conversation and to not only gather feedback from as many diverse community members as possible, but also provide individuals and groups with a forum for sharing their ideas for the future.

## 2.2.1 Public Surveys

Parks & Rec contracted McDowell Group to conduct both telephone and online surveys. 500 Juneau households were surveyed by phone in September 2016. The results of the random sample telephone survey are statistically representative of the entire community, with a maximum margin of error of +/- 4.5% at the 95% confidence level. The phone survey was conducted prior to media advertising, the launch of online engagement, and public meetings in an effort to proactively gather opinions from residents before they had the chance to develop preconceived notions about the master planning project.

The online survey was launched in October 2016, along with PlaceSpeak, Parks & Rec's public engagement platform. Residents were encouraged to register through PlaceSpeak to take the survey, with an analog option available by request. PlaceSpeak captures location data, automatically emails respondents with project updates, and provides a variety of ways to engage with the project. The other benefit of PlaceSpeak is that residents were only able to take the survey once, preventing individuals from attempting to sway the outcome by taking the survey multiple times. 304 residents took the survey on PlaceSpeak.

*Survey results from the McDowell Group can be found in Appendix II.*

## 2.2.2 PlaceSpeak

In consultation with the CBJ Manager's Office, Community Development Department, and Management Information Systems department, Parks & Rec staff selected PlaceSpeak as the Plan's online platform. Once residents connected to the project on PlaceSpeak, they received automatic project updates, prompts for surveys and polls, opportunities to participate in discussion forums, and a central location for both new and background information about the project. Residents are geographically verified when they register for PlaceSpeak and are only required to register once to view and participate in multiple CBJ projects.

Along with a link to the online survey, PlaceSpeak content included a video of the public meeting presentation, information about the project history and timeline, a slideshow featuring the large format boards from the public meetings, links to relevant CBJ reports and background documentation, and a discussion forum where residents were asked to provide feedback. This content was designed in an effort to attract feedback from individuals who are interested in the project but may not have the time or inclination to attend a public meeting. 3534 residents viewed the project on PlaceSpeak with 763 connected.

During 2017, Parks & Rec used Placespeak to poll residents about three specific issues: dog parks, youth and senior activities, and commercial use of parks. These polls were conducted to obtain targeted information about key issues identified in the 2016 McDowell Group survey.



### 2.2.3 Public Meetings

A series of five public meetings were held at locations throughout Juneau in October 2016. Participants were introduced to the project and the existing Parks and Recreation system through a twenty minute presentation and were asked to view and comment on a series of large format boards describing each of Parks & Rec's existing facilities and programs, including:

- Park Maintenance
- Landscape Maintenance
- Trails
- Youth Sports and Mount Jumbo Gym
- Adult Sports
- Zach Gordon Youth Center
- Pools (Dimond Park Aquatic Center and Augustus Brown Pool)
- Treadwell Arena
- Eagle Valley Center
- Jensen-Olson Arboretum

Each participant was given a card asking them to rate the inherent community value (as personally defined) of each of Parks & Rec's facilities and programs on a scale of 1-5. The opposite side of the card provided space for comments. Cards were collected by Parks & Rec staff as residents left the meeting. Verbal comments to Parks & Rec staff were also recorded on cards and included with the rest of the meeting feedback.



### 2.2.4 Stakeholder Meetings

During September – December 2016 Parks & Rec staff met with 30 stakeholder groups to discuss their use of Juneau Parks and Recreation facilities and services. Many of these stakeholders operate programs using Parks and Rec assets or are active partners in providing services to underserved community members, youth, or residents with disabilities. To connect with most of the groups, Parks & Rec staff attended scheduled board of directors meetings. In several cases, such as trails or field user stakeholders, it was necessary to convene a meeting of multiple stakeholder groups and relevant government agencies. Stakeholder groups were asked to provide their feedback in written form. Parks & Rec contacted as many relevant community groups as possible.

In addition, several groups reached out after the process commenced and asked to be included. Parks & Rec staff requested written feedback from these groups as well, and held meetings where both parties agreed it was necessary. Groups were encouraged to reach out to Parks & Rec staff to share their ideas and feedback throughout the planning process. *Stakeholder meeting summaries can be found in Appendix III.*

### 2.2.5 Focus Group and Special Committee

Early in the Master Plan process, Parks & Rec staff convened a group of engaged community members who not only shared a fundamental understanding of what the department was trying to achieve, but also had the capacity to see beyond their own interests and focus broadly on the good of the community. The Focus Group met three times, on April 28, May 19, and September 14, 2016, with the goal of serving as a sounding board to Parks & Rec staff as they developed the project scope. The group reviewed the general methodology for public consultation, confirmed the goals for the end product, and discussed key community issues that would need to be addressed.

Parks & Rec convened a special committee of PRAC that was demographically representative of Juneau. The primary role of the special committee was to serve as the voice of the public, and the conscience of the plan; and when necessary make recommendations on the draft policy directions developed for the Master Plan.

The committee met 16 times to verify methodology and review each chapter as it was drafted. Their first act was to set the mission, vision, and guiding principles for the Plan. These statements shape the direction of the Plan. The mission is what CBJ sought to accomplish with the planning process, the vision is the long-term, overarching goal for the process, and all plan elements are considered in terms of the guiding principles.

### Guiding Principles

#### Mission Statement

To establish Parks & Recreation’s role as an essential partner in a healthy community

#### Vision Statement

Guiding future decisions to provide the highest possible quality Parks & Recreation facilities, programs and services for all regardless of age, income, or ability

- The Parks and Recreation Master Plan guides the department in:
- Promoting community engagement, health, and wellness
- Managing our assets effectively
- Ensuring financial sustainability
- Supporting community partnerships
- Engaging youth and encouraging lifelong wellness
- Serving the needs of a diverse and changing population
- Fostering environmental stewardship
- Increasing cultural awareness
- Making programs and facilities accessible to all



## 2.2.6 Draft Plan Consultation

In 2018, Parks & Rec reached out to the stakeholder groups that were originally consulted and asked for comments on the draft Plan. Staff also received input from PRAC and the Planning Commission. After the Plan was recommended for adoption by PRAC, it was posted online for the public and staff conducted media outreach to ensure the community was aware of the draft Plan online and the opportunity for public comment during the Planning Commission and Assembly approval processes.







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# 3 Open Space, Natural and Cultural Resources

Protection of natural and cultural resources is a key function of Parks & Recreation departments across the country. This chapter seeks to define the benefits of parks and open space and set directives for management of these resources. It is also important to promote and protect Alaska Native heritage including art, sacred sites, and native languages, and this chapter sets policies for management of these cultural resources.

## **Chapter highlights:**

Value of parks and open space

Cultural values

## **Guiding Principles covered in this chapter:**

- Increasing cultural awareness
- Fostering environmental stewardship

Juneau is located in a diverse, rich ecological and geological setting that influences the area's culture, lifestyle, and economy. Local, environmental, and cultural assets are widely used for outdoor recreation and require continued stewardship, management, and protection over the long-term. Without coordinated management of environmentally sensitive areas, parks, and trails, there is a risk of losing these valuable community assets. Many of Juneau's most beloved natural areas are outside the jurisdiction of CBJ (i.e. Mendenhall Glacier Recreation Area, Eagle Beach, private land holdings) which is a challenge when trying to improve, manage, and protect outdoor recreation opportunities and environmentally sensitive areas. It is important for CBJ to maintain partnerships with state and federal land management agencies, and with non-profit entities such as SEALTrust to preserve and protect important conservation recreation areas.

### 3.1 Value of Parks and Open Space

Natural areas retain and filter storm water, serve as buffers between incompatible land uses, lend definition to neighborhood areas, provide links between residential areas, parks, and schools, and protect wildlife and fish habitat while preserving recreation opportunities close to home.

Juneau's remote location within the Tongass National Forest means it is surrounded by public wilderness areas. While residents enjoy the resources afforded by these vast surrounding natural areas, it is important to preserve certain urban areas for protection of habitat and of natural resources. Natural area parks with programming such as cabins, trails, campsites, and picnic areas connect all residents to nature and allow people of all ages and abilities to experience natural areas. Natural area parks also improve quality of life, giving residents a nearby venue to engage in nature-based recreation.

Trails provide access and opportunities for diverse recreational activities; fostering community involvement and an opportunity to interact with neighbors of varying backgrounds and experiences. Trails located near to one's home or place of work facilitate access to nature for all ages and incomes, and provide healthy recreation opportunities to those who cannot afford expensive equipment or gym memberships. Activities such as walking, running, cycling, and cross country skiing are all relatively inexpensive, unstructured activities, providing easy access to recreation for much of the community. Trails that connect neighborhoods enhance community life by enabling healthy, environmentally friendly transportation. Trails also stimulate the economy by attracting visitors interested in nature based activities and by contributing to quality of life for local workers as well as increasing the value of nearby properties.





## 3.2 Environmental Sustainability

Parks are vital in ensuring the health of our environment because they play a critical role in preserving healthy ecosystems, providing clear water and clean air, and enabling conservation of natural resources. By designating conservation areas, CBJ protects wetlands, stream corridors, and other environmentally sensitive areas. Parks & Rec manages conservation areas and natural area parks for public use and environmental conservation for the benefit of the public and the resources. Parks & Rec provides signage and programming to educate and interpret the value of conservation to the public, connect children and youth to nature and the outdoors, and coordinate environmental stewardship with other public and non-profit entities.

The benefits of ensuring and promoting environmental stewardship of CBJ parklands and beyond include providing undisturbed landscapes that cleanse air and water, reduce storm water runoff, and protect fish and wildlife habitat; offer the public access to safe, accessible, affordable and healthy ways to experience and appreciate nature; and contribute to the economic well-being of the community through energy and resource conservation and providing the economic benefits derived from outdoor recreation.

Beyond protecting sensitive areas, there are a variety of ways that Parks & Rec promotes sustainability. As mentioned previously, parks and trails foster healthy activities in nature – increasing the accessibility to and the opportunities for walking, biking and public transit and conserving and maintaining trail systems. Parks and Rec also works with local partners to establish and promote community gardening opportunities. The Eagle Valley Center and Jensen-Olson Arboretum provide venues for nature-based education programs.

By designating conservation areas and protecting stream corridors, Parks & Rec protects and manages fish and wildlife habitat. Sites like Kingfisher Pond and Nancy Street Wetland are examples of environmental mitigation projects that also offer opportunities for passive recreation. Management of stream corridors and riparian habitat, tidelands, wetlands, and other sensitive areas is critical in preserving and maintaining local biodiversity. By planting native and regionally appropriate species in landscaped areas, Parks & Rec helps to mitigate urban bear problems and control the spread of invasive species.

Juneau benefits from an interconnected system of green spaces that conserves natural ecosystem values and functions, sustains clean air and water, and provides a wide array of benefits to people and wildlife. Practices such as managing facilities as efficiently as possible, providing charging stations for electric vehicles, and maintaining recycling programs also reduce CBJ's carbon footprint and energy costs. In the future, Parks & Rec can improve its environmental management efforts by measuring, tracking and reporting sustainability practices.



### 3.3 Cultural Values

The Juneau area has been the home of the Tlingit and Haida people for thousands of years. While archaeological documentation indicates that the area has been inhabited for as long as 750 - 900 years, traditional sources suggest use and habitation of this area for much longer. The area contains many sacred sites and features that should be protected from interference, including intentional and unintentional destruction and culturally insensitive development.

Though the location of most of these sites remains confidential, CBJ recognizes that the unintentional destruction of significant cultural features and artifacts, which can result from a simple lack of information, would threaten the sustainability of traditional values and relationships to the land. Many publicly known sites are located in lands managed by Parks & Rec.

It remains critical to honor and protect the sacred sites in Juneau and the surrounding area. An example of a culturally significant site to protect is Indian Point/Auke Cape. The Juneau Native Community has engaged in long-term efforts to protect this sacred site from development and has nominated the site to the National Register for inclusion. Indian Point/Auke Cape has also been identified in the Auke Bay Area Plan, which recommends that the site be formally protected from development. The 1997 Parks & Recreation Comprehensive Plan recommended a cultural park at the site. This recommendation is not supported by the Juneau Native Community and this updated plan recommends the area should be preserved in its natural state. Parks & Rec should continue to work with the Juneau Native Community to identify and protect parklands that contain sacred sites.

During the stakeholder outreach associated with this plan, local Native organizations suggested adding traditional place names and interpretive information to park and trail signage. As new signage is developed, traditional names and cultural information should be included where possible. Parks & Rec should partner with Native organizations to ensure accuracy of names, identify significant locations, and develop interpretive content. This project would be an opportunity to further equity and decolonization efforts being embraced across the state.





### 3.4 Goals and Recommendations

Guiding Principle: <b>Increasing cultural awareness</b>		
Goals:		
<ul style="list-style-type: none"> <li>• Work with Tribal partners to identify and install signage and markers to inform park users about Juneau's cultural heritage</li> <li>• Collaborate with Tribal partners to preserve and maintain current art and cultural materials at parks and recreation facilities</li> <li>• Respect the wishes of cultural communities regarding development or programming in culturally sensitive areas</li> <li>• Improve trail signage and cultural programming</li> </ul>		
<b>Recommendation</b>	<b>Timeline</b>	<b>Capital \$</b>
Parks General		
Recommended Action		
With tribal partners, improve system-wide informational/wayfinding/interpretive signage at parks. Include Alaska Native cultural history and significance	Short	\$3K - \$5K per site
Trails General		
Critical Action		
With tribal partners, improve system-wide informational/wayfinding/interpretive signage at trailheads and on trail networks. Include cultural information and traditional languages, consistent and compatible with CBJ branding	Medium	\$5K - \$15K per site
Department Wide		
Recommended Action		
Develop ongoing maintenance plan for Native art at Parks & Rec controlled lands and facilities	Medium	Staff time



**Guiding Principle:**  
**Fostering Environmental Stewardship**

**Goals:**

- Consider environmental sustainability in materials and site selection for capital projects, including trails.
- Consider environmentally sustainable facility or process upgrades
- Continue to improve sustainability related educational signage
- Incorporate environmental education into Parks & Rec programs and encourage community partners to do the same

Recommendation	Timeline	Capital \$
Department-Wide		
Recommended Action		
Add electric vehicle charging stations at parks and facilities, as appropriate	Medium	\$60k-\$100k
As CBJ adds or improves composting infrastructure, establish policy for composting landscaping waste and food waste from facilities	Medium	Staff time
Consider environmental sustainability in materials and site selection for capital projects, including trails	Short	Staff time
Develop defensible tree policy to guide and inform management of trees	Short	Staff time







# 4 Juneau Parks and Recreation System

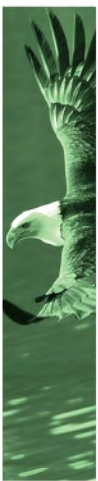
Juneau's Parks & Recreation system consists of assets such as parks, trails, and recreation facilities, as well as programs run both by the department and in partnership with other organizations. This chapter describes and classifies the existing system and sets a baseline for analyzing gaps and planning for the future. It also classifies the CBJ park system by defining park types and setting standards for park type distribution. Chapter 7 builds on this information and considers whether CBJ has the right parks in the right places with the right equipment.

## Chapter highlights:

- Parks inventory
- Trails evaluation
- Recreation facilities inventory
- Program inventory
- Parks, facilities, trails, and programs provided by non-CBJ entities

The CBJ Parks and Recreation system includes managed parks, trails, and recreational facilities. CBJ also provides recreational programming for youth and adults. As with many municipalities, Juneau's programs and facilities are of various ages and conditions, and it is beneficial to have a coordinated plan for maintenance and improvement of assets, changes to existing facilities and programs, and opportunities for growth and partnership. In addition to the facilities managed and programmed by Parks & Rec, an array of recreational program offerings are provided by independent clubs and leagues within the community, many of which use Parks & Rec facilities.

This section describes and classifies the existing CBJ Parks and Recreation system; and identifies other land managers and providers of recreational programs and facilities. CBJ forms just one part of the recreational fabric of Juneau and it is important to not only define CBJ's role, but also to note any gaps in Juneau's current program and facility offerings. Parks & Rec serves an important role in leading the community dialogue around existing recreation and community needs and how to meet them. Gaps and mitigation recommendations are identified in Chapter 7. Map series 1 shows Juneau's parks and recreation network.





# Map Series 1

## City & Borough of Juneau Parks & Recreation Lands Maps

Map 1-5.

Map 1-4.

Map 1-3.

Map 1-2.

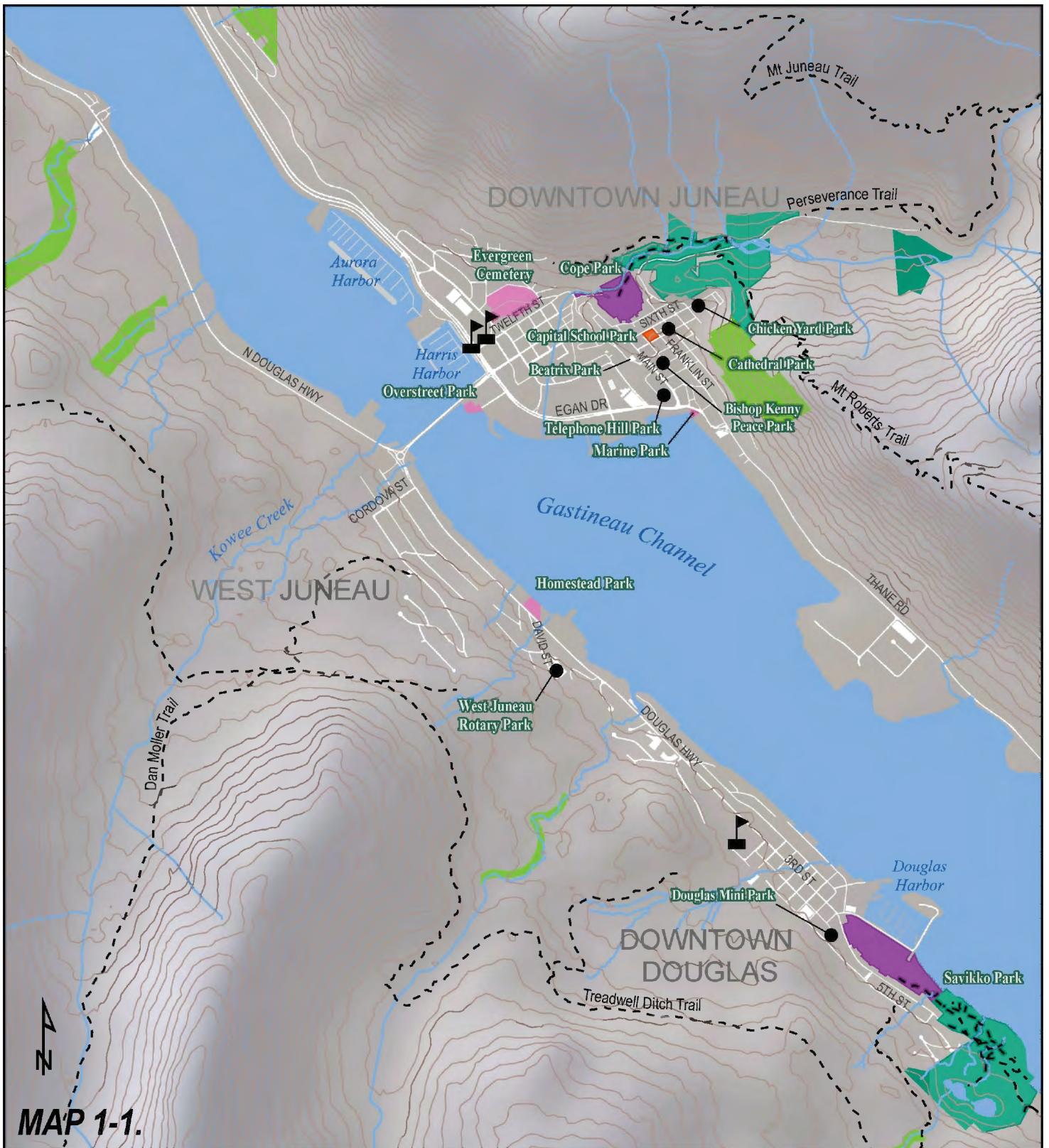
Map 1-6.

Map 1-1.



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## Parks & Recreation Lands

- Community Park (larger park serving large area and providing active and structured recreation for youth and adults)
- Neighborhood Park (smaller park serving neighborhood and providing experiences for all ages and provide unstructured play areas)
- Special Use Area (recreation lands used for specialized or single-use facility of activity)
- Conservation Area (natural area with recognized environmental qualities of high value, set aside for protection of the natural environment)
- Natural Area Park (areas of natural quality providing open space, water access, and passive and dispersed recreation activities)
- Developed Natural Area Park (a natural area where facilities are developed for the comfort and convenience of visitors)
- Vacant (lands that are currently undeveloped and uncategorized)
- Other (lands that are currently uncategorized)

- School Playground
- Trail
- Mini Park (small in size and serve local population or specific user group)

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## Parks & Recreation Lands

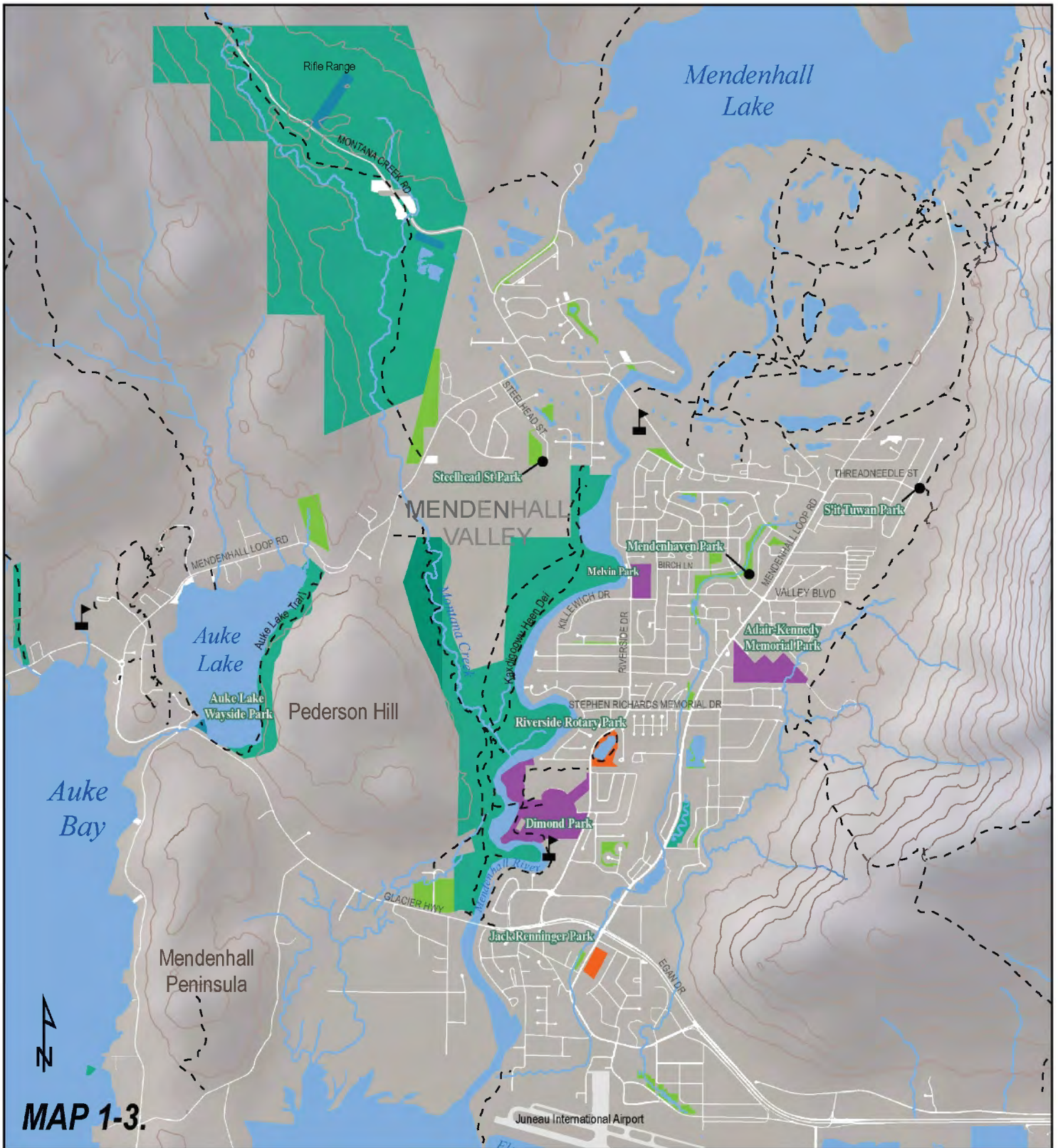
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**MAP 1-3.**

### Parks & Recreation Lands

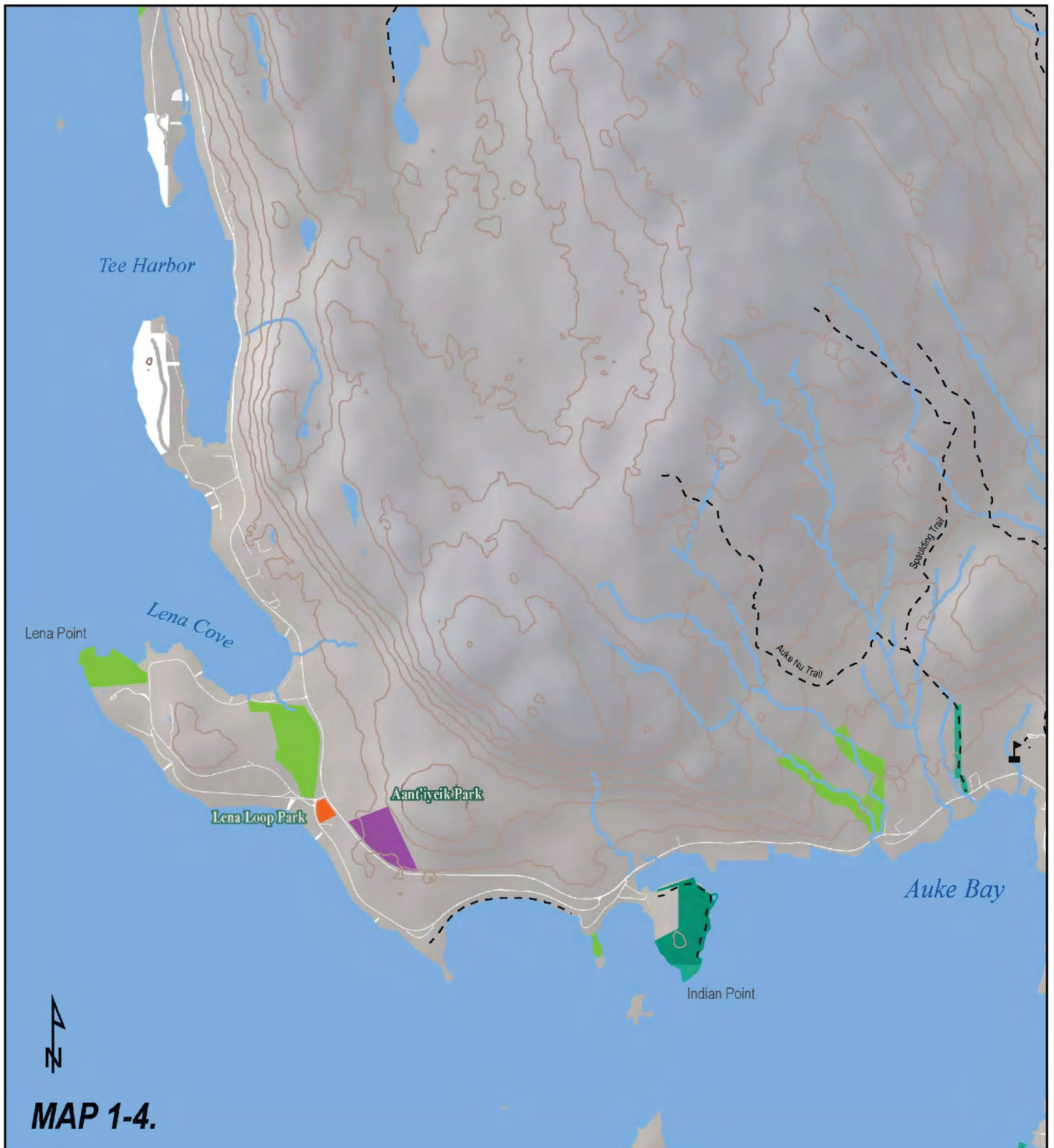
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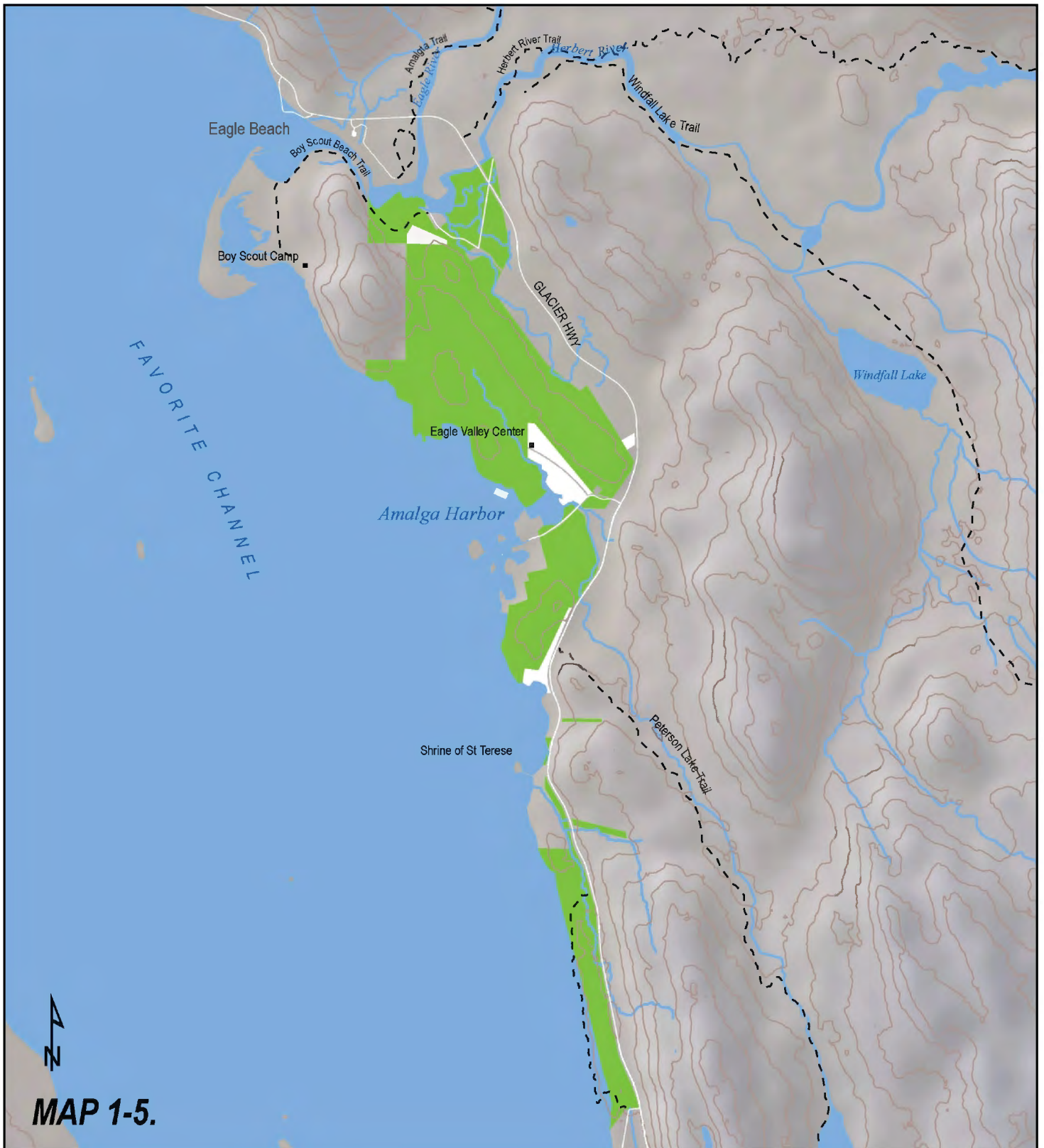
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## Parks & Recreation Lands

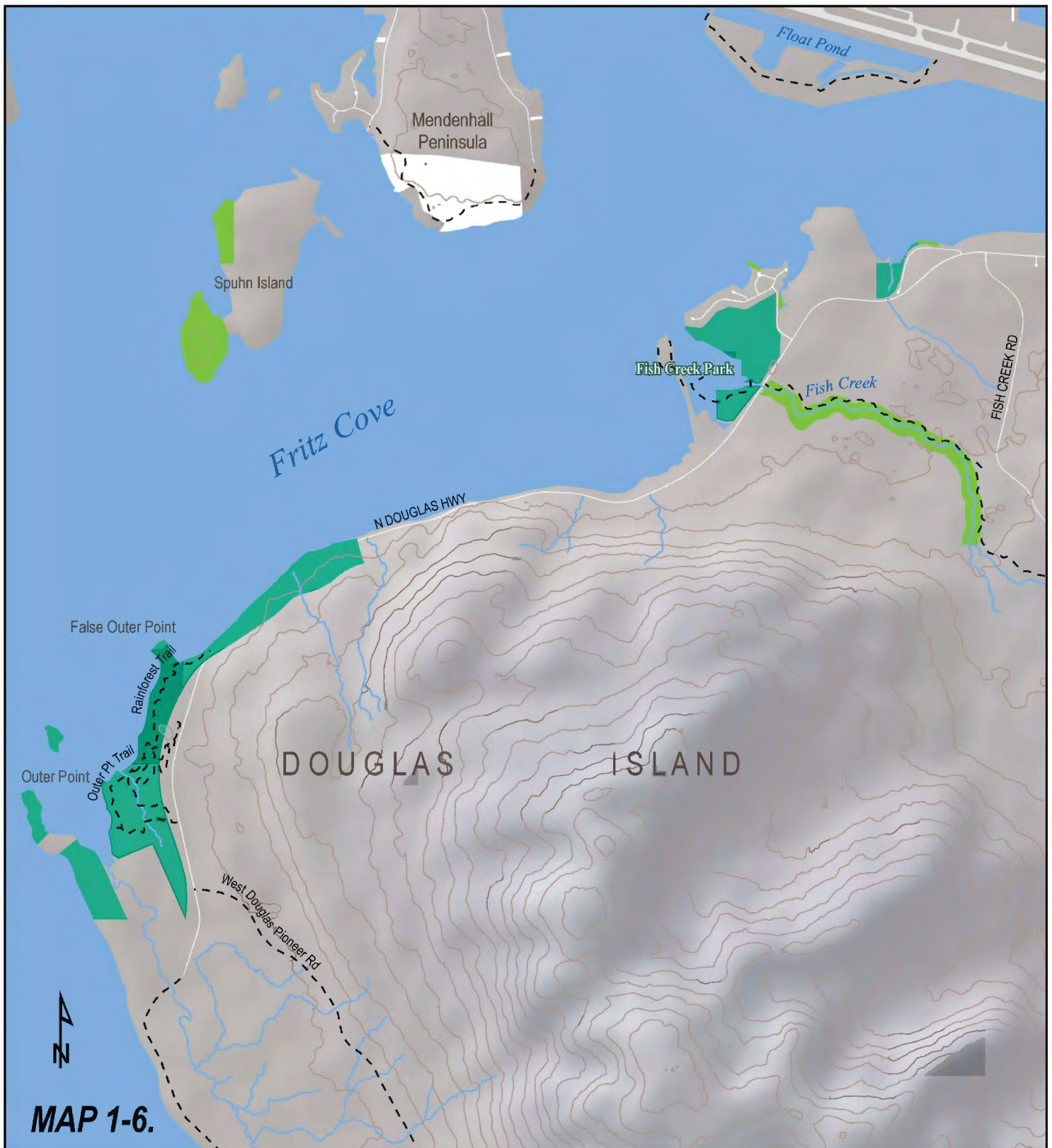
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## 4.1 Parkland Classification

Parks are grouped into two broad categories, Recreation Service Parks and Natural Area Parks. Recreation service parks are programmed for various activities and may contain built features such as playground equipment and sports fields. Natural Area Parks may include some amenities such as shelters or picnic tables, but their primary purpose is to support users' enjoyment of their natural surroundings. These two categories are further classified into park types based on size and intended use.

### 4.1.1 Recreation Service Parks

Recreation Service Parks include parks developed for active recreation and programmed use and may be a single use or activity area. Examples of Recreation Service Parks of different sizes include Bonnie Brae Park (a mini-park), Capital School Park (a neighborhood park), and Savikko Park (a community park). The Juneau Community Garden or Hank Harmon Rifle Range are examples of single use facilities that would be categorized as special use areas.

Specific descriptions of the types of Recreation Service Parks are as follows:

#### Mini-Parks

Definition: Specialized facilities that serve a local population or a specific user group such as very young children or senior citizens. Mini-parks are small in size (typically less than one acre) and often encompass only a single residential lot. Facilities are typically limited to a small open area, a children's playground, and a bench or picnic table. A nearby school playground, if appropriately designed and available for this type of use, can often substitute for a mini-park facility outside of school hours. Some mini-parks are not children's play areas and are designed as small neighborhood gathering spaces.

**Table 4.1:** CBJ Managed Mini-Parks

Park	Location	Size (acres)
Bishop Kenny Memorial Peace Park	Downtown	0.07
Bonnie Brae Park	North Douglas	0.2
Cathedral Park	Downtown	0.1
Chicken Yard Park	Downtown	0.2
Douglas Mini Park	Douglas	0.19
Mendenhall Park	Mendenhall Valley	1.4
S'it'tuwan Park	Mendenhall Valley	0.3
Sigoowu Ye Park	Lemon Creek	0.23
Steelhead Park	Back Loop/Auke Bay	4.75
Telephone Hill Park	Downtown	0.23
West Juneau Rotary Park	Douglas	0.52





## Neighborhood Parks

Definition: Neighborhood parks are intended to offer experiences for all ages and are designed to provide unstructured play areas. A portion of the parcel may be intensely developed but areas for natural open space should be available. These units are day use only facilities.

**Table 4.2:** CBJ Managed Neighborhood Parks

Park	Location	Size (acres)
Capital School Park	Downtown	0.89
Lena Park	Auke Bay/Out the Road	3.82
Riverside Rotary Park	Mendenhall Valley	8.5
Twin Lakes Park	Salmon Creek	69.46

## Community Parks

Definition: A community park is a larger park providing active and structured recreation activities for youth and adults. Generally it is designed for organized activities and sports, although natural areas may be included depending on the suitability of the site. Indoor recreation facilities may also be appropriate in a community park setting, supporting a wider range of recreation interests. Community parks typically serve a much larger area and offer more facilities than neighborhood parks. The recommended service radius for a park of this type is 15-20 minutes travel time.

**Table 4.3:** CBJ Managed Community Parks:

Park	Location	Size (acres)
Aant'iyek Park	Auke Bay/Out the Road	151.17
Adair Kennedy Memorial Park	Mendenhall Valley	6.0
Cope Park	Downtown	9.5
Dimond Park	Mendenhall Valley	57.6
Melvin Park	Mendenhall Valley	8.0
Savikko Park	Douglas	20

## Special Use Areas

Special use areas are public recreation lands being used for a specialized or single-use facility or activity that does not fit into any of the other categories. Examples of Special Use Areas in Juneau are the Community Garden, Hank Harmon Rifle Range, and Homestead Park. The definition and management intent are specific to each area.



**Table 4.4:** Special Use Areas on CBJ Park Lands

Park	Location	Size (acres)
Auke Lake Wayside	Auke Bay	4.63
Channel Wayside Park	Salmon Creek	1.27
Gunakadeit Park	Downtown	0.07
Hank Harmon Rifle Range	Mendenhall Valley/Back Loop	3.0
Homestead Park	Douglas	1.7
Jackie Renniger Park (The Pipeline)	Mendenhall Valley	4.57
Juneau Archery Range	Mendenhall Valley/Back Loop	2.5
Juneau Community Garden	Mendenhall Valley/Back Loop	6.0
Marine Park	Downtown	0.7
Overstreet Park	Downtown	1.07

### 4.1.2 Natural Area Parks

Natural Area Parks differ from Recreation Service Parks in their underlying purpose. Natural Area Parks are areas of natural quality designed to serve the entire community by providing open space, access to water, and opportunities for more passive and dispersed recreation activities. There are two types of Natural Area Parks, less programmed Semi-Primitive Areas and programmed and staffed Developed Natural Areas. Outer Point is an example of a semi-primitive area and the Eagle Valley Center, located in Amalga Meadows Park is an example of a Developed Natural Area. A high quality park system offers a diverse set of opportunities. Preferences for these types of opportunities vary from undeveloped areas to developed areas with picnic facilities and highly maintained trails systems. Providing a range of options within this type of park designation will help to further enhance the Juneau Park System and create recreational opportunities for a variety of user types.





## Semi-Primitive Areas

Definition: An area left predominately in its natural state with minimal to moderate evidence of the sights and sounds of people. Activities are primarily unstructured types of recreation with high potential for interaction with the natural environment. Concentration of users may be low to moderate. These areas vary in size and are meant to serve the entire community. Outer Point is an example of a semi-primitive area.

**Table 4.5:** CBJ Managed Semi-Primitive Areas

Park	Location	Size (acres)
Bridget Cove Natural Area Park	Out the Road	358
Brotherhood Park	Mendenhall Valley	315
False Outer Point	North Douglas	7.74
Fish Creek Park	North Douglas	56
Kingfisher Pond	Lemon Creek	2.27
Lena Point Rotary Park	Out the Road	29.24
Nancy Street Wetlands	Mendenhall Valley	6.02
Outer Point	North Douglas	240
Sunshine Cove Natural Area Park	Out the Road	36
Treadwell Mine Historic Park	Douglas	71.75

## Developed Natural Areas

Definition: A natural setting where evidence of people is obvious but blends in with the natural environment. Uses are primarily passive recreation activities, and areas for group use may be provided. Facilities are for the comfort and convenience of visitors. These areas are intended to serve the entire community. Size may vary by the parcel should be large enough to accommodate group use without compromising the character of the area. The Eagle Valley Center in Amalga Meadows Park is a Developed Natural Area.

**Table 4.6:** CBJ Managed Developed Natural Areas

Park	Location	Size (acres)
Eagle Valley Center (Amalga Meadows Park)	Out the Road	113.65
Jensen-Olson Arboretum	Out the Road	9.1



## Conservation Areas

Definition: A natural area with recognized environmental qualities of high value, set aside for the protection and management of the natural environment with recreation as a secondary objective. These may be islands, shorelines, stream corridors, greenbelts, or high value wetlands.

**Table 4.7:** CBJ Managed Conservation Areas\*

Park	Location
Amalga Harbor - Salt Chuck	Out the Road
Amalga Harbor Island	Out the Road
Auke Bay Island	Auke Bay
Bridget Creek Greenbelt	Out the Road
Cowee Creek Greenbelt	Out the Road
Davies Creek Greenbelt	Out the Road
Eagle Creek Greenbelt	Out the Road
Eagle Harbor Shoreline	Out the Road
Eagle River Shoreline	Out the Road
East Auke Lake Shoreline	Auke Bay
Eleven-Mile Creek	North Douglas
Falls Creek Greenbelt	North Douglas
Favorite Channel Shoreline	Out the Road
Fish Creek Greenbelt	North Douglas
Gastineau Ch. Shoreline (S. of Douglas)	Douglas
Gastineau Ch. Shoreline (Tip of Douglas)	Douglas
Grant Creek Greenbelt	North Douglas
Hendrickson Creek	North Douglas
Hilda Creek Greenbelt	Douglas
Indian Cove Island	Auke Bay
Indian Point Shoreline	Auke Bay
Johnson Creek Greenbelt	North Douglas
Lawson Creek Greenbelt	Douglas
Lemon Creek Trail Corridor	Douglas





**Table 4.7:** CBJ Managed Conservation Areas\* (continued)

Park	Location
Lena Cove Shoreline Access	Out the Road
Loop Road Pond	Out the Road
Mab Island	Out the Road
Middle Creek Greenbelt	Douglas
Montana Creek Greenbelt	Mendenhall Valley
Montana Creek Recreation Area	Mendenhall Valley
Neilson Creek Greenbelt	North Douglas
Paris Creek Greenbelt	Douglas
Peterson Creek Greenbelt	Out the Road
Point Hilda	Douglas
Point Stephens Shoreline	Out the Road
Point Stephens Shoreline Access	Out the Road
Shaman Island	North Douglas
Shrine Creek Greenbelt	Out the Road
Smuggler's Cove Shoreline	Auke Bay
Spaulding Trail Trailhead & Corridor	Auke Bay
Spuhn Island	Auke Bay
Switzer Creek Greenbelt	Lemon Creek

*\*List may be incomplete; all conservation areas controlled by CBJ may not be labelled.*

### Vacant/Other Lands

Vacant/other sites are lands that are controlled by Parks & Recreation and classified as Natural Area Parks, but which do not fit the criteria for semi-primitive areas, developed natural areas, or conservation areas. If such sites are within the urban service boundary; contain buildable lands; and do not have a clear public recreation use (i.e. a trail), these sites may be candidates for future reclassification or disposal.



**Table 4.8:** Vacant/Other Areas Meeting Reclassification Criteria

Mendenhall Peninsula – Residential lots on Fritz Cove and Engineer’s Cutoff roads
Mendenhall Peninsula – Vacant lands at tip of peninsula
Tee Harbor – Outer edges of north and south peninsulas

## 4.2 Parkland Inventory

### 4.2.1 Park Distribution

Map Series 2 shows parkland distribution. Distribution by neighborhood is broken down as follows, for instance there are two mini parks per 3,777 residents in West Juneau and Douglas, thus there is one mini-park for every 1,889 residents:

**Table 4.9:** CBJ Park Type Distribution by Population

Park Type	Guideline (park per population)	West Juneau/ Douglas	North Douglas	Downtown	Lemon Creek / Salmon Creek	Mendenhall Valley	Auke Bay/ Back Loop	Out the Road
Mini Park	1,000 -2,000	1,889	1,685	821	2,374	4,214	3,581	0
Neighborhood Park	3,000 – 6,000	3,777	0	3,284	4,748	6,321	0	1,331
Community Park	4,000 – 10,000	3,777	0	3,284	0	4,214	0	1,331

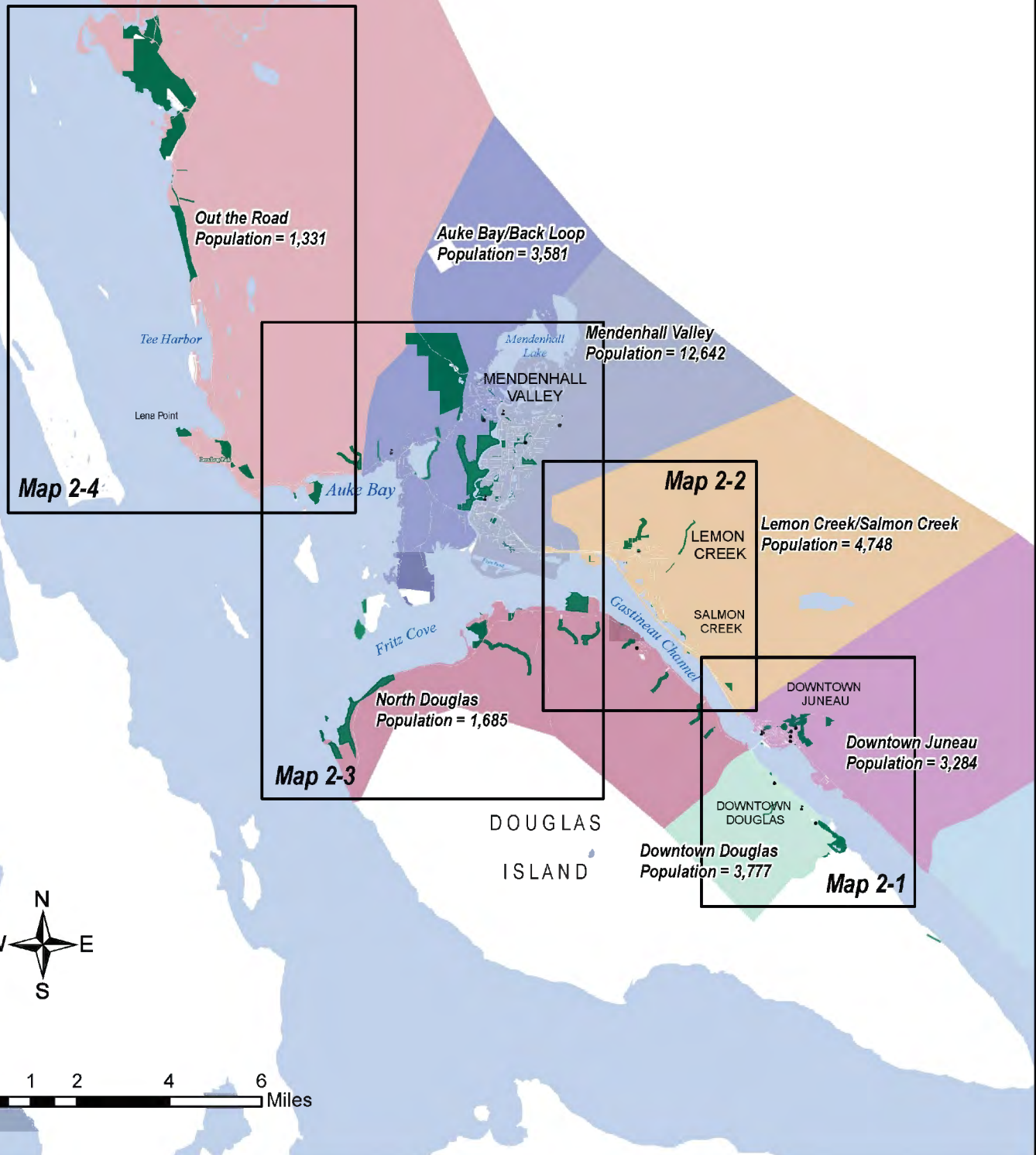




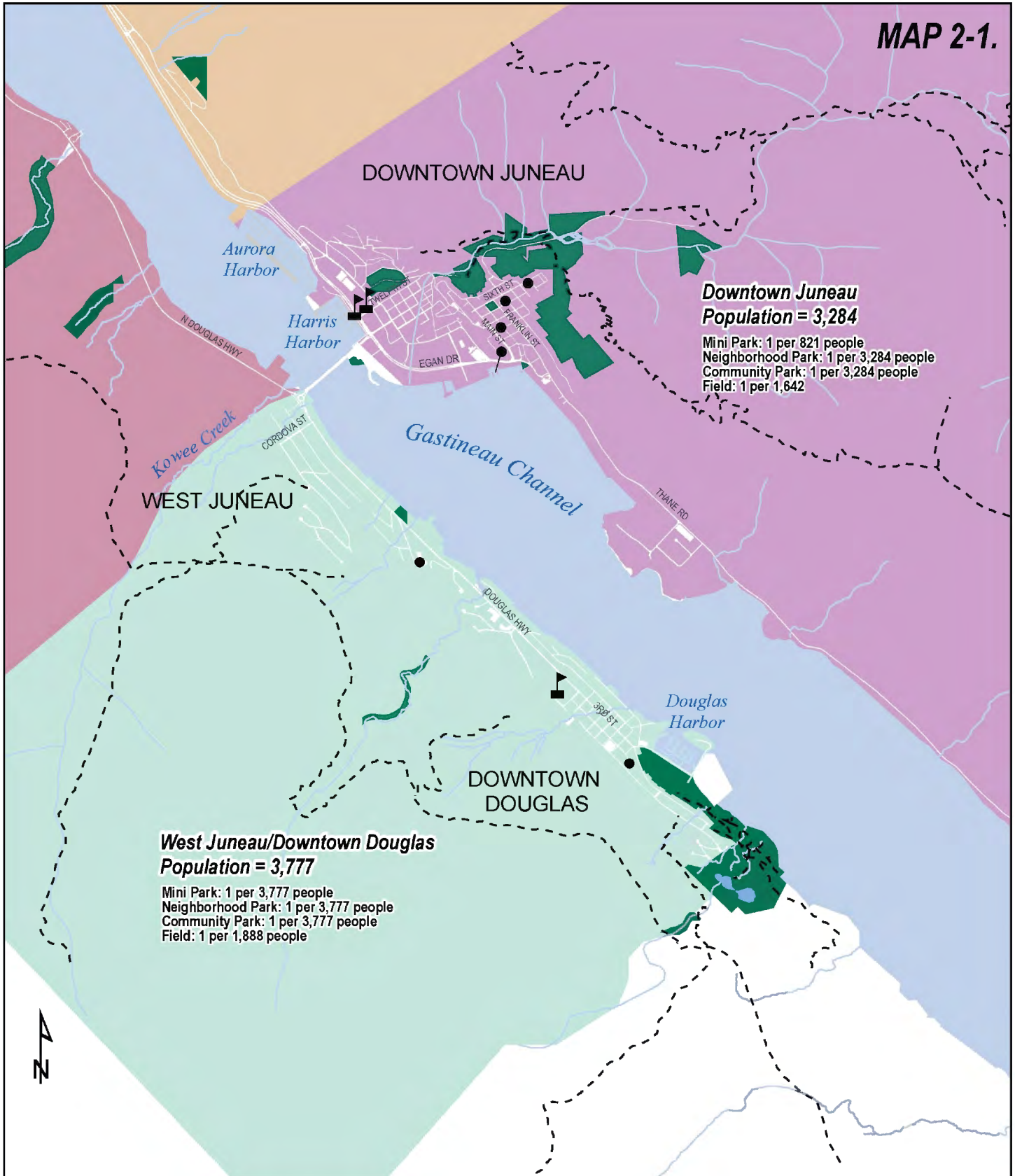
## Map Series 2

# City & Borough of Juneau Parks & Recreation Lands and Geographic Area Population Maps

Population Data Source: 2010 U.S. Census



**MAP 2-1.**

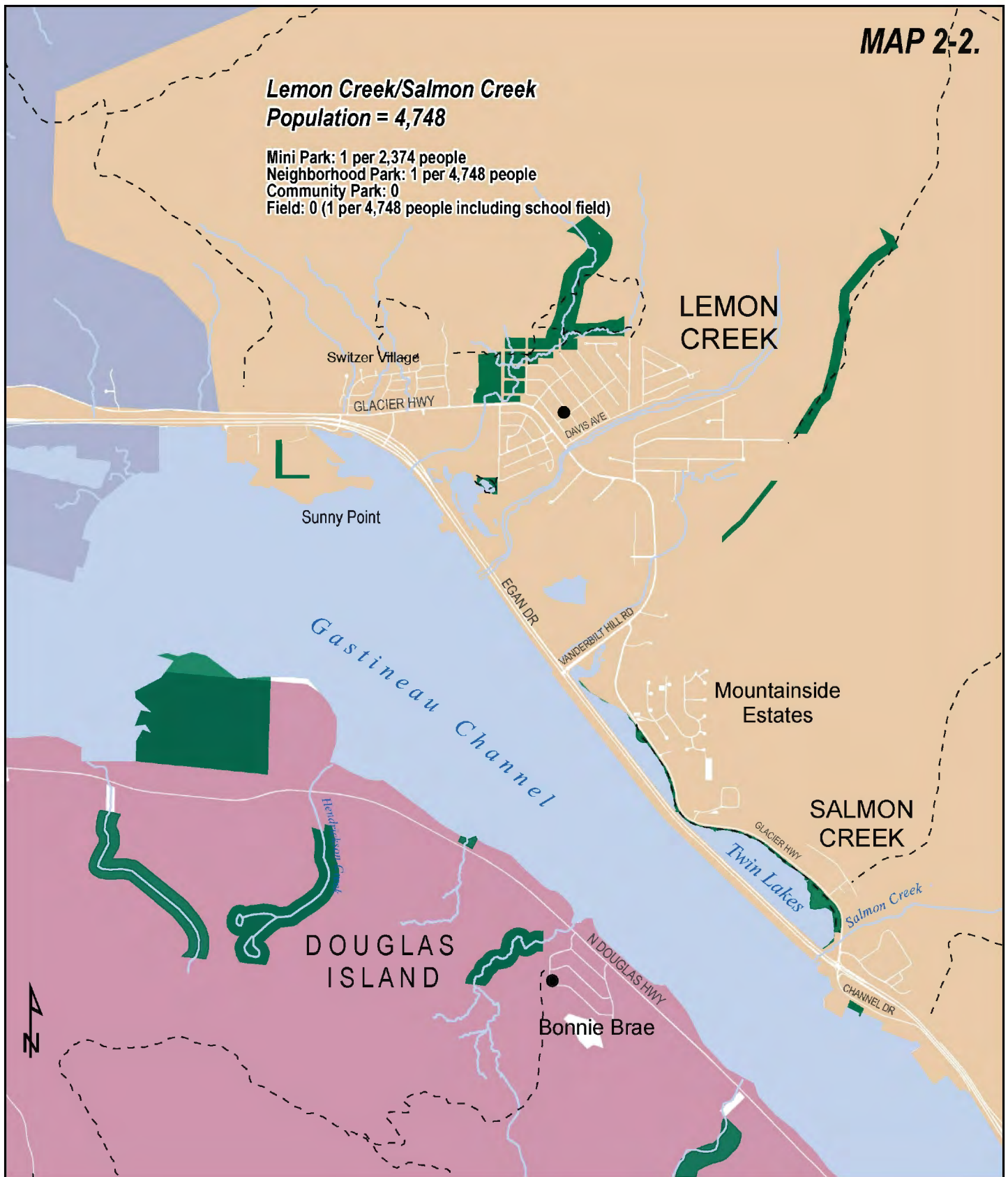




**MAP 2-2.**

**Lemon Creek/Salmon Creek  
Population = 4,748**

Mini Park: 1 per 2,374 people  
Neighborhood Park: 1 per 4,748 people  
Community Park: 0  
Field: 0 (1 per 4,748 people including school field)

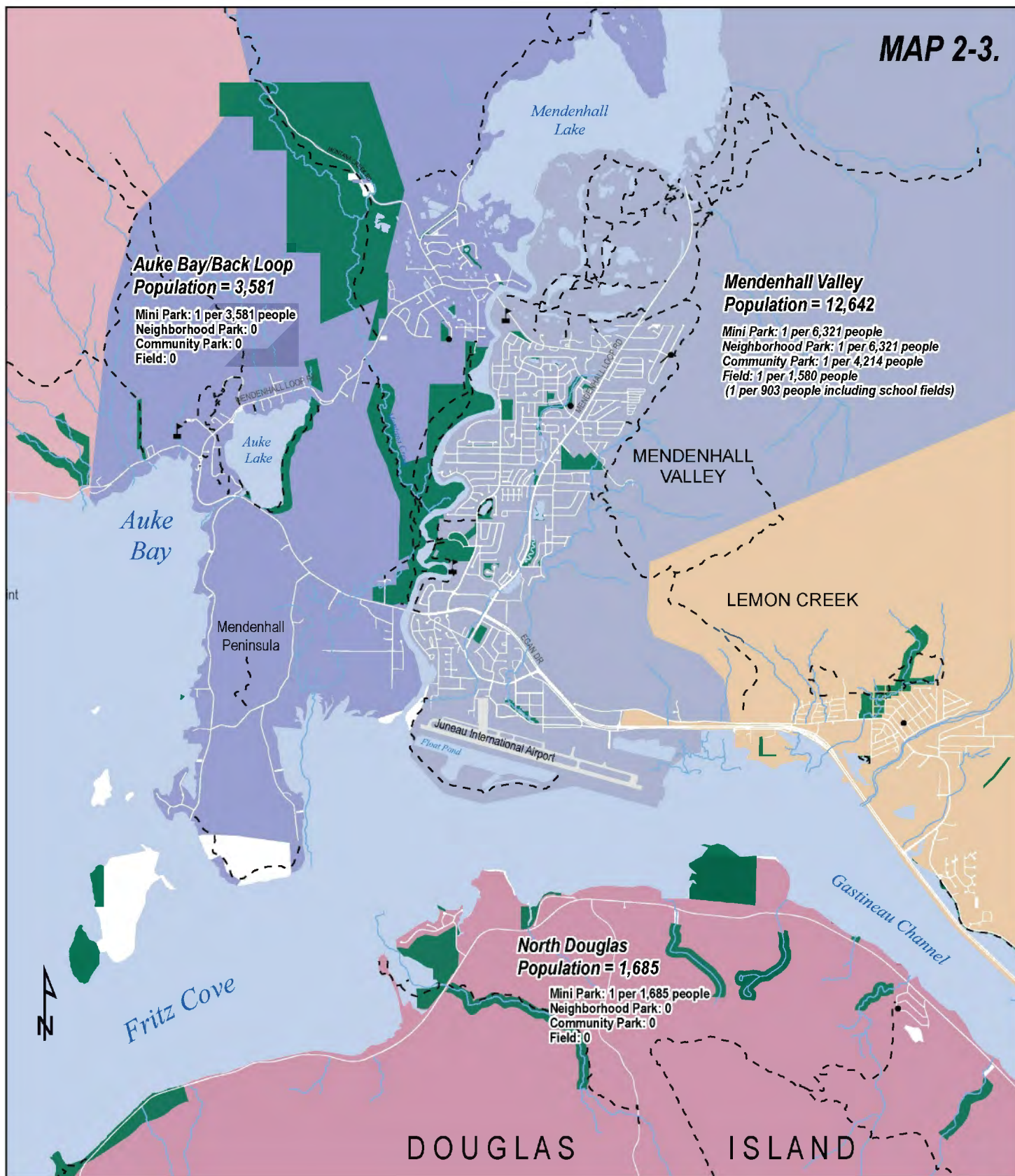


- Parks & Recreation Lands
- School Playground
- Trail
- Mini Park (small in size and serve local population or specific user group)

0 0.25 0.5 1 Miles

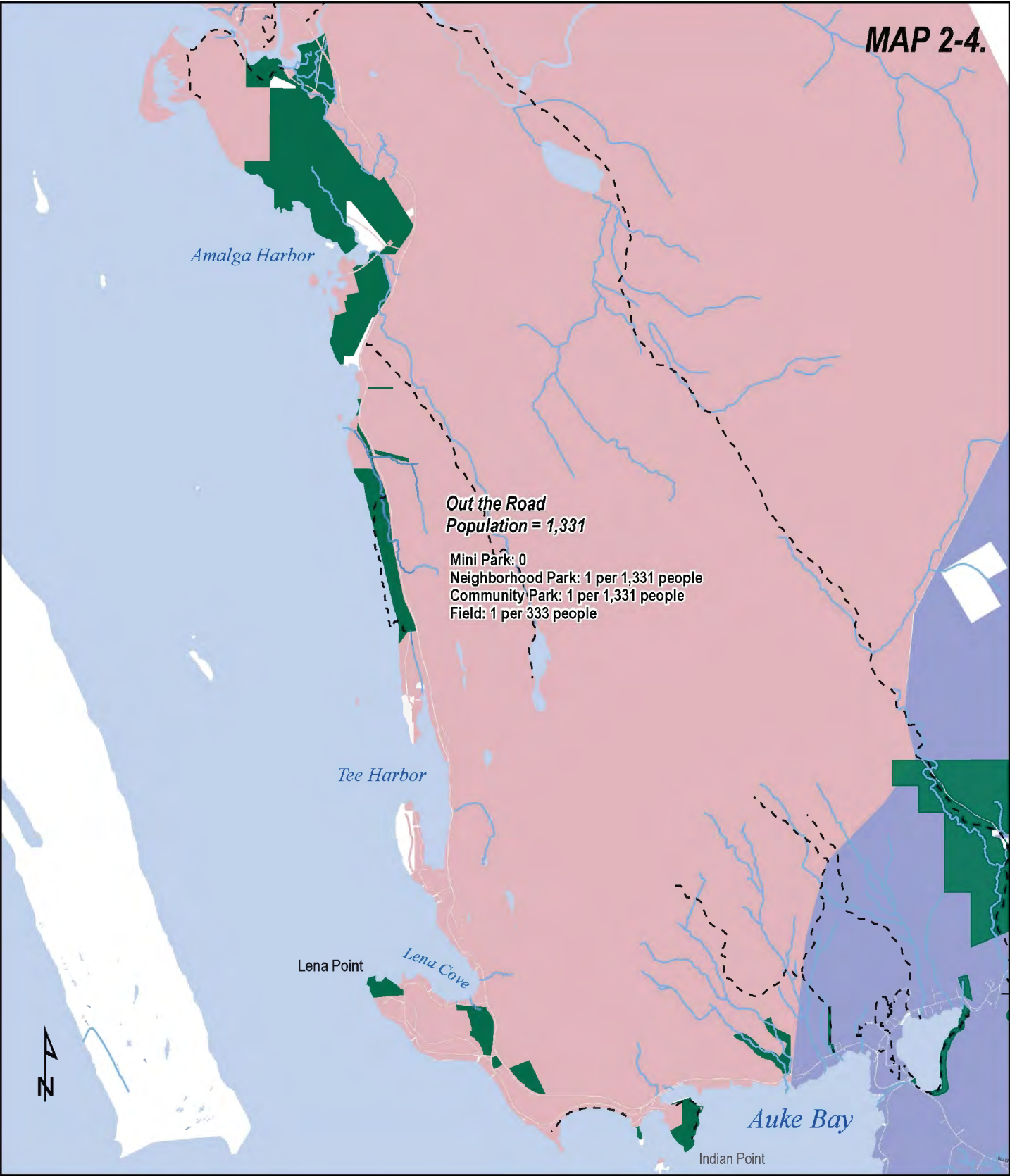


**MAP 2-3.**





MAP 2-4.



Parks & Recreation Lands



School Playground



Trail



Mini Park (small in size and serve local population or specific user group)

0 0.5 1 2 Miles



## West Juneau/Douglas

West Juneau Rotary Park is a mini park that serves the West Juneau area, while Savikko Park is a community park that serves south Douglas. Savikko Park is a destination for residents throughout the area for beach access, a trail system accessing Treadwell Mine Historic Park, a playground, picnic shelters, ballfields, and the Treadwell Arena. Savikko Park is also the location for special events like Gold Rush Days and 4th of July celebrations. Douglas Mini-Park is a community garden space that contains a fruiting forest and several planter boxes. The Douglas neighborhood is adequately served by these parks and the variety of recreational amenities nearby. Gastineau School playground is also available for use outside of school hours.

## North Douglas

North Douglas is geographically linear and home to several natural area parks. While the mini park at Bonnie Brae is appropriately located in one of only two subdivisions in the area, residents have requested additional programming elsewhere, including a picnic shelter, ADA Accessible fishing platform, and more developed trail network at Fish Creek Park. The neighborhood is adequately served for play facilities at its current population.

## Downtown

The Downtown neighborhood includes School District managed field space, four mini-parks, a neighborhood park, and a community park. Cope Park has a ballfield that is suitable for tee ball, but is primarily used as a dog park. While Chicken Yard and Capital School parks are in need of major upgrades, the Downtown area is well served with park amenities. Fields at Savikko Park are within a reasonable distance to serve downtown households.

## Lemon Creek/Salmon Creek

Lemon Creek has one mini park as well as School District managed fields and covered play area. While Twin Lakes Park is near to the densely populated area of Lemon Creek, access is on a busy industrial road and walking or biking is not feasible for children and families. The Lemon Creek area is also comparatively distant from recreational facilities and amenities downtown and in the Mendenhall Valley, rendering it difficult for residents, particularly youth, to travel to these facilities. More recreation service and natural area park spaces in Lemon Creek are desirable.

## Mendenhall Valley

Mendenhall Valley is Juneau's largest population center and contains most of the community park space in the borough. Fields are located at Dimond, Adair Kennedy and Melvin parks and while there are few mini-parks for the population, the disparity is mitigated by neighborhood and community parks with play equipment. There are also three elementary schools in the Mendenhall Valley, two of which have playing fields and all have playgrounds that can be used when school is not in session.

## Auke Bay/Back Loop

The Auke Bay/Back Loop area contains one mini park, which is located in a development that is not central to the neighborhood's population. There is an elementary school in the area, but with the construction of the planned Pederson Hill development, it will be important to add more recreation service parkland in the area.





## 4.3 Trails Classification

### Trail, Pathway and Beach Accesses

Trails and pathways are found within Recreation Service Parks, Natural Area Parks, and in other areas of the community.

Definition: Trails and pathways are designed to provide walking, bicycling and other non-motorized recreation opportunities. They provide linkages to other areas and facilities and offer non-vehicular options for travel throughout the community. Natural trails provide options for travel to more remote areas or to the waterfront. Trails can be designed for single or multiple types of users. Bike routes for transportation are included in the 2009 Juneau Non-Motorized Transportation Plan.

**Table 4.10:** Trails Managed in whole or in part by CBJ

Trail	Location	Length (miles)
Anne Coleman Beach Access	Auke Bay	0.1
Auke Lake Trail	Out the Road	1.2
Auke Nu Drive Beach Access	Out the Road	0.1
Blackerby Ridge	Salmon Creek	2.8
Blueberry Trail	Auke Bay	0.6
Bluff Trail	Bluff Trail	0.6
Boy Scout Beach	Out the Road	2.4
Breadline Bluff	Out the Road	1.5
Christopher Trail	Downtown	NDA*
Dan Bishop Aquatic Education	Auke Bay	0.5
Dzantik'Heeni Loop	Lemon Creek	0.6
Eagle Harbor Trail	Out the Road	NDA
False Outer Point	North Douglas	0.5
Favorite Channel Beach Access	Out the Road	0.1
Fish Creek Access North Side	North Douglas	0.5
Fish Creek Access South Side	North Douglas	0.5
Fish Creek Trail	North Douglas	2.3
Fivemile Creek Beach Access	North Douglas	0



Trail	Location	Length (miles)
Gastineau Meadows (Treadwell Ditch Access Trail)	Douglas	0.8
Glory Hole Overlook	Douglas	0.4
Heintzleman Ridge	Mendenhall Valley	2.6
Horse Tram	Out the Road	1.2
Jordan Creek Aquatic Education Trail	Mendenhall Valley	0.1
Kaxdigoowu Heen Dei (Brotherhood Bridge Trail)	Mendenhall Valley	2.8
Kayak Beach Trail	Out the Road	NDA
Kingfisher Pond Nature Loop	Lemon Creek	NDA
Lemon Creek	Lemon Creek	5.0
Lena Point	Out the Road	NDA
Mendenhall Peninsula	Mendenhall Valley/ Auke Bay	1.3
Mendenhall River Horse Trail	Mendenhall Valley	2.1
Mendenhall Wetlands Access	Mendenhall Valley	0.1
Mine Camp Ruins	Downtown	0.2
Minnie Field Home Beach Access	Out the Road	0.1
Montana Creek	Mendenhall Valley/ Back Loop	9.8
Mt. Jumbo	Douglas	2.8
Nine Mile Beach Access	North Douglas	0.1
Nine Mile Creek Beach Access	North Douglas	0
North Bridget Cove Beach Access	Out the Road	0.1





Trail	Location	Length (miles)
North Tee Harbor	Out the Road	0.4
Outer Point	North Douglas	1.2
Pearl Harbor Beach Access	Out the Road	0
Perseverance	Downtown	3.1
Pt. Caroline (Arboretum)	Out the Road	0.1
Rainforest Trail	North Douglas	1.1
Red Mill	Downtown	1.0
Salt Chuck access	Out the Road	2.0
Smuggler's Cove Beach Access	Out the Road	0.1
South Bridget Cove	Out the Road	0.1
South Tee Harbor	Out the Road	0.1
Sunshine Cove	Out the Road	0.1
Switzer/Marriott Aquatic Education (includes Dzantik'l Heeni access trail)	Lemon Creek	1.7
The Flume	Downtown	1.0
Thunder Mountain	Lemon Creek	3.0
Treadwell Ditch/ Douglas	Douglas	14
Treadwell Ditch/ Blueberry Hills Access Trail	Douglas	0.3
Treadwell Ditch/ Bonnie Brae Access Trail	North Douglas	1.7
Treadwell Mine Historic Site	Douglas	2.9
Under Thunder	Mendenhall Valley	1.9

\*Trails marked NDA (no data available) have not been measured and recorded in the CBJ GIS.



## 4.4 Trails Evaluation

Trails in Juneau are managed by the CBJ, the State of Alaska and the United States Forest Service (USFS), with some individual trails running through lands controlled by two or more of these agencies. The multi-jurisdictional nature of trail management in Juneau can complicate maintenance and funding. The non-profit agency Trail Mix was formed to coordinate maintenance and to implement trail projects for all three management agencies.

The multi-agency Juneau Trails Plan was completed in 1993, and was never adopted by the CBJ Assembly. A detailed CBJ Trails Plan was completed in 1995, but was also not adopted. It is important that any trails planning effort involve all management agencies and Trail Mix. A new multi-agency trails plan that evaluates trail quality and distribution will be completed and submitted for adoption by the CBJ, State of Alaska, and/or USFS. Such a plan would assist Trail Mix with obtaining grant funding and would set priorities for trail management agencies.

## 4.5 Recreation Facilities Inventory

CBJ Parks & Rec operates five recreation facilities. These facilities provide venues for general public use as well as use by programmed activities, athletic competitions, or events. These facilities all support different user groups and communities. The department's goal is to operate these facilities efficiently, achieve an appropriate balance between user revenue and general fund support, and provide open, welcoming, recreational opportunities for all community members. Historical attendance data for each facility is listed herein, however, attendance tracking varied between facilities prior to implementation of a new point of sale system in 2016.

### 4.5.1 Dimond Park Aquatic Center

Built in 2011, The Dimond Park Aquatic Center (DPAC) is located in the Mendenhall Valley and hosts an 8 lane lap pool with a High Dive (3-meter), Low Dive (1-meter) and a drop slide into the lap pool during recreational swims. The Recreation Pool features a zero depth entry, current channel with a vortex, multiple spray features, a twisting water slide, three 15 yard lap lanes; a dry heat sauna that seats 20; a hot tub that seats 10; and a workout area with a variety of cardio/exercise equipment. The Fitness area can also be cleared and a large bleacher section can be pulled out for events and swim meets. There are also meeting rooms and concession facilities. DPAC hosts many Glacier Swim Club meets and events.





DPAC is one of a few facilities in Alaska with enough capacity to host High School State Championship meets. Use tracking at DPAC prior to 2015 was inconsistent and there is no data available for much of 2015 as the new point-of-sale system was being implemented. GSC numbers for 2016 and 2017 are included in the Augustus Brown Pool totals.

**Table 4.11: DPAC Historic Attendance**

Program	2013	2014	2015	2016	2017
Preschool/Youth Lessons	1115	878	755	623	1013
Adult Lessons/ Lifeguarding	4	5	19	90	38
Glacier Swim Club	10500	3952*	NA	NA	NA
Totals Swim Attendance	51671	45047	NA	31,097	47,387
Adult/Senior	27164	28125	NA	27,351	40,773
Youth/Child	24507	16922	NA	3,746	6,164

\*Incomplete Glacier Swim Club totals for FY14, GSC data not collected for 2015-17.

## 4.5.2 Augustus Brown Pool

Located downtown, the Augustus Brown Swimming Pool opened in 1973 and includes a 6 lane lap pool with an Aqua Climb climbing wall, a high (3-meter) and low (1-meter) dive; a 35 by 45 foot warmer recreation pool, a dry sauna that seats 10; and an exercise deck with fitness and stretching equipment. Historical attendance totals for Augustus Brown Pool are more consistent and accurate than those for DPAC, and are a more accurate representation of trends in aquatic participation in Juneau over the past five years.

**Table 4.12: Augustus Brown Pool Historic Attendance**

Program	2013	2014	2015	2016	2017
Preschool/Youth Lessons	721	520	347	232	293
Adult Swim Lessons	16	10	5	8	13
Glacier Swim Club	6366	7962	7256	5939	NA
Total Swim Attendance	27795	29438	29786	24206	24670
Adult/Senior	22252	23048	22775	19461	20228
Youth/Child	5543	6390	7011	4775	4442
Fitness Classes	2398	2064	2176	2241	4196
School District	8125	6447	5351	5234	4428



### 4.5.3 Treadwell Arena

The Treadwell Arena is a multipurpose facility located in Douglas, which opened in 2003. The 35,000 square foot facility has a maximum capacity of 570 people. It is a NHL size (200' X 85') seasonal ice rink during the winter months offering hockey, figure skating and recreational skating to all of Southeast Alaska. The arena offers skate sharpening, has three sets of heated bleachers, six locker rooms, a referee room, concession room and an ice resurfacers garage. During the summer months, Treadwell is available for private rentals. The ice is removed to expose a cement surface that allows for roller skating, floorball, roller derby & roller hockey. Treadwell Arena relies heavily on user groups for its programming, with the bulk of ice time rented by the hockey and figure skating groups. CBJ programmed ice time is frequented by participants in core user programs.

**Table 4.13:** Treadwell Arena Historic Attendance

<b>CBJ Programs</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>
Wake N' Skate	550	486	457	348	299
Day Open Skate	3,344	3,343	4,098	3,605	4,047
Evening Open Skate	2,249	2,312	2,794	2,538	2,521
Youth Skate	721	599	414	544	215
Freestyle (figure skating)	709	705	547	586	690
Parent/Tot Skate	372	430	407	632	368
Pond Hockey	1,601	1,902	1,736	1,988	1,435
Stick n' Puck	971	1,187	1,488	1,271	1,197
Totals	10,517	10,964	11,941	11,512	10,772
<b>Core User Program</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>
Juneau Douglas Ice Assoc.	8,563	7,490	7,780	8,545	11,407
Juneau Skating Club	4,582	4,235	5,756	6,289	6,998
Juneau Adult Hockey Assoc.	7,911	7,413	7,802	9,261	8,203
<b>Private Rentals</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>
Hockey only	3,220	3,243	3,506	3,388	3,785
Skating only	794	1,055	1,033	690	1,069
School Groups	1,680	1,200	1,641	2,351	2,013
Blue Line Club (JDHS)	425	330	2,258	138	2,999
<b>Other</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>
Summer Day Camp	96	92	96	0	0
Special Events	1,667	1,422	2,376	2,596	2,260





#### 4.5.4 Zach Gordon Youth Center

Built in 1968, the Zach Gordon Youth Center offers supervised drop-in youth activities including a climbing wall, indoor and outdoor basketball, pool tables, board games, activities, exercise equipment, outdoor gardens, and a commercial kitchen. The youth center also provides hot meals, referrals to necessary supports for youth or families in need, and is home base for Parks & Rec's youth-centered activities and programs. Zach Gordon operates as a free of charge drop-in facility and does not use a point of sale system to record attendance.

#### 4.5.5 Mount Jumbo Gym

Mount Jumbo Gym was constructed in 1940 and offers a gymnasium space for community groups and rentals. It is a community venue for drop-in play for parents with young children and provides an affordable outlet for organizations that need gym space for youth and adult programs, birthday parties, and other activities or rentals. Rainforest Recovery Center also uses Mount Jumbo as an activity area for its clients during inclement weather. This program (Bartlett RRC) commenced in 2015.

**Table 4.14:** Mount Jumbo Gym Historic Attendance

Program	2013	2014	2015	2016	2017
Youth Attendance	2631	1790	2268	727	1592
Adult Attendance	3296	2690	2400	980	2745
Bartlett RRC Attendance	NA	NA	36	39	156

### 4.6 Program Inventory

The goal of the department is to provide high quality, year-round programs that meet the needs and desires of all Juneau residents. These programs supplement, but do not duplicate those offered by other government, private, and non-profit organizations. Parks & Rec is a facilitator and coordinator of recreation activities in Juneau and specializes in offering inclusive and affordable programs that are open and accessible to all residents. If another group is interested and available to provide an equivalent service at a reduced cost, Parks & Rec may facilitate transfer of the program, as long as the department's goals of inclusivity, reducing or eliminating barriers to participation, and accessibility are met.



### 4.6.1. Youth Programs

Youth programming is a critical component of Parks & Rec's services. Youth sports and social programs teach valuable life skills; help youth develop healthy habits that they will carry throughout life; provide constructive activities that help prevent crime, drug, and alcohol issues; provide many young people with job experience; and create a fun atmosphere for youth to play, build friendships, and develop lifelong passion for sports and fitness. Social programs provide a safe place for at risk youth to gain access to the social services they need and build relationships with supportive adults. Historical attendance for youth programming can be found at the end of this section.

#### Start Smart

Start Smart is a 6 week program created by the National Alliance for Youth Sports intended for children ages 3 and 4 that provides safe introduction to sports without competition or the fear of getting hurt. A parent or supportive adult works with each child to help teach the basic skills of sports, such as kicking, catching, throwing, and running. A Parks & Rec employee teaches the skills to the adults, and then works with the pair to help the child learn the skill. The goal of Start Smart is to help children find success in sports, which can lead to a lifetime of continued health and fitness. Programs include basketball, soccer, baseball, and general sports.

#### Basketball

Parks & Rec youth basketball is open to children ages 5-14 with leagues for boys and girls. As with all Parks & Rec programs, teams are coached by volunteer coaches. The program is focused on skill development, fun and sportsmanship. The Pee Wee league is for ages 5-6. This is a six week program that focuses on skill development and learning the game. For ages 7-8, children are introduced to actual game play. Focus is on skill development, sportsmanship and fun.

League play is for ages 9-14. The older age group has a post season tournament.

#### Soccer

Parks & Rec offers outdoor and indoor soccer programs for ages 5-14 and soccer camps with instruction for all levels. Both programs are coached by volunteers and refereed by local youth. This refereeing opportunity for teenagers provides job experience,

builds confidence and a chance to pass on the love of the game to younger kids. The older age group has a post season tournament. Soccer camp is facilitated by an outside organization, with support from Parks & Rec. There are four different options based on age.





## BAM

The Body and Mind (BAM) Afterschool program is a free afterschool program based out of Floyd Dryden and Dzantik’I Heeni middle schools. BAM is partner and volunteer supported with staff at each school. Partner organizations and volunteers provide activities to youth after school, coordinating with the School District to preclude transportation barriers. BAM also receives a large amount of community support from volunteers not associated with an organization. Participants take part in activities such as cooking, crafts, native arts, outdoor leadership, games and more.

## Zach Gordon Youth Center Drop-in and Camps

The Youth Center itself is a drop-in facility for youth up to the age of 20 years old. Youth under 9 years old must be accompanied by an adult. In the evening, youth must be at least 14 years of age to be at the center. The center provides drop-in activities including basketball, pool, table tennis, climbing, arts and crafts, and healthy games. The center provides healthy meals both after school and for dinner. Zach Gordon staff build supportive relationships with youth to promote positive life skills, and to help youth manage life’s challenges.

Additionally, the center supports youth in need through the Outreach Coordinator, who works to link youth to needed services such as housing, food stability, educational and job supports, drug and alcohol treatment, and counseling services. These supportive resource oriented activities are housed at the Wellness Center, along with the Youth Outreach Coordinator.

The Youth Center provides scheduled events with partner organizations, such as theatre classes, climbing clinics, cooking classes, teen-lead talks, special events, and more.

The Youth Center also provides spring break and summer camps.



## Youth Outreach

Zach Gordon Youth Outreach staff work with the Juneau School District, coordinating with the middle and high schools, especially Yaakoosge Daakahidi High School; Juneau Youth Services; and other community organizations to identify and support youth of the community who may need additional services to succeed through the middle school, high school, and late teen years. This program identifies youth in need and the services available to aid youth and serve as a bridge between youth in need and existing service providers.



## Youth Employment in the Parks

Youth Employment in Parks (YEP) is a partner program with Southeast Alaska Independent Living and the State of Alaska that employs youth with disabilities each summer to work on city parks and trails. Youth are paid for their work and provided with job development coaching and support. Youth learn valuable job and life skills and spend the summer doing meaningful work in their community.

## Swim Lessons

CBJ Aquatics offers a variety of swim lesson and development programming for all ages based on the American Red Cross curriculums for the Parent & Child, Preschool, Youth and Adult Learn-to-Swim Classes. Throughout the year, CBJ hosts additional skill development classes for adults and seniors as well as an introduction to competitive swimming program for youth.

## Youth Skating

Treadwell Arena offers drop-in youth skating and parent and tot skating. Open skates of all types are available to all ages and are frequented primarily by youth in partner run programs, but are open to all youth, including those requiring adaptive skating opportunities.

## Elementary School Programs

CBJ offers free passes to recreational facilities for children in grades 3-5. Children are eligible for a free annual pass to Treadwell Arena in 3rd grade, the pools in 4th grade, and Eaglecrest Ski Area in 5th grade.

**Table 4.15:** Youth Activities Historic Participation

Activity	2013	2014	2015	2016	2017
Start Smart	114	157	169	109	131
Basketball	251	262	316	285	275
Indoor Soccer	430	497	450	363	399
Outdoor Soccer	314	402	371	311	333
BAM	287	287	446	646	613
Zach Gordon Camps	92	90	93	109	102
Swim Lessons	1115	878	755	735	1013
Youth Skating	721	599	414	544	215

### 4.6.2 Adult Programs

Adult sports provide opportunities for physical exercise, socialization, and healthy, constructive use of leisure time. Participants are able to build friendships, reduce stress, create memories and be active for continued fitness and health throughout life. As Juneau's population ages, there will be increased need for programs and activities geared toward seniors.



## Volleyball

Parks & Rec offers Men's and Women's volleyball leagues, as well as a co-ed league, for players 15 years and older. The season includes a postseason tournament. The program partners with high school volleyball teams to officiate games for lower division leagues and uses paid referees for upper divisions.

## Aquafit

CBJ Aquatics offers a variety of Aquatic Fitness Courses between the two facilities. Tai Chi, Shallow Water Aqua Aerobics and Deep Water Aqua Aerobics provide aquatic fitness opportunities that do not require swimming skills. Aquafit is particularly beneficial for seniors and/or people recovering from injuries.

## Specialized Aquatics Programs

Periodically, CBJ Aquatics will host a Certified Pool Operator Course led by a Certified Pool Operator Trainer from the National Swimming Pool Foundation. Upon successful completion of this course, participants will hold a 5-year certification which is a requirement for nearly all aquatic facilities to have on-staff and ensures the individual has knowledge, skills and resources for successful water quality management. Other training and specialized programs are offered as demand warrants or opportunities arise.

## Red Cross Courses

Lifeguard Certification & Re-certification courses are taught by on-staff Lifeguard Instructors and use the American Red Cross curriculum, these courses certify individuals as Lifeguards providing an increased applicant pool to draw from. Lifeguard Course fees are priced at or below national standard to ensure affordability and a steady stream of Lifeguard candidates as the certification is required prior to employment.



First Aid/CPR/AED courses are taught by on-staff Lifeguard Instructors and use the American Red Cross Curriculum, these courses certify individuals in First Aid/CPR/AED skills. This certification is a minimum qualification required of all Aquatic positions, Parks & Rec positions and a number of other CBJ departments.

Water Safety Instructor Courses are taught by a Water Safety Instructor Trainer and use the American Red Cross curriculum, these courses certify individuals as Water Safety/Swim Instructors in the Learn-to-Swim Programming to teach Parent/Child, Preschool, Youth and Adult lessons.



## Hike Program

The hike program offers volunteer led group hikes twice a week. Recreational hikers of all abilities are welcome to join, and route information is announced in advance. The program is free of charge and currently administered through the Zach Gordon Youth Center.

**Table 4.16:** Adult Activities Historic Participation \*

Activity	2013	2014	2015	2016	2017
Volleyball	488	461	488	456	885
Aquafit	2398	2064	2176	2241	4196

\*Historic data is not available for specialized aquatics programs and Red Cross courses because programming varies from year to year. The hike program does not consistently record participation

## 4.7 Other Parkland Providers

Alaska State Parks and the USFS also manage parklands in the Juneau area. Both also operate rentable cabins across the local landscape. Much of the USFS activity is concentrated around the Mendenhall Glacier Recreation Area, which includes a visitor's center, multiple trail networks, and a campground which doubles as a cross country ski facility in the winter. USFS cabins are scattered throughout the borough. The USFS also operates an additional campground and picnic sites at Auke Rec and Lena Beach. Alaska State Parks operates a day use area and cabins at Eagle Beach, and more remote cabin facilities at Point Bridget State Park. Smaller sites include Ernest Gruening State Park and Wickersham State Historic Site.

**Table 4.17:** Non-CBJ Managed Parklands

Alaska State Parks		
Park	Location	Size (acres)
Point Bridget State Park	Out the Road	2850
Eagle Beach Recreation Area	Out the Road	25
Ernest Gruening State Historical Park	Out the Road	12
Wickersham State Historic Site	Downtown	0.22
USFS Park and Recreation Sites		
Park	Location	Size (acres)
Mendenhall Glacier Recreation Area	Mendenhall Valley	5815
Auke Village Recreation Area	Auke Bay	64
Lena Beach Picnic Site	Out the Road	29





## 4.8 Other Trail Providers and Trail Partners

As previously noted, trails are managed and maintained in cooperation with the State of Alaska, the USFS, and Trail Mix. Many trails cross jurisdictional boundaries and most of the trails listed in section 4.3 are jointly managed. A diversity of user groups recreate on Juneau's trails, and it is critical that trails remain a public asset, but that intended use is considered and user conflict mitigated. Trails are also used by commercial entities for tours. Tour companies are required to obtain commercial use permits, and group size and frequency is restricted to manage wear and tear on the trails and preserve the user experience for residents and visitors alike.

## 4.9 Other Recreation Facility Providers

Eaglecrest Ski Area is owned and managed by CBJ, but operates as its own department. Eaglecrest also operates the Dimond Park Field House. Eaglecrest provides downhill and cross country ski operations in the winter and the mountain is a popular destination for hiking, mountain biking, and berry picking in the summer. Dimond Park Field House is an indoor turf facility with batting cages and an indoor track, it is 100% funded through facility rental fees and sponsorships and is rented to private sports clubs and leagues. Programming also includes paid drop-in time for specific uses.

The Juneau School District (JSD) operates gymnasiums, fields and tracks, some of which are programmed by Parks & Rec for youth and adult sports. Priority is given to school groups for use of these facilities, however a number of community organizations use JSD assets.

The University of Alaska Southeast operates a Student Recreation Center that includes studio and gym space, a climbing wall, courts, a running track, an activities center, and a rental center for outdoor equipment.

Private groups operate recreation facilities for activities including rock climbing, tennis, and gymnastics. There are also privately operated gym and studio facilities throughout Juneau.





## 4.10 Other Program Providers

Many local activity providers operate programs using Parks & Rec assets or are active partners in providing services to youth, underserved community members, and residents with disabilities. Numerous organizations provide recreational programming to Juneau residents, and Parks & Rec works closely with those using CBJ assets to administer their programs or those that collaborate with Parks & Rec to deliver programs and services. Throughout the country, parks & recreation departments are moving away from providing their own programming and towards operating facilities and support services to community clubs, leagues, and other organizations that administer programs. These partnerships are discussed in greater detail in Chapter 5.

## 4.11 Accessibility

One of the department's key goals is to increase accessibility in all programs and services. This includes ensuring new play structures are inclusive. Inclusive play elements are a recent best practice in playground design and development. These features are designed for children of all abilities, including those with mobility and sensory issues. Other important measures include adding accessible trails and walkways within parks, and partnering with local non-profits to provide adaptive programming. Providing accessible opportunities for unstructured recreation on trails and walkways will help keep an aging population active and facilitate access to nature for those with limited mobility.







# 5 Community Partnerships, Social and Recreational Resources

Supporting community partners is an important function of Parks & Rec and a key theme of this Master Plan. This chapter explores how those partnerships function across different facilities and functions. It also considers youth scholarships and grant funding and provides recommendations for improving those functions. Providing recreational and social service opportunities for underserved residents is a critical component of Parks & Rec's mission. Maintenance and constant evaluation of partnerships helps establish Parks & Rec's role within the web of social providers in Juneau and helps the department and its partners evaluate and manage gaps in the system.

## **Chapter highlights:**

- Partners related to programs, facilities, parks, and trails
- Scholarships
- Youth Activity Grant program
- Relationship management

## **Guiding Principles covered in this chapter:**

- Supporting community partnerships





Supporting community partnerships is one of the guiding principles behind this document, and an important focus for Parks & Rec, especially during times of financial uncertainty.

Community partnerships are relationships with non-CBJ organizations that provide recreational or social service activities or programs, or represent a specific user group. Partnerships are mutually beneficial and represent a collaboration to facilitate a certain activity or use. Sports leagues that use CBJ fields are community partners, as are social service providers that use Parks & Rec facilities and work with Parks & Rec staff to administer programs. Other government entities, such as Alaska State Parks, the USFS, or the Juneau School District, are also community partners. Partnerships support sustainability of a program or type of recreation and help create citizen engagement and comradery around certain activities.



All Parks & Rec divisions engage with community partners in some way, though some are more dependent on partnerships than others. Treadwell Arena is programmed almost entirely by partner organizations and managing relationships with various hockey and skating groups is critical to the arena's success, whereas the relationship between the aquatics division and the local swim club is important, but a larger user group exists beyond the swim club and the pools are mostly programmed to serve the public directly.

## 5.1 Programming

Parks and recreation departments nationwide are moving away from providing programming and focusing resources on operating facilities with programming provided by partner organizations. Juneau is no exception. Since the 1997 Plan was completed, Juneau has constructed new facilities and established operating partnerships where a community organization exists and would otherwise compete with Parks & Rec for participants and facility space. These partnerships are critical to the continued success of Juneau's tapestry of recreation and community service offerings, and an important component of the Master Plan process was connecting with each of these partners and ensuring that Parks & Rec's long-term plan reflects their long-term vision.



Additionally, Parks & Rec partners with community organizations to enhance our service offerings or make them more affordable. It is a stated goal to continue to pursue such partnerships as Parks & Rec continues efforts to reach out to underserved residents and provide constructive activities for all youth in our community.

#### **Recommendations:**

- Continue to work with partners to enhance educational programming in parks and facilities

## **5.2 Facilities**

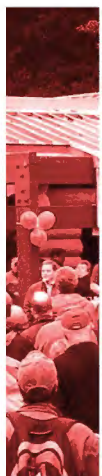
Facilities managed or operated by Parks & Rec each have their own user groups, and to varying degrees, rely on partnerships with organized clubs, leagues, or non-profits for maintenance, funding or programming. Facilities in this sense are not limited to traditional built recreation facilities, but also include parks, trails, special use areas, and fields.

### **5.2.1 Parks**

While most parks are publicly funded and open to all, there are a number of organizations that support and help operate Juneau's parks. Organizations use parks as staging or gathering areas for organized activities such as running events or fundraisers; day cares and private schools frequent city playgrounds; and many other groups gather in parks for many other purposes. While CBJ considers all organized user groups to be partners in the preservation of parks, organizations that pay user fees or provide maintenance have a formal partnership with Parks & Rec. There are a diversity of such partners; various clubs and leagues use playing fields; clubs and groups form around special use areas such as shooting ranges, community gardens, or disc golf courses; commercial operators hold permits for vending or tourism; and local non-profits work together to operate the infrastructure at the Eagle Valley Center. Other partners help fund City parks.

#### **Recommendations:**

- Continue to work with partners to re-open the ropes course at Eagle Valley Center
- Continue to evaluate businesses or non-profits operating in parks for community benefit and fit with other stakeholders
- Continue to work with partners to enhance educational programming in parks





## 5.2.2 Trails

Trails are Juneau's most popular recreational infrastructure. The non-profit organization Trail Mix has formal agreements with CBJ, the State of Alaska, and the USFS to provide trail maintenance and construction. Other trail user groups raise funds and advocate for trails that support a specific use such as mountain biking, cross country skiing, cross country running, off road vehicles or snowmobiling. Commercial users operate tours on designated City trails.

A Trails Plan would consider management of different trail uses, however trails in parks are discussed in this document, notably requests by specific user groups for park facilities that support trail-based recreation such as a biathlon range or a bike skills park. Off road vehicle (ORV) groups have long advocated for a suitable location for ORV recreation. Past proposals have failed to identify a suitable site due to steep slopes and environmental concerns or have been met with opposition from neighbors. Even if a suitable location is identified, an ORV park or trail system is a major infrastructure investment. The Juneau trail system as a whole is in need of maintenance and perennially underfunded. Parks & Rec works in partnership with all trail partners to collaborate on grant applications and support fundraising initiatives to improve trails for all uses. Formal agreements with other trail user groups can help grow Juneau's trail network and provide purpose built trails for varied user groups.

### Recommendations:

- Convene a trails advisory group to address ongoing trail management issues and to provide feedback on suitability for various trail uses
- Work with non-motorized trail user groups to support and assist trail development and/or improvement projects
- Facilitate development of viable opportunities for ORV recreation
- Encourage the ORV community to organize and set priorities for ORV development
- Work with Nordic skiing organizations to increase capacity and identify space for a biathlon range
- Work with Mountain Bike organizations to increase capacity and identify space for a bike skills park



### 5.2.3 Aquatics

The pools are mostly reliant on public use for revenue; however a partnership with the Glacier Swim Club not only benefits the pools financially, but also develops members into future employees, particularly lifeguards and swim instructors. Partnerships with non-profit organizations provide free swim passes to low income youth. Through a partnership with the Juneau School District, learn to swim classes operated at Parks & Rec facilities are included in the school curriculum.

#### Recommendations:

- Continue to promote/expand partnership programs that facilitate access to the pools for low income residents
- Expand seniors programming at the pools
- Increase community outreach and promotion activities at the pools, as well as cross-promotional opportunities with other CBJ facilities

### 5.2.4 Treadwell Arena

Treadwell Arena is uniquely reliant on partner organizations. The Juneau Adult Hockey Association, Juneau Douglas Ice Association, and Juneau Skating Club purchase ice time for practices, games, and tournaments. Participants in these organizations also attend CBJ programmed ice time. Managing and maintaining these relationships is critical to Treadwell's success.

#### Recommendations:

- Expand the season to include summer programming
- Work within CBJ to improve/streamline the alcohol permitting process for community partners that wish to serve alcohol at events or through concessions
- Increase community outreach and promotion activities at the Treadwell Arena, as well as cross-promotional opportunities with other CBJ facilities





## 5.2.5 Zach Gordon Youth Center

The Zach Gordon Youth Center works closely with community partners to enhance the lives of youth in Juneau. Partnerships with a variety of organizations support programming in the BAM afterschool program and the Youth Center, and Zach Gordon staff joins forces with government and non-profit partners to run the Youth Employment in Parks Program; staff also partners in several youth related coalitions and community effort groups at the local and state levels. For funding support, Zach Gordon works closely with the Juneau Community Foundation as well as private businesses and individual donors. Funding support is also enhanced through a collaborative relationship with the Friends of Zach Gordon Youth Center.

## 5.3 Scholarships

Scholarships offered or administered through CBJ may be used for programs offered by other local activity providers. CBJ also provides funding to many partners through the Youth Activity Grants program. Scholarship programs are a critical element in growing participation for underserved youth and should continue to be promoted and expanded

### 5.3.1 Youth Scholarship Program

CBJ currently provides scholarships for youth sports, including sports programs operated by partner organizations. The Youth Scholarship Program is designed to provide supplemental financial assistance to youth (kindergarten through high school, up to 18 years of age) that may not otherwise be able to participate in youth activities. The program is intended to be a resource after other available sources of funding have been utilized, and is limited to an annual maximum award of \$100 per child. Scholarships are awarded based on a sliding scale. All information submitted as part of the application is confidential and is used only to determine the level of scholarship awarded. Scholarships may be used for registration or program fees for activities other than Parks & Rec programs, but certain guidelines apply for all activities. This program is challenged to reach the youth who need it most and the program should be administered as a social service in conjunction with other youth outreach efforts and partnerships under Zach Gordon Youth Center. CBJ is not the only source for scholarship opportunities; all local youth activities providers that receive Youth Activity Grants administer their own scholarship programs as a requirement for eligibility.

#### Recommendations:

- Develop a mechanism to tie youth scholarships to the free and reduced lunch list to promote scholarship enrollment among low income youth
- Move administration of the Youth Scholarship Program under Zach Gordon Youth Center



### 5.3.2 Youth Activity Grants

Parks & Rec also offers Youth Activity Grants to fund youth programs. This grant program is designed to encourage local organizations providing or desiring to provide athletic, cultural, artistic or extracurricular academic activity programs to the youth of Juneau. The Youth Activities Program serves youth up to 19 years of age, unless the program is intended for youth with disabilities, in which case it may serve youth up to 20 years of age. Funding is awarded to programs offered by public or private non-profit organizations, with special consideration given to agencies that receive no other funding from CBJ and organizations that provide scholarship funds for youth activity programs out of their own budget. Youth Activity Grants are administered by the Youth Activities Board, which is appointed by the Assembly and coordinated by Parks & Rec staff.

#### Recommendations:

- Review the Youth Activity Grant process
- If feasible, move Youth Activity Grant administration under the control of a third party

### 5.4 Relationship Management

It is important for Parks & Rec to continue to deepen relationships with existing community partners and grow relationships with new ones. Partnerships are particularly vital in linking Parks & Rec's social service role with its recreation facility provider role, ensuring that the youth served through the social service arm have access to recreation opportunities through programs offered by Parks & Rec and its partners. Parks & Rec's role as the 'ounce of prevention' against criminal behavior, drugs, and alcohol problems is maximized when the youth who may not have the financial and/or family support they need to participate in constructive activities are given those opportunities by building relationships with supportive adults who can help overcome financial, social, and other barriers to participation.





**Guiding Principle:**  
**Supporting community partnerships**

**Goals:**

- Continue working with community partners to provide ADA accessible facilities and/or adaptive programming for seniors and residents with disabilities
- Manage demands for facility time fairly, with youth activities taking highest priority
- Encourage collaboration between community partners and internal collaboration between Parks & Recreation facilities and programs
- Balance needs of community partners operating at Parks & Rec facilities to ensure that services are complimentary and provide the best possible array of opportunities for the community
- Continue to work with community partners to increase scholarship funds available and outreach to eligible families
- Encourage and support community partners in fundraising initiatives or other philanthropic activities to make improvements to parks, trails and recreational facilities
- Encourage and foster collaboration among and with community partners
- Provide leadership to recreation user groups in navigating land management issues
- Increase community outreach and promotion, including cross promotional opportunities between Parks & Rec facilities and other CBJ departments, and with partner organizations

Recommendation	Timeline	Capital \$
Department-Wide		
Recommended Action		
Continue to work with partners to enhance educational programming in parks and facilities	Short	Staff time
Treadwell Arena		
Critical Action		
Continue to work with partner organizations to balance ice time needs	Short	Staff time
Increase community outreach and promotion of activities at Treadwell Arena, as well as cross-promotional opportunities with other CBJ facilities	Short	Staff time
Continue to support/promote adaptive skating	Short	Staff time
Expand the season at Treadwell Arena to include summer programming	Short	Staff time
Parks - Developed Natural Areas		
Critical Action		
Continue to work with partners to re-open the ropes course at Eagle Valley Center (EVC)	Short	Staff time – potential revenue source
Continue to evaluate businesses and non-profits operating in the EVC area for community benefit and fit with other stakeholders	Short	Staff time
Continue to work with partners to enhance educational programming	Short	Staff time



Recommendation	Timeline	Capital \$
<b>Recommended Action</b>		
Continue to explore options for small-scale agriculture at EVC	Medium	Staff time – potential revenue source
Work with community partners to improve trail system to enhance ADA accessibility	Medium	Variable depending on scope
Fund EVC road and facility improvements through a combination of rental revenue and value in kind donations	Short	Staff time
<b>Potential Action</b>		
Work with Trail Mix to connect EVC to other surrounding parks and amenities as delineated in the Northern Green Zone Plan	Long	\$100,000
<b>Off Road Vehicle (ORV) Use</b>		
<b>Critical Action</b>		
Encourage ORV community to organize and set priorities for ORV development	Short	Staff time
Work with ORV user groups and neighbors to identify acceptable areas for ORV activities	Short	Staff time
<b>Recommended Action</b>		
Facilitate development of viable opportunities for ORV recreation	Medium	Staff time (potential capital costs)
<b>Trails General</b>		
<b>Critical Action</b>		
Convene a trails advisory group to address ongoing trail management issues and to provide feedback on suitability for various trail uses	Short	Staff time
Work with non-motorized trail user groups to support and assist trail development and/or improvement projects	Short	Staff time, potential materials costs
Work with Nordic skiing organizations to build capacity and identify space for a biathlon range	Short	Staff time, potential materials costs
Work with cycling organizations to build capacity and develop a bike skills park	Short	Staff time, potential materials costs
<b>Youth Services</b>		
<b>Critical Action</b>		
Develop a mechanism to tie youth scholarships to the free and reduced lunch list to promote scholarship enrollment among low income youth	Short	Staff time
Move administration of the Youth Scholarship Program under the Zach Gordon Youth Center	Short	Staff time
Review the Youth Activity Grant process	Short	Staff time
If feasible, move Youth Activity Grant administration under control of a third party	Medium	Staff time, potential cost savings





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# 6 Community Trends

In late 2016, McDowell Group conducted a statistically valid phone survey and self-selected online survey on behalf of CBJ. The survey evaluated how residents use the CBJ Parks & Recreation system, gauged user satisfaction, and identified barriers to participation and areas for improvement. This chapter presents the survey results and other demographic information.

## Chapter highlights (key statistics):

- 89% of Juneau residents use trails
- Juneau saw 1.06 million cruise ship visitors in 2017
- 77% of Juneau adults report that parks and recreation amenities are important to their choice to live in Juneau
- 94% of Juneau residents believe providing recreation facilities and programs is a somewhat or very important use of CBJ funds.
- One third of Juneau adults to onto participate in the recreation activities they would like to



Parks and recreation in Juneau have evolved with the population. When the 1976 Plan was written, many survey respondents had recently moved to the area and were interested in trying all the outdoor recreation opportunities Juneau had to offer. The population at the time (19,193) was young, with a recent population influx driven by State job opportunities. By the 1996 Plan, the population was more settled, and recreation for a large local youth population was at the forefront of the plan. Those same residents who settled in Juneau in the 1970's and whose children participated in Parks & Rec activities in the 1990's are now aging, and with this trend comes the need for increased Seniors activities. The community values its parks and recreation services and while the local population is aging, youth activities remain important to residents. The tourism industry has grown, increasing the use of some parks and trails, and use of Parks & Rec managed infrastructure by visitors is expected to continue to increase. The Juneau population is currently stable, comparatively affluent to the rest of Alaska, aging, and diversifying. Recreation remains a key reason why many call Juneau home. Visitation is increasing, and converting cruise passengers into future independent visitors is a priority for local tourism marketing groups. Showcasing local parks and trails continues to be a key component of these strategic efforts. Investment in this critical infrastructure is relatively low cost compared to built facilities and provides social and economic returns in the form of quality of life, visitation, property values, and reduced public health costs.



Residents report that programming for seniors is becoming increasingly important. While the number of families with children is declining, residents also consider programming for youth to be an important use of public funds. Residents consider trails, Dimond Park Aquatic Center, and City Parks to be the most valuable recreation assets, respectively. Transportation and lack of money were cited as key barriers to participation for youth. Scholarship and outreach programs can help overcome financial barriers, but transportation options may need to be considered, and should also be taken into account for seniors as the population ages and more seniors require safe transportation to activities and facilities. Residents historically and currently support parks and recreation services, and remaining aware of community trends and preferences can assist the department in responsibly developing and managing programs and in allocating funds.

Residents who identify as white participate in recreational activities at a higher rate than those of other ethnic groups. As the population diversifies, it may be important to track this metric and to continue to identify barriers to participation for nonwhite youth and adults.

## 6.1 Demographic Statistics

### 6.1.1 Population

Like the rest of Alaska, Juneau's population has declined slightly in recent years with the growth rate dropping from 3.3 percent in 2010 to 0.38% in 2015 to -1.4% in 2017; the state growth rate has declined from 1.17% (2010) to 0.08% (2015) to -0.36% (2017). A downturn in the state economy has increased the rate of departure since 2013.



Juneau's median Age has risen from 28.1 in 1980 to 38.4 in 2017. The demographic category showing the highest rate of increase is age 60-69, which has increased by 1,135 over the past ten years.

### 6.1.2 Ethnic makeup

Juneau in 2018 is more diverse than 1996, with a 15 percent decrease in the white population and higher Hispanic/Latino and Asian populations. There has also been a significant increase in groups identifying as other or mixed race. The state as a whole is also more diverse, though the changes have not been as significant. This may impact the way that Parks & Rec connects with cultural groups to establish partnerships.

### 6.1.3 Income

Juneau's per capita income in 1996 (\$19,920) exceeded the statewide average of \$17,610. The median household income (\$47,924) was also higher than the state average (\$41,408). The same is true in 2018, with Juneau's per capita income, median household income, and median family income all exceeding state averages. The State of Alaska is Juneau's largest employer, and many of these positions are professional, requiring post-secondary education. The unemployment rate is 5.17 percent and 7.42% of residents live below the poverty line.

**Table 6.1:** 2018 Income

	Juneau	Alaska
Per capita income	\$34,923	\$30,651
Median household income	\$75,517	\$69,825
Median family income	\$88,536	\$82,870

### 6.1.4 Households

The average household size in 1996 was 2.63 persons in Juneau and 2.74 in the state. There were 10,968 households in Juneau. In 1996, nearly 50 percent of Juneau households had dependent children, compared to only 32% in 2018.

**Table 6.2:** 2018 Household Demographics

	Juneau	Alaska
Total	12,187	238,058
Family households	64%	66%
Nonfamily households	36%	34%
Households with children	32%	40%
Households with seniors	16%	17%
Average household size	2.5	2.7
Average family size	3.0	3.2



## 6.2 Tourism Statistics

Juneau was the most visited Alaska destination in 2016, with 60 percent of visitors to Alaska stopping in Juneau. 93 percent of visitors arrive on cruise ships, with shopping, day cruises, cultural activities, and sightseeing tours among their top activities.

Cruise passenger arrivals hit a new record in 2017 (1.06 million visits) and are expected to continue increasing as companies add larger ships to the Alaska route; 2017 saw 45,000 additional passengers over the previous year. Airline passenger numbers have also increased steadily. The rate of repeat travel to Alaska as a whole has increased over the past decade, with 30 percent of visitors returning to Alaska in 2006, to 34 percent in 2011, to 40% in 2016. A 2016 survey conducted by the McDowell Group on behalf of the State of Alaska, asked visitors “What are you most interested in experiencing on your next Alaska trip?” The top responses were fishing, wildlife, visiting friends and family, the Northern Lights, and Denali. Recent destination trail efforts, including potential development of a European style hut-to-hut system, are among the efforts to increase independent traveler visitation to Juneau.

In 2017, CBJ granted commercial trail use permits to five operators. 15,859 visitors used Juneau trails as part of a guided group. This number is down from 17,724 in 2013, when Parks & Rec began collecting commercial use data. Commercial users of parks and trails are stakeholders, revenue sources, and entities to be managed responsibly. It may be beneficial to evaluate these relationships in the future and ensure use fees and group size limits are balanced between community and commercial interests.

## 6.3 Summarized Public Survey Results

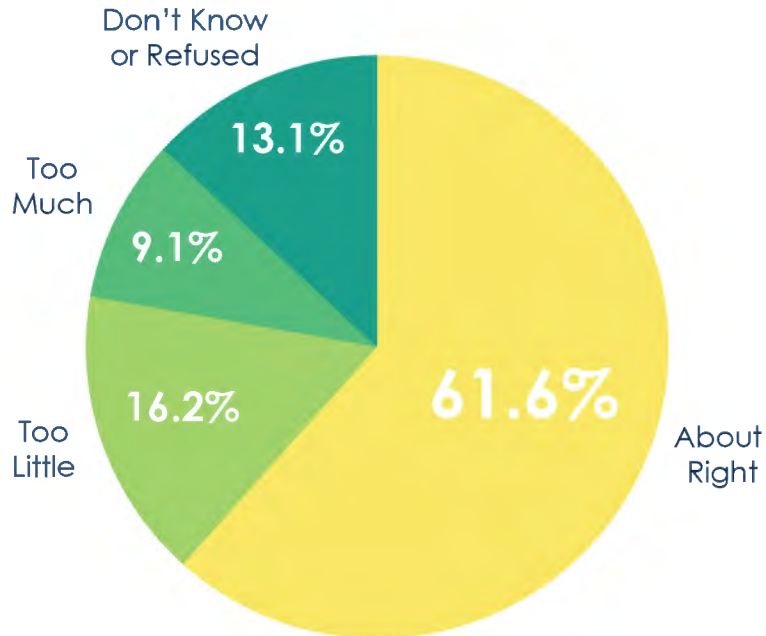
In the fall of 2016, Parks & Rec retained McDowell Group to complete a statistically valid phone survey and a self-selected online survey. The results are summarized as follows in the document City and Borough of Juneau Parks and Recreation Survey. Full survey results can be found in Appendix II.

### 6.3.1 Recreation Participation

Ninety-five percent of Juneau adults participate in some form of recreation activity during the year. Participation levels vary slightly by age group, income, and race/ethnicity, with younger residents, those with higher household incomes, and those who identify as white participating at higher rates than other sub-groups.



## Amount CBJ Invests in Parks & Recreation Opportunities

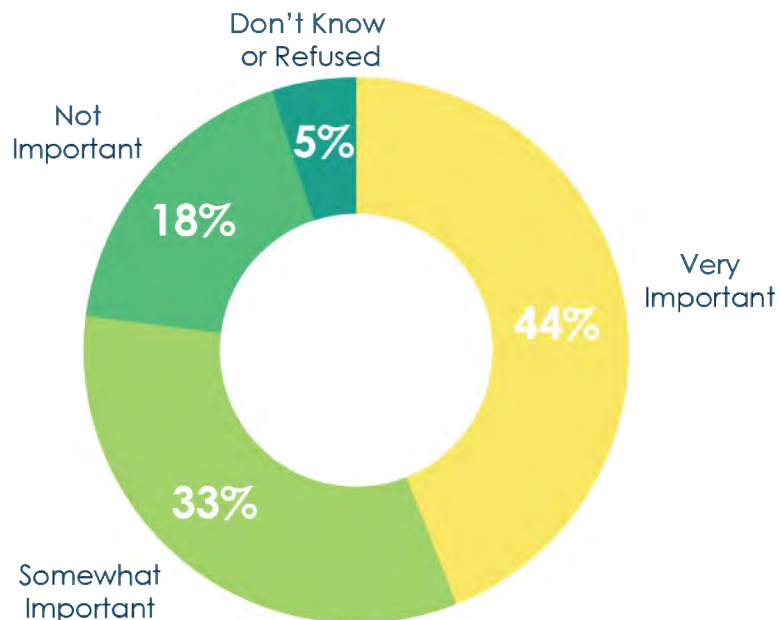


### 6.3.2 Value of Parks & Recreation

Importance of parks and recreation amenities in the choice to live in Juneau

Parks and recreation amenities and programs are important to the Juneau community overall: over three-quarters (77 percent) of Juneau adults report these amenities are somewhat or very important in their choice to live in Juneau. Only 18% say parks and recreation amenities are not important in their choice to live in the community. Adults from households with children are more likely to rank these amenities as very important in their choice, at 53 percent versus 42% of households without children.

### Importance of Parks & Recreation Opportunities in Choice to Live in Juneau



## Value of Activities and Programs to the Community

Seventy-six percent of adults rank afterschool programs for youth as high or very high value to the community, as do 73% for summer programs for youth. Half (50 percent) rank pre-kindergarten programs as high or very high value.

## Value of Assets and Facilities to the Community

City trails are ranked as high or very high value to the community by 78 percent of respondents, and City parks by 68%.

Among City-owned and operated facilities, Dimond Park Aquatic Center is ranked as high or very high value by 72 percent of respondents. Over half of respondents rank the importance of Treadwell Arena (56%) and Augustus Brown Pool (52%) as high or very high. Half of respondents (49 percent) rank Zach Gordon Youth Center as high or very high value.





### 6.3.3 Investment in Parks & Recreation

Almost all adults in Juneau (94 percent) believe providing recreation facilities and programs is a somewhat or very important use of CBJ funds, with three-quarters (73%) believing it is a very important use of funds.

Sixty-one percent of adults believe CBJ invests about the right amount in parks and recreation opportunities for Juneau residents, while 16% believe too little is invested, and 9% believe too much is invested.

#### Investments in Assets or Facilities

Half (51 percent) of Juneau adults cite specific investments in indoor or outdoor recreation assets or facilities CBJ should make in the next ten years. Types of investments vary widely, with off road vehicle trails/parks (15 percent), upgrades to existing trails (11%), and sports fields (10%) the most frequently cited.

#### Investments in Programs or Activities

Over a quarter of respondents (28 percent) cite specific additional recreation programs CBJ should invest in over the next 10 years. Recommended investments include programs for youth, seniors, and people with disabilities, as well as specific recreation activities, such as basketball, softball, swimming, soccer, and hockey.

### 6.3.4 Recreation Activity

Juneau adults participate in a wide variety of recreation activities throughout the year. Hiking is the most frequently reported recreational activity in Juneau during all seasons. Over half (53 percent) of Juneau adults hike in spring/summer and one-third (32%) hike in fall/winter. Other top activities in spring/summer include fishing (26 percent), walking (21%), and swimming (17%). In fall/winter, walking (19 percent) and swimming (17%) remain top activities, in addition to downhill skiing (17%), cross-country skiing (12%), and hunting (10%).

### 6.3.5 Use of Parks & Recreation Facilities

Half (52 percent) of households used the Dimond Park Aquatic Center in the past 12 months and 48% used Eaglecrest Ski Area (for winter and summer activities combined). Forty-three percent used Dimond Park Field House, while 39% used Hank Harmon Rifle Range, and 32% used Treadwell Arena. Over one-quarter visited Augustus Brown Pool (28 percent) and Jensen-Olson Arboretum (26%).

Among users of each facility, Dimond Park Aquatic Center received the largest annual average number of visits, at 24.0, followed by Dimond Park Field House (23.1), Pipeline Skate Park (22.7), and Augustus Brown Pool (21.8).

Most facilities are used more often by households with children than households without children. Also, a larger percentage of households with higher incomes use each facility than lower income households.



### 6.3.6 Organized Recreation Activities

One-third (33 percent) of adults participated in organized sports leagues, tournaments, races, or other recreational activity over the past 12 months. Top organized activities include softball (25 percent of those participating in organized activities), volleyball (20%), running (19%), basketball (16%), and hockey (15%).

Nineteen percent of respondents live in households with children who participate in organized recreation activities. Top youth activities include soccer (29 percent), running (23%), baseball (21%), basketball (19%), and swimming (14%).

Adult and youth participation in organized activities is higher for households with incomes \$50,000 and over than for lower income levels.

### 6.3.7 Trail Use

Eighty-nine percent of survey respondents reported using Juneau trails in the past 12 months for hiking, running, biking, or other forms of recreation.

Kaxdigoowu Heen Dei (Brotherhood Bridge Trail) is used by the largest percentage of Juneau adults (63 percent), followed by Treadwell Mine Historic Loop (58%), Auke Lake (57%), Twin Lakes (56%), and Perseverance (49%) trails.

Trails visited most frequently by individual users are Dredge Lakes (26 times annually), Airport Dike (23 times) and Salmon Creek (20 times).

### 6.3.8 Park Use

Of a list of selected popular Juneau parks, Savikko Park is visited by the largest percentage of survey respondents at least once during the year, at 71 percent, followed by Twin Lakes (60%), Riverside Rotary Park (41%), and Cope Park (37%). A larger percentage of adults from households with children than without visit many of the parks.

Among parks listed in the survey, Adair Kennedy receives the largest number of annual average visits per user at 19.3, with a median of 5.0 visits. Riverside Rotary Park received 17.6 average visits (median 5.0) and Capital School Park 15.3 (median 4.0).

### 6.3.9 Barriers to Participation in Recreation Activities

One-third of Juneau adults do not participate in the recreation activities they would like to, and one-quarter from households with children report youth who do not participate in activities but would like to. Desired activities for adults include hiking (5 percent), off-road vehicle use (5%), downhill skiing (4%), and swimming (4%). Top desired activities for youth include hockey, ice skating, soccer, and dance, each at 3 percent.

Lack of free time is the most commonly cited barrier to participation for both adults (30 percent) and youth (37%). Lack of money (17 percent of adults, 29% of children) and programs/activities not available (19% of adults, 13% of children), are also frequently cited.

Physical limitations/accessibility is another frequently cited barrier for adults (23 percent), while transportation is a more common barrier for youth (18%).





# 7 Needs Assessment

This chapter identifies gaps in the Juneau Parks & Recreation system and provides strategies for filling those gaps. It also identifies barriers to participation in Parks & Rec activities, and includes plans for overcoming them. Barriers are factors that get in the way of someone participating in an activity or using a park, trail, or facility. Barriers can be financial, transportation related, social, or cultural. Finally, this chapter sets a policy for parkland acquisition and disposal. Acquiring or selling a piece of parkland is an important land management decision with lasting impacts. This chapter considers the process for acquisition and disposal and details the process and reasons for these actions. This Plan recommends that proceeds from parkland disposal be reinvested in the Juneau Parks & Recreation system.

Chapter highlights (major system gaps):

- Fenced off leash dog areas
- ORV recreation
- Bike skills parks
- Artificial turf fields
- Signage
- Community gardens
- Maintenance impact statements
- Gym/multi-use spaces
- Active cemetery space
- Seniors programming
- Early childhood programming

Guiding Principles covered in this chapter:

- Promoting community engagement, health and wellness
- Managing our assets effectively



## 7.1 NRPA Benchmarking

The National Recreation and Park Association (NRPA) collects data on parks & recreation agencies throughout the country. Historically, the NRPA used this data to develop standards for categories such as number of residents per facility. Recognizing that a successful agency is one that tailors its services to meet the demands of its community, the NRPA now publishes national statistics in the form of percentage of agencies offering a given facility or program or median number of residents per facility or program. Because of Juneau's linear geography, remote location, and wilderness surroundings, the community has different needs than those of comparable size elsewhere. It is not possible for residents to simply use a facility in a nearby community.

The table on the next page shows the national median number of residents per facility, the current Juneau number of residents per facility, and establishes Juneau standards to help identify where Juneau may need more or fewer of a certain type of amenity as parks and facilities are renovated or additional facilities are considered. Rationale for these standards is presented in this chapter or is based on the NRPA guidelines, public feedback, and level of use of existing facilities. Several parks standards are presented as ranges because the number of residents served varies by park size and location. Some assets not controlled by Parks & Rec are included in the calculations for Juneau, for example, the indoor track at the Dimond Park Field House is included even though the field house is currently managed by Eaglecrest. Juneau School District (JSD) assets are generally not considered.





**Table 7.1:** Facility Statistics and Standards

Facility Type	National Median Number of Residents per Facility	Juneau Number of Residents per Facility	Juneau Standard	Comments
Parks	1,894	1,454	1,500	
Playgrounds	3,560	3,200	3,200	
Mini Parks	NA	3,200	1,000-3,000	
Neighborhood Parks	NA	6,400	3,000-7,000	
Community Parks	NA	5,333	4,000-10,000	
Basketball Courts (outdoor)	7,000	8,000	8,000	
Tennis/Pickleball Courts	4,295	16,000	16,000	Outdoor tennis courts are more prevalent in warmer areas, Juneau is adequately served with current available tennis courts
Diamond Fields: softball fields	9,687	4,000	5,000	Juneau has softball fields that are unused
Diamond Fields: baseball fields	6,599	5,333	5,000	
Diamond Fields: tee ball	12,771	10,666	12,000	
Rectangular Fields	8,060	8,000	8,000	
Rectangular Synthetic Field	34,915	32,000	8,000 (includes JSD)	JSD assets are included in this calculation because Parks & Rec programs use JSD fields
Community Gardens	32,376	16,000	16,000	There is continued demand for community garden space
Tot Lots	12,112	16,000	10,000	Future playground projects should consider additional tot lot space
Dog Parks	43,183	16,000	16,000	Juneau's linear geography requires duplication of some neighborhood assets like dog parks



**Table 7.1:** Facility Statistics and Standards (continued)

Facility Type	National Median Number of Residents per Facility	Juneau Number of Residents per Facility	Juneau Standard	Comments
Ice Rinks	28,500	32,000	16,000-32,000	The skating community has requested a second sheet of ice
Teen Centers	62,700	32,000	35,000	Juneau is adequately served with one teen center
Indoor Track	49,715	32,000	35,000	
Gyms	26,418	32,000	16,000	This metric considers Mt. Jumbo Gym, which is at end of life. The community would benefit from two gym spaces
Swimming Pools	34,686	16,000	20,000	Juneau is adequately served with two pools

## 7.2 Parks Service Standards and Community Need

It is CBJ's responsibility to provide a high level of service to the public. Ensuring proper maintenance of public assets like parks contributes to public health and the local economy. This section updates standards and existing classifications, classifies new Juneau parklands and evaluates park distribution – answering the question, “Do we have the right parks in the right places with the right equipment?” This section is excerpted from the CBJ Parks Inventory, which summarizes the condition of all programmed parks and assigns a 1-10 score to each. The condition score, along with survey data on level of use, then informs the priorities for future park Capital Improvement Projects (CIPs), which are presented herein. Section 7.8 considers criteria and processes for parkland acquisition and disposal. Park development and acquisition in Juneau has historically been an organic process, with new parks constructed and acquired as lands are developed, or high value natural areas identified for preservation and enjoyment of nature. Map Series 2 shows parks by type and neighborhood.

### 7.2.1 Parks Service Standards

Park service standards are grouped by park classification. For a list of parks of each type, see section 4.1.



## Mini Parks

**Management Intent:** Mini-parks are intended to provide close to home opportunities to young children, senior citizens, or those who are unable to travel farther for open space and unstructured activities.

**Standard:** Service Area: 5-10 minutes travel time and/or a population of 2,000-4,000.

Development Criteria:

1. Appropriate facilities include:

- Children's playground facilities
- Open (preferably grassy) play areas
- Picnic tables or benches
- Small community garden spaces

2. Desirable site characteristics

- The site should be centrally located to the area it serves and be relatively level
- The site should be walking distance for neighborhood residents, and not require crossing of busy streets

**Recommendations:**

- Add tot lot spaces as parks are upgraded



## Neighborhood Parks

**Management Intent:** Neighborhood parks are intended to serve a neighborhood and provide a variety of structured or unstructured recreational opportunities for children and adults. Facilities are primarily designed for individual and group activities, but generally do not include facilities for field sports.

**Standard:** Service area: 5-10 minutes travel time and/or a population of 3,000 - 7,000.

### Development Criteria:

1. Construction of a neighborhood park should occur when the area it serves reaches 60% of planned development (measured either by acreage developed or population accommodated, whichever occurs first).
2. At least 50% of the site should be flat and usable, and provide space for both active and passive uses.
3. Appropriate facilities include:
  - Children's playground with seating available nearby
  - Unstructured open play area
  - Paved games court
  - Tennis courts
  - Picnic areas
  - Shelter building
  - Restrooms
  - Areas for skateboards, bicycles
  - Parking to support the use of the facilities
4. Desirable site characteristics
  - The site should be reasonably central to the neighborhood it is intended to serve
  - Good bicycle and pedestrian routes to the site should be available and access routes should avoid crossing major arterials
  - The site should be relatively visible from adjoining streets.
  - Access to the site should be via a local residential street. If located on a busy street, incorporate buffers and/or barriers necessary to reduce vehicular hazards and noise.

### Recommendations:

- Consider covered play spaces in playground capital projects





## Community Parks

**Management Intent:** Community parks are intended to be used for active recreation activities and are often highly developed and programmed. Facilities may be designed for sports and organized activities, but individual and family activities are also encouraged. Levels of social contact and interaction are high. Management of these areas is intensive and should comply with a management plan. Community parks are day use only. Standard: Service area: 15-20 minutes travel time and/or a population of 4,000 - 10,000.

### Development Criteria:

1. Acquisition of community park sites should occur far in advance of actual need so that adequate land is available. Development should occur when the service area reaches about 70% developed.
2. At least two-thirds of the site should be available for active recreation use.
3. Appropriate facilities include
  - Formal ballfields – softball, baseball, soccer, etc.
  - Outdoor basketball, volleyball courts
  - Tennis courts
  - Open free play area
  - Restrooms
  - Picnic facilities (including shelters)
  - Trail/pathway systems
  - Indoor recreation facility
  - Space for special outdoor events
  - Children's playground (if needed to serve the neighborhood)
  - Areas for skateboards, bicycles
  - Parking sufficient to support the activities programmed on the site
4. Desirable site characteristics
  - The site should be reasonably central to the area it is intended to serve
  - The park should be located on an arterial or collector street with access to public transit
  - A landscaped setback should be used to buffer active use areas from residential areas if needed.
  - Environmentally sensitive areas can be a part of this type of park if the layout and management protects that area from overuse or degradations of the sensitive values.



### Recommendations:

- Continue to maintain fields, working with partners to mitigate schedule conflicts
- Provide tournament size baseball and softball fields with artificial turf
- Improve bleacher/spectator seating as upgrades to parks with sports fields are planned. Add covered seating where possible

## Special Use Areas

**Management Intent:** Management varies between areas. Some Special Use Areas are managed independently by local non-profit organizations; others are maintained and managed by Parks & Rec. For the purposes of this Plan, tourism is considered a special use and parks primarily used by visitors and tour groups are considered special use areas.

Development criteria vary by area.

### Recommendations:

- Evaluate commercial use fees for special use areas that are part of commercial tours

## Semi-Primitive Areas

**Management Intent:** Area will be managed to provide low to moderate densities with facilities sometimes provided for group activities. Facilities are primarily provided for visitor safety and resource protection, although some may be for the convenience of the users. The primary focus of the park is its natural setting. Management will occur to a moderate extent.

### Development Criteria:

1. Size will be dependent upon the site itself and the features offered.
2. Design and manage these types of areas for a higher sense of solitude than other park types.
3. Improvements should be in harmony with the natural environment.
4. Possible facilities include:
  - Trails
  - Viewpoints
  - Covered picnic shelter/picnic tables
  - Interpretive panels
  - Restrooms
  - Campsites/fire rings
5. Parking and overall use should be limited to the numbers and types of visitors the area is intended to accommodate, while retaining its natural character at the intended use level.





## 6. Location criteria:

- Location is most often determined by the natural features it can offer.
- Environmentally sensitive areas can be appropriate if protected from overuse and impacts on sensitive values.

### **Recommendations:**

- Develop low-impact primitive camping facilities in appropriate parks

## **Developed Natural Areas**

**Management Intent:** Area will be managed to provide opportunities for groups and individuals in a predominately natural setting. Facilities are designed for use by large numbers of people. Moderate to high densities of groups and individuals are provided for in developed areas. Moderate densities are provided away from developed sites. Onsite management and regulation is necessary.

### **Development Criteria:**

1. Size will be dependent upon the site itself and the features offered but should be large enough to accommodate moderate to high use
2. Improvements should:
  - Accommodate large groups and individuals
  - Be easily accessible
  - Be designed to blend in with the natural environment
3. Possible facilities include:
  - Trails: high-use, multi-purpose, ADA accessible
  - Viewpoints
  - Covered picnic shelters
  - Interpretive center or museum
  - Cabins, lodges, or other accommodation
  - Restrooms
  - Group campsites/fire rings



#### 4. Location criteria:

- Location is most often determined by the natural features of the site.
- Access should be from an arterial street if traffic volumes are high or from public transit
- Parking facilities will be dependent upon type of activities offered. Adequate space should be reserved for full park build-out.

#### Developed Natural Areas Recommendations:

- Continue to promote and improve Eagle Valley Center facility rental program with an eventual goal of a break even budget including a maintenance fund
- Improve on site infrastructure at Eagle Valley Center
- Seek revenue generating opportunities that fit with the vision for the facilities
- Develop facility management plan to determine carrying capacity and a sustainable funding mix for both the Jensen-Olson Arboretum and Eagle Valley Center
- Develop small-scale cabins, tent platforms or yurts for nightly rental at Eagle Valley Center





## Conservation Areas

**Management Intent:** Area will not be managed beyond occasional monitoring for resource damage and potential impacts. At such time as a recreation use becomes more prevalent, a parcel should be moved into an appropriate category for management.

### General Recommendations for Section 7.2.1

- Develop Minimum Service Levels for all parks, programs, and recreation facilities
- Require Maintenance Impact Statements for all future park developments
- Use enterprise asset management and work order systems to improve maintenance of parks and trails, in addition to facilities.
- Replace play equipment every 10-15 years
- Develop and implement a replacement schedule for park equipment
- Evaluate which parks require restrooms and add to CIP budget
- Priority for funding should be given to park projects where a park master plan already exists
- Park master plans should be updated every 5-10 years
- Evaluate and if appropriate establish additional off-leash dog areas
- With community partners, increase ADA accessibility as CBJ replaces park/playground equipment
- Support residents to add or increase community garden space in parks
- Improve system-wide informational/wayfinding/interpretive signage at parks. Include Alaska Native cultural history and significance
- Develop ongoing maintenance plan for Native art at Parks & Rec controlled lands and facilities
- With community partners, identify an appropriate site for future bike skills park for all ages and abilities



## 7.2.2 Park Capital Improvement Priorities

### Park Condition Rankings

The table below ranks parks by condition based on the park evaluations conducted by CBJ Parks & Rec and Engineering staff in the summer of 2017. Rankings are based on these scores, the level of public use (as determined by the phone and online CBJ Parks and Recreation Survey conducted by McDowell Group in fall of 2016) and overall safety of each park. The following lists prioritize Capital Improvement Project (CIP) priorities and smaller, lower budget project priorities to be completed by CBJ Park Maintenance or as a small contract. Parks were evaluated for physical condition and functionality. Tables 7.2 and 7.3 prioritize park projects. Prioritization was based on the condition rankings and park use data from the public survey conducted by McDowell Group on behalf of CBJ in September 2016. Public comments from the survey and a series of public meetings in October 2016 were also taken into account. Capital Improvement Projects (Table 7.2) are large in scale and require budget approval by the Assembly with funds from the Capital Improvement Program. Park Maintenance projects are smaller in scale and can be funded out of the Park Maintenance operating budget.





**Table 7.2:** Prioritized Capital Improvement Projects

Park	Classification	Works Needed	Priority
Capital School Park	Neighborhood Park	Replace retaining wall, replace play equipment, install restrooms, ADA accessibility improvements	High
Chicken Yard Park	Mini Park	Remove or replace west retaining wall. Resolve issue of whether there is an easement for a private driveway through the park; replace play equipment if feasible.	High
Adair Kennedy Memorial Park	Community Park	Improve pedestrian flow, park feel, and parking. Improve ballfields and add turf	High
Riverside Rotary Park	Neighborhood Park	Repair or replace pavement on path, replace play equipment	High
Melvin Park	Community Park	Repair parking lot and improve vehicular traffic flow	High
Dimond Park	Community Park	Install paving stones and landscaping between fields	Medium
Savikko Park	Community Park	Improve pedestrian flow and park access, replace restrooms near Treadwell Ice Arena	Medium
Cope Park	Community Park	Finish parking, hardscapes, curb and gutter works	Medium
Homestead Park	Special Use Area	Replace platform stairs with ADA accessible ramp	Low
Bonnie Brae Park	Mini Park	Improve surfacing, install equipment targeted at small children	Low
Cathedral Park	Mini Park	Re-evaluate purpose of park and reconfigure to eliminate supports for removed play equipment	Low
Channel Wayside Park	Special Use Area	Repair or replace kayak launch, add ADA accessible fishing platform	Low

**Table 7.3:** Prioritized Park Maintenance Projects:

Park	Classification	Works Needed	Priority
Lena Park	Neighborhood Park	Install fencing and trash cans to convert to dog park	High
Aant'iyek Park	Community Park	Continue to experiment with grass on playing field	High
Mendenhaven Park	Mini Park	Improve access trail	Medium

## 7.3 Trails Service Standards and Community Need

**Management Intent:** Trails should be located, designed, and maintained to produce a minimum impact on the land, and managed to provide a safe and pleasing experience for the users. A variety of trail types that include varying levels of difficulty and types of uses, summer and winter availability, accessibility and linkages, will be provided within each geographic area.

Trails should be managed to the U.S. Forest Service (USFS) Trail Standards, which are a set of trail classifications based on tread material, width, clearance, and other factors. Management of paved pathways and trails may differ. Paved pathways will generally be developed to a higher level to accommodate greater numbers of users of all abilities. Trails within Recreation Service Parks will be managed to match the intent of the particular park unit in which the trail is located. Trails will typically be found in natural areas. Development will be in harmony with the surrounding area. If a trail is located within a Natural Area Park, it should not be developed beyond the intended development level of the park. A trail can be developed to a lesser degree than the level intended for the park where it is located.

Beach accesses are trails maintained by CBJ that provide public access to shoreline areas. Beach accesses should be maintained to be passable, trail type and difficulty should be evaluated on a case by case basis and assigned a trail type based on the USFS Trail Standards.

### Development Criteria:

1. Whenever possible, recreation pathways and trails should be separated from a street or roadway.
2. Preferably, trails should be looped and interconnected to provide a variety of trail lengths and destinations. A connected trail system should link various parts of the community, schools, and park sites. Connections to public transit stops where possible is also desirable.
3. Developers should be encouraged to provide pathways through proposed development, where such improvements would provide needed linkages between trail routes and access to public destinations and transit stops.
4. Trails should be located and designed to provide a diversity of challenges. Accessibility should be enhanced whenever appropriate.
5. Trail alignments should take into account soil conditions, steep slopes, surface drainage, and other physical limitations that could increase construction costs, maintenance costs, or both.
6. Centralized and effective staging areas should be provided for trail access. This would include adequate parking, orientation, information, and other facilities at trailheads.
7. Trails should be evaluated and managed to the USFS Trail Standards.





Development Criteria within Recreation Service Parks or Neighborhoods:

1. Paved pathways should be planned, sized, and designed so as not to exceed the level of intended use of the park area.
2. Trail construction should adhere to U.S. Forest Service Trail Fundamentals and Trail Management Objectives (2016).

### Recommendations:

- Work with state and federal partners to complete a new Juneau Area Trails Plan
- Establish priorities for trail maintenance and construction
- Adopt the USFS Trail Standards
- Include trails funding in park maintenance budget
- Identify and complete connections between existing trail networks
- Identify and complete longer “hut to hut” trail opportunities
- Improve lighting on public bike paths
- Work with partners to improve/upgrade existing trails to create more ADA accessible paths
- Consider winter use when improving trails
- Improve trail system connectivity
- Ensure trail maintenance funding is commensurate with need
- Improve system-wide informational/wayfinding/interpretive signage at trailheads and on trail networks. Include cultural information and traditional languages, consistent and compatible with CBJ branding

## 7.4 Landscape Service Standards and Community Need

The Landscape Maintenance program is responsible for development, installation and maintenance of annuals, perennials, turf, trees, and shrubs on municipal grounds. Tree maintenance includes street tree care as well as evaluation and removal of hazardous trees on CBJ land. Landscape Maintenance also operates Evergreen Cemetery.



**Management Intent:** Landscape sites should be maintained to enhance CBJ assets and maintain green spaces to enrich quality of life for residents and visitors.

**Recommendations:**

- Prioritize areas for planting and landscaping. Consider costs and level of impact
- On an ongoing basis, evaluate landscaping staff capacity against number of sites requiring maintenance
- Develop defensible tree policy to guide and inform management of trees
- As CBJ adds or improves composting infrastructure, establish policy for composting landscaping waste and food waste from facilities
- Incorporate maintenance considerations in landscape and planting design for new facilities and consult landscape staff

## 7.5 Recreation Facility Service Standards and Community Need

The NRPA guidelines are based on a national average and do not account for the unique nature of individual communities. Juneau requires more infrastructure than other communities of similar size because of its remote setting with no road access or adjacent communities. Many recreation facilities serve catchment areas that cross city boundaries and may include several small communities. Juneau not only lacks this option, but also serves as the regional hub for Southeast Alaska. Juneau is also geographically linear, which sometimes leads to duplication of facilities and services to meet the community demand for recreation space. CBJ's recreation facilities are of varying ages and conditions, and facility conditions should be evaluated and minimum service levels established to avoid deferring needed maintenance.

**Recommendations:**

- Evaluate facility conditions and establish minimum condition and service levels

### 7.5.1 Aquatic Facilities

Swimming facilities are critical in Juneau because of the necessity for all residents to know how to swim in a community surrounded by water with a culture built around maritime activities. Juneau's first Aquatic facility, Evergreen Bowl, was a seasonal outdoor pool located in what is now Cope Park. The Augustus Brown Pool was constructed downtown in 1972 with the aid of money from Augustus Brown's estate that encouraged construction of a swimming pool for Juneau children. That facility is aging and equipment needs to be modernized. A condition survey completed in 2014 found \$7.5 million in needed repairs to bring the pool up to an acceptable standard. In 2017, the Assembly voted to approve \$5 million in Capital Improvement Project funds to renovate the pool and perform deferred maintenance. Dimond Park Aquatic Center was constructed in the Mendenhall Valley in 2011 and is better suited to host swim meets and various trainings, with its higher capacity, 3 meeting/event rooms, larger pool deck space, larger locker rooms, two additional lanes and a stadium style bleacher area. DPAC has housed all Lifeguard, swim instructor and first aid courses for the Aquatics Division since it opened in 2011.



CBJ Aquatics has also been pursued/encouraged by American Red Cross to become an Academy site for the state of Alaska, meaning that DPAC would host trainings for pool operators throughout the state.

**Management Intent:** Voters approved \$5.8 million dollars in facility improvements to Augustus Brown Pool, indicating public support for two aquatics facilities in Juneau. It is the Department's intent to operate and maintain these facilities at a high standard of safety and customer satisfaction. Pools will be managed and maintained according to a facility maintenance plan. The public benefit of a robust aquatics program should be balanced with managing costs and revenues.

**Standard:** One pool facility per 20,000 residents

### Recommendations:

- Update condition survey of Augustus Brown Pool and determine updated cost of required repairs and building lifespan if those repairs are completed
- Complete facility survey of Dimond Park Aquatic Center and replacement schedule for all fixtures and equipment with associated costs
- Complete any needed upgrades to establish Dimond Park Aquatic Center as a Red Cross training hub for Southeast Alaska

## 7.5.2 Ice Arenas

Juneau did not have an ice rink until the construction of Treadwell Arena in 2003. The Douglas Fourth of July Committee, which helped spearhead the arena, contributed money for the rink's design, the ice resurfacers, and the sound system. The project started as a way to mark the 100th year of organized Fourth of July celebrations in Douglas. Other community organizations and businesses also made significant donations to the project.

The arena is currently programmed from early in the morning to late at night, with slower hours midday. Due to high demand for ice at peak times, there have been requests for a



second sheet of ice at Treadwell or second arena elsewhere in Juneau. If demand increases to where the arena is programmed at all hours, a second sheet of ice at Treadwell may be considered. Maintaining and staffing two arena facilities will not be considered when there is space and capacity to renovate the existing arena. More practical improvements to Treadwell may include a gym/community space for team training and to replace Mt. Jumbo Gym, and a second sheet of ice that could also be programmed for curling.



**Management Intent:** CBJ managed ice arena(s) should be maintained to meet standards of safety, cleanliness, and functionality of equipment. The ice arena should be managed and maintained according to a facility maintenance plan.

**Standard:** One ice rink for 16,000-32,000 people

**Recommendations:**

- Continue to maintain Treadwell Arena, including replacing the roof
- Improve lighting in Treadwell Arena parking lot
- Establish policy for vendors at Treadwell Arena
- Add gym space to Treadwell Arena for sports team dryland training and to house activities currently located in Mt. Jumbo Gym
- Complete small facility renovations to improve user and spectator amenities
- Assess the feasibility of vending and equipment sales
- Add a second sheet of ice that could also accommodate curling with an addition to the existing structure at Treadwell Arena

### 7.5.3 Gym and Multi-Use Spaces

Gyms and multi-use spaces include gym spaces and field houses that can be rented or programmed for a range of activities. Parks & Rec currently operates one gym/multi-use space at Mt. Jumbo Gym and uses Juneau School District managed spaces for sports and activities. The Dimond Park Field House is currently operated by Eaglecrest Ski Area, but it would be more appropriate for operations to be managed by Parks & Rec as the department has partner relationships with field house user groups and offers programs that can be located at a field house. There is a community need for gym facilities that could house Parks & Rec and partner activities, community rentals and events, and serve as an afterschool drop-in facility for youth. Mt. Jumbo Gym is aging and nearing end of life. This facility should be replaced with an addition of gym space at Treadwell Arena. There is currently gym space at local schools, and Parks & Rec programs are currently operated at school district assets. Balancing the many requests for gym space is a perennial challenge and School District programs have priority over Parks & Rec and other community programs.

**Management Intent:** CBJ managed gym/multi use spaces and should be maintained to meet standards of safety, cleanliness, and functionality of equipment. These facilities should be managed and maintained according to a facility maintenance plan.

**Standard:** One gym/multi-use space for 16,000 people

**Recommendations:**

- Continue to provide multi-use indoor training/gym space
- Construct an additional field house facility in the downtown / Douglas area
- Provide geographically distributed multi-use indoor gym spaces
- Work with Eaglecrest to transfer management of the Dimond Park Field House to Parks & Rec



## 7.6 Program Service Standards and Community Need

Setting standards or guidelines for programs can be limiting because programs should consistently be evaluated against community need. Chapter 10 provides a blueprint for this evaluation. This section considers current community programming needs.

### 7.6.1 Youth Sports

Benefits of youth sports include physical development, endurance, character building, self-esteem, teamwork skills, discipline, healthy competition, relationships with supportive adults, socialization, and structure. Youth sports are consistently rated by the community as having high value and can be made even more accessible for local youth of all abilities through partnerships and accessible programming. Youth programs



are so critical to the core mission of Parks & Rec that many agencies have rebranded themselves “Parks, Recreation and Youth Services.” This helps convey that youth are at the core of Parks & Rec’s mission and CBJ should consider following suit.

Youth sports also develop healthy habits that encourage lifelong wellness and motivate teenagers to work as lifeguards or referees, and adults to participate in healthy activities, volunteer in the community, and enroll their children in sports. Managing the many part time employees and volunteers required to provide youth sports programming is a key challenge for staff and a required and standardized training program for referees and coaches would increase customer satisfaction by developing a more standardized service and helping to create a more supportive environment for youth with special needs.

### 7.6.2 Afterschool programming

Parks & Rec took control of the Body and Mind (BAM) middle school afterschool program in 2016, adding to the drop-in programming already offered at Zach Gordon Youth Center. There is an expressed community need for expanded afterschool offerings such as open gym time, homework clubs, and activities. Many students use the city library at Dimond Park after school and a future gym/multi use space in the area could add drop-in court space and multipurpose rooms to enhance after school programming.

### 7.6.3 Prevention

Communities throughout the country place a high value on the quality of life enhancements that Parks and Recreation offers. There is less recognition throughout the country of the “ounce of prevention” aspect: that an investment in healthy activities for the community, and especially for youth, has economic and social payoffs.

## 7.6.4 Adult Sports

Current adult sports offerings include volleyball and pickleball. Other adult programs and leagues are offered by partner organizations with Parks & Rec playing a coordinating role in scheduling fields and other facility space. Adult sports should be expanded beyond traditional league and sports activity to include expanded seniors programming.

## 7.6.5 Seniors Activities

Alaska is the fastest aging state in the nation, and as Juneau's population ages, it is important to consider enhancing seniors programming. Currently Parks & Rec offers aquatic fitness for seniors and helps to organize and provide space for pickleball. Residents have requested more fitness classes for seniors including yoga, tai chi, and weights. Programs for seniors may continue to be offered at the pools, with new programs added to complement current senior's aquatic programs. A future gym/multi-use space could also house senior's fitness classes.

**Management Intent:** CBJ managed recreation and social programs should further community wellness and should serve the core mission of the department to offer accessible programs for all regardless of age, income, or ability.

### Recommendations for Section 7.6:

- Evaluate affordability of youth programs as part of a fees and charges analysis
- With community partners, expand appropriate early childhood programming in the short-term
- With community partners, expand youth programming to include increased outdoor programs
- Continue to work with community partners to simplify the youth activities scholarship process for low income families
- Invest in expanded after school programming
- Continue to work with and engage community partners within the youth programming domain
- Expand youth programming to include more outdoor programs or work with community partner(s) to ensure outdoor programs are expanded
- Provide community leadership to other social service and government agencies to identify biggest barriers for youth and marshal resources to solve them
- With community partners, expand programs for preschool age children throughout Juneau, including equitable access to programs
- Expand youth scholarship programs and explore options for linking programs to free and reduced lunch list
- Expand services to include transportation to sports activities, particularly for youth residing in Lemon Creek and other neighborhoods with a large concentration of young people and few recreation amenities
- Continually evaluate pool programming to determine how best to meet community need
- Increase community outreach and promotion of activities at the pools as well as cross-promotional opportunities with other CBJ facilities
- Continue to support/promote adaptive aquatic activities
- With community partners, expand seniors programming to include a range of recreational options



## 7.7 System Gaps and Barriers to Participation

The need to identify underserved communities and develop a strategy to eliminate barriers to participation for underserved residents is a stated goal of the master planning process, and Juneau residents agree, with many citing specific cultural communities and others stating a need for programs for at-risk youth, after school programs, and expanded programs to make recreation more affordable to all Juneau residents. One third of adult phone survey respondents and one quarter of youth do not participate in the recreation activities they would like to; with finances, (17% of adults and 29% of youth) and transportation (18% of youth) identified as barriers to participation. System gaps represent unfulfilled community needs in the parks and recreation system. Gaps range from relatively simple things like community garden space, to entire new facilities, to complex social problems like programs for underserved youth and overcoming social barriers.

### 7.7.1 Park System Gaps

**More fenced off-leash dog areas:** Parks & Rec conducted a follow up survey in the summer of 2017 asking for more specific information on dog parks. The major outcomes were strong support for conversion of Lena Park into a fenced off-leash dog area and the need for a fenced off-leash dog park somewhere in the Mendenhall Valley. The Lena Point dog park project can be undertaken by Park Maintenance, but locating another dog park in the Mendenhall Valley requires an additional planning process. There is an option for a dog park in a later phase of the Adair Kennedy Park Master Plan, but other locations should be assessed.

**Off-road vehicles (ORVs):** Locating an area for ORV use in Juneau is a perennial challenge. Parks & Rec continues to work with and support the ORV community to attempt to identify a suitable site for this use and facilitate development of viable opportunities for ORV recreation.

**Bike skills park:** Residents requested a bike skills park for all ages and abilities, preferably located near existing trail networks. The Juneau Mountain Bike Alliance and independent local riders have proposed several locations for skills parks. Parks & Rec supports a park funded in partnership with the user group and continues to work with the local cycling community to find an appropriate location and build a park.

**Artificial turf:** Field use groups have requested additional tournament size artificial turf fields. Tournament size artificial turf baseball and softball fields are included in the Adair Kennedy Park Master Plan. As funding is available, Parks & Rec will continue to work with local field user groups to increase the amount of artificial turf fields in Juneau, recognizing that adding turf to all actively used fields is currently cost prohibitive.



**ADA Accessibility:** Accessibility should be considered and where possible, enhanced, as CBJ replaces park and playground equipment. CBJ continues to work to improve and enhance accessibility in parks and on trails.

**Signage:** A system-wide signage strategy should be developed and new signage installed. Include Alaska Native cultural history and significance where appropriate.

**Community Gardens:** As the need for community garden space increases, Parks & Rec should support interested residents to add or increase community garden space in parks.

**Maintenance Impact Statements:** Maintenance impact statements include all costs associated with maintaining a park or facility. These can be developed by listing all daily, weekly, monthly, and yearly functions that are spending time and resources to maintain a particular site; establishing an hourly cost for each function; and establishing acceptable standards for care of the park.

### 7.7.2 Recreation Facility Gaps

**Gym/multi-use spaces:** Activity providers needing gym space currently use Juneau School District facilities. This means that School District activities take priority over programs offered by Parks & Rec or by community partners. This also translates to a lack of drop-in gym space for middle and high school students to use after school.

### 7.7.3 Landscape Gaps

**Cemeteries:** CBJ does not currently operate an active cemetery. Landscape crews maintain historic cemeteries and Evergreen Cemetery, which does not take new plot purchases. There is a private cemetery, but the community has requested a city-operated facility and if space comes available, a new cemetery site should be considered.

### 7.7.4 Recreation Program Gaps

Based on the results of the 2016 survey, Juneau residents want to see more programs for seniors and for very young children. To gain more insight into these potential gaps in programming, Parks & Rec did a self-selected survey using the PlaceSpeak application in 2017. Hard copies of the survey were also available at Parks & Rec facilities and at the front office.

**Seniors Programming:** Current programs for seniors are aquatics programs, but there is a recognized need to expand programming options. It would be relatively simple to add seniors yoga, tai chi, and fitness at Dimond Park Aquatic Center, and this may provide a good pilot program for expanded seniors activities and an opportunity to boost seniors participation.



**Early Childhood Programming:** Parks & Rec presently offers Start Smart programs for 3-5 year olds and drop-in toddler open gym at Mt. Jumbo Gym. The community has expressed a need for additional early childhood programs. The Zach Gordon Youth Center is staffed during the day, but drop-in activities happen after school. Daytime toddler activities should be considered. Toddler drop-in activities could also be offered at gyms/multi-use spaces if constructed.

**Programming for At-Risk or Underserved Youth:** Zach Gordon Youth Center offers drop-in programs and support services for all Juneau youth, including many who are not adequately served by traditional youth programming. The Youth Employment in Parks program creates a supportive environment for at-risk youth to learn job skills and earn their first paycheck. These programs can be expanded to facilitate participation in youth sports and other activities that Parks & Rec offers.

**Community Events:** Parks & Rec has organized relay races, concerts in the park and other community events in the past. Recently, the department has received suggestions to revive such events and add new 'pop-up' programming at parks and facilities (i.e. concerts, movies, portable splash pads, or mini tournaments). Parks & Rec should explore additional programming that is responsive to community desires.

### 7.7.5 Barriers to Participation

**Financial Barriers:** The most commonly cited barrier to participation is lack of money. Scholarship programs, grants and affordable program and user fees, expanding, marketing, and making programs more easily accessible can help residents overcome financial barriers. Expanding existing financial assistance programs and working with partners to create new programs is also effective.

**Transportation:** Transportation is an issue mainly for youth activities. While Eaglecrest has successfully operated a shuttle service for years, variation in Parks & Rec programs and locations makes offering transportation to facilities and activities more complicated. Parks & Rec should continue to work with community partners to identify areas where the transportation barrier can be mitigated.



**Social Barriers:** Social barriers are more difficult to identify and resolve than financial and logistical barriers. Social barriers can include language and cultural barriers, parental unfamiliarity with a program or service, lack of support for scholarships or other assistance programs, or misconceptions about the cost of passes and programs. Continued youth and community outreach can help overcome some of these barriers, but they are based on individual feelings and perceptions and will require time and resources to resolve.

## 7.8 Land Acquisition and Disposal

Parkland acquisition and disposal are important land management considerations with long lasting impacts. Lands are classified as parks because they hold high conservation or recreation value, or are likely to have such values through future development. Lands with the potential for public recreation or requiring environmental protection may be considered for acquisition by Parks & Recreation and/or the CBJ Lands & Resources Department as they become available. Park properties that meet criteria for disposal and may have greater public benefit if used for another purpose may be considered for divestment. All recreation service parks, special use areas, developed natural areas, semi-primitive areas, and conservation areas are considered valuable parkland and generally are not candidates for disposal.



### 7.8.1 Parkland Acquisition

CBJ may acquire private property or property owned by other government entities consistent with the CBJ Comprehensive Plan, a specific Area Plan, or any other CBJ planning document that identifies acquisition of parklands. Reasons for acquiring park land may include:

- Right-of-way alignment to CBJ property suitable for parkland development
- Preservation of a trail corridor
- Public access
- Current or future need for new parks or facilities
- Consolidation of land ownership
- Enhancement or protection of adjacent Parks & Rec property
- Habitat preservation & restoration
- Bequests or donated land



Partial rights may be acquired when fee simple ownership by the CBJ is not necessary to accomplish management objectives. Partial rights may include: easements, leases, covenants, or other agreements. The CBJ will acquire property by means of cash purchase, donation, exchange, or eminent domain. Reasons to acquire parkland may include population growth, increased development, changing trends in recreation, a need to preserve high value conservation areas, or other rationale. Parkland should be acquired when and where it is in the public interest.

## **7.8.2 Parkland Disposal**

### **Disposal of parkland in the public interest**

In general, parkland is presumed to have significant recreational, environmental, or cultural value, and/or is necessary to fulfill the goals established by this plan. Disposal of parkland must be in the public interest and for good cause. Selling land to fund maintenance or general operating costs is not recommended. This plan identifies a number of parcels that hold no recreational, conservation, or cultural value, and which are unlikely to be needed for future development or conservation. It may be in the public interest to dispose of these properties to support long term community needs, such as housing.

The municipality obtained title to large tracts of land (and small ones as well) as a result of the formation of the Borough and through other processes. A review of municipal land holdings will quickly reveal that the Parks and Recreation Department is the Departmental manager of most of the municipal land parcels.

Many of these parcels are categorized as natural area parks or conservation areas. It is possible, even likely, that portions of these tracts are developable and could be used by the Assembly to support some of its other goals, notably housing. It is not the function of the Parks & Recreation Department or the Parks and Recreation Advisory Committee to advocate for housing or other types of development, nor does it have the resources to work on this issue.

When it has time and inclination, the Assembly may wish to direct the Manager to analyze the inventory of land and make recommendation for potential land disposals to meet housing or development goals. This effort should only be done within the context of all of the municipal needs and goals, including those articulated in this plan. This plan is not intended to limit the ability of the CBJ to dispose of land that is not necessary for the Park system for development purposes.

Proceeds from lands sold by CBJ automatically go into the Lands Fund, unless appropriated by the Assembly for another use. Proceeds of land sales could be considered for the acquisition of parklands. When allocating funding from sales of municipal land, the Assembly should consider the functional relationship of the land sold to the Park system.

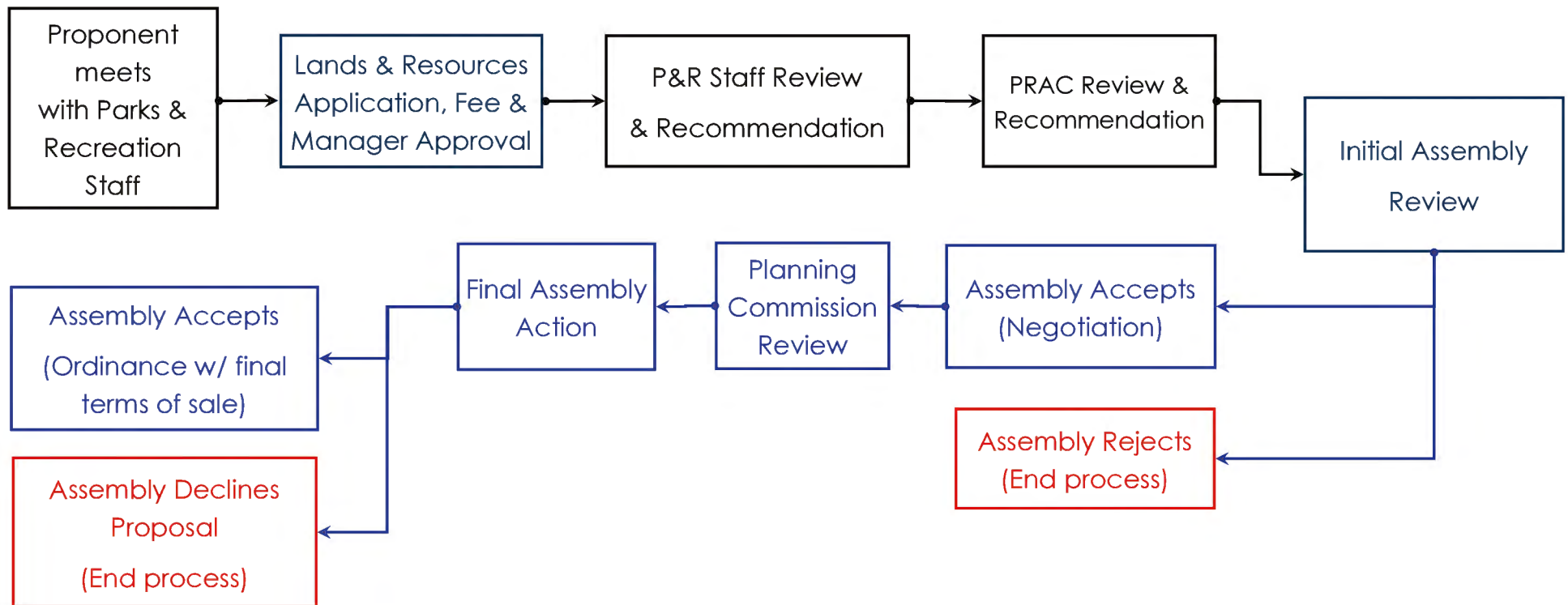
### **Disposal Process**

The individual or entity seeking to purchase parkland begins the process by contacting the Parks & Recreation Department to present their proposal. This initial step can help avoid unnecessary expense by identifying any immediate issues. The next step requires the proponent to submit an application and pay a fee to the Lands & Resources Division. The



# Parkland Disposal Process

## Section 7.8.2



**CBJ§53.09.260 (b)**

**Lands & Resources**



proposal will then be reviewed by Parks & Recreation Department, which will provide a staff recommendation to the PRAC. The PRAC will consider the request and staff recommendation, and receive public comment. The PRAC will then make a recommendation to the Assembly in support of, or opposition to, the proposed disposal. At this point, the process proceeds according to CBJ 53.09.260.

Guiding Principle: <b>Promoting community engagement, health and wellness</b>		
Goals: <ul style="list-style-type: none"> <li>• Find efficiencies that increase cost savings and/or revenue potential</li> <li>• Continually provide diverse recreational opportunities for the community</li> <li>• Find creative ways to rent or program Parks &amp; Rec facilities for use by community groups outside of the traditional facility user group</li> <li>• Provide opportunities for self-directed active recreation opportunities for all ages and abilities</li> <li>• Develop strong community partnerships that increase the scope, variety and accessibility of healthy recreation for all</li> </ul>		
Recommendation	Timeline	Capital \$
Department-Wide		
Required Action		
Develop and implement a department-wide fees and charges policy	Short	Staff time
Recommended Action		
Devote staff resources to evaluating grant and alternative funding opportunities	Medium	Staff time
Work with Eaglecrest and Juneau Community Foundation to transfer management of the Dimond Park Field House to Parks & Rec	Short	Staff time, potential revenue source
Parks		
Recommended Action		
Develop low impact camping facilities in appropriate parks	Short	\$150k-\$350k
Support residents to add or increase community garden space in parks	Medium	\$25k-\$75k



Guiding Principle:

**Managing our assets effectively**

Goals:

- Maintain current assets and facilities to a high standard and avoid deferring needed maintenance
- Facility improvements should increase community benefit, facility safety, and/or revenue potential
- Provide a venue for the community that supports affordable recreation opportunities for all
- Develop and support a sustainable funding mix for recreation in Juneau
- Promote increased cost recovery at revenue generating facilities
- Maintain parks to a high standard and avoid deferring needed maintenance
- Fund improvements for entire projects: develop a list of priorities and complete and fund each project sequentially
- Maximize infrastructure investments by developing multi-use facilities

Recommendation	Timeline	Capital \$
All Parks & Rec Facilities		
Required Action		
Develop minimum service levels for all parks, programs, and recreation facilities	Short	Staff time
Require Maintenance Impact Statements for all future park developments	Short	Staff time
Use enterprise asset management and work order systems to improve maintenance of parks and trails, in addition to facilities	Short	Staff time
Commercial Use		
Required Action		
As part of a broader fees and charges strategy, adjust commercial use fees for parks and trails to ensure charges are commensurate with cost of use	Short	Staff time – potential revenue source
Treadwell Arena		
Required Action		
Replace Treadwell Arena Roof	Short	\$1.2M-\$1.5M
Improve lighting in Treadwell Arena parking lot	Short	\$50K
Establish policy for vendors	Short	Staff time
Recommended Action		
Add gym space to Treadwell Arena for sports team dry-land training and to house activities currently located in Mt. Jumbo Gym	Medium	\$375/sq.ft.
Complete small facility renovations to improve user and spectator amenities at Treadwell Arena	Medium	Dependent on project scope



Recommendation	Timeline	Capital \$
Assess the feasibility of vending and equipment sales at Treadwell Arena	Medium	Staff time – potential revenue source
Potential Actions		
Add a second sheet of ice that could also accommodate curling with an addition to the existing structure at Treadwell Arena	Long	Dependent on project scope
Facilities (Youth Services)		
Recommended Action		
Continue to provide multi-use indoor training/gym space	Medium	Dependent on project scope
Potential Action		
Construct an additional field house facility in the downtown / Douglas area	Long	Dependent on project scope
Provide geographically distributed multi-use indoor gym spaces	Long	Dependent on project scope
Aquatics		
Required Action		
Update condition survey of Augustus Brown Pool and determine updated cost of required repairs and building lifespan if those repairs are completed	Short	Staff time
Complete facility survey of Dimond Park Aquatic Center and replacement schedule for all fixtures and equipment with associated costs	Short	Staff time
Establish alternative funding sources for both pools to support a sustainable funding mix	Short	Staff time
Recommended Action		
Complete required capital projects to keep Augustus Brown Pool in working order	Short	\$5.8 million
Complete any needed upgrades to establish Dimond Park Aquatic Center as a Red Cross training hub for Southeast Alaska	Medium	Dependent on scope
Parks		
Required Action		
Develop and implement a replacement schedule for park equipment	Short	Staff time
Replace play equipment every 10-15 years	Medium	\$250k - \$800k
Recommended Action		
Evaluate which parks require restrooms and add to CIP budget	Medium	Staff time to evaluate - \$400k per site
Priority for funding should be given to park projects where a park master plan already exists	Short	Staff time
Add tot lot spaces as parks are upgraded	Medium	\$100k-\$500k



Recommendation	Timeline	Capital \$
Consider covered play spaces in playground capital projects	Medium	\$250k - \$1M
Develop low impact camping facilities in appropriate parks	Medium	\$150k - \$500k
Field Use		
Required Action		
Continue to maintain fields, working with partners to mitigate schedule conflicts	Short	Staff time
Recommended Action		
Provide tournament size baseball and softball fields with artificial turf	Medium	\$6-8 million
Potential Actions		
Resurface all actively used fields with artificial turf	Long	\$4 million/ field
Improve bleacher/spectator seating as upgrades to parks with sports fields are planned. Add covered seating where possible	Long	\$400k - \$900k per field
Dogs in Parks		
Recommended Action		
Evaluate and if appropriate establish additional off-leash areas	Short	\$10k - \$100k
Developed Natural Areas		
Required Action		
Continue to promote and improve facility rental program with an eventual goal of a break even budget including a maintenance fund at Eagle Valley Center	Short	Staff time – revenue source
Improve on site infrastructure at Eagle Valley Center	Short	Dependent on project scope
Seek revenue generating opportunities for Eagle Valley Center and Jensen-Olson Arboretum that fit with the vision for the facility	Short	Staff time
Develop Eagle Valley Center and Jensen-Olson Arboretum facility management plans to determine carrying capacity and a sustainable funding mix	Short	Staff time
Recommended Action		
Develop small-scale cabins, tent platforms or yurts for nightly rental at Eagle Valley Center	Medium	Dependent on project scope
Trails General		
Recommended Action		
Work with State and Federal partners to complete a new Juneau Area Trails Plan	Short	Staff time
Establish priorities for trail maintenance and construction	Short	Staff time
Adopt the USFS Trail Standards	Short	Staff time



Recommendation	Timeline	Capital \$
Include trails funding in park maintenance budget and ensure funding is commensurate with need	Short	Staff time + budget increase
Potential Actions		
Identify and complete connections between existing trail networks	Long	Dependent on project scope
Identify and complete longer "hut to hut" trail opportunities	Long	Dependent on project scope
Landscape		
Required Action		
Prioritize areas for planting and landscaping. Consider costs and level of impact	Short	Staff time
On an ongoing basis, evaluate landscaping staff capacity against number of sites requiring maintenance	Short	Staff time





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# 8 Financial Resources

Parks & Rec is funded through a mix of revenue and general fund support, with more minor funding coming from grants and raised funds. This chapter considers the benefit and cost balance of this funding mix, commercial use fees and the potential for a parks fund or foundation and/or bonds and special revenue sources. It also provides insight into the departmental budget process and funding mechanisms for capital improvement projects and other major investments.

## **Chapter highlights:**

- Defining and evaluating cost recovery
- Financial arrangements with partner organizations
- City budget process and organization wide goals
- Capital Improvement Projects and Temporary 1% sales tax projects
- Funds and special revenue sources
- Public private partnerships and foundations
- Budget and projections
- Trends and Implications

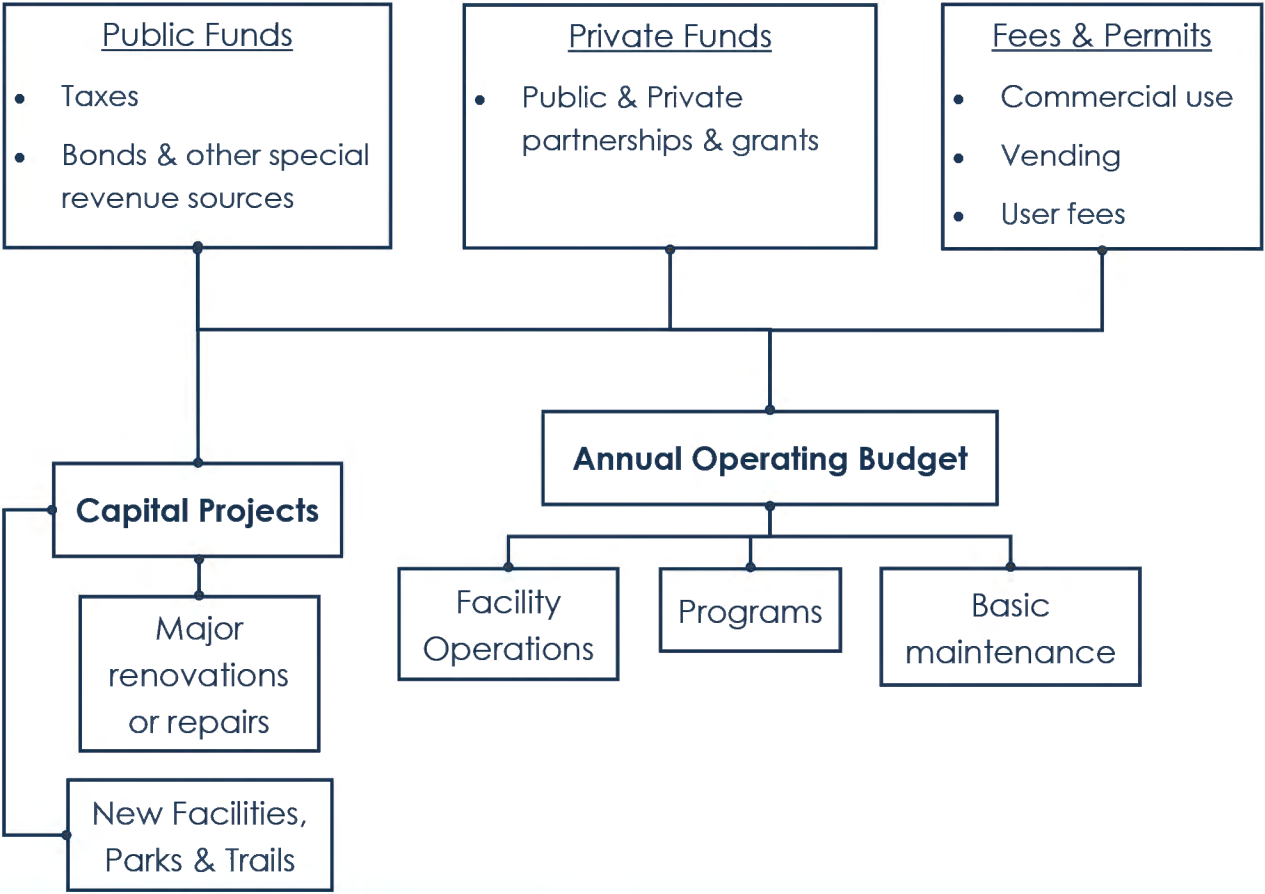
## **Guiding Principles covered in this chapter:**

- Ensuring financial sustainability
- Making programs and facilities accessible to all

Parks and recreation facilities are major investments in municipal infrastructure that support and foster quality of life for Juneau residents. CBJ should maintain existing funding programs in order to support our present investment in parks and recreation facilities and programs. However, in order to meet currently identified community needs and desires, now and in the future; it is recommended CBJ consider implementing a wider range of funding options. The range of funding sources to maintain and expand the system should include an equitable balance between meeting the needs of underserved residents and fair cost recovery from facilitates and programs. Implementing new, alternative funding sources would also ensure that CBJ can provide park facilities and recreation services for those who can least afford to pay.

Priorities for the use of general tax funds should be on maintaining existing facilities. Existing funding sources support current maintenance levels but do not support development of new facilities or deferred maintenance, particularly for parks and trails. It is important that CBJ continue to use existing mechanisms such as sales tax, general fund support and partnerships for capital facility development. These funding sources are especially critical if the City is to continue successfully leveraging other discretionary funding sources and developing new partnerships for construction of parks and recreation facilities. Alternative funding mechanisms, such as general revenue bonds, public private partnerships, grants, and other funding tools may be reasonable options for expanding the funding options for system maintenance and facility development that could be supported by Juneau residents and businesses.

### Public vs. Private Funding





## 8.1 Benefit and Cost Balance

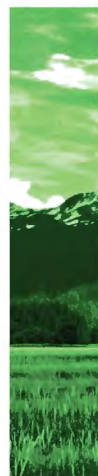
Community wellness is at the core of Parks & Rec's mission. As discussed earlier, Parks & Rec exists within an active network of community partners, who provide numerous recreation and social programs. It is the department's desire to provide equitable services to all community members. Parks & Rec provides programs and facilities not sufficiently provided by private enterprise and community non-profits. Creating the conditions for quality of life and livability is a key component of local government, and providing inclusive, affordable facilities and programs is a vital investment in livability, crime prevention and public health. The return on these investments includes a stronger economy and retention of skilled workers in the community.

### 8.1.1 Commercial Use

Tourism is a significant economic driver in Juneau and commercial tour operators are key users of Juneau's park and trail system. Many local parks and trails are popular with visitors and create access to natural spaces where visitors can experience the area's natural beauty. Commercial use impacts the public by increasing traffic in public recreation areas. Commercial tour operators are restricted to certain trails and are charged a fee for trail use. Currently, trail maintenance is funded through commercial use fees, however the amount collected from commercial users cannot alone drive CBJ's investment in trail maintenance. As part of a fees and charges policy, Parks & Rec should evaluate commercial use fee structures, including considering fees for certain parks. Heavily visited parks benefit cruise passengers and tour operators, and an appropriate fee structure should support that use. This would free up funds for other assets to benefit residents and to grow opportunities for independent travelers. Growing the independent traveler market is a stated goal in the Juneau Economic Development Plan, and the local park and trail system is a major attraction for this demographic.

### 8.1.2 Financial Arrangements with Government Partners

Parks & Rec works with other government partners including the State of Alaska, the USFS, and the Juneau School District to administer recreation amenities and services. The department collaborates with state and federal partners to administer and fund trails and uses and supplies facility space by way of reciprocal use agreements for facility use with the School District. Currently, CBJ pays approximately \$48,000 per year to use Juneau School District facilities, but provides facility space, particularly at the pools, at no cost to the Juneau School District, representing losses in opportunity costs and in direct expenses annually. A more equitable relationship is warranted; both organizations provide valuable community services and rely on public funding, however the transfer of funds is presently unbalanced. At minimum, the financial support to schools provided directly by Parks & Rec should be quantified and acknowledged in the budget document; and should be part of cost recovery discussions.



### 8.1.3 Cost Recovery

Parks & Rec is not profit driven; CBJ has the desire to provide affordable recreation opportunities for residents from a variety of social strata. At the same time it is essential to manage public funds responsibly. Cost recovery for CBJ facilities varies; percentages are listed in the table below. Alternative funding mechanisms, such as sponsorship and advertising, can help boost cost recovery. It is reasonable to consider cost recovery as one of several performance metrics for facilities where users pay admission, such as pools or ice arenas. Facilities that operate free of charge, such as Zach Gordon Youth Center, are funded almost entirely through private donors and general fund support and financial goals and metrics should not be revenue based.

Cost recovery targets can be challenging metrics to set and manage accurately. Benchmarking against other cities is one method, but the structure of city budgets varies and comparisons may not be accurate. For example, management salaries may be included in facility operating budgets in one community and administration in another. In this scenario, two facilities with the same financial performance would show different cost recovery levels. Thus, it is important to define acceptable cost recovery targets for CBJ Parks & Rec programs and facilities based on current city budget practices and work to meet or exceed them while maintaining a high level of services.

**Table 8.1:** Cost Recovery by Facility

Facility	Percent Cost Recovery			
	FY14	FY15	FY16	FY17
Treadwell Arena	55%	62%	61%	61%
Dimond Park Aquatic Center	33%	35%	37%	27%
Augustus Brown Pool	25%	28%	29%	21%
Zach Gordon Youth Center	5%	5%	4%	7%

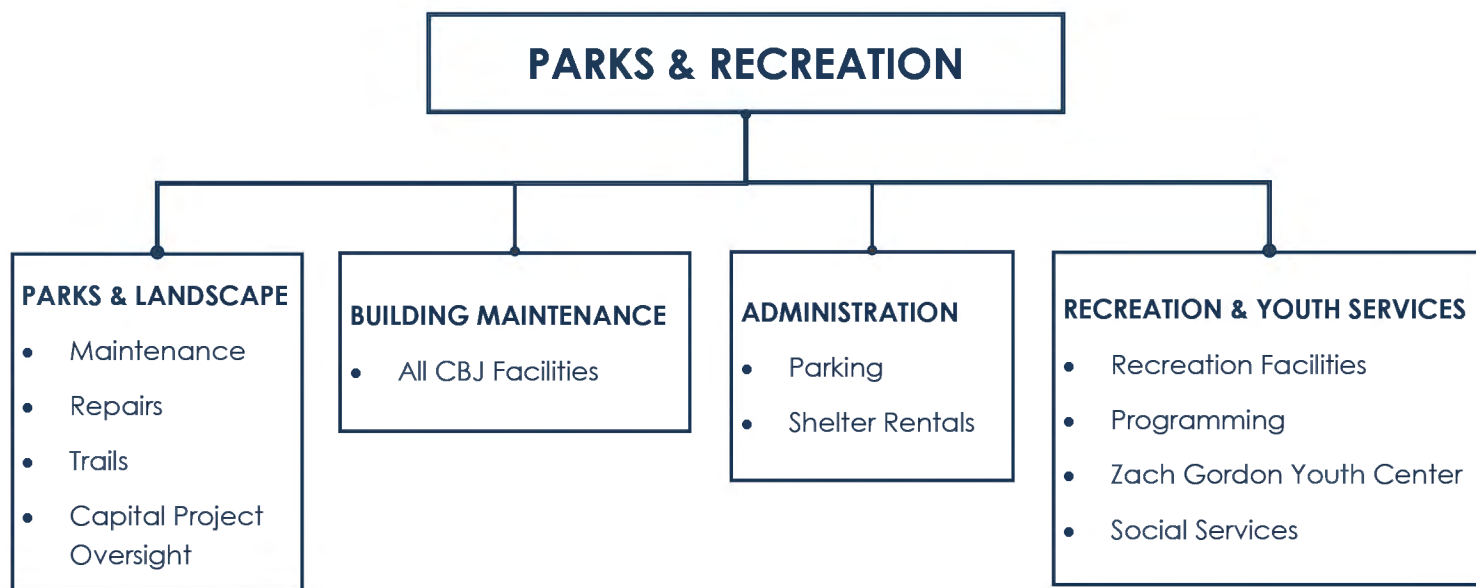
### 8.1.4 Fees and Charges Policies

CBJ does not currently have an established Parks & Recreation fees and charges policy. Current program and facility charges were set years ago and have been adjusted for inflation accordingly. It may be important to have a community conversation about how Juneau funds recreation and what the community considers an acceptable level of cost recovery.



## 8.1.5 Budget Structure

Parks & Rec is primarily funded through general fund and roaded service area support, and revenues that are brought in through programs and facilities. The department has the sixth largest budget in the CBJ behind Bartlett Regional Hospital, the Juneau School District, Juneau Police Department, Wastewater, and Risk Management. A significant portion of the Parks & Recreation budget is allocated to building maintenance, which maintains all CBJ structures and facilities.



## 8.2 Financial Resources

### 8.2.1 City Budget Process

The CBJ budget is adopted annually and includes the City's operating budget, capital improvement projects, and the property tax mill levy rate, as well as the Juneau School District operating budget. The general government budget includes most CBJ departments including Parks & Rec.

### 8.2.2 Organization-wide Goals

The Assembly periodically sets citywide goals, which inform funding priorities. While Parks & Rec's long-term goals and core functions are laid out in this plan, it is important to remain relevant with the direction set by the City's elected officials. Assembly goals should be considered along with departmental goals and priorities. It is important to continuously educate policy makers and the public about the social and economic benefits of parks and recreation opportunities.

### 8.2.3 Program Criteria

Programs should be evaluated based on their ability to fulfill community needs and their alignment with organizational goals. For the purposes of this document, programs may be evaluated based on alignment with the guiding principles of this plan and the goals related to each.

- Promoting community engagement, health, and wellness
- Managing our assets effectively
- Ensuring financial sustainability
- Supporting community partnerships
- Engaging youth and encouraging lifelong wellness
- Serving the needs of a diverse and changing population
- Fostering environmental stewardship
- Increasing cultural awareness
- Making programs and facilities accessible to all



It is important to consider Parks & Rec programs as public services and to continue to fund them based on community value rather than as revenue generators. Activities and programs that can operate at break-even or draw a profit are generally privately operated, while CBJ provides services that are inclusive to all residents.

### 8.2.4 General Fund

The Parks & Recreation Department receives funding from the Roadside Service Area and the Sales Tax. For many residents and visitors, parks and recreation facilities are the most visible and valued services provided by their municipal government. This is a major reason why such tangible public benefits are funded with public resources in Alaska and across the nation.



## 8.2.5 Capital Improvement Project Budgets

Capital Improvement Projects (CIPs) are stand-alone projects funded by the Assembly annually. Park CIP priorities are listed in chapter 7. The Assembly approves a six-year CIP schedule each year. Purchase Orders are issued for projects approved for the current year. The six-year plan is adjusted from year to year, but including the six-year projection helps decision makers manage funds and forecast for future needs. CIP funding is reviewed and budgeted annually based on overall priorities and availability of funds.

Policies and guidelines to help CBJ prepare its capital improvement program for acquiring, refurbishing, and developing parks and recreation facilities are presented in this plan. The primary objective is to ensure that needed parks and recreation services are provided in a timely manner to serve residents as repairs and improvements are necessitated. This document also seeks to promote equity in provision of parks and recreation services for all areas of the community and to fairly direct fiscal resources to develop needed park and recreation facilities. Finally, the recommendations herein seek to provide a balanced approach to maintenance, development, and enhancement of parks and recreation facilities.

This Plan also encourages CBJ to fully fund projects rather than committing partial funds across a range of project requests. This may result in narrower disbursement of projects across the community each year, but may simplify planning and maintenance and may benefit the public by developing complete and attractive infrastructure.



## 8.2.6 Temporary 1% Sales Tax

The 1% sales tax is approved or rejected by voters every 5 years. Projects are submitted to the Assembly for acceptance on the ballot. Usually there are many competing projects for these sales tax funds. It is the Assembly's task to narrow down the list of projects that may be put before voters. This list represents a goal or intent only, the Assembly cannot dedicate taxes. However, 1% projects listed on the ballot are usually funded within the 5 year cycle, provided that sufficient sales tax funds are collected.

## 8.2.7 Bonds and Special Revenue Sources

Alaska law allows for the creation of Parks & Recreation Service Areas. A service area would provide dedicated funding for parks and recreation facilities. Bonds focused on Parks & Rec projects provide clarity of purpose. These are voter approved bonds with the assessment placed on real property. Such a mechanism may be challenging to pass. Such a bond would create a service area similar to fire services or utilities where only residents living in the service area would pay for Parks & Recreation through property taxes. Similar districts have been effective elsewhere in the country.

## 8.2.8 Public Private Partnerships and Foundations

Parks foundations nationwide are successful vehicles for enhancing public assets through private funds or community donations. These organizations supplement, but do not replace public resources. It is essential that parks and recreation facilities, programs, and services benefit from public financial support, and this public support can be leveraged through matching grants or other private funding. For example, the Dimond Park Aquatic Center and Treadwell Arena both received Rasmuson grants and the Mendenhall Valley Public Library received \$1 million in raised funds from the Friends of the Library. The Juneau Community Foundation currently administers a “field of interest” fund for parks, trails & recreation, which can be used as a fundraising vehicle for community sponsored or supported projects. The CBJ should create a streamlined policy and process to accept gifts of money, land, and personal property from potential donors.

Public private partnerships and private donors also fund programming at the Zach Gordon Youth Center. Sponsors fund free skate and swim activities at Treadwell Arena and both pools, and support parks and facilities through sponsorship of specific equipment, infrastructure, or activities.

## 8.2.9 User Fees

User fees may be assessed for a variety of publicly provided facilities and services. Most often, user fees are assessed specifically to offset operating and capital costs (see section 8.1.3 Cost Recovery). User fees can be applied to commercial users for rentals, parks, or trails or to individuals for shelter rentals or facility entry fees. Public user fees should be affordable and equitable. Commercial user fees may be set in consultation with public and industry stakeholders and used to fund park and trail maintenance.

Concessions also bring in a small amount of revenue if properly managed. Treadwell Arena has a concession space and Dimond Park Aquatic Center currently has food for purchase. Concession revenue can be supplemented by streamlining the permitting process for alcohol sales at special events.

## 8.2.10 Annual Operating Budget

Minor amounts of money for special studies or small improvement projects are funded through the department’s annual budget. Recent budget allocations have limited the department’s ability to fund minor projects. The annual operating budget is limited and should not be considered a source of capital project funding.





It is critical that the department maintain its existing assets to provide a high level of service to the community and that maintenance and provision of services are prioritized before special projects are considered.

### 8.2.11 Hotel Tax

Some communities recognize that parks and recreation amenities enhance the visitor experience by dedicating a portion of the local hotel tax to park and trail improvement and operational costs. Currently these taxes fund organizations and amenities that support the visitor industry. The hotel bed tax could be considered a viable option for projects that support facilities that attract independent travelers, for example hut to hut systems and destination trail networks. While such a tax could potentially fund parks and recreation related projects, it should not be relied upon as a revenue source.

## 8.3 Budget and Projections

Budget figures are for core Parks & Rec services. Parking and building maintenance are not core functions of Parks & Rec and are excluded from this Plan. Budgets for those functions could be applied to the budget of whichever department controls or performs that function.

**Table 8.2:** Historic Parks & Rec Division Budgets

	FY 14	FY 15	FY 16	FY 17	FY 18
	Actuals	Actuals	Actuals	Actuals	Projected
Administration & Recreation					
Revenue	\$ 374,200	\$ 287,500	\$ 266,600	\$ 510,900	\$ 481,300
General Fund Support	\$ 1,171,500	\$ 993,400	\$ 850,100	\$ 643,900	\$ 594,300
Total	\$ 1,545,700	\$ 1,280,900	\$ 1,116,700	\$ 1,154,800	\$ 1,075,600
Personnel Services	\$1,186,100	\$ 912,400	\$ 924,200	\$ 894,700	\$ 838,100
Other Expenses	\$ 359,600	\$ 368,500	\$ 192,500	\$ 260,100	\$ 237,500
Total	\$1,545,700	\$ 1,280,900	\$ 1,116,700	\$ 1,154,800	\$ 1,075,600



	FY 14	FY 15	FY 16	FY 17	FY 18
	Actuals	Actuals	Actuals	Actuals	Actuals
Treadwell Arena					
Revenue	\$ 348,200	\$ 379,000	\$ 398,000	\$ 415,200	\$ 397,600
General Fund Support	\$ 286,100	\$ 229,500	\$ 249,500	\$ 269,700	\$ 277,200
Total	\$ 634,300	\$ 608,500	\$ 647,500	\$ 684,900	\$ 674,800
Personnel Services	\$ 417,000	\$ 417,500	\$ 425,700	\$ 458,300	\$ 456,100
Other Expenses	\$ 217,300	\$ 191,000	\$ 221,800	\$ 226,600	\$ 218,700
Total	\$ 634,300	\$ 608,500	\$ 647,500	\$ 684,900	\$ 674,800
Zach Gordon Youth Center					
Revenue	\$ 23,300	\$ 21,400	\$ 21,500	\$ 49,000	\$ 35,000
General Fund Support	\$ 400,800	\$ 423,300	\$ 546,700	\$ 604,000	\$ 659,000
Total	\$ 424,100	\$ 444,700	\$ 568,200	\$ 653,000	\$ 694,000
Personnel Services	\$ 351,100	\$ 364,000	\$ 478,100	\$ 556,500	\$ 592,900
Other Expenses	\$ 73,000	\$ 80,700	\$ 90,100	\$ 96,500	\$ 101,100
Total	\$ 424,100	\$ 444,700	\$ 568,200	\$ 653,000	\$ 694,000
Aquatic Division					
Revenue	\$ 551,600	\$ 582,700	\$ 652,000	\$ 657,100	\$ 717,700
General Fund Support	\$ 1,357,700	\$ 1,240,300	\$ 1,272,300	\$ 1,319,700	\$ 2,017,900
Total	\$ 1,909,300	\$ 1,823,000	\$ 1,924,300	\$ 1,976,800	\$ 2,735,600
Personnel Services	\$ 1,390,000	\$ 1,178,100	\$ 1,301,400	\$ 1,392,300	\$ 1,419,900
Other Expenses	\$ 519,300	\$ 644,900	\$ 622,900	\$ 584,500	\$ 1,315,700
Total	\$ 1,909,300	\$ 1,823,000	\$ 1,924,300	\$ 1,976,800	\$ 2,735,600
Parks and Landscape					
Revenue	\$ 249,300	\$ 269,600	\$ 277,800	\$ 276,700	\$ 319,300
General Fund Support	\$ 1,458,600	\$ 1,425,300	\$ 1,479,800	\$ 1,534,700	\$ 1,495,500
Total	\$ 1,707,900	\$ 1,694,900	\$ 1,757,600	\$ 1,811,400	\$ 1,814,800
Personnel Services	\$ 1,264,800	\$ 1,237,800	\$ 1,258,500	\$ 1,337,200	\$ 1,341,400
Other Expenses	\$ 443,100	\$ 456,200	\$ 499,100	\$ 474,200	\$ 473,400
Total	\$ 1,707,900	\$ 1,694,000	\$ 1,757,600	\$ 1,811,400	\$ 1,814,800



Department Totals					
Revenue	\$ 1,546,600	\$ 1,540,200	\$ 1,615,900	\$ 1,908,900	\$ 1,950,900
General Fund Support	\$ 4,674,700	\$ 4,311,800	\$ 4,398,400	\$ 4,372,000	\$ 5,043,900
Total	\$ 6,221,300	\$ 5,852,000	\$ 6,014,300	\$ 6,280,900	\$ 6,994,800
	\$ -	\$ -	\$ -	\$ -	\$ -
Personnel Services	\$ 4,609,000	\$ 4,109,800	\$ 4,387,900	\$ 4,639,000	\$ 4,648,400
Other Expenses	\$ 1,612,300	\$ 1,741,300	\$ 1,626,400	\$ 1,641,900	\$ 2,346,400
Total	\$ 6,221,300	\$ 5,851,100	\$ 6,014,300	\$ 6,280,900	\$ 6,994,800
Youth Activity Grants	\$ 332,500	\$ 332,500	\$ 332,500	\$ 332,500	\$ 332,500

\*Aquatic budgets for FY17 were calculated differently from previous years. There is an extra \$730,500 applied to general fund support and other expenses due to a change in calculation of full cost allocation and building maintenance. In FY17, full cost allocation, in the amount of \$730,500, was added to the aquatics budgets, creating an increase in the amount of general fund support needed by these facilities

## 8.4 Trends and Implications

### 8.4.1 Citizen Participation

The Parks & Recreation Advisory Committee (PRAC) was established by Resolution 2646 to act in an advisory capacity for the planning and development of all aspects of juvenile and adult recreation in the City & Borough. The PRAC also acts as a citizens' proponent for parks and recreation facilities, recreation activities, and trails. It is critically important to provide a channel for citizens to participate meaningfully in the management of parks, trails, recreation facilities, and programs. It is incumbent upon CBJ to ensure members are provided training and direction to operate effectively and appropriately advise the department. The PRAC should represent a broad spectrum of users and could consolidate the functions of other Parks & Rec related boards and committees.

### 8.4.2 Volunteerism

As community partnerships grow and deepen, it may be important to develop a process for encouraging volunteer fundraising, maintenance and construction of recreational assets. It is Parks & Rec's desire to create an environment where community volunteers are encouraged and supported to come forward with their ideas for new or improved recreational opportunities. Such partnerships can enhance Juneau's recreational infrastructure and support community volunteerism. CBJ can help partners by supporting grant funding, providing matching funds, helping source materials, and facilitating access to public lands for recreational use. Partners already operating in CBJ facilities can be supported through a more streamlined permitting process for events, particularly those selling alcohol.



8.4.3 Parks fund/foundation

As noted in section 8.2.7, the Juneau Community Foundation currently administers a Parks, Trails, and Recreation Fund. The fund is designed to support projects that pool individual and business resources to complete parks, trails, and recreation projects. This fund exists in place of the parks foundations found in many communities. Parks foundations also typically organize volunteers, advocate for parks and recreation in the community, and operate friends of parks and trails or adopt-a-park programs. Parks foundations also serve as advocates for parklands and natural areas, and also promote and help organize park projects and programs.

Friends of parks and trails support the maintenance and upkeep of a specific park or trail; these groups raise money and host volunteer efforts to fund minor improvements and to care for equipment. They also serve as advocates for a specific park or trail. In the future, it may be beneficial for Juneau to consider converting the current Parks Fund into a foundation that provides advocacy and support along with fundraising.

Guiding Principle: <b>Making programs and facilities accessible to all</b>		
Goals: <ul style="list-style-type: none"><li>• Remove barriers to participation resulting from socio-economic status</li><li>• Offer diverse opportunities to participate in recreation programs</li><li>• Balance cost recovery with affordability to keep the benefits of parks and recreation within reach of every Juneau resident</li></ul>		
Recommendation	Timeline	Capital \$
Department-wide		
Recommended Action		
Work with community partners to offer grants, scholarships, and other need-based subsidies	Short	Staff time
Consider community benefit, demographics, and income levels, in addition to cost recovery, when establishing fees and charges	Short	Staff time





**Guiding Principle:**  
**Ensuring financial sustainability**

**Goals:**

- Encourage fundraising by community partners and provide matching or bridge funding when appropriate
- Ensure commercial use aligns with community needs and interests
- Ensure commercial use adheres to a consistent and fair fee structure
- Find creative ways to rent or program our facilities for use by community groups outside of the traditional facility user group

Recommendation	Timeline	Capital \$
<b>Treadwell Arena</b>		
<b>Recommended Action</b>		
Expand season to include summer programming	Short	Staff time
Work within CBJ to improve/streamline the alcohol permitting process to simplify the process for community partners to serve alcohol at events or through concessions	Short	Staff time – potential revenue source
<b>Trails General</b>		
<b>Recommended Action</b>		
Partner with non-motorized trail user groups to fund trail development and/or improvement projects	Medium	TBC depending on project
<b>Commercial Use</b>		
<b>Recommended Action</b>		
Work with community partners to identify areas for accessible tour opportunities	Medium	Staff time – potential revenue source
Regularly review commercial trail use and rate structure	Short	Staff time – potential revenue source
Evaluate commercial use fees for special use areas that are part of commercial tours	Short	Staff time – potential revenue source
<b>Recommended Action</b>		
Grow arboretum revenue opportunities with the goal of becoming self-sustaining	Medium	Staff time
<b>Parks – Developed Natural Areas</b>		
<b>Critical Action</b>		
Continue to promote and improve Eagle Valley Center facility rental program with an eventual goal of a break even budget including a maintenance fund	Medium	Staff time
Develop small-scale cabins, tent platforms, or yurts for nightly rental at Eagle Valley Center	Medium	Staff time
<b>Recommended Action</b>		
Grow arboretum revenue opportunities with the goal of becoming self-sustaining	Medium	Staff time





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# 9 Consolidated Recommendations

## Mission, Vision, and Guiding Principles

These statements shape the direction of the Plan. The mission is what Parks & Rec seeks to accomplish with the planning process, the vision is the long-term, overarching goal for the process, and the guiding principles describe the core functions of the department and should form criteria for considering new proposals.

### Mission Statement

To establish Parks & Recreation's role as an essential partner in a healthy community

### Vision Statement

Guiding future decisions to provide the highest possible quality Parks & Recreation facilities, programs and services for all regardless of age, income, or ability

### Guiding Principles

The Parks and Recreation Master Plan should guide the department in:

- Promoting community engagement, health, and wellness
- Managing our assets effectively
- Ensuring financial sustainability
- Supporting community partnerships
- Engaging youth and encouraging lifelong wellness
- Serving the needs of a diverse and changing population
- Fostering environmental stewardship
- Increasing cultural awareness
- Making programs and facilities accessible to all



## Goals and Recommendations

In this context, goals are policy statements that provide direction on specific areas or topics. Recommendations are specific, measurable action items to be completed over the coming years. Recommendations are divided into three categories: critical actions, recommended actions, and potential actions. Critical actions are needed tasks and improvements and are generally short-term. Recommended actions are improvements to our programs and services to be made as time and funds become available. Potential actions are generally longer-term, higher cost items that are desired by a community group and may become more feasible in the future. Recommendations are also categorized as short-term (0-5 years), medium-term (5-10 years) or long-term (10+ years), and include a capital budget estimate where possible. In this document, goals and recommendations are organized under the guiding principle that they support. Recommendations are presented at the end of each section, as well as in compiled format as shown herein.





**Guiding Principle:**  
**Increasing cultural awareness**

**Goals:**

- Work with Tribal partners to identify and install signage and markers to inform park users about Juneau's cultural heritage
- Collaborate with Tribal partners to preserve and maintain current art and cultural materials at parks and recreation facilities
- Respect the wishes of cultural communities regarding development or programming in culturally sensitive areas
- Improve trail signage and cultural programming

Recommendation	Timeline	Capital \$
Parks General		
Recommended Action		
With tribal partners, improve system-wide informational/wayfinding/interpretive signage at parks. Include Alaska Native cultural history and significance	Short	\$3K - \$5K per site
Trails General		
Critical Action		
With tribal partners, improve system-wide informational/wayfinding/interpretive signage at trailheads and on trail networks. Include cultural information and traditional languages, consistent and compatible with CBJ branding	Medium	\$5K - \$15K per site
Department Wide		
Recommended Action		
Develop ongoing maintenance plan for Native art at Parks & Rec controlled lands and facilities	Medium	Staff time



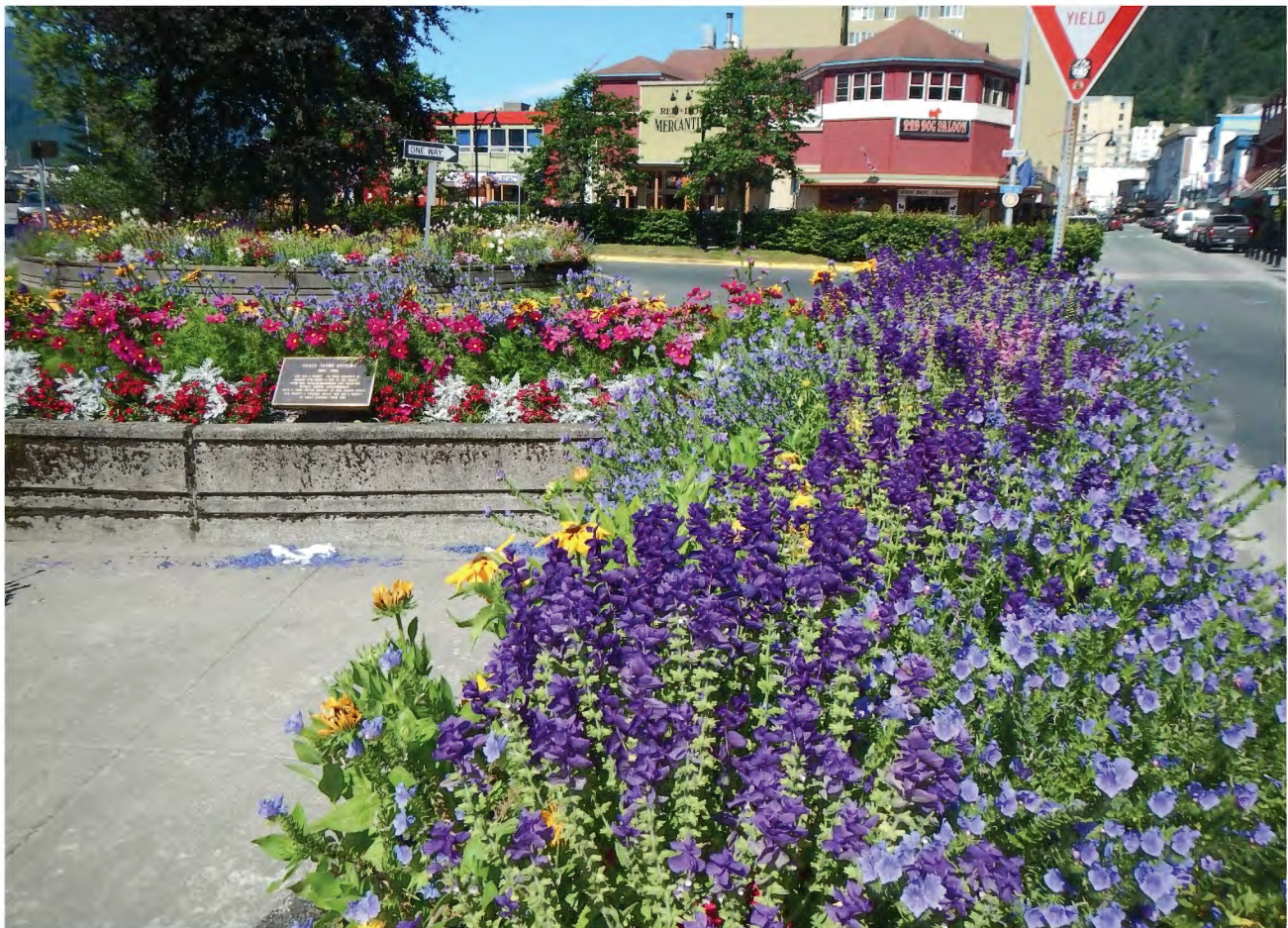


**Guiding Principle:**  
**Fostering Environmental Stewardship**

**Goals:**

- Consider environmental sustainability in materials and site selection for capital projects, including trails.
- Consider environmentally sustainable facility or process upgrades
- Continue to improve sustainability related educational signage
- Incorporate environmental education into Parks & Rec programs and encourage community partners to do the same

Recommendation	Timeline	Capital \$
Department-Wide		
Recommended Action		
Add electric vehicle charging stations at parks and facilities, as appropriate	Medium	\$60k-\$100k
As CBJ adds or improves composting infrastructure, establish policy for composting landscaping waste and food waste from facilities	Medium	Staff time
Consider environmental sustainability in materials and site selection for capital projects, including trails	Short	Staff time
Develop defensible tree policy to guide and inform management of trees	Short	Staff time





**Guiding Principle:**  
**Supporting community partnerships**

**Goals:**

- Continue working with community partners to provide ADA accessible facilities and/or adaptive programming for seniors and residents with disabilities
- Manage demands for facility time fairly, with youth activities taking highest priority
- Encourage collaboration between community partners and internal collaboration between Parks & Recreation facilities and programs
- Balance needs of community partners operating at Parks & Rec facilities to ensure that services are complimentary and provide the best possible array of opportunities for the community
- Continue to work with community partners to increase scholarship funds available and outreach to eligible families
- Encourage and support community partners in fundraising initiatives or other philanthropic activities to make improvements to parks, trails and recreational facilities
- Encourage and foster collaboration among and with community partners
- Provide leadership to recreation user groups in navigating land management issues
- Increase community outreach and promotion, including cross promotional opportunities between Parks & Rec facilities and other CBJ departments, and with partner organizations

Recommendation	Timeline	Capital \$
Department-Wide		
Recommended Action		
Continue to work with partners to enhance educational programming in parks and facilities	Short	Staff time
Treadwell Arena		
Critical Action		
Continue to work with partner organizations to balance ice time needs	Short	Staff time
Increase community outreach and promotion of activities at Treadwell Arena, as well as cross-promotional opportunities with other CBJ facilities	Short	Staff time
Continue to support/promote adaptive skating	Short	Staff time
Expand the season at Treadwell Arena to include summer programming	Short	Staff time
Parks - Developed Natural Areas		
Critical Action		
Continue to work with partners to re-open the ropes course at EVC	Short	Staff time – potential revenue source
Continue to evaluate businesses and non-profits operating in the EVC area for community benefit and fit with other stakeholders	Short	Staff time
Continue to work with partners to enhance educational programming	Short	Staff time



Recommendation	Timeline	Capital \$
<b>Recommended Action</b>		
Continue to explore options for small-scale agriculture at EVC	Medium	Staff time – potential revenue source
Work with community partners to improve trail systems to enhance ADA accessibility	Medium	Variable depending on scope
Fund road and facility improvements through a combination of rental revenue and value in kind donations	Short	Staff time
<b>Potential Action</b>		
Work with Trail Mix to connect EVC to other surrounding parks and amenities as delineated in the Northern Green Zone Plan	Long	\$100,000
<b>Off Road Vehicle (ORV) Use</b>		
<b>Critical Action</b>		
Encourage ORV community to organize and set priorities for ORV development	Short	Staff time
Work with ORV user groups and neighbors to identify acceptable areas for ORV activities	Short	Staff time
<b>Recommended Action</b>		
Facilitate development of viable opportunities for ORV recreation	Medium	Staff time (potential capital costs)
<b>Trails General</b>		
<b>Critical Action</b>		
Convene a trails advisory group to address ongoing trail management issues and to provide feedback on suitability for various trail uses	Short	Staff time
Work with non-motorized trail user groups to support and assist trail development and/or improvement projects	Short	Staff time, potential materials costs
Work with Nordic skiing organizations to identify space for a biathlon range	Short	Staff time, potential materials costs
Work with cycling organization to develop a bike skills park	Short	Staff time, potential materials costs
<b>Youth Services</b>		
<b>Critical Action</b>		
Develop a mechanism to tie youth scholarships to the free and reduced lunch list to promote scholarship enrollment among low income youth	Short	Staff time
Move administration of the Youth Scholarship Program under the Zach Gordon Youth Center	Short	Staff time
Streamline the Youth Activity Grant process	Short	Staff time
If feasible, move Youth Activity Grant administration under control of the Juneau Community Foundation	Medium	Staff time, potential cost savings



Guiding Principle:

**Promoting Community Engagement, Health and Wellness**

Goals:

- Find efficiencies that increase cost savings and/or revenue potential
- Continually provide diverse recreational opportunities for the community
- Find creative ways to rent or program our facilities for use by community groups outside of the traditional facility user group
- Provide opportunities for self-directed active recreation opportunities for all ages and abilities
- Develop strong community partnerships that increase the scope, variety and accessibility of healthy recreation for all

Recommendation	Timeline	Capital \$
Department-Wide		
Critical Action		
Develop and implement a department-wide fees and charges policy	Short	Staff time
Recommended Action		
Devote staff resources to evaluating grant and alternative funding opportunities	Medium	Staff time
Work with Eaglecrest and Juneau Community Foundation to transfer management of the Dimond Park Field House to Parks & Rec	Short	Staff time, potential revenue source
Parks		
Recommended Action		
Develop low impact camping facilities in appropriate parks	Short	\$150k-\$350k
Support residents to add or increase community garden space in parks	Medium	\$25k-\$75k



Guiding Principle:  
**Managing our assets effectively**

Goals:

- Maintain current assets and facilities to a high level and avoid deferring needed maintenance
- Facility improvements should increase community benefit, facility safety, and/or revenue potential
- Provide a venue for the community that supports affordable recreation opportunities for all
- Develop and support a sustainable funding mix for recreation in Juneau
- Promote increased cost recovery at revenue generating facilities
- Maintain parks to a high level and avoid deferring needed maintenance
- Fund improvements for entire projects: develop a list of priorities and complete and fund each project sequentially
- Maximize infrastructure investments by developing multi-use facilities

Recommendation	Timeline	Capital \$
All Parks & Rec Facilities		
Critical Action		
Develop minimum service levels for all parks, programs, and recreation facilities	Short	Staff time
Require Maintenance Impact Statements for all future park developments	Short	Staff time
Use enterprise asset management and work order systems to improve maintenance of parks and trails, in addition to facilities	Short	Staff time
Commercial Use		
Critical Action		
As part of a broader fees and charges strategy, adjust commercial use fees for parks and trails to ensure charges are commensurate with cost of use	Short	Staff time – potential revenue source
Treadwell Arena		
Critical Action		
Replace Treadwell Arena Roof	Short	\$1.2M-\$1.5M
Improve lighting in Treadwell Arena parking lot	Short	\$50K
Establish policy for vendors	Short	Staff time
Recommended Action		
Add gym space to Treadwell Arena for sports team dryland training and to house activities currently located in Mt. Jumbo Gym	Medium	\$375/sq.ft.
Complete small facility renovations to improve user and spectator amenities at Treadwell Arena	Medium	Dependent on project scope



Recommendation	Timeline	Capital \$
Assess the feasibility of vending and equipment sales at Treadwell Arena	Medium	Staff time – potential revenue source
Potential Actions		
Add a second sheet of ice that could also accommodate curling with an addition to the existing structure at Treadwell Arena	Long	Dependent on project scope
Facilities (Youth Services)		
Recommended Action		
Continue to provide multi-use indoor training/gym space	Medium	Dependent on project scope
Potential Action		
Construct an additional field house facility in the downtown / Douglas area	Long	Dependent on project scope
Provide geographically distributed multi-use indoor gym spaces	Long	Dependent on project scope
Aquatics		
Critical Action		
Update condition survey of Augustus Brown Pool and determine updated cost of needed repairs and building lifespan if those repairs are completed	Short	Staff time
Complete facility survey of Dimond Park Aquatic Center and replacement schedule for all fixtures and equipment with associated costs	Short	Staff time
Establish alternative funding sources for both pools to support a sustainable funding mix	Short	Staff time
Recommended Action		
Complete needed capital projects to keep Augustus Brown Pool in working order	Short	\$5.8 million
Complete any needed upgrades to establish Dimond Park Aquatic Center as a Red Cross training hub for Southeast Alaska	Medium	Dependent on scope
Parks		
Critical Action		
Develop and implement a replacement schedule for park equipment	Short	Staff time
Replace play equipment every 10-15 years	Medium	\$250k - \$800k
Recommended Action		
Evaluate which parks require restrooms and add to CIP budget	Medium	Staff time to evaluate - \$400k per site
Priority for funding should be given to park projects where a park master plan already exists	Short	Staff time
Add tot lot spaces as parks are upgraded	Medium	\$100k-\$500k

Recommendation	Timeline	Capital \$
Consider covered play spaces in playground capital projects	Medium	\$250k - \$1M
Develop low impact camping facilities in appropriate parks	Medium	\$150k - \$500k
Field Use		
Critical Action		
Continue to maintain fields, working with partners to mitigate schedule conflicts	Short	Staff time
Recommended Action		
Provide tournament size baseball and softball fields with artificial turf	Medium	\$6-8 million
Potential Actions		
Resurface all actively used fields with artificial turf	Long	\$4 million/ field
Improve bleacher/spectator seating as upgrades to parks with sports fields are planned. Add covered seating where possible	Long	\$400k - \$900k per field
Dogs in Parks		
Recommended Action		
Evaluate and if appropriate establish additional off-leash areas	Short	\$10k - \$100k
Developed Natural Areas		
Critical Action		
Continue to promote and improve facility rental program with an eventual goal of a break even budget including a maintenance fund at Eagle Valley Center	Short	Staff time – revenue source
Improve on site infrastructure at Eagle Valley Center	Short	Dependent on project scope
Seek revenue generating opportunities for Eagle Valley Center and Jensen-Olson Arboretum that fit with the vision for the facility	Short	Staff time
Develop Eagle Valley Center and Jensen-Olson Arboretum facility management plans to determine carrying capacity and a sustainable funding mix	Short	Staff time
Recommended Action		
Develop small-scale cabins, tent platforms or yurts for nightly rental at Eagle Valley Center	Medium	Dependent on scope
Trails General		
Recommended Action		
Work with State and Federal partners to complete a new Juneau Area Trails Plan	Short	Staff time
Establish priorities for trail maintenance and construction	Short	Staff time
Adopt the USFS Trail Standards	Short	Staff time



Recommendation	Timeline	Capital \$
Include trails funding in park maintenance budget and ensure funding is commensurate with need	Short	Staff time + budget increase
Potential Actions		
Identify and complete connections between existing trail networks	Long	Dependent on project scope
Identify and complete longer “hut to hut” trail opportunities	Long	Dependent on project scope
Landscape		
Critical Action		
Prioritize areas for planting and landscaping. Consider costs and level of impact	Short	Staff time
On an ongoing basis, evaluate landscaping staff capacity against number of sites requiring maintenance	Short	Staff time



Guiding Principle:

**Engaging youth and encouraging lifelong wellness**

Goals:

- Develop and support programs that provide access to recreation for all Juneau's youth
- Ensure programs are equitable and affordable by identifying and removing barriers to participation
- On an ongoing basis, work with community partners to identify gaps in recreation, prevention, and social service offerings for youth in Juneau; and take a leadership role in developing evaluation tools and ensuring those gaps are filled
- Change department name and mission to incorporate and highlight youth, i.e.: Parks, Recreation and Youth Services

Recommendation	Timeline	Capital \$
Youth Programming		
Critical Action		
Evaluate affordability of youth programs as part of a fees and charges analysis	Short	Staff time
With community partners, to expand appropriate early childhood programming in the short-term	Short	Staff time – potential revenue source
With community partners, to expand youth programming to include increased outdoor programs	Short	Staff time – potential revenue source
Continue to work with community partners to simplify youth activities scholarship process for families in need	Short	Staff time
Invest in expanded after school programming	Medium	Staff time
Continue to work with and engage community partners within the youth programming domain	Short	Staff time
Recommended Action		
Expand youth programming to include more outdoor programs or work with community partner(s) to ensure outdoor programs are expanded	Short	Staff time – potential revenue source
Provide community leadership to other social service and government agencies to identify biggest barriers for youth and marshal resources to solve them	Short	Staff time
With community partners, expand programs for preschool age children throughout Juneau, including equitable access to programs	Short	Staff time – potential revenue source
Expand youth scholarship programs and explore options for linking programs to free and reduced lunch list	Short	Staff time
Potential Action		
Expand services to include transportation to sports activities, particularly for youth residing in Lemon Creek and other neighborhoods with few recreation amenities	Long	TBC



Guiding Principle:

**Serving the needs of a diverse and changing population**

Goals:

- Ensure Parks & Recreation and its community partners are balancing programs and services across neighborhoods
- Continue to provide ADA accessible facilities and/or adaptive programming for seniors and residents with disabilities
- Encourage educational programming
- Consider Juneau's growing senior population in decisions regarding programming and facility upgrades
- Consider community safety and wellbeing in facility maintenance and upgrades
- Park and facility improvements should improve safety and/or user experience
- Encourage and support improvements in bicycle and pedestrian routes throughout Juneau
- Update park master plans every 5-10 years
- Maximize infrastructure improvements by developing multi-use facilities

**Recommendation**

**Timeline**

**Capital \$**

Aquatics

**Critical Action**

Continually evaluate pool programming to determine how best to meet community need

Short

Staff time

Increase community outreach and promotion of activities at the pools as well as cross-promotional opportunities with other CBJ facilities

Short

Staff time

Continue to support/promote adaptive aquatic activities

Short

Staff time

Parks General

**Critical Action**

Develop additional park space in Lemon Creek

Short

Staff time – eventual design and capital cost

Work with community partners to increase ADA accessibility as CBJ replaces park/playground equipment

Short

Staff time

**Recommended Action**

Support residents to add or increase community garden space in parks

Medium

TBC

Trails General

**Recommended Action**

Improve lighting on public bike paths

Long

TBC

Work with partners to improve/upgrade existing trails to create more ADA accessible paths

Long

TBC

Consider winter use when improving trails

Short

TBC

Improve trail system connectivity

Medium

TBC

Guiding Principle: <b>Ensuring financial sustainability</b>		
Goals: <ul style="list-style-type: none"> <li>• Encourage fundraising by community partners and provide matching or bridge funding when appropriate</li> <li>• Ensure commercial use aligns with community needs and interests</li> <li>• Ensure commercial use adheres to a consistent and fair fee structure</li> <li>• Find creative ways to rent or program our facilities for use by community groups outside of the traditional facility user group</li> </ul>		
<b>Recommendation</b>	<b>Timeline</b>	<b>Capital \$</b>
Treadwell Arena		
Recommended Action		
Expand season to include summer programming	Short	Staff time
Work within CBJ to improve/streamline the alcohol permitting process to simplify the process for community partners to serve alcohol at events or through concessions	Short	Staff time – potential revenue source
Trails General		
Recommended Action		
Partner with non-motorized trail user groups to fund trail development and/or improvement projects	Medium	TBC depending on project
Commercial Use		
Recommended Action		
Work with community partners to identify areas for accessible tour opportunities	Medium	Staff time – potential revenue source
Regularly review commercial trail use and rate structure	Short	Staff time – potential revenue source
Evaluate commercial use fees for special use areas that are part of commercial tours	Short	Staff time – potential revenue source
Parks – Developed Natural Areas		
Critical Action		
Continue to promote and improve Eagle Valley Center facility rental program with an eventual goal of a break even budget including a maintenance fund	Medium	Staff time
Develop small-scale cabins, tent platforms, or yurts for nightly rental at Eagle Valley Center	Medium	Staff time
Recommended Action		
Grow arboretum revenue opportunities with the goal of becoming self-sustaining	Medium	Staff time



<b>Guiding Principle:</b> <b><i>Making programs and facilities accessible to all</i></b>		
<b>Goals:</b> <ul style="list-style-type: none"> <li>• <i>Remove barriers to participation resulting from socio-economic status</i></li> <li>• <i>Offer diverse opportunities to participate in recreation programs</i></li> <li>• <i>Balance cost recovery with affordability to keep the benefits of parks and recreation within reach of every Juneau resident</i></li> </ul>		
<b>Recommendation</b>	<b>Timeline</b>	<b>Capital \$</b>
Department-wide		
<b>Recommended Action</b>		
Work with community partners to offer grants, scholarships, and other need-based subsidies	Short	Staff time
Consider community benefit, demographics, and income levels, in addition to cost recovery, when establishing fees and charges	Short	Staff time







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# 10 Plan Implementation

This Plan is designed to be implemented over the coming decade. It is important for future policy makers to understand how to use and implement this document, as well as how to measure success. This chapter details strategies for tracking progress, quantifying work, and implementing capital projects and programs.

## Chapter highlights (guidelines for updating the Plan):

- Priorities and recommendations in this document should be reviewed annually
- Mid-range recommendations should be reviewed and elevated or edited every 3 years
- The Master Plan should be updated every 5 years by resetting goals, recommendations and priorities





## 10.0 Implementation

As a community of about 32,000 residents, Juneau has a wide array of facilities and amenities. Residents value recreation and the community services that Parks & Rec provides. Parks and recreation are integral to public and economic health. Given the high value placed on parks and recreation, this Plan is designed to ensure that Juneau's parks and recreation services are maintained and enhanced where feasible and appropriate. Initiatives that further the community's economic goals and increase livability and quality of life should be prioritized for the most optimal return on investment. It is anticipated that the Parks & Rec Master Plan should be significantly updated in ten years' time, but reviewed and revised in the intervening years.

### 10.1 How to Implement this Plan

With the acceptance of this Plan, CBJ commits to the mission, vision and guiding principles, as well as to working toward implementing the goals and recommendations contained herein. Evaluation of the actions set forth in plan should be an integral part of the department's annual work plan and budgeting process. To ensure that CBJ Parks & Rec remains current with the needs of the community, the following actions should be taken:



Yearly: Review priorities and recommendations, set annual goals based on priorities, report progress on completion of last year's goals, include priorities in the department budget.

Every 3 years: Review mid-range recommendations and determine whether they need to become short-term priorities, update goals and recommendations based on current political, economic and social climate.

Every 5 years: Update the Master Plan document and reset goals and recommendations and priorities.



## 10.2 Measuring Success

It is Parks & Rec's duty to provide a high level of service to the public. It is important that the department keep abreast of community trends and user preferences. This need not be done through a burdensome process, but decisions should be made based on metrics including service levels and customer satisfaction.

### 10.2.1 Program and Service Evaluation

Parks & Rec currently has no standardized method of gauging customer satisfaction, user needs, and whether the right programs are being offered. Users should be prompted to offer suggestions on program changes, interests in new offering, and on how the department operates its assets. Systematic evaluation can be done through the point of sale system, online surveys, email blasts, social media, or printed handouts at facilities. This process should take place annually and trends should be measured and recorded.

### 10.2.2 Maintenance Impact Statements

Maintenance Impact Statements (MIS) help Parks & Rec plan and manage park resources. MIS for parks include all costs associated with maintaining the site, including the staff time for all associated duties. For existing parks, this sets a baseline for the cost and staff time to maintain a park to an acceptable level. For new parks, an MIS provides a full cost analysis of the project's long-term financial impact. An MIS should be submitted anytime a potential CIP is considered. The MIS process can also help inform staffing and budget needs.

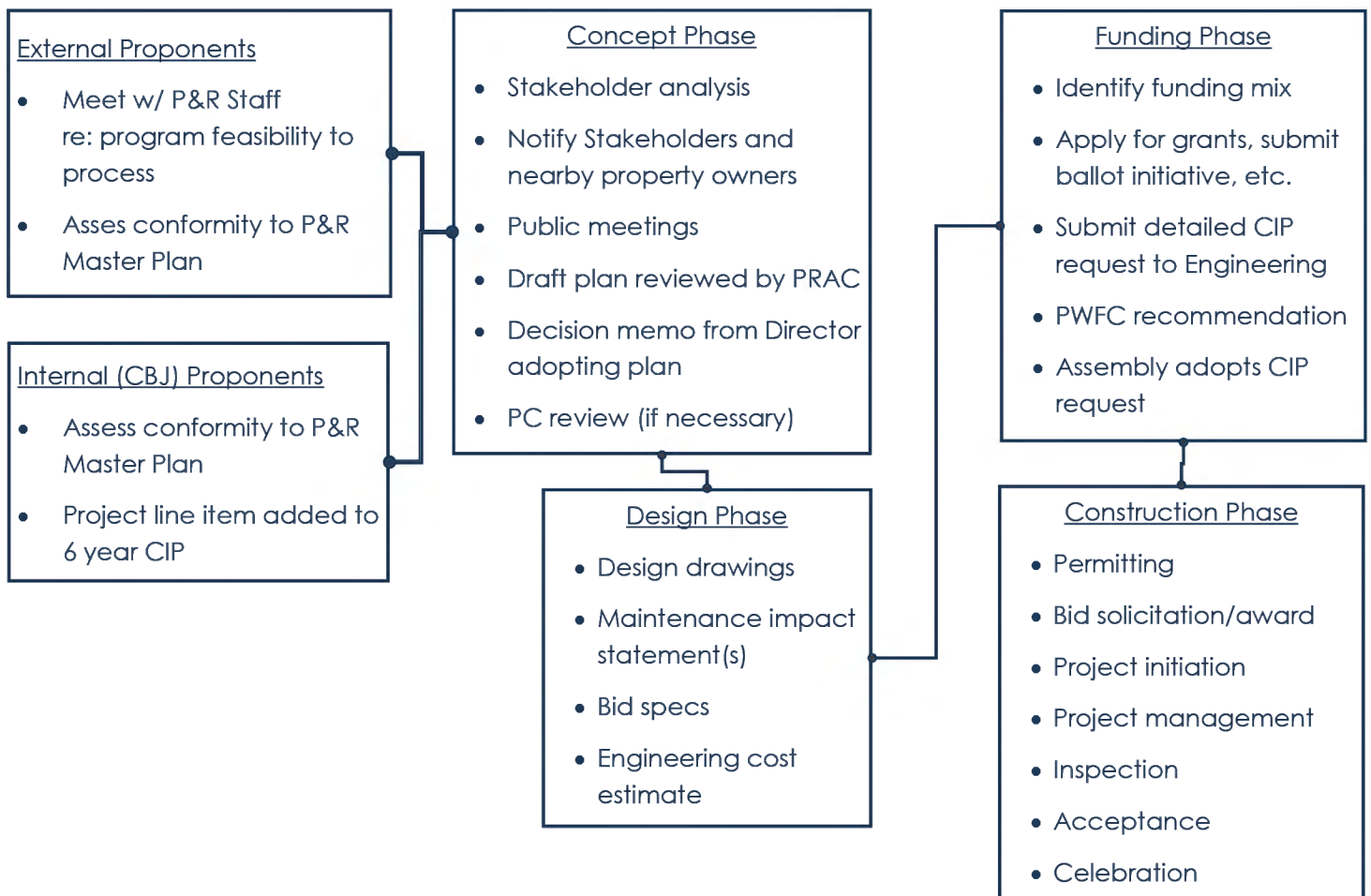
## 10.3 Implementing Specific Projects

Any additions or changes to the CBJ Parks & Recreation system start with an identified community need. This may come in the form of a stated recommendation in this Plan, a new idea that aligns with the mission outlined in herein, an individual or group approaching the department with an idea, or another service provider abandoning a needed program due to funding or capacity issues. The below process for implementing a new project or program is similar for both CBJ and community proponents



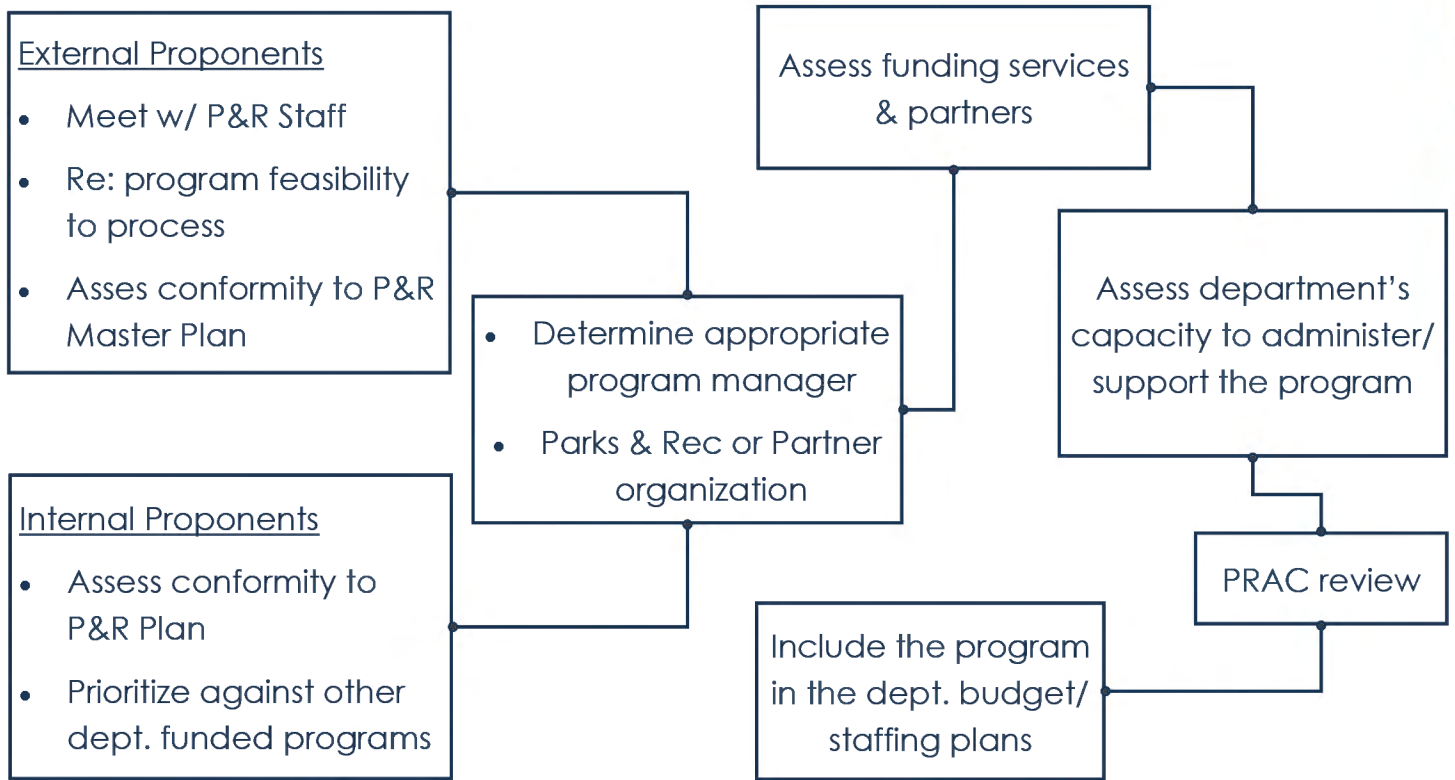
### 10.3.1 Capital Project Implementation

Capital projects are those involving construction or renovation of a built asset, such as a park, trail, or recreational facility. As noted in sections 7 and 8, capital projects are traditionally funded through the CBJ Capital Improvement Program. Other funding sources may be used or considered, but all funds need to be transferred to a specific line item in the City's CIP budget. New projects follow the process outlined below. This process can be scaled down depending on the project. For example, a small park equipment replacement or trail project would only be subject to department approval:





### 10.3.2 Program Implementation



## 10.4 Conclusion

The recommendations in Chapter 9 present short, medium and long-term priorities as well as well as critical, recommended, and potential actions. Changes in the economy, demographics, and community interests may impact the department over the years to come. This is a living document; it is important to revisit this Plan frequently and update the directions herein as goals and recommendations are accomplished and new issues and priorities arise.



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## Appendix I. Glossary

**(ADA) Accessible** – compliant with the Americans with Disabilities Act of 1990

**Assessment** – process of comparing and evaluating an entity against established standards, and documenting the differences.

**Asset** – real or personal property which organizations desire to track and manage as a distinct identifiable entity. It may be a physical structure or grouping of structures, land features, or other tangible property that has a specific service or function. The term “asset” can also be applied to movable items, such as vehicles or equipment.

**Asset deficiency** – a facility deficit that occurs when maintenance and repair tasks are not performed in a timely manner. When allowed to accumulate uncorrected, they inevitably lead to deterioration of performance, loss of asset value, or both. An accumulation of such uncorrected deficiencies is a backlog that represents a liability (both physically and financially) for an asset.

**Backlog** – The unfunded deficiencies work required to bring facilities to a condition that meets accepted codes, laws, and standards to achieve its expected life.

**Barriers to participation (entry)** – factors that limit an individual’s ability to participate in an activity they would like to. Barriers can include but are not limited to finances, transportation, or culture.

**Benchmark** – A well-defined, widely accepted standard of performance used to measure progress toward a specific state or level of competency.

**Benchmarking** – The continuous process of measuring a product, service, or process against the best practices of recognized leaders in the field in order to achieve superior performance.

**Bonds** – voter approved funds that are paid through property taxes.

**Bike skills park** – an area for bikes that includes progressive features, such as jumps and ramps, to practice skills.

**Capital Improvement Project (CIP)** – A construction or renovation project funded by the CBJ Capital Improvement Project budget.

**Community benefit** – a good that is shared for all (or most) members of a society or social group.

**Community Park** – parks designed around playing fields. Other facilities and amenities may also be offered.

**Community partner(ship)** – an organization that provides or supports recreational and social facilities and/or programs and that interacts with CBJ in carrying out its mission.

**Condition assessment** – The inspection and documentation of the condition of the features of an asset as measure against the applicable maintenance or condition standards. It provides the basis for long-range maintenance planning, as well as annual work plans and budgets.

**Conservation Area** – a natural area with recognized environmental qualities of high value, set aside for protection and management of the natural environment.

**Cost recovery** – recoupment of the financial expenditure associated with providing a service

**Critical components** – a collection of parts that typically operate in conjunction to provide an essential service and whose failure, removal, or non-operation may result in loss or harm.

**Deferred maintenance** – maintenance that was not performed when it should have been or was scheduled to be completed and then put off or delayed

**Developed Natural Area** – a natural area park where evidence of people is obvious but blends in with the environment. Include onsite staff and facilities.

**Diamond ball field** – athletic field used for baseball or softball

**Dog parks** – areas in which dogs can play without leashes

**Environmentally sensitive areas** – area of environmental importance having natural resources which if degraded may lead to significant adverse social, economic, or ecological consequences.

**Equity** – the fair, just and equitable management of institutions serving the public directly or by contract; and the fair and equitable distribution of public services, and implementation of public policy; and the commitment to promote fairness, justice, and equity in the formation of public policy.

**Feasibility study (assessment)** – an evaluation and analysis of the potential of a proposed project or venture that objectively explores costs versus benefits. Costs and benefits can be financial, social, environmental, or political.

**Fees and charges policy** – an official policy to establish a set of fees and charges for that are fair and equitable for the use of facilities and equipment, the participation in programs, to perform commercial operations at public facilities, and to acquire permits.

**Fish and wildlife corridors** – land or habitat that is linked to allow fish or wildlife to travel from one location to another to find food, shelter, a mate, and a place to raise their young.

**General (tax) fund** – government funds from property and sales taxes. The general fund is the primary source of revenue for most government entities.

**Green spaces** – an area of grass, trees, or other vegetation set apart for recreational or aesthetic purposes in an otherwise urban environment.



**Inclusive playground** – play areas designed to provide a safe place where children of all abilities can play together, and are developmentally appropriate for children with and without disabilities.

**Maintenance impact statements** – document that includes all costs associated with operating a park or facility

**Mini-Park** – specialized parks that serve a specific population such as very young children or senior citizens. Small in size and designed to serve the area immediately surrounding

**Multi-use field** – typically rectangular, areas consisting of either sand-based engineered soils or artificial turf used for playing surfaces for athletics.

**National Recreation and Park Association (NRPA)** – a non-profit organization dedicated to the advancement of public parks, recreation, and conservation

**Natural Area Parks** – parks with the primary purpose of supporting users' enjoyment of their natural surroundings.

**Needs Assessment** – a systematic process for determining and addressing gaps between current conditions and desired conditions.

**Neighborhood Park** – parks intended to offer experiences for all ages. Offer a variety of activities for structured and unstructured recreation. Do not include playing fields.

**Off road vehicle (ORV)** – any motor vehicle designed for or capable of cross-country travel on or immediately over land, water, sand, snow, ice, marsh, swampland, or other natural terrain.

**Preventative maintenance** – regularly scheduled periodic maintenance activities on selected equipment

**Recreation facility** – major sport or leisure complex that house formal and informal athletic events.

**Recreational programming** – recreational activities designed and administered by an organized group and provided at set times and locations.

**Recreation Service Parks** – parks programmed for recreational activities. Typically contain built features such as playground equipment and sports fields.

**Ropes course** – challenging outdoor personal development and team building activity which usually consists of elements that are of varying heights.

**Semi-primitive Area** - a park left predominantly in its natural state with minimal to moderate evidence of human impact.

**Social service program** – traditional youth programs, programs that target disability members with disabilities or low incomes, and activities that enhance the health, safety, and livability of the community.

**Special Use Area** – public recreation lands being used for a specialized or single-use facility or activity.

**Stakeholder** – group or individual who can affect, or is affected by, the achievement of the organization's mission. Examples include managers, employees, policy makers, suppliers, vendors, citizens, and community groups.

**Temporary 1% sales tax** – voter approved sales tax to complete specific projects, levied over a set amount of time.

**Tot Lot** – play area designed for very young children.

**Traditional place names** – place names of indigenous origin

**Underserved residents (youth)** – a population of individuals who have historically been outside the purview of social and recreation programs due to factors such as a high incidence of income below the poverty line or to geographic isolation.

**Undeveloped parkland** – areas owned by the City & Borough of Juneau that are reserved for future park development or disposal

**USFS Trail Standards** – trail classifications including surface material, tread width, grade, and clearing height issued by the United States Forest Service.

**Unstructured recreation** – recreational activities not directed by a leader, club, or league.

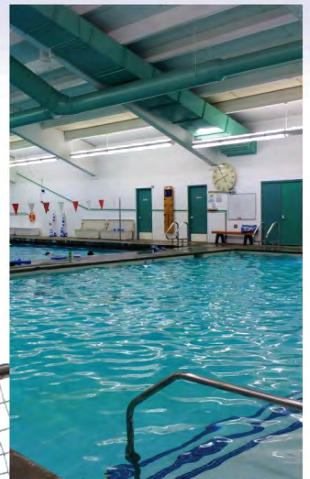
**Urban Service Boundary** – Area serviced by City & Borough of Juneau public water, public sewer, and urban fire protection.



City & Borough of Juneau

# Parks and Recreation Survey

December 2016



Prepared by  
**McDowell**  
GROUP

Prepared for  
**CITY/BOROUGH OF JUNEAU**  
★ **ALASKA'S CAPITAL CITY**

# ***CBJ Parks and Recreation Survey***

***Prepared for:***

**City and Borough of Juneau**

***Prepared by:***



**McDowell Group Anchorage Office**

1400 W. Benson Blvd., Suite 510  
Anchorage, Alaska 99503

**McDowell Group Juneau Office**

9360 Glacier Highway, Suite 201  
Juneau, Alaska 99801

**Website: [www.mcdowellgroup.net](http://www.mcdowellgroup.net)**

***December 2016***



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# Executive Summary

The City and Borough of Juneau (CBJ) contracted with McDowell Group to survey Juneau residents on parks and recreation topics. A random-sample telephone survey and an open access online survey were conducted. The surveys inquired about type, frequency, and location of adult and youth parks and recreation activity. Barriers to participation and opinions on priorities for parks and recreation amenities were assessed. The telephone (cell and land-line) survey, administered in September 2016, included 516 adults. The maximum margin of error for the full telephone sample is  $\pm 4.4$  percent, at the 95 percent confidence interval. The online survey, open from September 30 to November 8, 2016, was administered through PlaceSpeak, a location-based community engagement platform, and garnered 304 responses. Telephone survey results are summarized below. Online survey results are provided in the main report only, as they are not necessarily representative of the entire Juneau population, due to self-selection bias.

## Recreation Participation

Ninety-five percent of Juneau adults participate in some form of recreation activity during the year. Participation levels vary slightly by age group, income, and race/ethnicity, with younger residents, those with higher household incomes, and those who identify as White participating at higher rates than other sub-groups.

## Value of Parks and Recreation

### Importance of parks and recreation amenities in the choice to live in Juneau

Parks and recreation amenities and programs are important to the Juneau community overall: over three-quarters (77 percent) of Juneau adults report these amenities are somewhat or very important in their choice to live in Juneau. Only 18 percent say parks and recreation amenities are not important in their choice to live in the community. Adults from households with children are more likely to rank these amenities as very important in their choice, at 53 percent versus 42 percent of households without children.

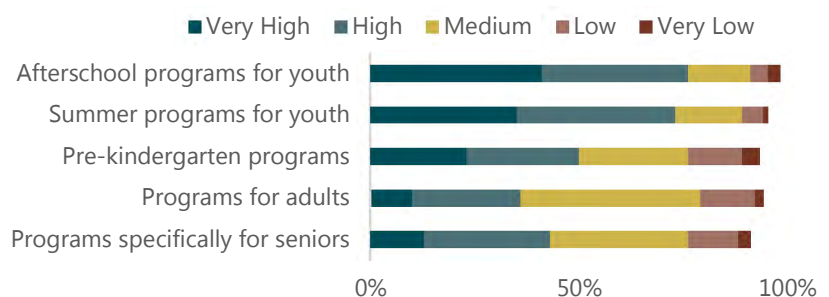
**Importance of Parks and Recreation Facilities and Programs in Choice to Live in Juneau**

Very Important	Somewhat Important	Not Important	Don't Know/Refused
44%	33%	18%	5%

### Value of Activities and Programs to the Community

Seventy-six percent of adults rank afterschool programs for youth as high or very high value to the community, as do 73 percent for summer programs for youth. Half (50 percent) rank pre-kindergarten programs as high or very high value.

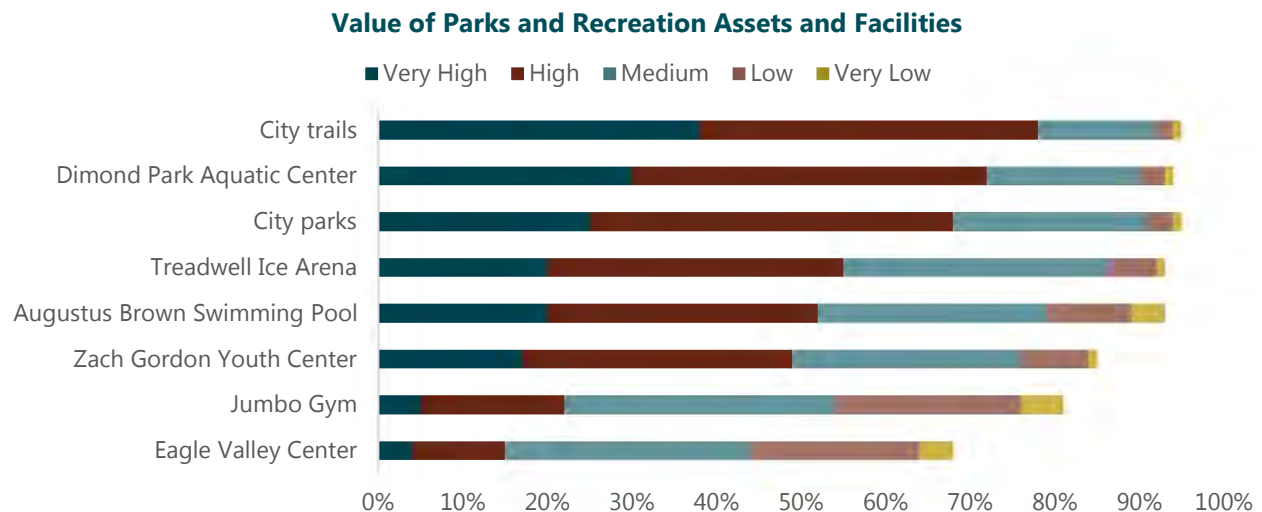
**Value of Parks and Recreation Programs to the Community**





## Value of Assets and Facilities to the Community

City trails are ranked as high or very high value to the community by 78 percent of respondents, and City parks by 68 percent.



Among City-owned and operated facilities, Dimond Park Aquatic Center is ranked as high or very high value by 72 percent of respondents. Over half of respondents rank the importance of Treadwell Ice Arena (56 percent) and Augustus Brown Pool (52 percent) as high or very high. Half of respondents (49 percent) rank Zach Gordon Youth Center as high or very high value.

## Investment in Parks and Recreation

Almost all adults in Juneau (94 percent) believe providing recreation facilities and programs is a somewhat or very important use of CBJ funds, with three-quarters (73 percent) believing it is a very important use of funds.

Sixty-one percent of adults believe CBJ invests about the right amount in parks and recreation opportunities for Juneau residents, while 16 percent believe too little is invested, and 9 percent believe too much is invested.

**Amount CBJ Invests in Parks and Recreation Opportunities (%)**

Too Little	About Right	Too Much	Don't Know/Refused
16	61	9	13

### INVESTMENTS IN ASSETS AND FACILITIES

Half (51 percent) of Juneau adults cite specific investments in indoor or outdoor recreation assets or facilities CBJ should make in the next ten years. Types of investments vary widely, with off road vehicle trails/parks (15 percent), upgrades to existing trails (11 percent), and sports fields (10 percent) the most frequently cited.

### INVESTMENTS IN PROGRAMS OR ACTIVITIES

Over a quarter of respondents (28 percent) cite specific additional recreation programs CBJ should invest in over the next 10 years. Recommended investments include programs for youth, seniors, and people with disabilities, as well as specific recreation activities, such as basketball, softball, swimming, soccer, and hockey.

## Recreation Activity

Juneau adults participate in a wide variety of recreation activities throughout the year. Hiking is the most frequently reported recreational activity in Juneau during all seasons. Over half (53 percent) of Juneau adults hike in spring/summer and one-third (32 percent) hike in fall/winter. Other top activities in spring/summer include fishing (26 percent), walking (21 percent), and swimming (17 percent). In fall/winter, walking (19 percent) and swimming (17 percent) remain top activities, in addition to downhill skiing (17 percent), cross-country skiing (12 percent), and hunting (10 percent).



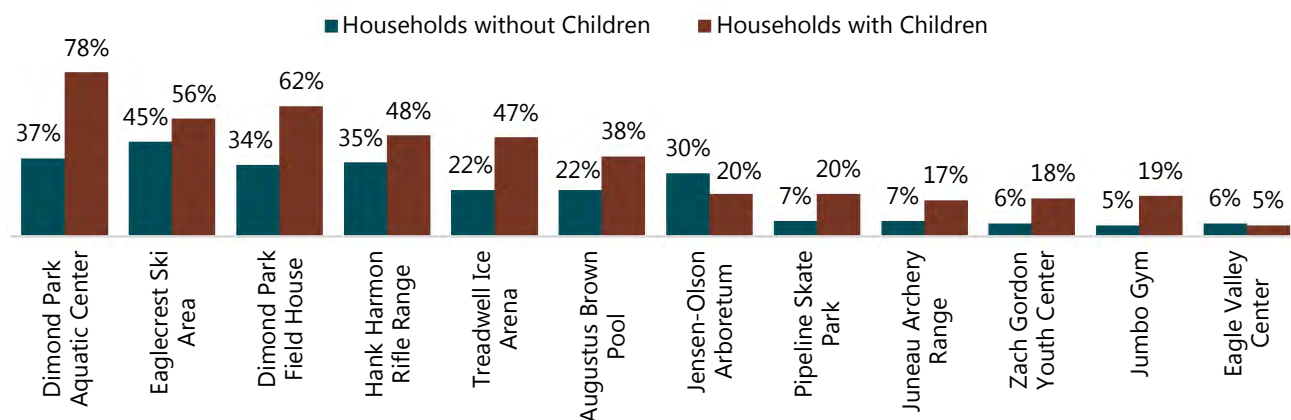
## Use of Parks and Recreation Facilities

Half (52 percent) of households used the Dimond Park Aquatic Center in the past 12 months and 48 percent used Eaglecrest Ski Area (for winter and summer activities combined). Forty-three percent used Dimond Park Field House, while 39 percent used Hank Harmon Rifle Range, and 32 percent used Treadwell Ice Arena. Over one-quarter visited Augustus Brown Pool (28 percent) and Jensen-Olson Arboretum (26 percent).

Among users of each facility, Dimond Park Aquatic Center received the largest annual average number of visits, at 24.0, followed by Dimond Park Field House (23.1), Pipeline Skate Park (22.7), and Augustus Brown Pool (21.8).

Most facilities are used more often by households with children than households without children. Also, a larger percentage of households with higher incomes use each facility than lower income households.

**Percent of Households Who Use Parks and Recreation Facilities**



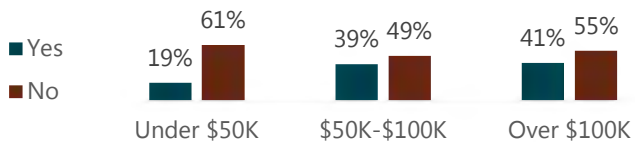


## Organized Recreation Activities

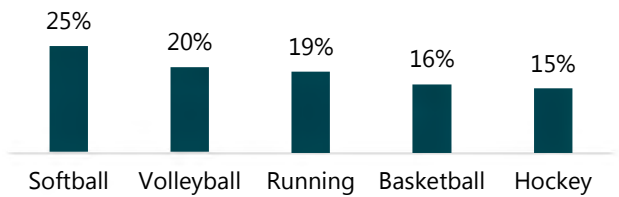
One-third (33 percent) of adults participated in organized sports leagues, tournaments, races, or other recreational activity over the past 12 months. Top organized activities include softball (25 percent of those participating in organized activities), volleyball (20 percent), running (19 percent), basketball (16 percent), and hockey (15 percent).

Nineteen percent of respondents live in households with children who participate in organized recreation activities. Top youth activities include soccer (29 percent), running (23 percent), baseball (21 percent), basketball (19 percent), and swimming (14 percent).

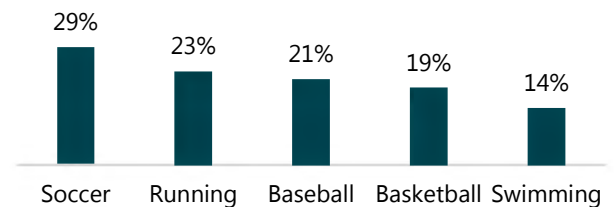
### Adult Participation in Organized Recreation, by Household Income



### Top Adult Organized Recreation Activities



### Top Youth Organized Recreation Activities

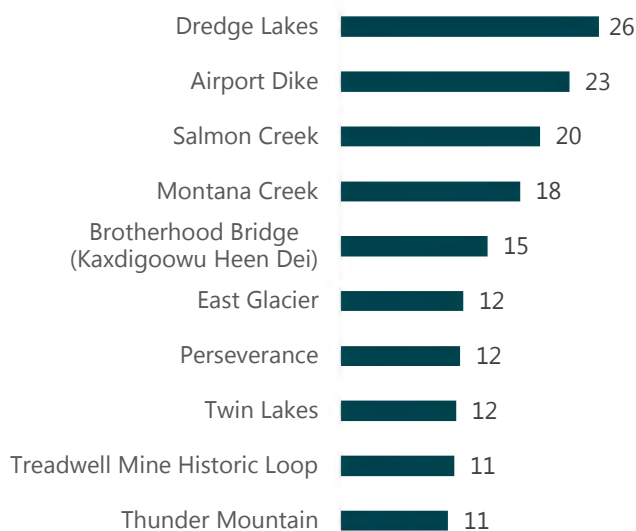


Adult and youth participation in organized activities is higher for households with incomes \$50,000 and over than for lower income levels.

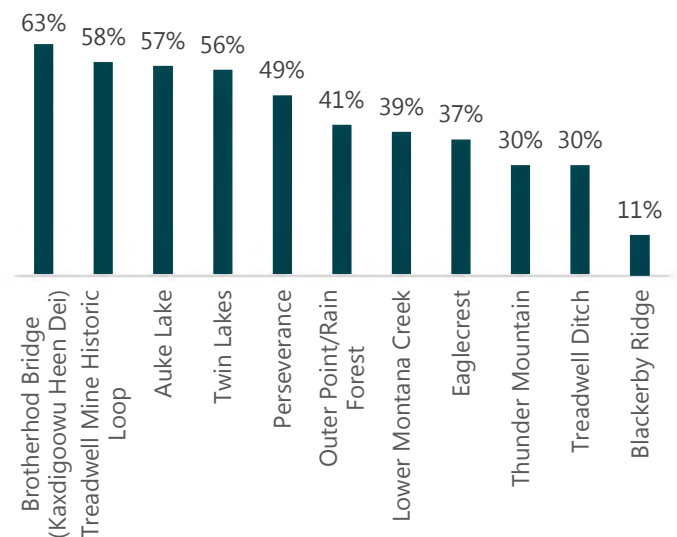
## Trail Use

Eight-nine percent of survey respondents reported using Juneau trails in the past 12 months for hiking, running, biking, or other forms of recreation.

### Trails with Most Average Annual Uses per User



### Use of Selected Juneau Trails in the Past 12 Months



Brotherhood Bridge (Kaxdigoowu Heen Dei) is used by the largest percentage of Juneau adults (63 percent), followed by Treadwell Mine Historic Loop (58 percent), Auke Lake (57 percent), Twin Lakes (56 percent), and Perseverance (49 percent) trails.

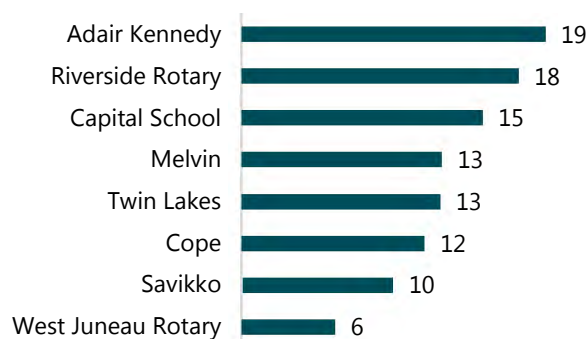
Trails visited most frequently by individual users are Dredge Lakes (26 times annually), Airport Dike (23 times) and Salmon Creek (20 times).

## Park Use

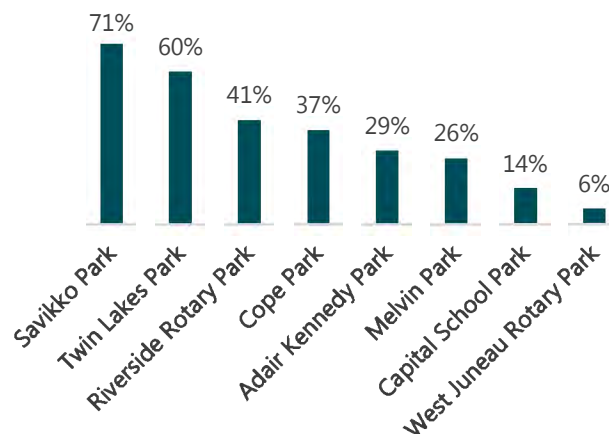
Of a list of selected popular Juneau parks, Savikko Park is visited by the largest percentage of survey respondents at least once during the year, at 71 percent, followed by Twin Lakes (60 percent), Riverside Rotary Park (41 percent), and Cope Park (37 percent).

A larger percentage of adults from households with children than without visit many of the parks.

**Average Annual Park Visits per User**



**Percent Using Selected Juneau Parks in the Past 12 Months**

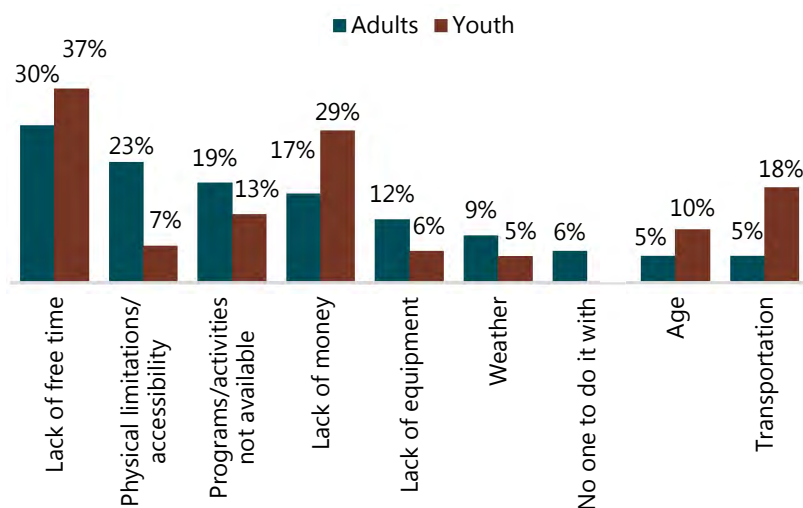


Among parks listed in the survey, Adair Kennedy receives the largest number of annual average visits per user at 19.3, with a median of 5.0 visits. Riverside Rotary Park received 17.6 average visits (median 5.0) and Capital School Park 15.3 (median 4.0).

## Barriers to Participation in Recreation Activities

One-third of Juneau adults do not participate in recreation activities they would like to, and one-quarter from households with children report youth who do not participate in activities but would like to. Desired activities for adults include hiking (5 percent), off-road vehicle use (5 percent), downhill skiing (4 percent), and swimming (4 percent). Top desired activities for youth include hockey, ice skating, soccer, and dance, each at 3 percent.

**Barriers to Participation in Recreation Activities**



Lack of free time is the most commonly cited barrier to participation for both adults (30 percent) and youth (37 percent). Lack of money (17 percent of adults, 29 percent of children) and programs/activities not available (19 percent of adults, 13 percent of children), are also frequently cited.

Physical limitations/accessibility is another frequently cited barrier for adults (23 percent), while transportation is a more common barrier for youth (18 percent).



# Introduction and Methodology

## Introduction

The City and Borough of Juneau (CBJ) contracted with McDowell Group to survey Juneau households about parks and recreation activities and opinions. Two surveys were administered, a random-sample telephone survey and an open access online survey. The surveys were conducted as part of the CBJ Parks and Recreation Master Plan development process. Respondents were asked about adult and youth recreation activities, as well as trail, park, and facility use over the past 12 months. The surveys also inquired about barriers to recreation participation and opinions on CBJ parks and recreation investments, among other parks and recreation-related topics.

## Methodology

### Telephone Survey

The random-sample telephone survey of 516 Juneau households was designed by McDowell Group in coordination with CBJ staff. The survey launched on September 7, 2016 and was completed on September 18, 2016. The sample produced survey results with a maximum margin of error of  $\pm 4.4$  at the 95 percent confidence level.

**Margin of Error by Survey Sample Size**

Sample Size	Maximum Margin of Error
516*	$\pm 4.4$
400	$\pm 4.9$
300	$\pm 5.6$
200	$\pm 6.9$
100	$\pm 9.8$
50	$\pm 13.9$
25	$\pm 19.6$

\*CBJ Parks and Rec telephone survey sample size.

The methodology employed for the *Parks and Recreation Master Plan Survey* was identical to that used in other prominent CBJ survey projects, including the *Juneau Economic Plan Household Survey*, the *Eaglecrest Master Plan Household Survey*, and the *Bartlett Regional Hospital Household Opinion Survey*. The same sample selection, survey fielding, and data processing techniques were employed in these surveys.

To ensure that survey results are representative of the entire CBJ population, the sample of survey respondents is compared to the demographics of the total Juneau adult population. As is typically the case, it was determined that survey data required weighting by age to provide accurate representation of the Juneau community.

**CBJ Population 18 Years Old and Older vs. CBJ Park and Recreation  
Respondent Population, Weighted by Age**

	<b>CBJ Population</b>	<b>Survey Population</b>
<b>Gender</b>		
Female	51%	49%
Male	48%	52%
<b>Age</b>		
18-24	11%	11%
25-34	21%	21%
35-44	17%	18%
45-54	19%	19%
55-64	18%	18%
65+	14%	14%
<b>Race/Ethnicity</b>		
White	77%	82%
Alaska Native/American Indian	19%	13%
Other	11%	7%
<b>Household Income</b>		
Less than \$15,000	5%	3%
\$15,001 to \$25,000	5%	5%
\$25,001 to \$50,000	15%	16%
\$50,001 to \$75,000	19%	20%
\$75,001 to \$100,000	18%	19%
\$100,001 to \$125,000	11%	14%
Over \$125,000	27%	25%

Note: Columns may not sum due to rounding and multiple answers allowed.

Sources: ADOLWD, U.S. Census.

Results are presented based to all respondents as appropriate. Where relevant and statistically significant, differences among sub-groups are discussed.

## Online Survey

An open access online survey was conducted after closure of the telephone survey. Survey questions were developed by McDowell Group and CBJ staff. The survey was administered online by PlaceSpeak. The survey was active online from September 30 to November 8, 2016. Respondents were required to register on the CBJ Parks and Recreation plan website to participate in the survey. In total, 304 respondents completed the survey. Survey results were provided by PlaceSpeak to McDowell Group for analysis.

Due to self-selection bias, online survey results may not accurately represent the Juneau population overall, rather they reflect the activities and views of individuals who chose to log in and take the survey. Online survey results are provided in the report after telephone results in each section. See Demographics in the report for differences between the online and telephone survey populations.



## Recreation Participation

Most Juneau residents participate in some form of recreation activity during the year: 95 percent of respondents participated in recreation activity at some point during the twelve months prior to the survey.

While respondents of all age groups, income ranges, and races/ethnicities participate at rates around 90 percent or higher, there is some demographic variation in recreation participation. A greater percentage of respondents from households with higher incomes, \$50,000 and over, report recreating than those from households with incomes under \$50,000 (97 to 98 percent of respondents from higher income households versus 89 percent from lower). Respondents over 55 years of age were less likely (91 percent) to recreate than younger respondents (96 to 98 percent). Respondents who identify as White are more likely to have recreated (97 percent) than Alaska Native/American Indian respondents (88 percent).

### ***Online Survey Results***

As with telephone survey results, 95 percent of online survey respondents report participating in recreation activity at some point during the past twelve months.

## Type of Recreation

Respondents were queried about participation in parks and recreation activities during two separate times of year: spring/summer and fall/winter. These seasonal periods of time were not defined for survey respondents. Therefore, recreation participation by time of year is based on respondents' subjective opinions on what time of year these seasons occur.

The telephone survey limited respondents to their three most frequent activities, while the online survey had no limit. Online respondents could select all their most frequent activities, which may increase the percentage answering for each individual activity in online results versus telephone.

### **Spring/Summer Recreation**

Hiking is the most frequently reported spring/summer recreational activity in Juneau. Over half (53 percent) of Juneau adults hike in the spring/summer. Other activities engaged in by over 10 percent of adults during the spring and summer include fishing (26 percent), walking (21 percent), swimming (17 percent), road biking (12 percent), camping (11 percent), and boating (11 percent).

*(see table next page)*

**Most Frequent Spring and Summer Recreation Activities**  
(Multiple answers allowed)

<b>n=516</b>	<b>% of Total</b>
Hiking	53
Fishing	26
Walking	21
Swimming	17
Biking, road	12
Camping	11
Boating	11
Berry picking	8
Softball	7
Running/jogging	7
Kayaking	6
Gardening	4
Biking, mountain	4
Hunting	3
Soccer	2
Off-road vehicles	2
Golf	1
Wildlife viewing/Bird watching	1
Ice skating	1
Hockey	1
Tennis	<1
Other	11
Don't know/refused	2
Do not recreate in spring/summer	1

Note: respondents were asked to report their three most frequent activities. Spring/summer were not defined for respondents.

Other spring/summer recreation activities reported by less than 2 percent of respondents include baseball, basketball, disc golf, folk dancing, martial arts, picnicking, rock climbing, shooting, skateboarding, visiting parks, volleyball, and working out at the gym.

**Online Survey Results**

Hiking is the most frequently reported spring/summer activity by online respondents, at 81 percent, followed by walking (76 percent), berry picking (58 percent), fishing (54 percent), and camping (53 percent).

*(see table next page)*



**Online Survey Results: Most Frequent Spring and Summer Recreation Activities**  
*(Multiple answers allowed)*

<b>n=304</b>	<b>% of Total</b>
Hiking	81
Walking	76
Berry picking	58
Fishing	54
Camping	53
Boating	49
Gardening	46
Swimming	42
Running/jogging	41
Road biking	41
Wildlife viewing/Bird watching	40
Biking, mountain	33
Kayaking	25
Hunting	16
Ice skating	15
Soccer	13
Hockey	10
ORV/ATV/4-wheel	9
Softball	9
Tennis	4
Other	13
Don't know/refused	<1
Do not recreate in spring/summer	-

Note: respondents were not limited to their three most frequent activities in the online survey as they were in the telephone survey. Spring/summer were not defined for respondents.

## **Fall/Winter Recreation**

Hiking is also the most frequently reported activity in fall and winter, with one-third (32 percent) of Juneau adults participating. Other frequent fall/winter activities include walking (19 percent), swimming (17 percent), downhill skiing (17 percent), cross-country skiing (12 percent), and hunting (10 percent). Eight percent of Juneau adults do not recreate in fall/winter.

*(see table next page)*

**Most Frequent Fall and Winter Recreation Activities**  
*(Multiple answers allowed)*

<b>n=516</b>	<b>% of Total</b>
Hiking	32
Walking	19
Swimming	17
Downhill skiing	17
Cross-country skiing	12
Hunting	10
Snowboarding	8
Ice skating	7
Fishing	6
Running/jogging	5
Snow machining	3
Hockey	3
Basketball	3
Camping	3
Soccer	2
Boating	2
Volleyball	2
Snowshoeing	2
Biking, road	1
Gym/workout	1
Off-road vehicles	1
Wildlife viewing/bird watching	1
Biking, mountain	1
Gardening	1
Tennis	1
Other	9
Don't know/refused	2
Do not recreate in fall/winter	8

Note: respondents were asked to report their three most frequent activities. Fall/winter were not defined for respondents.

Other fall/winter recreation activities reported by less than 2 percent of respondents include berry picking, indoor rock climbing, kayaking, martial arts, shooting, skateboarding, sledding, softball, trapping, and working out at the gym.

**Online Survey Results**

Walking and running are the most frequently reported fall/winter recreation activities (57 percent each). Respondents also report participating in cross-country skiing (40 percent), downhill skiing (38 percent), and swimming (33 percent).

*(see table next page)*



**Online Survey Results: Most Frequent Fall and Winter Recreation Activities**  
*(Multiple answers allowed)*

<b>n=304</b>	<b>% of Total</b>
Walking	57
Hiking	57
Cross-country skiing	40
Downhill skiing	38
Swimming	33
Running/jogging	27
Ice skating	24
Wildlife viewing/bird watching	23
Camping	19
Hunting	19
Fishing	18
Snowboarding	15
Mountain biking	13
Boating	13
Hockey	13
Soccer	11
Road biking	10
Gardening	8
Snow machining	8
Off-road vehicles	5
Kayaking	5
Volleyball	3
Softball	2
Snowshoeing	2
Dog walking	2
Tennis	1
Skateboarding	1
Basketball	1
Other	5
Do not recreate in fall/winter	1

Note: respondents were not limited to their three most frequent activities in the online survey as they were in the telephone survey. Fall/winter were not defined for respondents.

## Use of Parks and Recreation Facilities

### Household Use of Facilities Over the Past 12 Months

Half (52 percent) of survey respondents had someone in their household use Dimond Park Aquatic Center in the past 12 months. Use of other CBJ-owned or operated facilities in the past 12 months includes 48 percent of households visiting Eaglecrest Ski Area, 43 percent Dimond Park Field House, 39 percent Hank Harmon Rifle Range, and 32 percent Treadwell Ice Arena. Over one-quarter of respondent households also used Augustus Brown Pool (28 percent) and Jensen-Olson Arboretum (26 percent).

As discussed below, use by households with children was higher for almost all facilities.

**Household Use of Parks and Recreation Facilities in the Past 12 Months**  
(Multiple answers allowed)

<b>n=516</b>	<b>% of Total</b>	<b>% of Households without Children</b>	<b>% of Households with Children</b>
Dimond Park Aquatic Center	52	37	78
Eaglecrest Ski Area	48	45	56
Dimond Park Field House	43	34	62
Hank Harmon Rifle Range*	39	35	48
Treadwell Ice Arena	32	22	47
Augustus Brown Pool	28	22	38
Jensen-Olson Arboretum	26	30	20
Pipeline Skate Park	12	7	20
Juneau Archery Range	11	7	17
Zach Gordon Youth Center	10	6	18
Jumbo Gym	10	5	19
Eagle Valley Center	5	6	5

Note: Usage rates for Hank Harmon Rifle Range likely include use of Juneau Indoor Shooting Range and Juneau Gun Club, also located on Montana Creek Road.

**USE BY HOUSEHOLDS WITH CHILDREN**

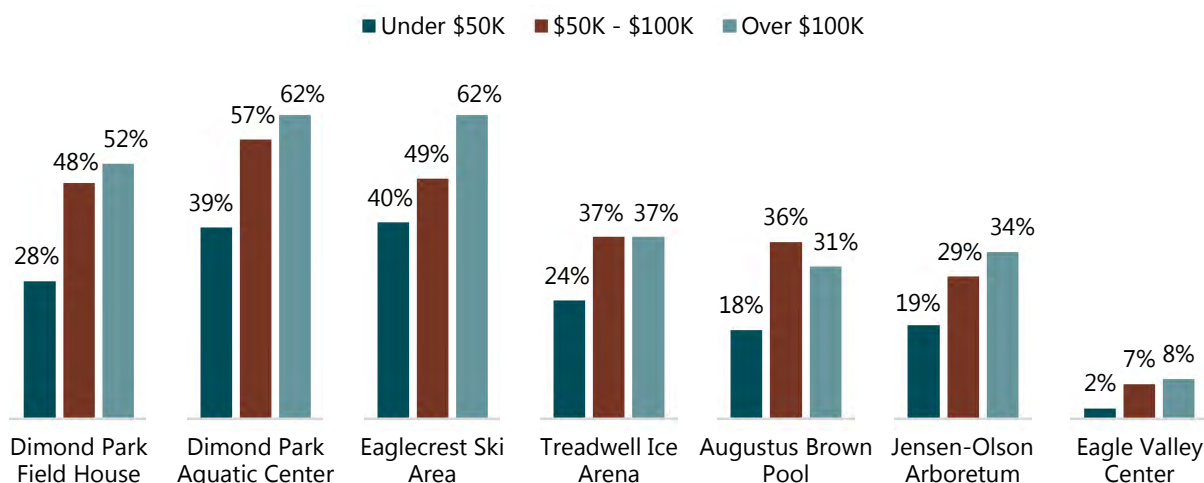
Households with children are more likely to have visited most facilities in the past 12 months, including Dimond Park Aquatic Center (78 percent of households with children, versus 37 percent of households without), Eaglecrest Ski Area (56 percent with children, versus 45 percent without), Dimond Park Field House (62 versus 34 percent), Hank Harmon Rifle Range (48 versus 35 percent), Treadwell Ice Arena (47 versus 22 percent), Augustus Brown Pool (38 versus 22 percent), Pipeline Skate Park (20 versus 7 percent), Juneau Archery Range (17 versus 7 percent), Zach Gordon Youth Center (18 versus 6 percent), and Jumbo Gym (19 versus 5 percent). Jensen-Olson Arboretum is the only facility visited by a significantly larger percent of households without children (30 percent) versus those with children (20 percent).

**USE BY HOUSEHOLD INCOME**

Households with higher incomes are more likely to visit many of the facilities. For many facilities, the percent of households with income under \$50,000 visiting is significantly smaller than those with incomes of \$50,000 and over. These facilities include the Dimond Park Aquatic Center and Field House and Treadwell Ice Arena. This result is not surprising, as many facilities include entry fees and may require purchase of other gear or equipment to participate in activities at the facility. For Eaglecrest Ski Area, a significantly larger percentage of households with incomes over \$100,000 visit the area than those with incomes \$100,000 and under. This disparity in Eaglecrest Ski Area use may be even larger during the ski season, when investment in gear and/or rentals is required, versus the rest of the year, as this question also measures use during summer months when visitation to the ski area is free.



### Household Visitation to Selected Parks and Recreation Facilities in the Past 12 Months, by Household Income



### Online Survey Results

In general, rates of facility use are higher for online respondents than for telephone survey respondents. Three-quarters (74 percent) of online survey respondents report they or a member of their household used Eaglecrest for some form of recreation during the year. Sixty-one percent of households used Dimond Park Aquatic Center, 50 percent used Dimond Park Field House, 43 percent Augustus Brown Pool, 41 percent Treadwell Ice Arena, 40 percent Hank Harmon Rifle Range, 40 percent Jensen-Olson Arboretum, 18 percent Jumbo Gym, 13 percent Zach Gordon Youth Center, 12 percent Eagle Valley Center, 12 percent Juneau Archery Range, and 9 percent Pipeline Skate Park.

### Online Survey Results: Household Use of Parks and Recreation Facilities in the Past 12 Months (Multiple answers allowed)

n=304	% of Total
Eaglecrest Ski Area	74
Dimond Park Aquatic Center	61
Dimond Park Field House	50
Augustus Brown Pool	43
Treadwell Ice Arena	41
Hank Harmon Rifle Range	40
Jensen-Olson Arboretum	40
Jumbo Gym	18
Zach Gordon Youth Center	13
Eagle Valley Center	12
Juneau Archery Range	12
Pipeline Skate Park	9

## Frequency of Facility Use

Among households that used each parks and recreation facility, Dimond Park Aquatic Center received the largest average number of visits during the past 12 months, at 24.0, followed by Dimond Park Field House (23.1 visits), Pipeline Skate Park (22.7 visits), and Augustus Brown Pool (21.8).

### Number of Visits to Park and Recreation Facilities in the Past 12 Months

*(Base: Households that visited facility in the past 12 months)  
(Multiple answers allowed)*

	Average # of Visits
Dimond Park Aquatic Center <i>(n=267)</i>	24.0
Dimond Park Field House <i>(n=224)</i>	23.1
Pipeline Skate Park <i>(n=60)</i>	22.7
Augustus Brown Pool <i>(n=143)</i>	21.8
Treadwell Ice Arena <i>(n=164)</i>	14.2
Eaglecrest Ski Area <i>(n=248)</i>	11.9
Zach Gordon Youth Center <i>(n=54)</i>	9.2
Jumbo Gym <i>(n=51)</i>	7.5
Juneau Archery Range <i>(n=58)</i>	7.3
Hank Harmon Rifle Range <i>(n=203)</i>	6.5
Eagle Valley Center <i>(n=28)</i>	4.5
Jensen-Olson Arboretum <i>(n=134)</i>	3.4

### Online Survey Results

On average, online respondents report their household visited Augustus Brown Pool 31.2 times in the past 12 months, Pipeline Skate Park 30.8 times, Treadwell Ice Arena 30.4 times, Eaglecrest Ski Area 24.1 times, Dimond Park Aquatic Center 21.2 times, Dimond Park Field House 18.0 times, Zach Gordon Youth Center 8.2 times, Jumbo Gym, 6.5 times, Hank Harmon Rifle Range 5.0 times, Jensen-Olson Arboretum 2.6 times, Juneau Archery Range 8.1 times, and Eagle Valley Center 3.9 times.

## Organized Recreation Activities

### Adult Participation

One-third (33 percent) of Juneau adults participated in some form of indoor or outdoor organized sports league, tournament, race, or other organized recreational activity in Juneau over the past 12 months. Among those who participated in organized activities, one-quarter (25 percent) participated in softball, 20 percent in volleyball, 16 percent in basketball, 15 percent in hockey, and 11 percent in soccer. One-in-five adults (19 percent) who participated in organized activities participated in a running race.

*(see table next page)*



### Adult Participation in Organized Sports Activities in the Past 12 Months

*(Base: Households that participated in organized activities in the past 12 months)  
(Multiple answers allowed)*

n=172	% of Total
Softball	25
Volleyball	20
Running races	19
Basketball	16
Hockey	15
Soccer	11
Swimming	4
Flag football	4
Golf	3
Bike races/rides	2
Racquetball	2
Other	16
Refused	1

Other organized activities reported by less than 2 percent of respondents include archery, bowling, disc golf, figure skating, jump roping, martial arts, mountain bike racing, roller derby, shooting, ski racing, snow machining, tennis, and triathlons.

A significantly larger percentage of adults from households with children report participation in organized parks and recreation activities (45 versus 27 percent), suggesting some of the adult participation noted in this question may denote adults assisting with organized activities for children.

Household income also factors into adult participation in organized activities. Only 19 percent of adults from households with incomes under \$50,000 participate in these activities, compared to 39 from households with incomes between \$50,000 and \$100,000 and 41 percent from households with incomes over \$100,000. Adults 55 years of age and older are less likely to participate in organized activities: 63 percent do not participate and 21 percent do. Participation by adults 18 through 54 years of age ranges from 38 to 40 percent.

#### **Online Survey Results**

A larger percentage of adults who participated in the online survey participated in organized activities (49 percent) than did respondents in the telephone survey (33 percent). Forty-six percent of online survey respondents who participated in an organized activity participated in a running race in the past 12 months, 30 percent played hockey, 20 percent volleyball, 18 percent soccer, 16 percent softball, 16 percent bike races, 13 percent swimming, 9 percent basketball, 3 percent tennis, and 2 percent racquetball. Sixteen percent report participating in a variety of other organized recreation activities.

*(see table next page)*

## Online Survey Results: Adult Participation in Organized Sports Activities in the Past 12 Months

*(Base: Households that participated in organized activities in the past 12 months)  
(Multiple answers allowed)*

n=147	% of Total
Running races	46
Hockey	30
Volleyball	20
Soccer	18
Softball	16
Bike races/rides	16
Swimming	13
Basketball	9
Tennis	3
Racquetball	2
Other	16

## Youth Participation

Nineteen percent of respondents from households that include children under the age of 18 who participated in organized recreational activities over the past 12 months. Twenty-nine percent of these children participated in soccer, 23 percent in running races, 21 percent in baseball, 19 percent in basketball, 14 percent in swimming, and 10 percent in softball.

### Youth Participation in Organized Sports Activities in the Past 12 Months

*(Base: Households with children who participated in organized activities in the past 12 months)  
(Multiple answers allowed)*

n=94	% of Total
Soccer	29
Running races	23
Baseball	21
Basketball	19
Swimming	14
Softball	10
Skating	8
Football	8
Hockey	7
Ski	7
Volleyball	5
Other	31
Refused	1

Children participated in a large variety of other activities as well at smaller percentages, including dance, cheerleading, karate and other martial arts, jump roping, T-ball, and wrestling.

As with adults, the percentage of children who participate in organized activities is smaller for children from households with incomes under \$50,000 (40 percent) versus households with larger incomes (63 to 64 percent).



## Online Survey Results

Online survey respondents include a larger percentage of households with youth who participated in organized activities (29 percent) than in the telephone survey. Half of these households (53 percent) include youth who participated in soccer, 45 percent in swimming, 33 percent in running races, 31 percent in hockey, 23 percent basketball, 19 percent baseball, 9 percent softball, 8 percent volleyball, 5 percent bike races, and 2 percent tennis. One-quarter of these respondents report a youth who participated in another organized activity aside from those listed.

### Online Survey Results: Youth Participation in Organized Sports Activities in the Past 12 Months

*(Base: Households with children who participated in organized activities in the past 12 months)  
(Multiple answers allowed)*

n=94	% of Total
Soccer	53
Swimming	45
Running races	33
Hockey	31
Basketball	23
Baseball	19
Softball	9
Volleyball	8
Bike races	5
Tennis	2
Other	26

## Trail Use

### Trail Use Over the Past 12 Months

Nine out of ten Juneau adults surveyed (89 percent) reported using Juneau trails in the past 12 months for walking, hiking, running, biking, or other forms of recreation.

Respondents were provided a list of several popular Juneau trails. They were asked if they used these trails in the past 12 months and, if so, how often. Brotherhood Bridge Trail (Kaxdigoowu Heen Dei Trail) is the most used trail in the list, at 63 percent, followed by Treadwell Mine Historic Loop at 58 percent, Auke Lake Trail at 57 percent, Twin Lakes Path at 56 percent, and Perseverance Trail at 49 percent. Fifteen percent of respondents report using none of these trails.

*(see table next page)*

**Use of Specific Juneau Trails within the Past 12 Months**  
*(Multiple answers allowed)*

<b>n=516</b>	<b>% of Total</b>
Brotherhood Bridge Trail (Kaxdigoowu Heen Dei)	63
Treadwell Mine Historic Loop Trail	58
Auke Lake Trail	57
Twin Lakes Path	56
Perseverance Trail	49
Outer Point/Rain Forest Trail	41
Lower Montana Creek Trail	39
Eaglecrest Trails	37
Thunder Mountain Trail	30
Treadwell Ditch	30
Blackerby Ridge Trail	11

Respondents were asked which three other trails, aside from those listed above, they use most. A list of trails was not provided for this question. A wide variety of trails were reported; the three trails visited at least once by respondents are Airport Dike Trail at 24 percent, East Glacier Trail at 21 percent, and West Glacier Trail at 18 percent. Boy Scout Trail and Dredge Lakes were each used by 10 percent of respondents.

**Other Frequently Used Juneau Trails**

*(Base: Respondents who used each trail in the past 12 months. Multiple answers allowed)*

<b>n=516</b>	<b>% of Total</b>
Airport Dike	24
East Glacier	21
West Glacier	18
Boy Scout	10
Dredge Lakes	10
Mount Roberts	9
Eagle Beach	7
John Muir Trail/Spaulding Meadows	7
Herbert Glacier	6
Dan Moller	5
Dupont Trail	5
Mount Juneau	4
Montana Creek	3
Nugget Falls	3
Basin Road/Flume	3
Salmon Creek	3
Windfall Lake	3
Mount Jumbo	2
Sheep Creek	2
Under Thunder	1
Other	16

Trails mentioned by less than 1 percent of respondents include Point Bridget, Cowee Creek, Lemon Creek, North Douglas Power Line Trail, Lena Point, McGinnis, Peterson Lake, Point Louisa, Shrine of St. Therese, and others.



## Online Survey Results

Ninety-four percent of online respondents use Juneau trails, including 75 percent who used Treadwell Mine Historic Loop and 75 percent using Brotherhood Bridge Trail (Kaxdigoowu Heen Dei) in the past 12 months. Three-quarters of adults (72 percent) used Perseverance Trail, followed by Auke Lake (64 percent), Treadwell Ditch (64), Eaglecrest (63 percent), Twin Lakes (63 percent), Outer Point/Rain Forest (61 percent), Lower Montana Creek (50 percent), Thunder Mountain (34 percent), and Blackerby Ridge (20 percent).

### Online Survey Results: Use of Specific Juneau Trails within the Past 12 Months (Multiple answers allowed)

n=304	% of Total
Treadwell Mine Historic Loop Trail	75
Brotherhood Bridge Trail (Kaxdigoowu Heen Dei)	75
Perseverance Trail	72
Auke Lake Trail	64
Treadwell Ditch	64
Eaglecrest Trails	63
Twin Lakes Path	63
Outer Point/Rain Forest Trail	61
Lower Montana Creek	50
Thunder Mountain Trail	34
Blackerby Ridge Trail	20

Other trails used include Airport Dike (44 percent), Boy Scout (27 percent), Mount Roberts (23 percent), Dredge Lakes (20 percent), Eagle Beach (19 percent), East Glacier (18 percent) and West Glacier (15 percent).

## Frequency of Trail Use

Among trail users, frequency of use of individual trails ranged widely. Brotherhood Bridge Trail (Kaxdigoowu Heen Dei) received an average of 14.6 uses per user and a median of 6 uses. Perseverance Trail is the second most frequently visited trail, at 11.9 average visits per user and a median of 4.0 visits.

### Frequency of Use of Selected Juneau Trails in the Past 12 Months (Base: Respondents who used each trail in the past 12 months)

	Average # of Uses	Median # of Uses
Brotherhood Bridge Trail (n=325)	14.6	6
Perseverance Trail (n=253)	11.9	4
Twin Lakes Path (n=287)	11.5	5
Treadwell Mine Historic Loop Trail (n=302)	11.3	4
Thunder Mountain Trail (n=155)	10.7	2
Auke Lake Trail (n=295)	8.4	3
Eaglecrest Trails (n=191)	8.1	3
Outer Point/Rain Forest Trail (n=212)	7.7	3
Treadwell Ditch (n=153)	6.7	2
Lower Montana Creek Trail (n=199)	6.3	3
Blackerby Ridge Trail (n=57)	3.0	1

Among other Juneau trails, Dredge Lakes is visited most often during the year, at 25.6 average uses, followed by Airport Dike trail (22.7 uses per user), Salmon Creek (19.8), and Montana Creek (17.8).

### Frequency of Use of Other Juneau Trails in the Past 12 Months

*(Base: Respondents who used each trail in the past 12 months)  
(Multiple answers allowed)*

	Average # of Uses	Median # of Uses
Dredge Lakes Trails (n=50)	25.6	20
Airport Dike (n=124)	22.7	10
Salmon Creek (n=16)	19.8	4
Montana Creek (n=17)	17.8	15
East Glacier (n=108)	12.2	6
Sheep Creek (n=12)	10.1	4
West Glacier (n=92)	9.9	5
Eagle Beach (n=35)	8.9	4
John Muir Trail/Spaulding Meadows (n=36)	8.3	5
Boy Scout (n=51)	7.3	5
Dan Moller (n=27)	7.1	4
Basin Road/Flume (n=16)	6.4	4
Nugget Falls (n=18)	6.0	4
Windfall Lake Trail (n=11)	5.3	4
Mount Roberts Trail (n=45)	5.0	3
Herbert Glacier Trail (n=27)	4.8	3
Dupont Trail (n=25)	4.2	3
Mount Juneau (n=20)	2.7	2
Mount Jumbo (n=12)	1.6	1

### Online Survey Results

Online respondents report the most frequently used Juneau trails in the list provided were Treadwell Mine Historic Loop (21.4 times on average per user), Perseverance (21.2 times), Treadwell Ditch (16.0), Eaglecrest trails (15.8), and Brotherhood Bridge Trail (Kaxdigoowu Heen Dei) (14.4 times). Use averaged 11.7 times per user for the Twin Lakes Path, 10.4 for Outer Point/Rain Forest Trail, 9.4 times for Auke Lake Trail, 6.6 times for Lower Montana Creek, 3.9 times for Thunder Mountain Trail, and 2.8 times for Blackerby Ridge Trail.

Among other area trails, Airport Dike Trail received an average 21.5 visits per user by online respondents, followed by Dredge Lakes (17.9 times), John Muir/Spaulding Meadows (17.1 times), Salmon Creek (14.7 times), Boy Scout Trail (13.8 times), Eagle Beach (12.0 times), Montana Creek (13.5 times), Mount Roberts (11.6 times), Thane/Dupont (11.1 times), East Glacier (10.8 times). Many other trails were used less than ten times per user.

## Park Use

### Park Use Over the Past 12 Months

Respondents were provided with a list of popular parks and asked which they visited in the past 12 months. Of this list, the highest percentage of respondents visited Savikko Park, at 71 percent, followed by Twin Lakes at 60



percent, Riverside Rotary Park at 41 percent, and Cope Park at 37 percent. Cope Park was under construction in 2015-2016 and, thus, the number of visits may be lower than average years for this park. Thirteen percent of respondents did not visit any of the listed parks in the past 12 months.

#### Visitation to Specific Juneau Parks in the Past 12 Months

n=516	% of Total
Savikko Park	71
Twin Lakes Park	60
Riverside Rotary Park	41
Cope Park	37
Adair Kennedy Park	29
Melvin Park	26
Capital School Park	14
West Juneau Rotary Park	6
None of these	13

A larger percentage of adults from households with children than without visit many of the parks, including Twin Lakes (83 percent of households with children visited in the past 12 months, versus 59 percent of households without children), Riverside Rotary Park (59 versus 39 percent), Adair Kennedy (52 versus 20 percent), Melvin Park (48 versus 19 percent), and Capital School Park (21 versus 13 percent).

#### Online Survey Results

Online survey results were similar to telephone results for Savikko Park (79 percent visited in the past 12 months) and Twin Lakes (65 percent). Half of online respondents (53 percent) visited Cope Park, more than in the telephone survey. Visitation to other parks in the question include 31 percent using Riverside Rotary Park, 27 percent Adair Kennedy Park, 21 percent Capital School Park, 20 percent Melvin Park, and 7 percent West Juneau Rotary Park.

#### Online Survey Results: Visitation to Specific Juneau Parks in the Past 12 Months

n=304	% of Total
Savikko Park	79
Twin Lakes Park	65
Cope Park	53
Riverside Rotary Park	31
Adair Kennedy Park	27
Capital School Park	21
Melvin Park	20
West Juneau Rotary Park	7

#### Frequency of Park Use

Among the listed parks, Adair Kennedy received the largest number of average visits per user at 19.3, with a median of 5.0 visits. Riverside Park received 17.6 average visits and Capital School Park 15.3. It is likely several of these parks near schools are visited even more often as results may not reflect all school-related visits.

*(see table next page)*

### Frequency of Park Use Over the Past 12 Months

(Base: Respondents who used each trail in the past 12 months)  
(Multiple answers allowed)

	Average # of Uses	Median # of Uses
Adair Kennedy Park (n=147)	19.3	5.0
Riverside Rotary Park (n=208)	17.6	5.0
Capital School Park (n=70)	15.3	4.0
Melvin Park (n=133)	12.7	6.0
Twin Lakes Park (n=301)	12.6	6.0
Cope Park (n=186)	11.6	3.0
Savikko Park (n=355)	9.6	5.0
West Juneau Rotary Park (n=29)	5.9	3.0

### Online Survey Results

Among online respondents, park users visited Capital School Park an average of 24.2 times each in the past 12 months, Savikko Park 20.8 times, Cope Park 18.9 times, Riverside Rotary Park 14.2 times, Melvin Park 13.8 times, Adair Kennedy 11.6 times, Twin Lakes Park 10.3 times, and West Juneau Rotary Park 8.6 times.

## Barriers to Participation in Recreation Activities

### Adult Barriers

One-third of adults have activities they would like to participate in but do not. Five percent would like to hike, 5 percent would like to use off road vehicles for recreation, 4 percent downhill ski, and 4 percent swim. As shown in the table below, a variety of other activities are identified by 2 or 3 percent of respondents.

### Recreational Activities Adults Do Not Participate in But Would Like To (Multiple answers allowed)

n=515	% of Total
Hiking	5
Off road vehicles	5
Skiing downhill	4
Swimming	4
Walking	3
Camping	3
Skiing cross country	3
Boating	3
Snow machining	2
Fishing	2
Kayaking	2
Ice skating	2
Other	20
None	56
Don't know/refused	10



Among activities listed by 1 percent or fewer respondents are softball, mountain biking, running/jogging, snowboarding, soccer, hockey, wildlife viewing/bird watching, road biking, tennis, hunting, gardening, archery, baseball, basketball, bowling, climbing, dancing, golf, ice skating, shooting, thai chi, visiting parks, and volleyball.

### **Online Survey Results**

One-quarter of online respondents report they do not kayak but would like to. Other activities respondents do not participate in but would like to include boating (21 percent), snow machining (14 percent), camping (13 percent), cross-country skiing (13 percent), mountain biking (13 percent), fishing (12 percent), ORV use (12 percent), ice skating (11 percent), and hunting (10 percent).

#### **Online Survey Results: Top 10 Recreational Activities Adults Do Not Participate in But Would Like To** (Multiple answers allowed)

<b>n=260</b>	<b>% of Total</b>
Kayaking	25
Boating	21
Snow machining	14
Camping	13
Cross country skiing	13
Mountain biking	13
Fishing	12
ORV	12
Ice skating	11
Hunting	10

### **BARRIERS TO PARTICIPATION**

Among adults in Juneau who do not participate in recreational activities they would like to, lack of free time is the most frequently cited barrier, for 30 percent of respondents. Physical limitations/accessibility (23 percent), programs/activities not available (19 percent), and lack of money (17 percent) are other frequently cited barriers.

#### **Barriers to Adult Participation in Recreational Activities** (Base: Adults who did not participate in activities they would like to) (Multiple answers allowed)

<b>n=172</b>	<b>% of Total</b>
Lack of free time	30
Physical limitations/accessibility	23
Programs/activities not available	19
Lack of money	17
Lack of equipment	12
Weather	9
No one to do it with	6
Age	5
Transportation	5
Other	19
Don't know/Refused	4

Other barriers cited by 1 percent or fewer respondents include bears, health issues, facility locations, family obligations, legal reasons, and schedule conflicts.

### *Online Survey Results*

Most frequent barriers for adults cited by online respondents include lack of equipment (49 percent), lack of free time (37 percent), lack of money (26 percent), programs/activities not available (18 percent), no one to do it with (14 percent), weather (13 percent), physical limitations/accessibility (13 percent), transportation (2 percent), and age (2 percent).

#### **Online Survey Results: Barriers to Adult Participation in Recreational Activities**

*(Base: Adults who did not participate in activities they would like to)*

*(Multiple answers allowed)*

<b>n=172</b>	<b>% of Total</b>
Lack of equipment	49
Lack of free time	37
Lack of money	26
Programs/activities not available	18
No one to do it with	14
Weather	13
Physical limitations/accessibility	13
Transportation	2
Age	2
Other	19

## **Barriers for Youth**

One-quarter (23 percent) of respondents from households with children report the children do not participate in activities they would like to. Activities children do not participate in include hockey, ice skating, soccer, and dance (3 percent each). Other activities mentioned by 2 percent or fewer respondents include swimming, fishing, off road vehicles, downhill skiing, cross-country skiing, baseball, basketball, mountain biking, boating, cheerleading, early childhood activities, football, gymnastics, hiking, karate and other martial arts, outdoor camps, snow machining, road biking, and walking.

### ***Online Survey Results***

Online respondents from households with children report boating (18 percent) as an activity youth would like to participate in but do not, followed by downhill skiing (17 percent), ice skating (15 percent), kayaking (13 percent), camping (11 percent), ORV use (11 percent), fishing (10 percent), and soccer (10 percent) and a wide variety of other activities named by less than 10 percent of respondents.

#### **BARRIERS TO PARTICIPATION**

As with adults, lack of free time is the most frequently cited barrier for children who do not participate in an activity they would like to, at 37 percent. Lack of money (29 percent), transportation issues (18 percent), programs/activities not available (13 percent), and age (10 percent) are other reasons cited.



### Barriers to Youth Participation in Recreational Activities

*(Base: Households w/children who did not participate in activities they would like to)  
(Multiple answers allowed)*

n=47	% of Total
Lack of free time	37
Lack of money	29
Transportation	18
Programs/activities not available	13
Age	10
Physical limitations/accessibility	7
Lack of equipment	6
Weather	5
Other	24
Don't know/Refused	1

Other barriers listed by less than 10 percent of respondents include physical limitations/accessibility, lack of equipment, weather, lack of information, family considerations, and scheduling issues.

### Online Survey Results

Half (50 percent) of online respondents from households with youth who have barriers to participation in recreational activities cite lack of equipment as a barrier, followed by lack of free time (34 percent), programs/activities not available (27 percent), lack of money (25 percent), age (18 percent), weather (14 percent), no one to do it with (9 percent), and transportation (7 percent).

### Online Survey Results: Barriers to Youth Participation in Recreational Activities

*(Base: Households w/children who did not participate in activities they would like to)  
(Multiple answers allowed)*

n=44	% of Total
Lack of equipment	50
Lack of free time	34
Programs/activities not available	27
Lack of money	25
Age	18
Weather	14
No one to do it with	9
Transportation	7
Other	20

# Value of Parks and Recreation

## Importance of Parks and Recreation Opportunities in Choice to Live in Juneau

Over three-quarters of adults report parks and recreation facilities and programs provided by CBJ are somewhat or very important in their choice to live in Juneau, while 18 percent report these parks and recreation amenities are not important in their choice.

### Importance of Parks and Recreation Facilities and Programs in Choice to Live in Juneau

Very Important	Somewhat Important	Not Important	Don't Know/Refused
44%	33%	18%	5%

Note: n=515

Households with children are more likely to rank these amenities as very important, at 53 percent, versus 42 percent of households without children. Also, adults who have recreated in the past 12 months are more likely to report these amenities as very important, at 45 percent versus 30 percent who have not recreated recently.

### Online Survey Results

Sixty-nine percent of online respondents report parks and recreation facilities and programs provided by CBJ are very important in their choice to live in Juneau, while 26 percent report these amenities are somewhat important, and 5 percent report they are not important.

### Online Survey Results: Importance of Parks and Recreation Facilities and Programs in Choice to Live in Juneau

Very Important	Somewhat Important	Not Important
69%	26%	5%

Note: n=278

## CBJ Investment in Parks and Recreation

Most adults in Juneau (94 percent) believe providing recreation facilities and programs is a somewhat or very important use of CBJ funds; three-quarters believe this is a very important use of funds.

Those who recreated in the past 12 months are more likely to believe such investment is very important (79 percent) than those who have not (56 percent). Eight out of ten households with children (79 percent) believe this use of public funds is very important, compared to 72 percent of households without children.

### Importance of Expending Public Funds for Recreation Facilities and Programs

Very Important	Somewhat Important	Not Important	Don't Know/Refused
73%	21%	2%	4%

Note: n=515

Sixty-one percent of adults believe CBJ invests about the right amount in parks and recreation opportunities for Juneau residents, while 16 percent believe too little is invested, and 9 percent believe too much is invested. Respondents who report parks and recreation opportunities are important or very important in their choice to live in Juneau are more likely to believe CBJ invests too little in such opportunities.



### Amount of CBJ Investment in Parks and Recreation Opportunities

Too Little	About the Right Amount	Too Much	Don't Know/Refused
16%	61%	9%	13%

Note: n=515

### Online Survey Results

Ninety-nine percent of online respondents believe support for recreation facilities and programs is a somewhat or very important use of public funds. Approximately half (53 percent) believe CBJ invests about the right amount in parks and recreation opportunities, while 29 percent believe too little is invested, and 5 percent believe too much is invested.

### Online Survey Results: Amount of CBJ Investment in Parks and Recreation Opportunities

Too Little	About the Right Amount	Too Much	Don't Know/Refused
29%	53%	5%	13%

Note: n=277

### INVESTMENTS IN ASSETS OR FACILITIES

Half (51 percent) of Juneau adults believe there are specific investments in indoor or outdoor recreation assets or facilities that CBJ should make in the next ten years. Types of investments respondents believe should be made vary widely. A few investments were mentioned by a larger percentage of those respondents who believe investments should be made, including off road vehicle trails/parks (15 percent), upgrades to existing hiking trails (11 percent) and new hiking trails (7 percent), sports fields (10 percent), and an ice arena (8 percent). A wide variety of other investments were also suggested at smaller percentages.

### Type of Investment CBJ Should Make in Recreation Assets or Facilities in the Next 10 Years

*(Base: Households that believe CBJ should invest in specific additional assets or facilities)  
(Multiple answers allowed)*

n=259	% of Total
Off road vehicle trails/park	15
Upgrade to existing hiking trails	11
Sports fields	10
Ice arena	8
New hiking trails	7
Cabins	6
Field house	5
Mountain bike trails	5
Pool upgrade/maintenance	5
Eaglecrest	4
Basketball courts	4
Picnic areas	2
Community gardens	2
Playgrounds	2
Other	50
Don't know/Refused	1

## Online Survey Results

Eighty percent of online respondents cite specific investments. Half (51 percent) cite upgrades to existing hiking trails, followed by cabins (37 percent), mountain bike trails (31 percent), and new hiking trails (29 percent).

### Online Survey Results: Type of Investment CBJ Should Make in Recreation Assets or Facilities in the Next 10 Years

*(Base: Households that believe CBJ should invest in specific additional assets or facilities)*

n=221	% of Total
Upgrade to existing hiking trails	51
Cabins	37
Mountain bike trails	31
New hiking trails	29
Community gardens	21
Sports fields	19
Ice arena	17
Picnic areas	16
Playgrounds	13
Basketball courts	5
Other	43

Note: Multiple answers allowed.

## INVESTMENTS IN PROGRAMS OR ACTIVITIES

Twenty-eight percent of respondents believe CBJ should invest in specific additional recreation programs over the next 10 years, including support for youth, seniors, and disability programs, and specific recreation activities.

### Type of Investment In Additional Recreation Programs or Activities in the Next 10 Years

*(Base: households that believe CBJ should invest in specific additional programs or activities)*

n=144	% of Total
Outdoor programs for youth	14
Indoor programs for youth	13
Afterschool programs for youth	13
Summer youth programs	9
Basketball	8
Programs for seniors	8
Softball	8
Programs for people with disabilities	6
Swimming	5
Soccer	5
Hockey	5
Racquetball	4
Biking	4
Volleyball	3
Tennis	3
Running	2
Other	57

Note: Multiple answers allowed.

## Online Survey Results

Fifty-five percent of online respondents cite specific investments in programs and activities. Half (50 percent) believe CBJ should invest in outdoor programs for youth, followed by afterschool programs for youth (46 percent), summer youth programs (38 percent), programs for seniors (34 percent), indoor programs for youth (32 percent), and programs for people with disabilities (27 percent). Investments in activities include biking (20 percent), swimming (13 percent), running (10 percent), soccer (10 percent), hockey (9 percent), and basketball (7 percent). Five percent of respondents or less cited softball, tennis, racquetball, or volleyball.

### Online Survey Results: Type of Investment CBJ Should Make in Additional Recreation Programs or Activities in the Next 10 Years

*(Base: households that believe CBJ should invest in specific additional programs or activities)  
(Multiple answers allowed)*

n=144	% of Total
Outdoor programs for youth	50
Afterschool programs for youth	46
Summer youth programs	38
Programs for seniors	34
Indoor programs for youth	32
Programs for people with disabilities	27
Biking	20
Swimming	13
Running	10
Soccer	10
Hockey	9
Basketball	7
Softball	5
Tennis	5
Racquetball	3
Volleyball	3
Other	28

## Value of Parks and Recreation Amenities to the Community

### VALUE OF PROGRAMS

When asked about the value to the community of a list of specific recreation programs, three-quarters of respondents rank afterschool programs for youth (76 percent) and summer programs for youth (73 percent) as high or very high value. Half (50 percent) rank importance of pre-kindergarten programs as high or very high.

The percentage of households ranking youth programs as high in value is larger for households with children than for those without. Eighty-two percent of households with children under 18 years of age rank afterschool programs for youth as important or very important, 78 percent for summer programs for youth, and 59 percent for pre-kindergarten programs.

A larger percentage of households without children rank sports and recreation programs for adults as high or very high than do households with children (40 versus 32 percent).



### Value of Parks and Recreation Programs to the Community

n=515	Very High	High	Medium	Low	Very Low	Don't know/Refused
Afterschool programs for youth	41	35	15	3	1	5
Summer programs for youth	35	38	16	5	1	5
Pre-kindergarten programs	23	27	26	13	4	6
Sports and recreation programs for adults	10	26	43	13	2	5
Recreation programs specifically for seniors	13	30	33	12	3	8

### Online Survey Results

Eighty percent of online respondents value summer programs for youth as high or very high. Similar to the telephone survey, over three-quarters (78 percent) of respondents rank afterschool programs for youth as high or very high and half (48 percent) rank importance of pre-kindergarten programs as high or very high. Forty-four percent rank sports and recreation programs for adults as high or very high value, followed by recreation programs for seniors (38 percent).

### Online Survey Results: Value of Parks and Recreation Programs to the Community

n=279	Very High	High	Medium	Low	Very Low	Don't know/Refused
Afterschool programs for youth	44	34	16	4	1	1
Summer programs for youth	46	35	14	3	1	1
Pre-kindergarten programs	23	25	26	15	8	3
Sports and recreation programs for adults	13	31	40	11	4	1
Recreation programs specifically for seniors	12	26	42	12	4	4

### VALUE OF FACILITIES AND AREAS

Respondents were also asked to rank the value to the community of a list of parks and recreation facilities and areas.

### Value of Parks and Recreation Facilities and Areas to the Community

n=515	Very High	High	Medium	Low	Very Low	Don't know/Refused
City trails	38	40	14	2	<1	5
Dimond Park Aquatic Center	30	42	18	3	1	7
City parks	25	43	23	3	1	6
Treadwell Ice Arena	20	35	31	6	1	7
Augustus Brown Swimming Pool	20	32	27	10	4	7
Zach Gordon Youth Center	17	32	27	8	1	15
Jumbo Gym	5	17	32	22	5	19
Eagle Valley Center	4	11	29	20	4	32

City trails are ranked as high or very high by 78 percent of respondents, and City parks by 68 percent.

Dimond Park Aquatic Center is ranked as high or very high by 72 percent of respondents. Rankings for this facility vary by area respondents live: 81 percent in Auke Bay/Out the Road, 78 percent in the Valley, 70 percent in Downtown/Douglas, and 67 percent in Lemon Creek/Switzer Village. Also, 82 percent of respondents from households with children rank this facility as important or very important, versus 71 percent from households without children.

Over half (56 percent) of respondents rank the importance of Treadwell Ice Arena as high or very high. This facility is ranked as important or very important by a larger percentage of respondents from Auke Bay/Out the Road, at 69 percent, than other areas.

Half of respondents (52 percent) rank the Augustus Brown pool as high or very high value. The percentage of respondents who rank this facility as high or very high value is larger for Downtown/Douglas, at 69 percent, than other areas of town.

Half of respondents (49 percent) rank Zach Gordon Youth Center as high or very high value. Rankings for this facility do not vary by area of town or by whether households have children, though they do vary by race/ethnicity. Fifty-nine percent of Alaska Native/American Indian respondents rank the facility as of high or very high value, versus 51 percent of White respondents, and 39 percent of respondents of other races/ethnicities.

Jumbo Gym is ranked as high or very high value by 23 percent of respondents and low or very low by 27 percent. Eagle Valley Center is ranked as high or very high by 15 percent, as low or very low by 24 percent, and a third (32 percent) of respondents do not know.

### ***Online Survey Results***

Eighty-six percent of online respondents place a high or very high value on City trails, as do 83 percent on the Dimond Park Aquatic Center, 76 percent on City parks, 66 percent on Treadwell Ice Arena, 61 percent on Augustus Brown pool, 61 percent on Zach Gordon Youth Center, 21 percent on Jumbo Gym, and 18 percent on Eagle Valley Center.

#### **Online Survey Results: Value of Parks and Recreation Facilities and Areas to the Community**

<b>n=304</b>	<b>Very High</b>	<b>High</b>	<b>Medium</b>	<b>Low</b>	<b>Very Low</b>
City trails	53	33	11	2	<1
Dimond Park Aquatic Center	36	47	13	3	1
City parks	36	40	22	2	<1
Treadwell Ice Arena	26	40	23	8	3
Augustus Brown Swimming Pool	20	41	22	12	6
Zach Gordon Youth Center	22	39	26	10	4
Jumbo Gym	3	18	37	29	14
Eagle Valley Center	3	15	38	29	15

## Demographics

Half of respondents are female and half are male. Average age of respondents is 45.3 years. Three-quarters identify as White, while 12 percent identify as Alaska Native. Average household income among respondents totals \$87,300, with a median of \$88,000.

Demographics (unweighted)	
n=516	% of Total
<b>Gender</b>	
Female	50
Male	49
Not Reported	1
<b>Age</b>	
18-24	11
25-34	21
35-44	17
45-54	19
55-64	18
65+	14
<b>Average age</b>	<b>45.3</b>
<b>Race/Ethnicity</b>	
White	74
Alaska Native	12
Asian	3
Native Hawaiian/Pacific Islander	2
Hispanic or Latino	2
Black or African-American	1
American Indian	1
Other	1
Refused	7
<b>Household Income</b>	
Less than \$15,000	2
\$15,001 to \$25,000	4
\$25,001 to \$50,000	13
\$50,001 to \$75,000	17
\$75,001 to \$100,000	16
\$100,001 to \$125,000	10
Over \$125,000	19
Don't know/refused	19
<b>Average household income</b>	<b>\$87,300</b>

### Online Survey Results

Fifty-six percent of online survey respondents are female, while 41 percent are male. Four percent preferred not to share their gender. Average age is 44.7 years. More online survey respondents identify as White (83 percent)



than in the telephone survey (74 percent), and less as Alaska Native (4 versus 12 percent). Mean household income is higher among online respondents than telephone, at \$106,300 versus \$87,300.

## Household Composition

On average, households in this survey included three members and 37 percent of the households include children.

Household Composition	
Household Size	% of Total n=515
1	14
2	32
3	19
4	18
5+	14
Refused	4
<b>Average Household Size</b>	<b>3.0</b>
Number of Children in Household	n=495
1	16
2	12
3+	8
None	63
<b>Average Number of Children</b>	<b>0.7</b>
Age of Children in Households	n=335
0	2
1	7
2	6
3	6
4	4
5	7
6	5
7	4
8	9
9	6
10	5
11	5
12	7
13	5
14	6
15	5
16	5
17	6

### ***Online Survey Results***

Similar to telephone survey respondents, average household size for online survey respondents is 2.9 and average number of children is 0.8. Age of children in online respondent households also corresponds relatively closely with respondents in the telephone survey.

### **Location in Town**

Forty-five percent of respondents live in the Mendenhall Valley (past Fred Meyer), 15 percent live on Douglas Island, 13 percent in Downtown/Thane, 12 percent in Salmon Creek/Lemon Creek/Switzer, 9 percent in Auke Bay/Lena, and 3 percent out the road (beyond Lena).

Area of Town Respondents Live	
n=515	Total Percent (%)
Mendenhall Valley	45
Douglas Island	15
Downtown/Thane	13
Salmon Creek/Lemon Creek/Switzer	12
Auke Bay/Lena	9
Out the Road	3
Refused	4

### ***Online Survey Results***

The area of residence within Juneau of online survey respondents differs from the telephone survey. Overall, over half of online survey respondents are from Douglas or Downtown/Thane, versus 28 percent of telephone survey respondents, and less live in the Mendenhall Valley. Thirty-two percent of online respondents live in the Mendenhall Valley, 28 percent in Douglas, 24 percent in Downtown/Thane, 8 percent in Salmon Creek/Lemon Creek/Switzer, 7 percent in Auke Bay/Lena, and 1 percent Out the Road.

# Appendix: Open-Ended Telephone Survey Responses

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## What three recreational activities in Juneau do you most frequently participate in during the spring/Summer?

Aquarobic/water aerobics (x2)	Paintball
Archery (x2)	Park (x5)
Baseball (x3)	Picnicking (x4)
Basketball (x5)	Playground/children's play (x4)
Bowling	Rock climbing (x2)
Cub Scouts	Sailing
Disc golf (x3)	Shooting (x3)
Fly airplanes	Skiing
Folk dancing (x2)	Ultimate frisbee
Gym workout/classes (x6)	Volleyball (x5)
Horseback riding	Water sports
Kickboxing	Yoga
Martial arts (x2)	

## What three recreational activities in Juneau do you most frequently participate in during the fall/winter?

Aquarobic/water aerobics (x2)	Picnicking (x)
Archery (x2)	Playground/children's play (x4)
Berry picking/canning (x2)	Rock climbing (x4)
Bowling	Roller derby
Cub Scouts	Shooting (x6)
Dancing	Skating
Field House	Skateboarding
Flying airplanes	Skiing
Golf	Sledding (x6)
Karate/martial arts (x3)	Trapping (x2)
Paintball	Ultimate frisbee
Parks/Beach (x3)	Yoga

## Which organized sports activities have adult members of your household participated in over the last 12 months?

Auke man (x2)	Martial arts
Archery (x3)	Mountain biking
Basketball	Trail hikes
Bowling (x2)	Rifle club
Disc golf (x2)	Roller derby (x2)
Figure skating (x2)	Ski racing
Fishing derby	Snow mobile club
Judo club	Trap shooting
Juneau Jumpers	Ultimate Frisbee



**Which organized sports activities did children in your household participate in, over the last 12 months, including any summer sports activities?**

Cheerleading (x4)  
Dance (x4)  
Football (x7)  
Gymnastics  
Judo/martial arts (x2)  
Juneau Jumpers  
Wrestling (x2)

**What other three trails do you use most frequently?**

Auke Lake	Jennifer Drive
Auke Nu (x2)	Lemon Creek/Switzer Trail (x4)
Auke Rec (x6)	Lena Loop (x4)
Bessie Creek (x2)	Lena Point (x4)
Blue Mussel	Morane
Blueberry	Mendenhall River
Breadline	Mendenhall Valley bike paths
Campground trails	McGinnis
Cowee Creek (x4)	Meadows
Dupont	North Douglas, end and back side (x5)
DZ trails (x2)	North Sea
Echo Cove (x3)	Peterson Creek (x9)
False Outer Point	Point Bridget (x7)
Fish Creek (x3)	Point Louisa
Flat Rock	Richard Marrick (Marriot?)
Frisbee golf course	Rock quarry
Gastineau Creek	Shrine of St. Therese
Glacier trails (x6)	Spur Road path
Golf course	Steep Creek
Granite Creek	Tolch Rock (x2)
Home Depot	Wetlands (x2)

**What recreational activities do you or any other adult in your household not participate in that you would like to?**

ATV/Four wheeling/ORV (x3)	Rafting
Archery (x4)	Rock climbing (x4)
Baseball (x2)	Rollerskating (x2)
Basketball (x3)	Shooting (x5)
Beaches (x2)	Skateboarding
Bowling	Snowshoeing
Dance (x2)	Thai Chi (x2)
Dirt biking (x3)	Tubing
Dog parks	Volleyball (x9)
Golf (x3)	Weightlifting
Laser Tag	Wind surfing
Luge	Winter biking
Motocross	Yoga
Parks (x2)	Zipline

**What barriers are keeping you or any other adult in your household from participating in these activities?**

Bears (x2)	Location (x2)
College	Need more people
Don't know it's happening/scheduling (x2)	Not enough gyms
Facility not open enough hours	Online registration
Family obligations/children (x3)	Parking at Cope Park
Health issues (x2)	Poor winter maintenance
Innate emotional considerations	Trail restrictions for dogs
Lack of information on where parks are located	Scheduling
Legal reasons (x3)	Teams keep changing
Lighting on trails and paths is insufficient	

**What activities do children in your household not participate in that they would like to?**

Baseball (x2)	Karate/martial arts (x2)
Basketball (x2)	Outdoor camps
Cheerleading	Rock climbing (x2)
Early childhood activities	Skateboarding
Football	Sports
Gymnastics (x3)	Weightlifting
High school sports	

**What barriers are keeping children in your household from participating in these activities?**

Family obligations/children (x2)  
Have not been able to look into it yet  
Long distance from home  
Need more information (x2)  
Lack of ice time  
Private organization  
Reasonable times for swimming

**Types of specific investments in indoor or outdoor recreation assets or facilities you think CBJ should make in the next 10 years**

4H horse barn/center	Close downtown pool
Alpine backcountry skiing	Convert Eaglecrest to semi-private to attract tourists and make more money (x2)
Another rifle range	Convert indoor walking track at TMHS into ice rink
Baseball	Cover trails
Better employee training	Curling rink (x2)
Bike lanes (x2)	Dedicated facilities for adults that are affordable
Bike trails (x3)	Disc golf course
Bike trail events	Dog parks/areas/indoor areas/trails (x7)
Bike path that is lighted	Drag race facility (x2)
Boardwalk	Dual facilities (i.e. gym and rink)
Boat rentals	Exercise equipment in parks
Boat house for recreation and other small craft	Expand Zach Gordon or put in other parts of town
Bowling alley in Valley	Facility in downtown or Douglas with walking track
Brotherhood Bridge Park	Fishing from shore
Centennial Hall expansion	
Climbing wall	

Fix Adair Kennedy  
 Game Center like Whitehorse  
 Golf course (x3)  
 Groomed/lighted trails around town  
 Indoor golf course (x2)  
 Indoor mini-golf course (x2)  
 Indoor facilities for football  
 Indoor facility for gymnastics  
 Indoor, larger multi-purpose facility (x3)  
 Indoor park/facility for children (x2)  
 Harbor mooring spaces  
 Helicopter pads  
 Kayaking  
 Keep both schools open  
 Keep parks clean  
 League play  
 Less cost for seniors  
 Less expensive indoor facility  
 Less expensive ski area  
 Lighted ski  
 Low income friendly  
 Maintain current facilities (x3)  
 More access to gym time  
 More affordable access to kayaking on lakes/ponds  
 More bathrooms at Sandy Beach and Twin Lakes  
 More covered areas/facilities  
 More economically friendly 'green' transportation  
 More parks in Douglas  
 More places for boat ramps and places to repair boats  
 Move the ski area up above Lemon Creek  
 New access trails for rock climbing  
 New marked horse trails

New recreation facility on the site of Augustus Brown Pool and Zach Gordon Center  
 Outdoor park for paintball or airsoft (x2)  
 Outdoor skating  
 Parent involvement  
 Park improvements/maintenance/upgrades (x4)  
 Paved trails for strollers and wheelchairs  
 Performing arts center  
 Public EWC center in Valley  
 Public parking garages  
 RC indoor area – Field house is too expensive  
 Rock climbing facility  
 Roller rink (x5)  
 Safer/easier facilities for disabilities (x2)  
 Savikko Park  
 Scholarships for low-income/discounted rates  
 Skate park  
 Small park by Fish Creek in North Douglas  
 Snack shacks  
 Snow trails to icefields  
 State park  
 Tennis courts in Douglas  
 Toddler activity center  
 Trail for full sized vehicles  
 Treadwell Arena access year-round  
 Treadwell Ditch bridges  
 Turn Walmart into a rec center  
 Upgrade racquet courts  
 Upgrade rifle/archery range  
 Water park  
 Water sports  
 Zach Gordon floors

**Specific additional indoor or outdoor recreation programs or activities CBJ should invest in within the next 10 years**

Adult classes (x5)  
 Affordable youth programs  
 Aquarium on waterfront  
 ATV trails  
 Be consistent with programs  
 Bigger Field House  
 Board games  
 Bowling  
 Bumper cars  
 Coast Guard ROTC program  
 Community events/fairs (x2)  
 Community carving  
 Combine schools  
 Cultural activities

Curling  
 Disc golf  
 Educational recreation. Like arboretum, planetarium, activities that can also draw tourism dollars  
 Exercise programs for new mothers  
 Expand funding for youth programs  
 Expand Augustus Brown Pool  
 Family-oriented programs  
 Field House open all year/accessible/affordable (x2)  
 Flag football  
 Football  
 Girls/Boys on the Run  
 Golf/golfing range (x2)



Gun safety/recreational shooting for children  
 Gymnastics  
 Hooptime basketball  
 Indoor archery downtown  
 Indoor covered field  
 Indoor gym  
 Indoor rec center  
 Indoor walking track  
 Lacrosse  
 Little league baseball  
 Lower fees at indoor facilities  
 More batting cages  
 More days of play  
 More direction on where horses can go  
 More for JYS and kids  
 More scholarships for low-income kids to participate (x2)  
 More open gyms  
 ORV (x4)

Pitching area  
 Pre-K and under programs/childcare (x2)  
 Programs for young adults  
 Security for parks and trails  
 Skating (x2)  
 Skateboarding  
 Rehab pool programs for seniors/people with disabilities  
 Rock climbing  
 Rollerskating (x4)  
 Rugby league  
 Safety guidelines course for paintball  
 Thai Chi (x2)  
 Walking programs (x2)  
 Walking track/trails downtown (x2)  
 Workshops  
 Year-round ice skating  
 Zumba

**Other suggestions or comments for CBJ Parks and Rec to consider as the Parks and Rec Master Plan update is developed.**

***Importance of investing in parks and recreation activities and facilities***

Providing off road vehicle areas and other activities targeting young adults is extremely important, it may help keep some off drugs by staying busy, and active enjoying things that genuinely interest them. Activities, facilities should be the #1 priority in Juneau this day and age with the amount of drug/alcohol abuse on the rise. It should not be ignored or pushed aside.

Recreation Activities add to quality of life in our city, including for those looking to move here. More combination funding to include CBJ/Individuals/businesses before deciding to cut programs.

Parks and Rec programs add value and help keep youth out of trouble.

Having the recreation opportunities, we do keeps people in Juneau that would otherwise leave. The city should invest more in recreation, it makes Juneau a good place to live.

Parks are awesome, we have to take care of them.

Availability played a big role in our decision to move from Ketchikan. Recreational programs, trails, parks and facilities.

It is important that funding is kept as high as possible in all areas of rec - the community needs safe, healthy places to visit to keep residents active and involved in healthy activities

Bike trails are very important.

***Focus on maintaining current parks and recreation assets***

Maintain what we have rather than looking to build new facilities.

Keep up with maintaining all current facilities and programs.

Concentrate on facilities rather than adding new ones.

We have the right amount of recreation right now, we just need to keep up with the maintenance.

I don't think we need anything else, we need to pay for what we've got

Keep up on the maintenance for our current facilities and continue current programs and activities.

Keep all facilities they already have open and utilized like the baseball fields in Auke Bay, etc. There are many facilities and areas not being utilized, or if not needed make it into a different recreational facility that will be utilized better.

Don't take any services away, just improve them.

Continue to maintain what we have.

***Parks and recreation maintenance and improvements***

Need to clean park trails daily.

Improve Thane/Dupont trail; more kayak launches at end of Douglas Island; more kayak launches in general.

Need signs at trailheads prohibiting animal trapping

Chicken yard should stay as it, where it is.

Keep both pools open and maintained (x2)

Continue with both pools. Many downtown people use it.

Keep Augustus Brown pool open. (x5)

Close Augustus Brown pool.

Maintain, update and repair of Augustus Brown pool (x2)

Keep Dimond Park Aquatic Center open.

Larger jacuzzi; more staffing of pools.

Keep Eagle Crest going at all costs- get arctic winter games here!

Eaglecrest is important to the community and we will lose some of the community if we get rid of this program.

Continue to support Eaglecrest (x2)

Black bear chair at Eagle crest, the purpose was to open mountain up high to transfer people from low to high. It was closed down because no plan was developed. People could walk to ptarmigan. Would like a plan developed to make use of upper mountain even if hooter was not opened because of the snow.

Capital city harbors need restrooms. Aurora and Harris have none either.

Add outhouses at parks.

Keep the bathrooms at parks and fields open for use.

There needs to be covered seating/standing at outdoor sports fields for spectators. I don't go as often to watch my son because the seats are too hard and I always get rained on and wet. It's not comfortable.

More covered areas at parks and sports fields and more/better lighting.

Extend Eaglecrest ski season. Boats flushing at Auke Lake, they have cameras but it still doesn't stop people.

Maintain trails.

Repair John Muir boardwalk trail. Have winter toilet availability in parks and on trails. Have more covered shelters, especially at capitol school. Use gym in legislative building for the charter school.

Expand the community garden and arboretum. Include a garden downtown.

Marine park is embarrassing because people are always passed out/drunk. Needs better regulation and monitoring.

Better winter maintenance on sidewalks and paths.

Prioritize having a bigger building than Centennial Hall. It's too small for Celebration which is a big impact for Juneau's economy.

Mendenhall wetlands should be wheel chair accessible. Airport Dike Trail should be WCA too. Same for 9-mile on North Douglas, 7-mile trail, sunny point. So they can enjoy it and spincast and also duck hunt. North side of salmon creek should have a handicap ramp.

Better public access to recreational areas. Many older/disabled people have difficulty with mobility and don't want to compete with younger people to use a facility.

There are accessibility issues in some areas - Treadwell below Savikko Park should be maintained for people with disabilities. There needs to be a better awareness of littering. Tourists have an impact on our trails as well.

Need to have 24 Hour facilities and free transportation.

Better landscaping and multiple uses for the same space, for example; the trail at TMHS, it goes around, over bridge, and around-multiple use- like Rotary Park; you can feed the ducks, there's a playground, and you can walk around.

Youth needs a recreational facility in Douglas, an indoor court for students to come together. Update Jumbo Gym!

More better quality fields, make a place where kids can't get hurt.

Better baseball fields.

We need more trash cans on the disc golf course & ball fields. It would be nice to create another disc golf course and improve the one we currently have.

Further expansion on Savikko Park in Douglas. The money CBJ spends varies, we need more spent on Douglas.

Twin Lakes playground is not safe, there are too many places for children to hide in the castle, there are too many exits.

Trail by Mendenhall River is blocked by boulders.

Update the bike paths. They need to be lighted and have security officers patrolling them.

Safer bike paths with proper lighting.

More baseball/softball fields and they need turf.

The Adair Kennedy turf needs to be fixed

Baseball field updated with turf.

Dimond Park field maintenance.



Indoor facilities like field house needs to be more accessible and less expensive. Build more throughout town.

***Additional parks and recreation assets***

More trails to access historical areas.

Another boat launch in N. Douglas.

There is a building in Ketchikan that has a walking track, basketball courts, etc. that is always open to the public free of charge. I would like to see something like that in Juneau. A walking track in the downtown/Douglas area is very important to me. Right now I have to drive from Douglas to the field house in the valley just to use the outdoor walking track.

An ice rink in the valley.

Build a second ice rink facility.

Encourage more cross country skiing and make more mountain bike trails and winter hiking trails. Work with property owners at Sheep Creek to gain access for recreational boaters.

Affordable gym for public.

Need transportation to parks and facilities for people who cannot drive.

Build off-road vehicle park/trails (x9)

Make an ORV track and ATV park within city limits.

Build ATV only trails.

Open some land so we can responsibly use and manage trails for ORV

Needs to be more off roading trails. There needs to be more places to go without having to disturb the environment or getting fines. I want trails for off roading that are legal.

Need benches on the trails for older/disabled people.

Have day use parks.

More available cabins for campers.

Open a second horse barn.

Small covered picnic area in North Douglas by or at Fish Creek. (small park).

More walking trails.

Please provide a dog park in valley, lemon creek and downtown.

It is important to develop boat launch and kayak/canoe launch in different areas of Juneau.

Need another indoor facility for sports like soccer, the Field House alone is not enough, its often booked with school activities etc. or closed.

More facilities available in the downtown area.

Increase boat launch space and dock spaces. Too many things for tourists; leaves no room for locals. I suggest a bike rack at the Mendenhall glacier. I suggest an 'Alpine Run' during the summer at Eagle Crest would be very profitable. I am thinking of moving because there's not enough boat space. I stay in the community all year and don't get to use my boat. I've had to switch my days (when I can) to be able to boat. I've also lived here for over 20 years.

Have more facilities for disabilities and safer areas at a lower cost.

Small boat rentals for Auke Lake or Auke Bay, anywhere there's water. A lodge at Eaglecrest for year-round use and upgrades on the facility.

There needs to be a community rec center in Lemon Creek or Valley, Walmart is a great possibility. We need an indoor tennis facility and roller rink, CBJ or SOA should fund and maintain this facility, people of all ages should be allowed to use the facility free of charge. The Alaska Club is way too expensive for most youth and young adults to join so we need a community place for all to have fun steer away from drugs, alcohol and mischief.

We should take over Walmart and use the whole facility for activities, It's in a good location and easily accessible.

### ***Activities and programs***

Reinstate men's basketball league. Make space available for competitive swim lessons for kids.

Winter: Need indoor open gyms. Have areas/facilities open to the public for physical and mental activities.

Summer: Have outdoor gathering places that provide physical and mental activities centered around those in their early 20's to early 40's and give an opportunity to meet and engage in healthy activities.

Have different cultured programs for everyone. Request for more ideas for more cultured people and all different ages.

Should concentrate more on team sports. Especially Softball. Team sports help people to interact.

Winter programs are limited. There needs to be more activities and facilities for all ages to keep people mentally and physically active. Winter season can be depressing and could be a reason people seek out and become hooked on drugs.

Community events that bring people out to the community may encourage people to use them more. Events at the field house of swimming pool, etc.

More open swim! There should be all day open swim on Saturday!

Swimming pool - when there's an abundance of children it encroaches on free lanes for swimming if they take over. Loud coaches in lanes for regular swimmers are upsetting.

More incentives for families for family time togetherness. more winter activities during high time of depression more trails open. Pool punch card.

Year-round baseball for youth and adults.

We should start more art oriented programs for after school like at the JAHC

There needs to be more youth programs especially indoor activities for when we have bad weather.

Need more programs for seniors.

### ***Youth activities***

Keep focus on youth.

Early childhood activities.

Weekend swimming lessons for kids.

City schools programs are a great resource to build community through classes that lead to recreational activities.

More activities for kids.

Focus on youth indoor and outdoor activities. Emphasize outdoor programs for children.

More leaders: kids in sports programs.

More options for kids.

We need a lot more kid friendly activities with lower rates or scholarships. We also need more indoor activities. We are really interested in rollerskating.

Applying for kids' programs at Diamond Park Aquatic Center is awful, there needs to be a better enrollment form and follow-up, they never return phone calls.

Update sports equipment & jerseys for youth programs.

Don't cut any youth funding.

We need parks for the little ones (ages 0-3 or 0-5 years old) The one at Glacier Valley is perfect but can't be used during school hours.

Continue with the current ongoing activities for youth, we have enough at the moment.

Entertain and occupy the youth.

### ***Education/communication/outreach***

Make the plan available online (draft plan) I would like to follow it like the strategic pathway like UAS. Public participation, meeting with the public. It would be nice to address specific issues. Whitehorse has a giant Aquatic center with soccer fields, an ice rink, basketball courts; all under one roof and administration. Efficiency would be increased by centralizing on site.

Give a heads up, mail, or advertise about surveying so people have time to think about their answers and what they want to add.

More education for hikers going up Mt. Roberts too many accidents not enough educated hikers.

Helpful to have better outreach and have community member help to participate and affect change.

I hope CBJ welcomes and advertises an 'open' survey so all ages can voice their requests or mail surveys out to the public

Recruit, invite, people to volunteer.

Parent involvement in city programs. They need a volunteer clinic. They need a meeting for all volunteers and not an email blast. Give better training and communication to their volunteers.

Encourage kids and families to get out and use facilities and trails.

I would like to use trails and parks for recreation but I don't know where they are. There needs to be more information on where trails and parks are located.

### ***Cost of recreation***

Make activities and programs more affordable so everyone can have a chance to participate.

There needs to be more scholarship opportunity.



Consider a sliding scale for activities.

Not enough free activities everything costs for single parents.

City sports should be free to participants.

Keep costs in check so those on fixed income can afford to use facilities.

Charge less fees so more children and young adults can participate in programs and activities.

Keep low-income families in consideration for youth programs, provide programs in their neighborhoods so transportation to and from isn't an issue.

Want a "cheaper" recreational area for all ages.

School sports are too expensive for poor students/families.

Money is tight but I don't mind paying more so those who can't afford it will have the opportunity to participate in rec activities. Maybe CBJ could have a program like Pick Click Give for underserved, economically disadvantaged families/children

There needs to be more facilities open to the public free of charge.

### ***Management of parks and recreation funds***

I recognize our fiscal difficulties and hope our staff will too.

New opportunities are championed by local groups that have interest but no resources. CBJ should take those over (rock climbing, roller derby, etc.

Spend less on flowers just for tourists.

Overall the city should slow down on projects.

Juneau is financially too poor to be concerned about parks and recreation. Put a hold on all plans.

Use the funds more appropriately. A comprehensive analysis needs to be done. For example, tax dollars independently supporting Eaglecrest when they could have been purchased by Alyeska is inappropriate. That money should go to needs such as education or roads.

Keep close eye on population. Don't spend money on new things without the peoples vote; not just voting on one thing to get what they want.

I want a decision to operate Augustus Brown Pool and Treadwell Arena or close them until you get more revenue to operate.

Balance cost of maintenance, best value with least amount of cost.

The City wastes a lot of money by putting things on the back burner. Leave the whale where it is, but we don't need it. The money could be better spent. There is cost to maintain it.

We are told CBJ is out of money, but we're spending millions for the Seawalk and bridge. We don't have enough senior housing.

Spending too much money on one area and not enough on others. Listen to the individuals as well as the larger groups.

They took too much money from activities and put it into upgrading trails and parks. All in the need for tourism and not for the need in the community.

Start converting programs so they are more self-supporting.

I feel that it should be free to members of the community who pay taxes to use services paid for by their taxes. Boards are useless, and becoming a black hole. Limit the amount of money they spend on developing the plan and actually use the money on putting the money into a working plan.

We've exhausted parks in this town. CBJ cut back across the board.

Concern with spending on whale sculpture. (x3)

Does not like whale sculpture, money should have been used for sports.

We should pay attention to what makes sense fiscally - we don't need two of any program, Juneau is too small.

Look for ways to spend less money rather than more.

Spend less money on tourist nonsense.

Not appropriate for CBJ to fund Treadwell Ice Arena or Eagle Crest Ski area. Centennial Hall worst debacle of all.

Too many places, not maintained. Flowers as an example. Drop some things.

***Private/non-profit support for parks and recreation***

Should turn trail work and other activities to nonprofits or private industry, so the burden is not on the city.

Privatize: flowers in parks, all youth programs, adult and senior recreation.

Upkeep for flowers paid from cruise ship taxes not CBJ.

Privatize Eaglecrest (x6)

CBJ should sell Eaglecrest and let it be developed by a profit entity who could develop it as a year-round mountain resort.

Shouldn't be involved in Zach Gordon Youth Center. Should focus more on parks and rec. Not convinced pools should be managed by parks and rec.

Some companies or corporations should pitch in and help CBJ with cleanup of the fields, trail maintenance and general investment in programs, activities, services & facility costs.

***Other***

Eaglecrest is of very low value to the community.

It doesn't matter what people want. The government does what they want anyway. We should be taking better care of our seniors.

Bus drivers have bad attitudes and everything costs too much

Think about TMHS.

Don't focus on money. It's hard to quantify the health of the community.

Treadwell Arena should be open at least 11 months out of the year.

Make good use of the people in Lemon Creek Correctional and the half-way house to build more trails and keep our existing trails in good shape.

More parking downtown. Garages or space made available. It's impossible to walk downtown and not get a ticket unless you walk 6 blocks.

Keep it positive.

Make all instruments in public schools available to home schoolers.

There needs to be recreation that doesn't center around traditional sports.

Keep in mind cleanliness of parks, safety factor.

Duck hunting is too close to houses. Not against hunting, but regulations need to be changed to protect people and their homes. Its unsafe hunting!

More open swim! There should be all day open swim on Saturday!

Stop making rules like banning fireworks.

Make a program or plan to keep drunk people out of the parks.

Haven't thought about it. Everything is fine. Just leave it.

To have security available at the parks and trails in case there are drug users around disposing of their drug contents. So that way the parks and trails are cleared for children use.

Yes, only need one high school, only need one library only need one pool.

Yes, P&R Committee should have term limits. Need to represent changing demographics of re-creators. Fresh ideas are needed.

Ask the cruise industry what they want from Juneau to make it a better destination.

Take into consideration our changing climate, like lack of snow.

Love the new harbor, it's really important to keep the dog beach (Sandy Beach) so they can run free, we should make more dog parks/beaches.

Fireworks should not be allowed in the downtown area especially parks, they are unbearable to pets and people.

It's important to have enough bike paths - it's a means of transportation.

Yes, CBJ needs to quit gearing everything towards people that walk dogs. They need to gear it towards other things.

Docks and Harbors are a superior entity over Parks and Rec.

Open library only on weekends.

### ***Appreciation***

Thank You for your good work we appreciate your hard work in Parks and Rec.

Appreciates that this survey is being done since it has been a while since the last one.

Keep up the good work!

I think they do a good job in general and they should know that.

CBJ does an excellent job at providing recreation opportunities in Juneau.

Keep up the good work! (x2)



You're doing great so far.

Thanks for all you do.

Great job with all the programs, hope CBJ continues all of them.

## Appendix III. Public and Stakeholder Comments

This section is excerpted from the document What we Heard, which was released in December 2016. These results are taken from the public surveys, PlaceSpeak comments, stakeholder organization meetings and comments, and public meeting comments. Duplicate requests are noted with a number, i.e. request additional dog parks (x3).

### General Comments

## 1.0 Funding Considerations

- Consider the economic impact of Parks & Rec.
- I totally get that we don't have the money for the near future, to change and grow. But that doesn't mean we can't plan and envision what that future will be like. Oil revenues have underwritten directly or indirectly our thinking for a long time. Let's start thinking about what we are willing to spend the revenues from traditional funding mechanisms for city government on and how we can leverage that money with other public and private partnerships.
- Parks & Rec should share financial information.
- Fund Youth Activity Grants and community partnerships. Engaging community partners in parks can be an efficient way to introduce many children to Parks & Recreation activities—while at the same time empowering local partners whose work extends well beyond the grant-funded programs. Besides keeping these grant programs fully funded, CBJ might also consider supporting the volunteer decision makers. It can be difficult for community volunteers, who decide grant awardees, to make tough funding choices impacting local organizations, or to track grant efficacy year to year. CBJ might consider expanded staff support or input for this process.
- Fund programs and people. Whether through partnerships with local non-profits, or directly through CBJ program staff, it's important to invest in the educators and organizers who provide programs engaging people in parks. I think we recognize that a great network of sports fields needs people to organize leagues and lessons. The same is true of any park resource. Organizations and CBJ program staff can introduce people to lifelong passions outdoors...programs like hunters education, kayak rentals, forest or intertidal interpretive programs, or fishing clinics all benefit the quality of life for Juneauites and engage people in the parks for the long term. It's tremendously important to fund the staff positions that facilitate the recreation—whether through direct staff or funding of partner organizations.
- Are we not in a budget crisis? At this point and time, we cannot afford to add more to the Parks, We have to wait until we have the money. And upkeep needs to be kept as affordable as possible
- The results of this survey should not be used to reduce funding for any existing activities
- I'd like to see consideration for decreased fees or scholarships for families where cost prohibits participation in youth sports, including equipment rentals/loans
- I recognize our fiscal difficulties and hope our staff will too.

- New opportunities are championed by local groups that have interest but no resources. CBJ should take those over (rock climbing, roller derby, etc.)
- Overall the city should slow down on projects.
- Juneau is financially too poor to be concerned about Parks & Recreation. Put a hold on all plans.
- Keep close eye on population. Don't spend money on new things without the peoples vote; not just voting on one thing to get what they want.
- I want a decision to operate Augustus Brown Pool and Treadwell Arena or close them until you get more revenue to operate.
- Balance cost of maintenance, best value with least amount of cost.
- Spending too much money on one area and not enough on others. Listen to the individuals as well as the larger groups.
- They took too much money from activities and put it into upgrading trails and parks. All in the need for tourism and not for the need in the community.
- Start converting programs so they are more self-supporting.
- I feel that it should be free to members of the community who pay taxes to use services paid for by their taxes. Boards are useless, and becoming a black hole. Limit the amount of money they spend on developing the plan and actually use the money on putting the money into a working plan.
- We've exhausted parks in this town. CBJ cut back across the board.
- We should pay attention to what makes sense fiscally - we don't need two of any program, Juneau is too small.
- P&R Staff does a phenomenal job – need to be recognized but should focus resources on maintaining high level of service at fewer locations
- Look for ways to spend less money rather than more.
- Spend less money on tourist nonsense.
- Not appropriate for CBJ to fund Treadwell Ice Arena or Eaglecrest Ski area. Centennial Hall worst debacle of all.
- Some companies or corporations should pitch in and help CBJ with cleanup of the fields, trail maintenance and general investment in programs, activities, services & facility costs.
- It doesn't matter what people want. The government does what they want anyway. We should be taking better care of our seniors.
- Don't focus on money. It's hard to quantify the health of the community.
- Utilize staff intelligently! Man power is the most expensive operational cost of any facility or program. Recreation jobs exist to support public recreation not for the sole sake of providing employment. When I see facilities staffed but not open to the public for use I question the management of public funds!
- Recreation Activities add to quality of life in our city, including for those looking to move here. More combination funding to include CBJ/Individuals/businesses before deciding to cut programs.
- Having the recreation opportunities we do keeps people in Juneau that would otherwise leave. The city should invest more in recreation, it makes Juneau a good place to live.
- Ensure decisions are budget driven, wondering whether budget was the motivation behind the Master Plan process
- It is important that funding is kept as high as possible in all areas of rec - the community needs safe, healthy places to visit to keep residents active and involved in healthy activities



## 1.1 Facility Maintenance and Development

- Collaborate on equipment use between Eaglecrest, Parks & Rec, and Public Works.
- Juneau needs a large, dry facility for community use that is affordable to all groups.
- Maintain what we have. Continue upgrades to our trails.
- Agree, to maintain what we have and upgrade when funds are available
- Seems we could use another facility like the Dimond Park Fieldhouse. Soccer gets pretty crowded at certain times of the year. Also, the Canada Center in Whitehorse is a great example of what to look at. I know that might be a bit beyond our budget but you got to have a dream.
- Thanks for all you do - CBJ trails and open spaces (Eaglecrest, Eagle/Boy Scout Beach) are a huge part of high quality in Juneau for my family
- It would be good to see a multi-purpose non-school drop in facility in the valley located in conjunction with the Dimond Park pool Consider a special park district with its own sales tax funding
- A multi-use facility in the valley much like the Canada Games center would be a welcome addition (would recommend a slightly bigger facility that can hold court games like volleyball, basketball and tennis). Our school gyms are not enough to fit all of the needs of local users.
- Really need more facilities Downtown/Douglas. Would love to use the Field House but the drive to the Valley is too far. Would take a field house over an ice rink.
- Maintain what we have, add more programs and facilities as we can. Juneau is a wonderful place to keep active and thereby (the whole community is) healthy and productive.
- Develop area wide multi use pass for ski, pool, bus, ice arena, tram, etc.
- Not at this time.
- Ketchikan has an amazing community facility. When I travel there I see a beautiful example of diversity....single moms, Alaska Natives, privileged and supported athletes...THAT is awesome--great goal for our Juneau community. I recommend that your board goes and checks it out.
- Take care of the facilities and trails before building new things to take care of.
- Importance of investing in Parks & Recreation activities and facilities
- Focus on maintaining current Parks & Recreation assets
- Maintain what we have rather than looking to build new facilities.
- Keep up with maintaining all current facilities and programs.
- Concentrate on facilities rather than adding new ones.
- We have the right amount of recreation right now, we just need to keep up with the maintenance.
- I don't think we need anything else, we need to pay for what we've got
- Keep up on the maintenance for our current facilities and continue current programs and activities.
- Keep all facilities they already have open and utilized like the baseball fields in Auke Bay, etc. There are many facilities and areas not being utilized, or if not needed make it into a different recreational facility that will be utilized better.
- Don't take any services away, just improve them.
- Continue to maintain what we have.
- Better public access to recreational areas. Many older/disabled people have difficulty with mobility and don't want to compete with younger people to use a facility.
- Need to have 24 Hour facilities and free transportation.

- Better landscaping and multiple uses for the same space, for example; the trail at TMHS, it goes around, over bridge, and around-multiple use- like Rotary Park; you can feed the ducks, there's a playground, and you can walk around.
- Indoor facilities like field house needs to be more accessible and less expensive. Build more throughout town.
- Additional Parks & Recreation assets
- There is a building in Ketchikan that has a walking track, basketball courts, etc. that is always open to the public free of charge. I would like to see something like that in Juneau. A walking track in the Downtown/Douglas area is very important to me. Right now I drive from Douglas to the field house in the valley just to use the outdoor walking track.
- Affordable gym for public.
- Need transportation to parks and facilities for people who cannot drive.
- Need another indoor facility for sports like soccer, the Field House alone is not enough, it's often booked with school activities etc. or closed.
- More facilities available in the downtown area.
- Increase boat launch space and dock spaces. Too many things for tourists; leaves no room for locals. I suggest a bike rack at the Mendenhall glacier. I suggest an 'Alpine Run' during the summer at Eagle Crest would be very profitable. I am thinking of moving because there's not enough boat space. I stay in the community all year and don't get to use my boat. I've had to switch my days (when I can) to be able to boat. I've also lived here for over 20 years.
- Have more facilities for disabilities and safer areas at a lower cost.
- Small boat rentals for Auke Lake or Auke Bay, anywhere there's water. A lodge at Eaglecrest for year-round use and upgrades on the facility.
- There needs to be a community rec center in Lemon Creek or Valley, Walmart is a great possibility. We need an indoor tennis facility and roller rink, CBJ or State of Alaska should fund and maintain this facility, people of all ages should be allowed to use the facility free of charge. The Alaska Club is way too expensive for most youth and young adults to join so we need a community place for all to have fun steer away from drugs, alcohol and mischief.
- We should take over Walmart and use the whole facility for activities, It's in a good location and easily accessible.
- Winter: Need indoor open gyms. Have areas/facilities open to the public for physical and mental activities. Summer: Have outdoor gathering places that provide physical and mental activities centered around those in their early 20's to early 40's and give an opportunity to meet and engage in healthy activities.
- Need for gym space in the valley
- Open a second horse barn.
- Gyms need maintenance (school district)
  - School district should have maintenance fee structure for gym equipment (scoreboards, microphone, etc.)
  - Currently depends on who is the school district activity person
- Interested in adding on to Dimond Park Aquatic Center for a court
  - HoopTime was given 10K grant for feasibility study by McDowell in 2012
  - Found 13 organizations that were interested in partnering on an indoor recreation facility

## 1.2 Community Outreach and Partnerships

- Concertedly and intentionally do more outreach to Alaska Native, Pacific Islander, East Asian, Latin, and Black communities and community members to see how our fellow community members of color use (or don't use) City facilities and examine their access (or potential lack of access) to community facilities. Gunalcheesh!
- Support programs emphasizing Alaska Native heritage. All Juneauites develop a remarkably deeper connection to local nature through learning about traditional interactions with the land. It also can engage the entire community and bring the community together.
- I love the ANC healthy living commercials for youth and family. Those are inspirational and positive motivators. More visual advocacy in our community. I see many young adults I coached 10-15 years ago who have moved back to Juneau. They are now in their 20's and 30's. They are playing sports and hitting the trails. They are starting to have families too. Let's keep them in Juneau and accommodate their interests. That is why they came back. As an almost retired person with ailing feet and knees, don't forget about us too. Nice if we had a few million dollars handed to Juneau P and R to accommodate all of our interests! Great start getting a survey.
- The heroin epidemic in this town is bad, finding hypodermic needles while out doing healthy activities with the family is very sad and scary. I know your crews do their best, but it is a sad reality that it effects people getting out for fear of finding these things.
- Education/communication/outreach
- Make the plan available online (draft plan) I would like to follow it like the strategic pathway like UAS. Public participation, meeting with the public. It would be nice to address specific issues. Whitehorse has a giant Aquatic center with soccer fields, an ice rink, and basketball courts; all under one roof and administration. Efficiency would be increased by centralizing on site.
- Partner with as many Juneau Nonprofits that supply recreational services to Juneauites as possible examples: Swim Club, Discovery Southeast, Gymnastics Academy, Soccer Club, Midnight Suns, Gastineau Little League, Club Basketball, Tai Chi, Bartlett Hospital, Mountainview Senior Services, Catholic Community Services, Local Day Care groups, Scouts, USFS Mendenhall VC Programs; use your connections to leverage services for Juneauites
- Be involved in new areas of development. More public outreach to empower user groups to help fight for funding. Work to ensure school playgrounds are open to the public after hours, as they serve as community playgrounds/ parks. More after school programs to keep kids off electronics. What are the demographics and how are we working to accommodate those shifts?
- Do the best you can to reach out to underserved audiences. They don't have time and/or see the benefit from participating in processes like this. It's all blah for someone else.
- 1. Simplify this survey process. 2. Advise and advertise Juneau area neighborhood associations and residents of this survey-it's where they live and they should have the most say so.
- Maybe delegate or lean on some of the non-profit groups for development or assistance.



- I think it would also help if CBJ Parks & Recs did more public outreach to the community about programs/activities that are available for the public. Additionally, (not sure if they already provide this) some individuals and families cannot afford certain Parks & Recreational activities, so it would be helpful to provide scholarships or a sliding fee scale so that people can do things and be active without feeling like that they can't afford it.
- I love Juneau! Would love vibrant healthy activities for all people that encourage feelings of inclusion, lots of exercise, and appreciation for our unique surroundings and each other.

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