

# Juneau Comprehensive Plan

## *Our Juneau, Our Future*

### Advisory Committee Meeting #1

City and Borough of Juneau  
Comprehensive Plan Update

---

April 2025



**OUR JUNEAU**

— OUR FUTURE —

---

# Agenda

01 Introductions & Getting to know each other

02 What is a Comprehensive Plan?

Why is it important? Why is it happening now? How will it impact people's lives? What will the planning process look like? How can the community participate?

03 Advisory Committee roles & responsibilities

What can the Advisory Committee expect from this process, and what are your roles and responsibilities?

04 Activity & discussion - Scenario Planning & “Driving Forces”

Introduce the concept of scenario planning and how it relates to the Comprehensive Plan process. Work as a group to identify and refine a list of high priority “driving forces” that will help inform the scenario planning work.




**01**

# **Introductions**

## Getting to know each other

1. Name, affiliation
2. Icebreaker: *"In 30 seconds or less, share your favorite Juneau memory or experience..."*



**02**

**What is a  
Comprehensive Plan?**

# What is a Comprehensive Plan?

---

A 20-year roadmap to  
guide growth and  
development in Juneau.



**OUR JUNEAU**  
— OUR FUTURE —

# What makes a plan comprehensive?

**Long Term-** looks 20-30 years into the future, sets the policy and investment agenda for the decades to come.

**Addresses Broad Interests-** covers a wide range of policies and investments - from land use and transportation and economic development to parks, natural areas, and historic resources.

**Community-Driven** - the community's opportunity to clearly document its values and intentions for the future.



Juneau's last Comprehensive Plan  
was adopted **12 years ago** in 2013.

---

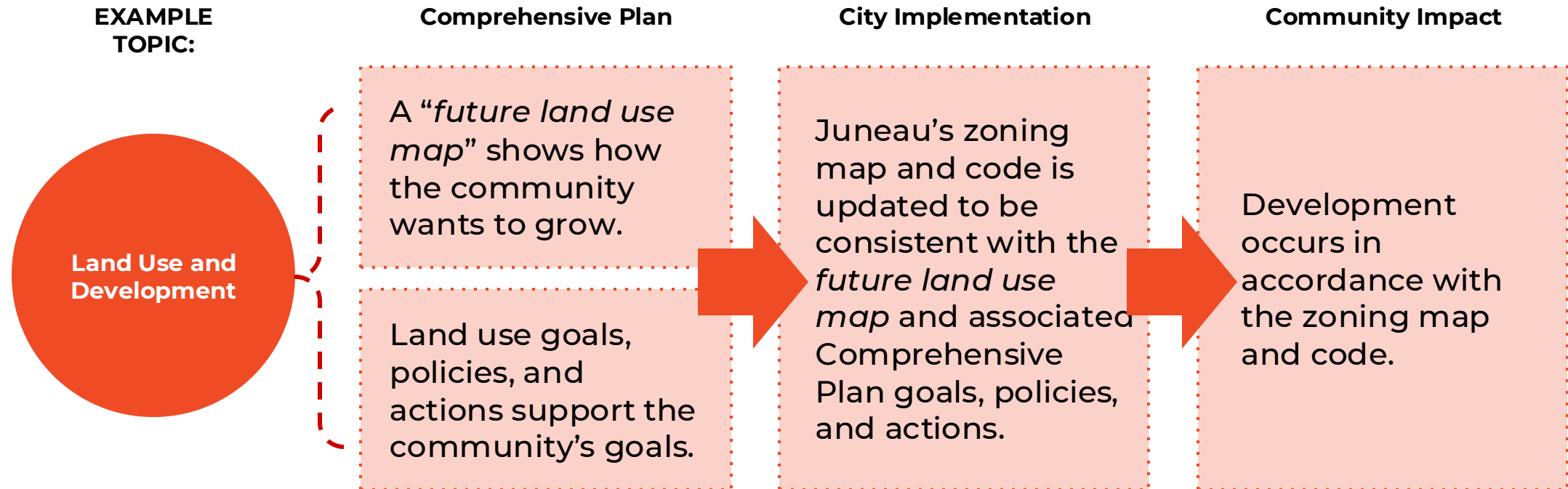
**Regular updates to Comprehensive Plans  
help communities respond to changing  
community priorities and conditions.**



# A lot has changed since the last Comprehensive Plan was adopted.



# How do Comprehensive Plans result in real, on-the-ground change?



# What makes a good comprehensive plan?

---

- Detailed assessment of **existing conditions**
- Understanding of **emerging trends**
- Meaningful **public engagement**
- Consideration of **alternatives**
- Incorporation of **economic realities**
- **Policies** that can actually be **implemented**
- A short, uncomplicated, and **visually engaging document**



# Comprehensive Plan update process will take place in three phases.

## Phase 1: Listen and Learn (January to November 2025)

### What is this phase about?

- **Raising public awareness** about the Plan, process, and outcomes
- **Research** on existing conditions of CBJ
- **Draft a vision** statement based on community feedback
- **Develop strategies** to address critical drivers of change

### How can the community get involved?

- Community Listening Sessions (Public Meetings)
- Community Survey
- Advisory Committee (AC) Meetings #1 - 3
- Planning Commission and Assembly Communications



# Comprehensive Plan update process will take place in three phases.

## Phase 2: Imagining Possibilities (December 2025 to June 2026)

### What is this phase about?

- **Develop policy-based scenario concepts** for locations in Juneau
- Ideas for **areas of growth**, with policy concepts
- **Compare scenarios** using “report-cards”

### How can the community get involved?

- Regional Choices Game (Public Workshop)
- Scenario Choosing Workshop (Public Meeting)
- AC Meetings #4 - 8
- Planning Commission and Assembly Communications

# Comprehensive Plan update process will take place in three phases.

## Phase 3: Developing the Plan (July 2026 to June 2027)

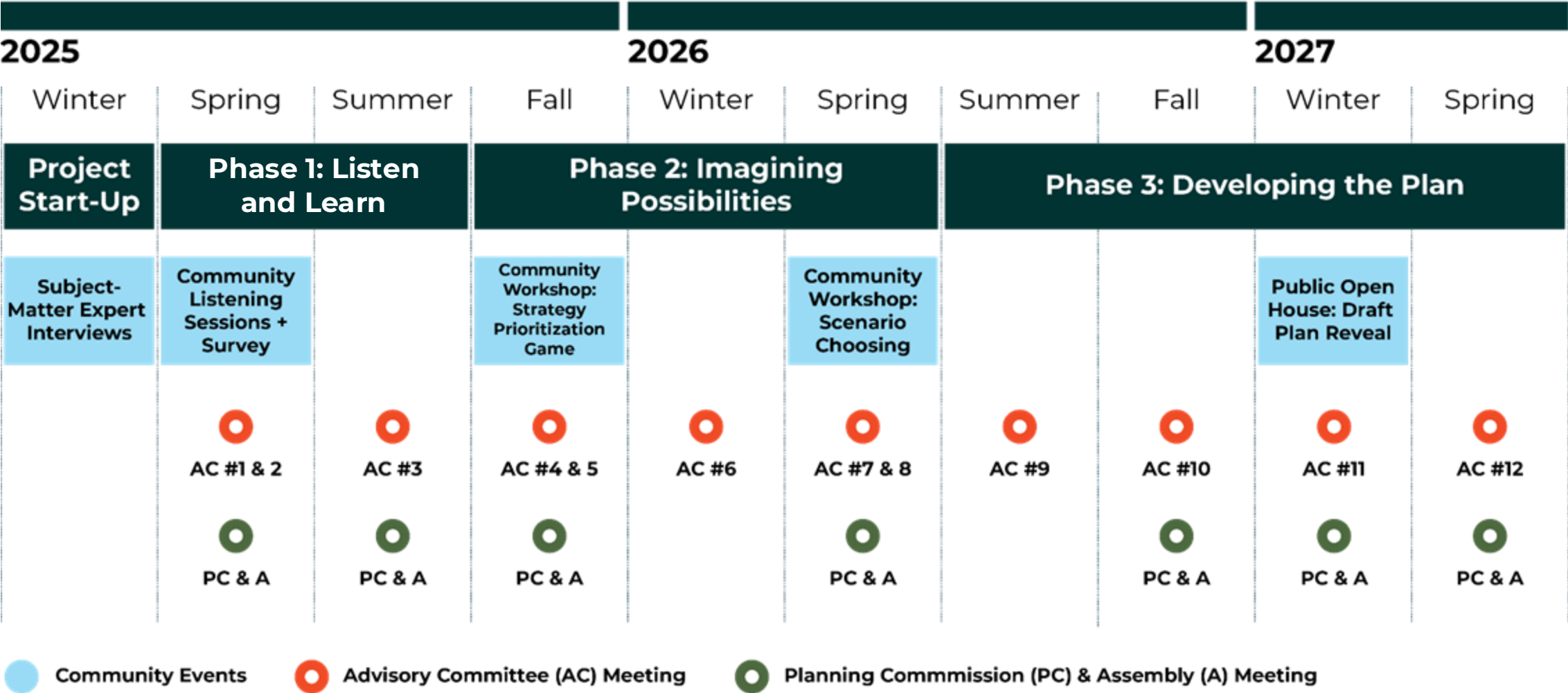
### What is this phase about?


- Develop **goals, actions,** and **implementation** matrix
- Develop **draft Comprehensive Plan**
- Prepare final documents with legal language ready for presentation to Planning Commission and Assembly

### How can the community get involved?

- Open House (Public Meeting)
- AC Meetings #9-12
- Public Hearing (Public Meeting #5)

# Project Timeline





**03**

# **Advisory Committee Roles and Responsibilities**



## **Advisory Committee Members will...**

- Attend and participate in up to 12 bi-monthly (every-other month) meetings over the course of the project. Meetings will typically be 90 min-2 hrs duration.
- Provide input, skills, and knowledge towards specific topics and issues related to the Comprehensive Plan and process.
- Share what you learn during this process back with your friends, neighbors and community, and share any concerns or ideas you hear during the project duration with the project team.
- Attend community engagement events when possible.

**The commitment window for the Advisory Committee is:  
April 2025 –May 2027 (25 months)**

## **Advisory Committee Members will...**

1. Weigh in on local conditions and trends.
2. Provide feedback on key decisions and policy recommendations.
3. Help to ensure that the community's voice is heard and considered in the decision-making process.
4. Advise the project team on community engagement strategy.
5. Deeply understand the Comprehensive Plan project and will be able to explain both the opportunities and potential obstacles we may encounter along the way, to friends, neighbors and community.
6. Message, share, and listen, sharing what they learn back with their communities and bring any ideas or concerns related to the Comprehensive Plan back to the project team.

## **The City and Borough of Juneau will...**

- Give AC members reasonable notice before a scheduled meeting date, and try our best to accommodate AC member's schedules.
- CBJ commits to making meetings easy and accessible for members of the AC. Whenever possible, hybrid options will be provided.
- The project team will send meeting scheduling polls to find a time that works best for the majority of the group.



**04**

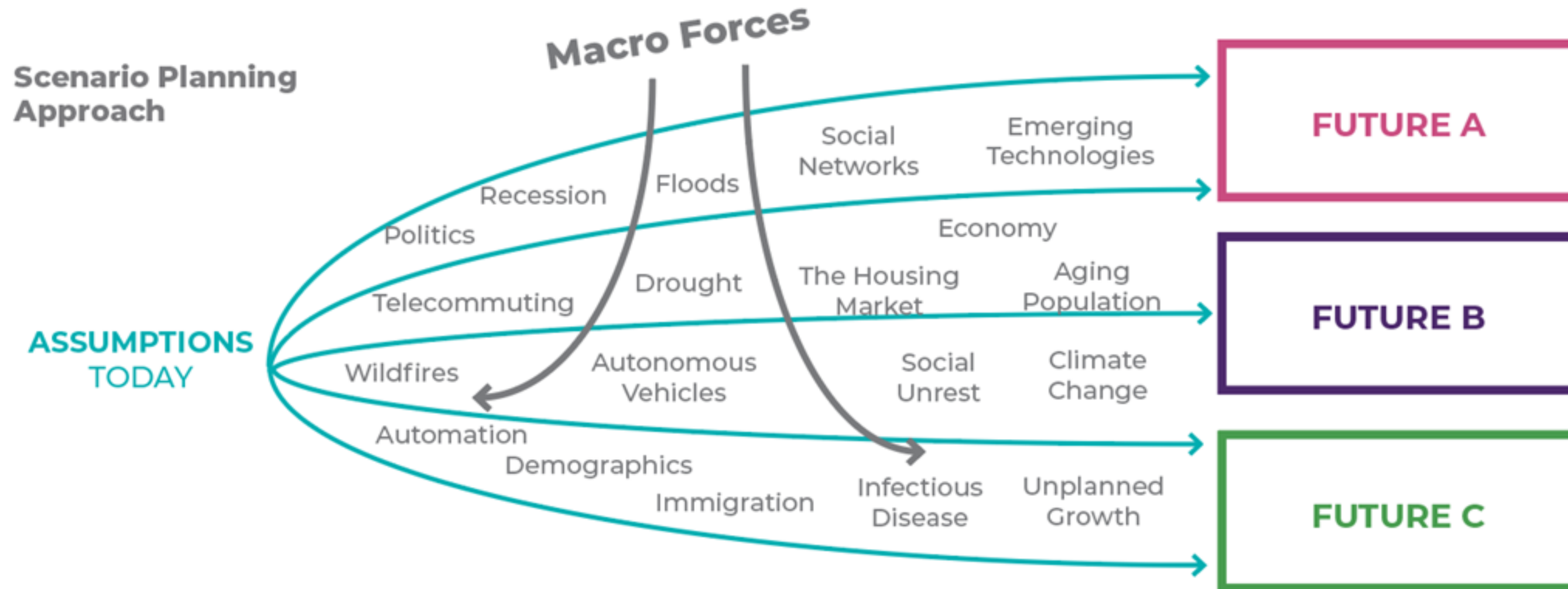
# **Scenario Planning and “Driving Forces”**

# The “Traditional” Planning Approach



- Assumes past trends will continue
- Misses emerging trends and uncertainties
- Reduces the useful life of a plan
- Puts communities in a disadvantaged position in the future

# The Scenario Planning Approach



# Why include scenario planning in a Comprehensive Planning process?



Raises awareness of emerging trends that may impact the community



Minimizes “blind spots” in the plan and increases its useful life



Focuses discussion on policies that will help the community to manage risk



Provides a reference case for what could happen if policies stay as they are

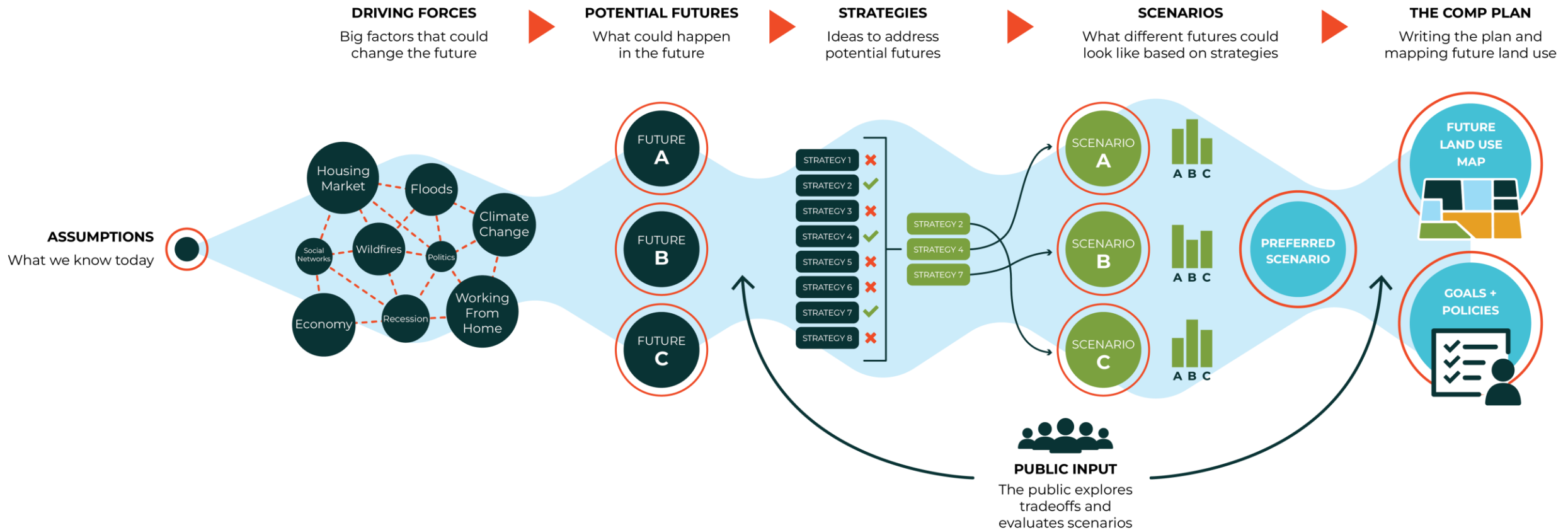


# Scenario planning helps address emerging issues like...





# The Scenario Planning Process

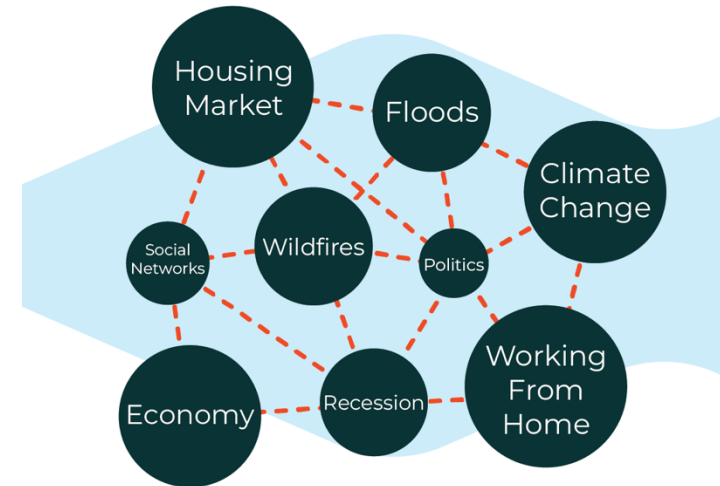


# The Scenario Planning Process

Driving forces are external factors that have the potential to significantly influence the future. Driving forces are often hard to predict and not certain.

## DRIVING FORCES

Big factors that could change the future



# What is a "Driving Force?"

Driving forces are external factors that have the potential to significantly influence the future. Driving forces are often hard to predict and not certain.

Driving Forces can be:

- Economic trends
- Technological advancements
- Regulatory changes
- Social factors
- Environmental changes

# Let's Discuss!

*“Driving Forces” in Juneau*  
Small group discussion + report back