

Juneau Comprehensive Plan

Our Juneau, Our Future

Community Listening Sessions +
Survey Engagement Summary

City and Borough of Juneau
Comprehensive Plan Update

May 2025



OUR JUNEAU

— OUR FUTURE —



01

Key Takeaways

Top Community Priorities

1. Family-Friendliness and Youth Support
2. Environmental Stewardship and Climate Action
3. Housing Affordability and Livability
4. A Strong Local Economy and Year-Round Jobs
5. Community Health and Wellbeing
6. Celebrate Juneau's Diverse Culture and Uplift Indigenous Heritage
7. Clean, Beautiful, and Connected Public Spaces
8. Small-Town Character with Thoughtful Growth
9. Responsible Tourism
10. Equitable Civic Engagement and Government Accountability

1. Family-Friendliness and Youth Support

A strong and recurring theme is making Juneau a great place for families and children—through better schools, affordable childcare, accessible family services, and safe spaces for youth.

*“Better schools, more family support,” “Make Juneau family friendly,”
“Safe places for teens,” “Quality life for children and families.”*

2. Environmental Stewardship and Climate Action

People want to protect nature and wildlife, reduce pollution, and take bold steps toward a fossil fuel-free future using renewable energy, electric transportation, and sustainable practices.

*“Protect the Tongass,” “More electric vehicles,” “Plant more trees,”
“Climate leader,” “Stop burning fossil fuels.”*

3. Housing Affordability and Livability

There is a clear call for affordable, diverse, and accessible housing to serve Juneau's existing community and accommodate growth without losing Juneau's unique character.

“Smaller homes,” “Affordable housing,” “Mixed-use zoning,” “More housing while preserving property values.”

4. A Strong Local Economy and Year-Round Jobs

Juneau's future should include a diverse economy that provides stable employment, supports small businesses, and meets the needs of residents—not just tourists.

*“Strong year-round economy,” “More small businesses,” “Tech industry,”
“Jobs so our kids stay here.”*

5. Community Health and Wellbeing

Residents envision better healthcare, support across the lifespan, and health infrastructure that meets everyone's needs—especially school nurses, elder care, and mental health services.

“Better healthcare so people don’t need to leave,” “School nurses in every school,” “Services for the lifespan.”

6. Celebrate Juneau's Diverse Culture and Uplift Indigenous Heritage

There's deep respect for Tlingit and other Indigenous cultures, with a desire to see more cultural education, performances, and leadership embedded in everyday community life.

*“More Tlingit teachers and festivals,” “Reindigenized community,”
“Cultural connection through dance and language.”*

7. Clean, Beautiful, and Connected Public Spaces

People value access to nature, clean neighborhoods, and community spaces where residents can connect. Trails, public art, and places for recreation and gathering are all important.

“More community spaces,” “Invest in trails,” “Cleaner streets,” “Parks, recreation, and art.”

8. Small-Town Character with Thoughtful Growth

Preserving Juneau's peaceful, small-town atmosphere while allowing for thoughtful growth and development is a priority.

“Keep small-town feel,” “Balanced community—nature and development,” “Avoid destructive sprawl.”

9. Responsible Tourism


Many call for lower-volume, higher-quality tourism that protects nature, serves local needs, and avoids turning downtown into a seasonal tourist trap.

“Cruise-free days,” “Tourism should serve us, not the other way around”

10. Equitable Civic Engagement and Government Accountability

The community wants more inclusive planning, equitable access to resources, and a unified vision that brings people together across backgrounds, ages, and interests. Additionally, the community wants greater transparency and accountability from CBJ in policy decisions and spending.

“Cohesive community working for common good,” “Equitably shared resources,” “Better fiscal responsibility, transparency from CBJ.”



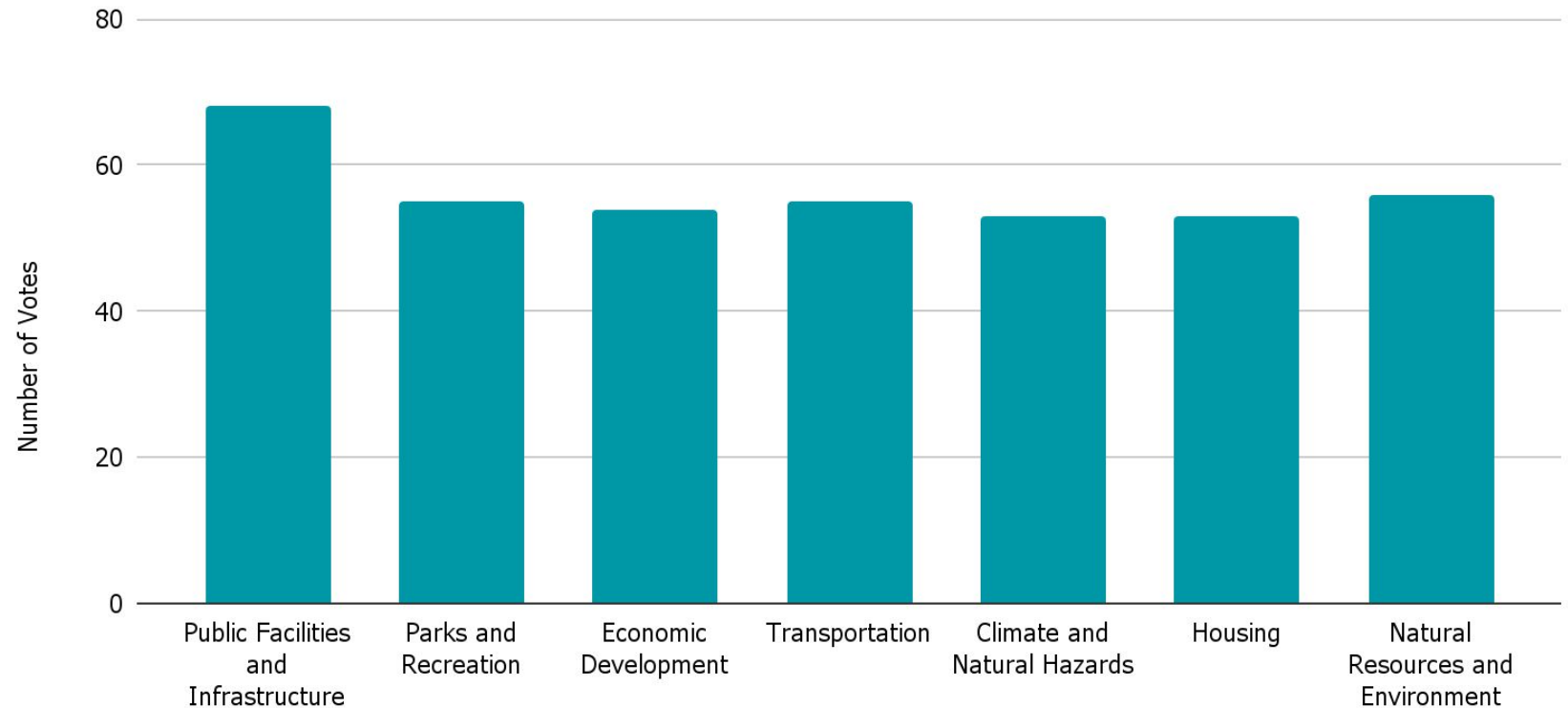
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Community Listening Sessions

Comp Plan Topics - Level of interest

All of the Comp Plan topics had similarly high priority levels.

- The most common additions were:
 - **Child care**
 - **Education**
 - **Senior care**
 - **Tourism**



Key Takeaways: What do you like **best** about Juneau?

| Theme | Takeaways |
|--------------------------------------|---|
| Community and Culture | Small town feel; sense of community; NW Coast Art; close, active collaborative community; opportunities to get involved; diversity in citizens and cultures |
| Public Facilities and Infrastructure | Public hospital; clean air and water |
| Parks and Recreation | Access to nature; cabins and trails; outdoor recreation ; Eaglecrest community ski area |
| Economic Development | Local businesses; lack of retail chains |
| Transportation | Easy to drive; low traffic |
| Natural Resources and Environment | Biodiversity; natural beauty; access to nature; ocean and mountains; wildlife |

Key Takeaways: What would you like to **improve** ?

| Theme | Takeaways |
|--------------------------------------|--|
| Community and Culture | Childcare; education; family and senior services; address tourism impacts |
| Public Facilities and Infrastructure | Infrastructural systems/resiliency; city control of waste management; address deferred maintenance; more roads; finish seawalk |
| Parks and Recreation | City facilities, offices, and playgrounds beyond the river; more free + low cost family and youth activities |
| Economic Development | Limiting tourism and ensuring residents benefit; mixed use zoning; public/private partnerships; sustainability in jobs and education |
| Transportation | Improved connectivity; bike paths + commuter friendly routes that are safer; more frequent public transit; electrify tourism transportation |
| Climate and Natural Hazards | Sustainability support; better implement the renewable energy strategy; hazard zoning in the Valley and downtown landslide zoning; address air and water pollution from cruise ships; flood mitigation |
| Housing | Affordable Housing; accessible housing/aging in place; denser housing including multi-family and transit-oriented development |
| Natural Resources and Environment | Better balance between development and nature |

Key Takeaways: What is your **vision** for Juneau?

| Theme | Takeaways |
|---|--|
| Community and Culture | Centering of Indigenous language and culture; community for all ages and stages of life; keep the small town feel; growing community |
| Public Facilities and Infrastructure | Family center; more electric infrastructure |
| Parks and Recreation | Eaglecrest; continued public land recreation; more interconnected trail systems |
| Economic Development | Responsibly managed tourism; lower cruise ship/tourist limits; more small business development |
| Transportation | More roads around Douglas; better ferry access; more bike + pedestrian friendly roads |
| Climate and Natural Hazards | Hazard zone study; resilient community; Juneau is a "green" leader on climate, waste, clean energy |
| Housing | Housing + services for all: families - seniors - working/seasonal; affordable; increased density; mixed-use zoning |
| Natural Resources and Environment | Preservation of environmental benefits that make it a great place; respect nature |



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Survey Results

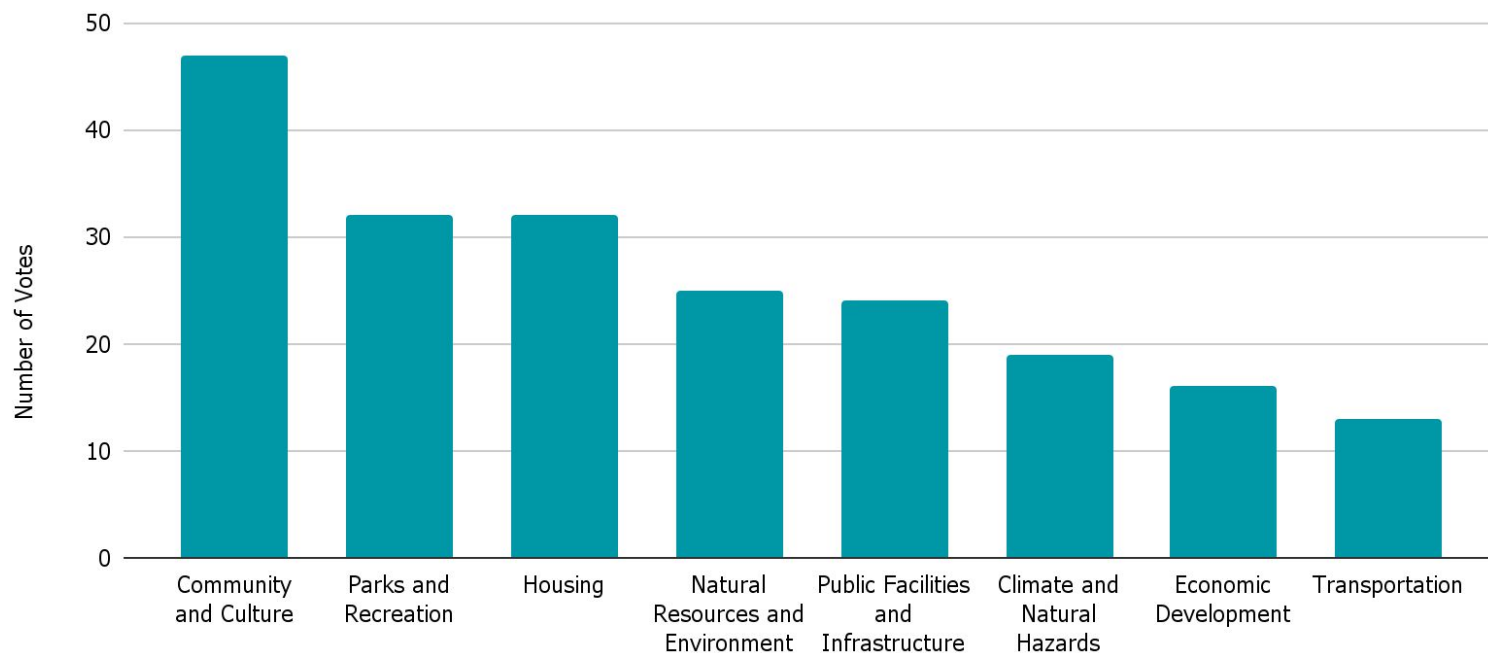
(Survey closed 5/31 and 264 responses were received)

Comp Plan Topics - Level of interest

Community and Culture

was the highest priority among survey respondents.

- The most common additions were:
 - **Tourism**
 - **Child care and education**
 - **Social Services - particularly for unhoused residents**
 - **Food security**



Key Takeaways: What do you like **best** about Juneau?

| Theme | Takeaways |
|--------------------------------------|---|
| Community and Culture | Small town atmosphere; strong sense of community; culture and arts |
| Public Facilities and Infrastructure | Access to public libraries |
| Parks and Recreation | great hiking trails; access to outdoor recreation; access to public pools |
| Economic Development | High paying mining jobs |
| Transportation | Low traffic |
| Natural Resources and Environment | Access to nature and wilderness; access to both mountains and water |

Key Takeaways: What would you like to **improve** ?

| Theme | Takeaways |
|--------------------------------------|---|
| Community and Culture | More mental health services to help the homeless population; better schools; better tourism management - less tourism and impacts on residents; better access to child care |
| Public Facilities and Infrastructure | Deferred maintenance of infrastructure; waste disposal (large scale composting); additional roads to increase access and lower costs |
| Parks and Recreation | Recreation center for many different activities |
| Economic Development | More growth and development; reduce reliance on tourism |
| Transportation | Shift to bikes, walking, and electric/battery tram and bus transportation; convert garages and parking areas to space for living, parks, etc. |
| Climate and Natural Hazards | Reduce negative environmental impacts from tourism and cruise ships. |
| Housing | Increase density; increase housing and access to affordable housing; housing for unhoused residents |
| Natural Resources and Environment | Respect and protect our wildlife from human impacts |

Key Takeaways: What is your **vision** for Juneau?

| Theme | Takeaways |
|--------------------------------------|---|
| Community and Culture | Vibrant community for multiple generations; vibrant arts and culture scene; better balance between locals/visitors; well-funded school district that is funded and small classes; investments in services, including senior and homelessness services |
| Public Facilities and Infrastructure | Better waste disposal management; expanding busy facilities; functioning utilities and services |
| Parks and Recreation | Maintaining existing access to outdoor recreation |
| Economic Development | Investment in small business development; workforce with living wages; investment in green industries; diverse, strong private sector economy; managing our major economic industries for long term sustainability; healthy mixed economy; promoting local year-round business over seasonal foreign business |
| Transportation | More multi-use paths that connect different parts of town; increase in walkability; better public transportation; investments in roads & bridges lowering our dependence on ferries |
| Climate and Natural Hazards | Hydropower-linked climate friendly policies; flood mitigation |
| Housing | Increased high density housing; more affordable housing - rental and ownership; more temporary housing; alternative housing options like tiny homes, ADUs, houseboats |
| Natural Resources and Environment | Preserving the natural resources; enhances in environmental health; lean sources for water and energy; wetland preservation; growth in locally grown food |