



Welcome

Thank you for taking the City and Borough of Juneau (CBJ) Community Compass Survey. By sharing your priorities and ideas in this short survey, you are providing valuable input for the upcoming and future budget processes.

The goal of this survey is to understand the CBJ services, projects and programs residents prioritize most. Because recent sales tax exemptions mean reduced revenue (funding) for city services, CBJ invites residents to share which city services and aspects of the community they most value and where they are willing to make tradeoffs. This survey, along with the upcoming Community Compass Workshops and listening sessions will help inform the CBJ assembly's budgeting process this spring.

As a thank you for completing this survey, you'll be entered into a prize drawing that includes 10-visit passes to Treadwell Arena, the Dimond Park Field House, or local swimming pools; 5-day Eaglecrest lift tickets; a 12-month Capital Transit bus pass; or a two-night stay at the Hilda Dam Cabin. To be eligible to win, you must be a Juneau resident and complete the entire survey. Only one survey response per person is permitted, but you are welcome to invite your family, kids, friends, and neighbors to submit responses of their own! Your responses will remain confidential and will only be reported to CBJ in summary form. Thank you for sharing your voice.

This survey is administered by Rain Coast Data.

1. Where in Juneau do you live?

- Downtown or Thane
- Douglas (West Juneau, South Douglas, North and Remote Douglas)
- Mendenhall Valley
- Lemon Creek and Twin Lakes
- Auke Bay to end of the road
- I am a Juneau resident, but I currently live outside of the community
- I do not live in Juneau, and I am not a resident
- Other (please specify)



About you

2. What generation are you? (Birth year by generation provided)

- Silent Generation or Greatest Generation — 1945 or earlier
- Baby Boomers — 1946-1964
- Generation X — 1965-1980
- Millennials (Gen Y) — 1981-1996
- Generation Z or Generation Alpha — 1997 or later

3. What is your gender?

- Male
- Female
- Other
- Prefer not to answer

4. What is your race? (Mark all that apply)

- White
- Alaska Native/Native American
- Asian
- Hispanic
- Black or African American
- Hawaiian/Pacific Islander
- Other or prefer not to answer

5. What is your household economic status?

- Lower income (financially struggling)
- Middle income (financially managing)
- Higher income (financially comfortable)
- Other or prefer not to answer



Attitude

6. How would you describe your overall feelings toward the City and Borough of Juneau?

- Very positive
- Somewhat positive
- Neutral
- Somewhat negative
- Very negative

7. Please explain your answers from the last question. What specifically makes you feel the way you do?



Highest and lowest priority services

8. Thinking about the services provided by the City and Borough of Juneau, **which programs or service areas are most important** to you? **Please select your 4 to 5 top answers.**

- Public safety (police, fire, EMS)
- Streets, roads, bridges, and winter maintenance
- Water, wastewater, stormwater, and solid waste services
- Public transportation (Capital Transit, paratransit)
- Bartlett Regional Hospital and public health
- Homeless services
- Childcare and early childhood programs
- Schools and K-12 education support
- Housing development and land-use planning
- Economic development and workforce support
- Tourism management and visitor infrastructure
- Juneau International Airport
- Ports and harbors
- Climate action and energy efficiency
- Major facility maintenance
- Trails, parks, and open/green space
- Recreation facilities (Eaglecrest, pools, ice rink, sports fields, cabins)
- Libraries, museums, arts, and culture
- Social Services (excluding homeless services)
- Natural disaster response, mitigation and emergency preparedness
- Other (please specify)

9. Which of these services would you favor for **budget reductions**? Which services would you reduce over others? **Please select your 4 to 5 top answers.** (Note that this is the same list from above, but list orders are randomized.)

- Public safety (police, fire, EMS)
- Streets, roads, bridges, and winter maintenance
- Water, wastewater, stormwater, and solid waste services
- Public transportation (Capital Transit, paratransit)
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- Natural disaster response, mitigation and emergency preparedness
- Other (please specify)



Measuring Success

10. Which **values** should the City and Borough of Juneau prioritize when measuring success as a municipality? **Please select your 4 to 5 top answers.**

- Delivering high-quality core services (police, fire/EMS, roads, water/wastewater)
- Strong fiscal management and responsible budgeting
- Keeping taxes stable and low
- Efficient, responsive customer service across all departments
- Well-maintained public infrastructure (streets, utilities, public facilities)
- Expanding the availability of affordable and attainable housing (across income levels)
- Supporting local businesses and a resilient year-round economy
- Advancing climate resilience, energy efficiency, and sustainability
- Preserving and celebrating Juneau's arts, culture, history, and Indigenous heritage
- Providing recreational opportunities and maintaining parks, trails, and community facilities
- Reliable and accessible public transportation
- Transparent decision-making and meaningful public engagement
- Building strong partnerships with non-profits, Tribes, and regional organizations
- Effective long-range community planning (land use, transportation, housing, capital projects)
- Making Juneau a place where working-age residents and young families can live, work, and stay long-term
- Other (please specify)



Revenue Generation

11. Which **new or increased revenue options** would you would be comfortable with CBJ considering to meet the needs of the community in the future? **Please select all that apply.**

- Sales Tax Changes:** Consider increases or alternatives sales tax structures (e.g., higher rates during peak summer months and lower rates during winter, or different rates for different activities)
- Fewer Sales Tax Exemptions:** Review and modify existing sales tax exemptions to reduce the number or scope of exemptions
- Annual Inflation-based Fee Increases:** Adjust permits, licenses, and service fees for inflation (e.g., update fees to 2026 dollars and then annually to reflect inflation increases)
- Increased User Fees:** Increase user fees for specific public facilities or services (e.g., Eaglecrest, pools, field house, ice rink, CBJ cabins, harbor or airport-related services)
- Underperforming property fees:** Increase vacant building or vacant land fees to encourage productive use and reduce blight
- Property Tax Changes:** Consider alternative property tax structures (e.g., lower tax rates for owner-occupied, year-round primary residences, and higher rates for part-year/seasonally occupied homes)
- Bonding:** Use municipal bonding for specific capital projects rather than funding those projects through the operating budget
- Reserved Fund Use:** Use available reserve or fund balance resources to address short-term budget gaps (with the understanding that reserves are finite and not a long-term solution)
- No new or increased taxes or fees** should be implemented
- Other (please specify)



Communication Preferences

12. Where would you prefer to receive information regarding the City and Borough of Juneau? Or, where are you most likely to engage with City and Borough of Juneau? Mark **all** that apply to you personally.

- The CBJ website
- CBJ notices sent by mail
- CBJ notices sent by email
- At in-person events and meetings
- At virtual events such as Zoom meetings
- Newspaper
- Online local news organizations
- Radio
- Facebook
- Instagram
- Text message alerts
- Podcasts
- YouTube
- LinkedIn
- Word of mouth (from friends or family)
- Other (please specify)



Contact to win prizes

13. Thank you! In order to be eligible to be one of the prizes - **10-visit passes to Treadwell Arena, the Dimond Park Field House, or local swimming pools; 5-day Eaglecrest lift tickets; a 12-month Capital Transit bus pass; or a two-night stay at the Hilda Dam Cabin** - please complete the following contact information. Prizes are non-transferable. Your name will never be associated with the confidential information you provided in the survey. Only one survey per resident.

First Name

Last Name

Email

14. Your email may be used as a contact for future Rain Coast Data Juneau community surveys - but for no other purposes ever. If you prefer not to be made aware of future surveys, please click the box below to opt out.

Opt out

15. If you have additional final thoughts, please share below.