

# Our Juneau, Our Future

## Juneau Futures

### Findings from Workshops and Survey

City and Borough of Juneau  
Comprehensive Plan Update

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March 19, 2026



**OUR JUNEAU**

— OUR FUTURE —

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**01**

# **Outreach Overview**

# Juneau Futures Workshops

Participants were asked:

- Where should Juneau grow?
- How should Juneau grow?
- What does Juneau need to do to prepare for the future?



# Participants Plan For The Future

Workshop participants invested in **development areas and the actions** they felt were most important for those areas.

They were **allocated a limited resource pool**, requiring them to prioritize and invest only in the development areas and actions they deemed most critical.



# Two Ways to Participate

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Workshops and surveys offered different experiences, but asked similar questions.

## Group Workshops

1. Select **development areas**
2. Invest in **actions**
3. Receive a **future condition**
4. **Adjust** for the future

## Individual Survey

1. Identify liked and disliked **development areas**
2. Identify liked and disliked **actions**
3. **Reflect** on potential futures

# Slightly Different Approaches

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## Group Workshops

### Facilitated:

Groups were guided by facilitators who could answer questions to help reach consensus

### Deep dive:

Groups considered tradeoffs and levels of investment

### Dynamic Future:

Groups had to adjust to various possible future conditions

## Individual Survey

### Independent:

Individuals took the survey independently and had to consult a prepared guide to answer questions

### High level:

Individuals considered both preferred and nonpreferred options

### Future Possibilities:

Individuals considered what future conditions might be likely

# Diverse Participation

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## Workshops

- **14** workshops hosted
- **335** participants
- Nov 2025 - Jan 2026

## Survey

- **300** responses received
- Oct 2025 - Jan 2026

## Communities reached:

- General Public
- Alaska Native Leadership and Stakeholders
- Juneau Economic Development Council (JEDC)
- Chamber of Commerce
- Planning Commission
- CBJ Leadership
- Juneau Assembly
- Juneau-Douglas High School
- UAS Students, Staff, and Faculty



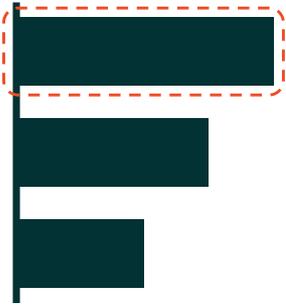
**02**

# **Approach & Methods**

# Translating the Results

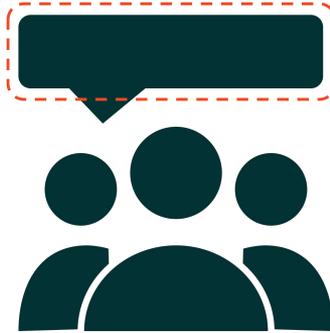
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To translate workshop and survey results we look at responses in a few ways:



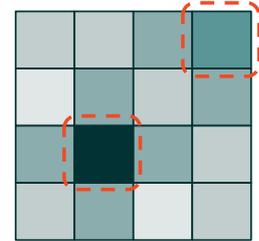
**Quantitative**

What were the most popular options?



**Qualitative**

Why were those options chosen?

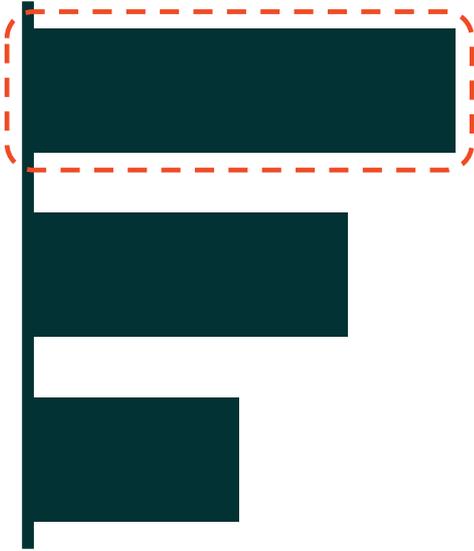


**Comparative**

Where were options chosen together?

# Identifying Popular Choices

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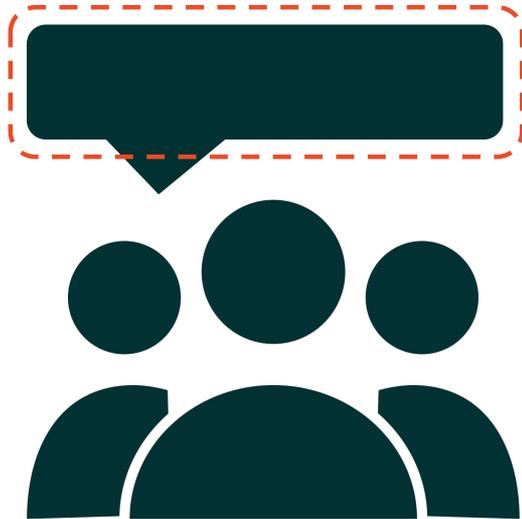
## Quantitative Analysis

Quantitative analysis identifies how frequently each option was selected.

This process involves comparing the number of times each option was selected.

# Understanding the Reasoning

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## Qualitative Analysis

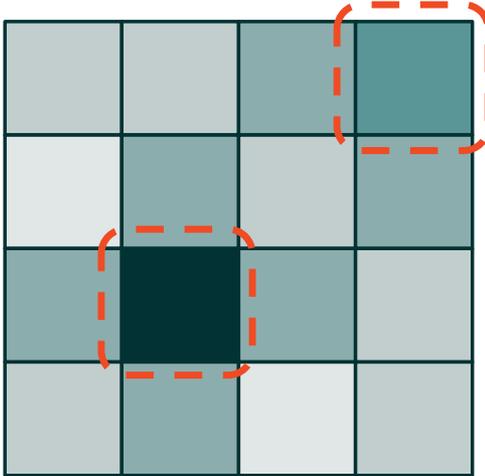
Qualitative analysis identifies why respondents chose the options they did.

This process involves reviewing the discussion notes from the workshops and the write in answers from the survey.

# Finding the Patterns

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## Comparative Analysis



Comparative analysis identifies where options were chosen together and is particularly important where respondents are able to select more than one option.

This process involves setting up a matrix that shows hotspots where respondents frequently chose options together.

# Distilling Findings

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Analyzing qualitative, quantitative, and comparative data together can paint a holistic understanding of how respondents approached building their future Juneau.

This goes deeper than just looking at the most popular options, it identifies themes, patterns, and varied approaches.



**03**

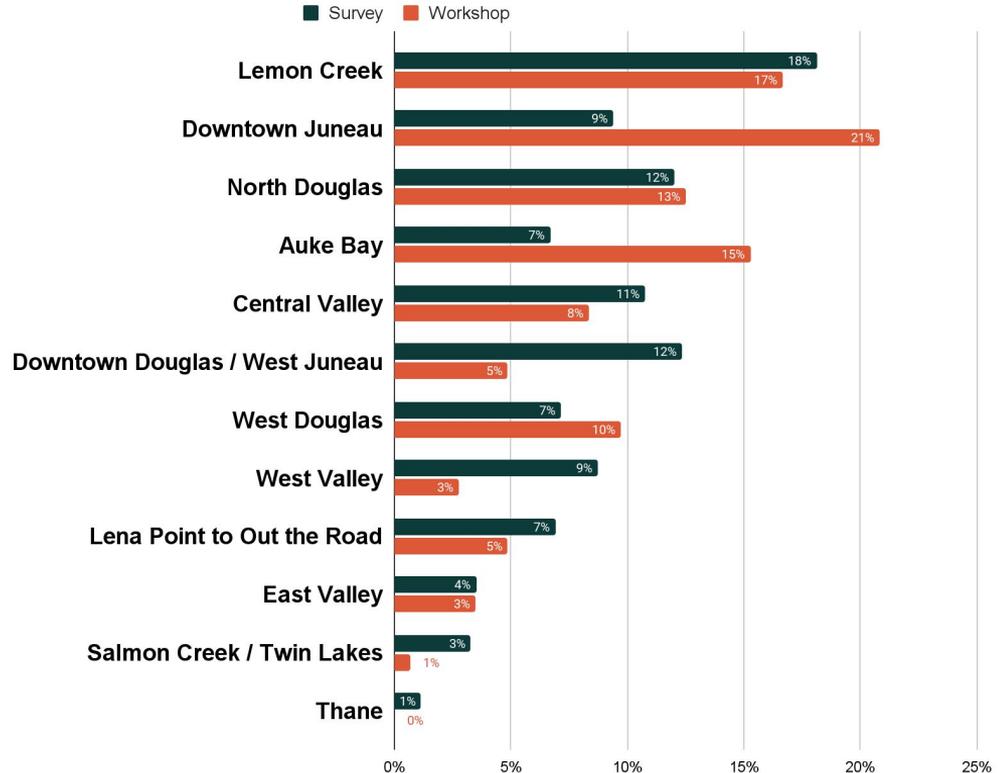
# **Key Takeaways: Development Areas**

# Where Should Juneau Grow?

## Survey & Workshop Results

Respondents were able to vote for multiple development areas. This chart shows what percent of all votes cast went to each individual development area with n being the total number of votes cast for all development areas combined.

Survey n= 883  
Workshop n= 144

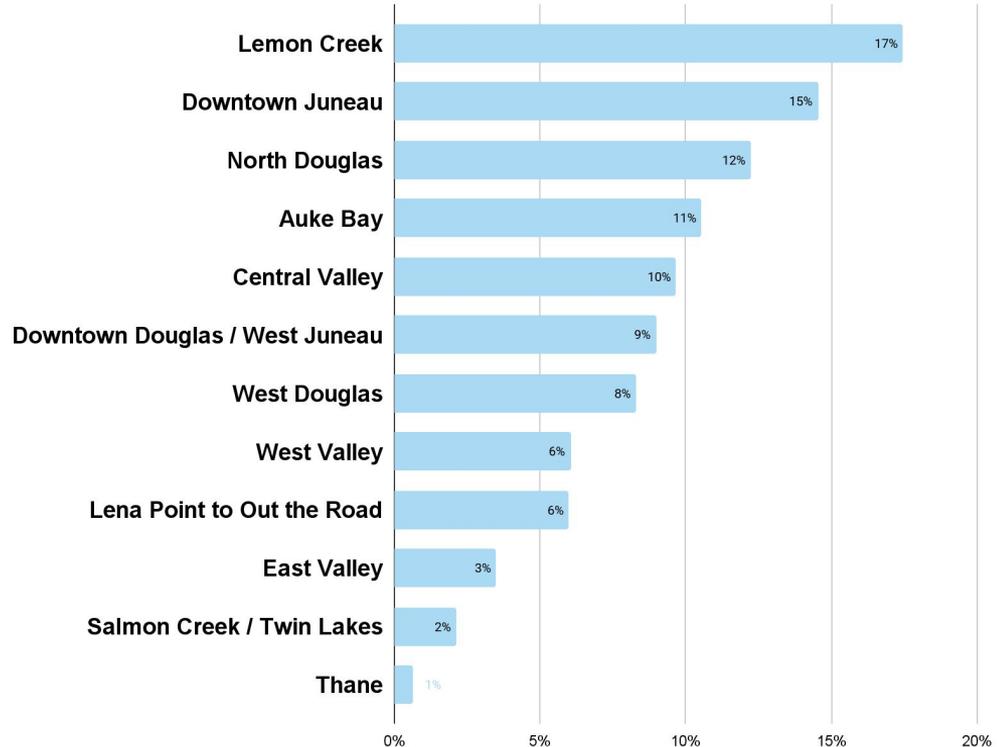


# Where Should Juneau Grow?

## Combined Results

The survey captured individual respondents choices while the workshop captures group input. This chart weights the workshop responses to the average group size and merges the data sets. It shows what percent of all votes cast went to each individual development area with n being the total number of votes cast for all development areas combined.

*Combined Weighted Average  
n= 1027*



# Themes in Selected Development Areas

The following themes represent patterns in the development areas that respondents chose to invest in. They represent:

- The **top selected** areas
- The areas that were often **selected together**
- The **reasons behind** the area selections

# Invest Centrally

Downtown Juneau and Lemon Creek were popular development areas with many participants expressing interest in building activity in and around central Juneau

"Investing in downtown, transportation, and affordable housing will help buffer the impacts of less federal support by maintaining the community as a desirable destination"



# Invest in Established Neighborhoods

Mendenhall Valley, particularly Central and West Valley, were frequently selected due to their quantity of existing residents. Many respondent chose their development areas based on proximity to current residents

“Investments should focus on infill and areas with existing infrastructure.”



# Invest in Multiple Centers

Auke Bay and Lemon Creek were among the most selected development areas, often due to their proximity to residential or economic development and their potential to accommodate growth

“Should focus on [Lemon Creek] that has needed more services for a period of time already.”

“[Auke Bay] has a lot of opportunities as an alternative community center.”



# Invest on Available Land

Developing on Douglas Island, particularly North Douglas, was popular due to available and undeveloped land and to serve as a gateway for future activity

“North Douglas is the next logical step for development in the next 20 years, and then we can focus on West Douglas.”



# Points of Consideration

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These points frequently came up when respondents were choosing which development areas to invest in.

- Investment in areas with **existing infrastructure** could go farther.
- Investment should be focused first on **where people are**.
- Investment should be located in areas that can support community **housing needs**.
- Investment in areas with **fewer natural hazards** will be safer and longer lasting.



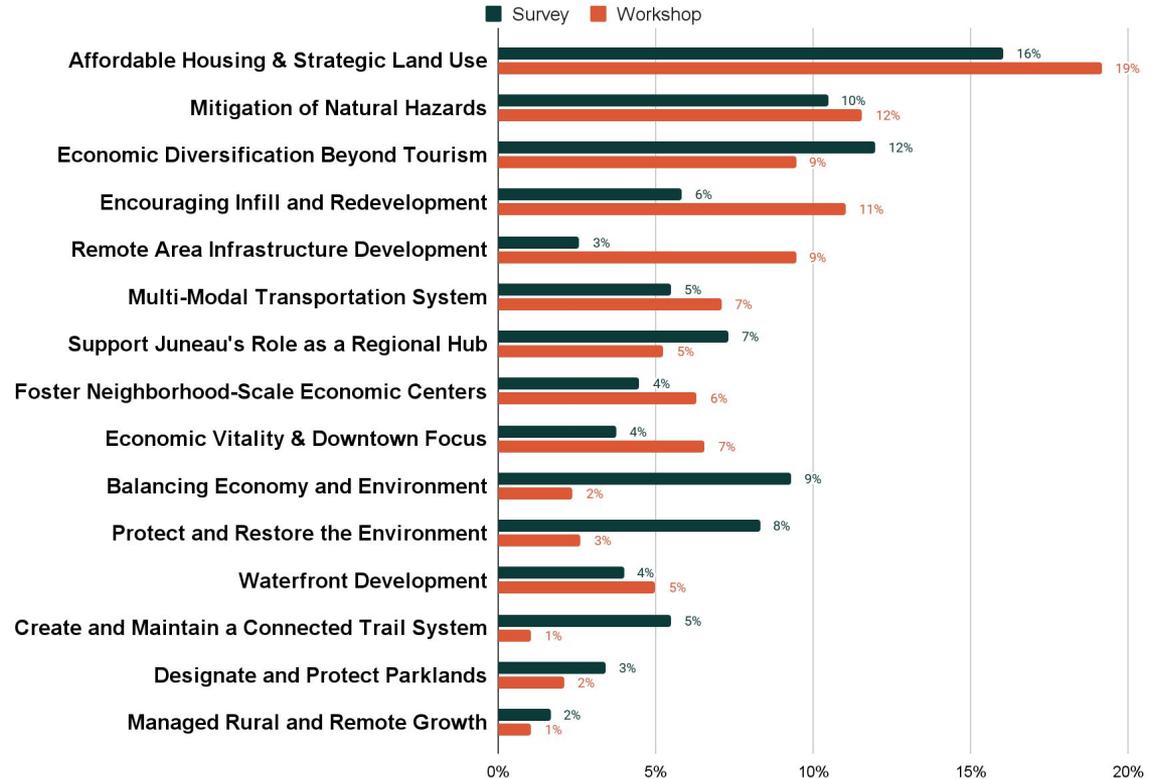
# Key Takeaways: Actions

# How Should Juneau Grow?

## Survey & Workshop Results

Respondents were able to vote for multiple actions and workshop respondents were able to cast multiple votes for a single action. This chart shows what percent of all votes cast went to each individual action with n being the total number of votes cast for all actions combined.

Survey n= 1204  
Workshop n= 381

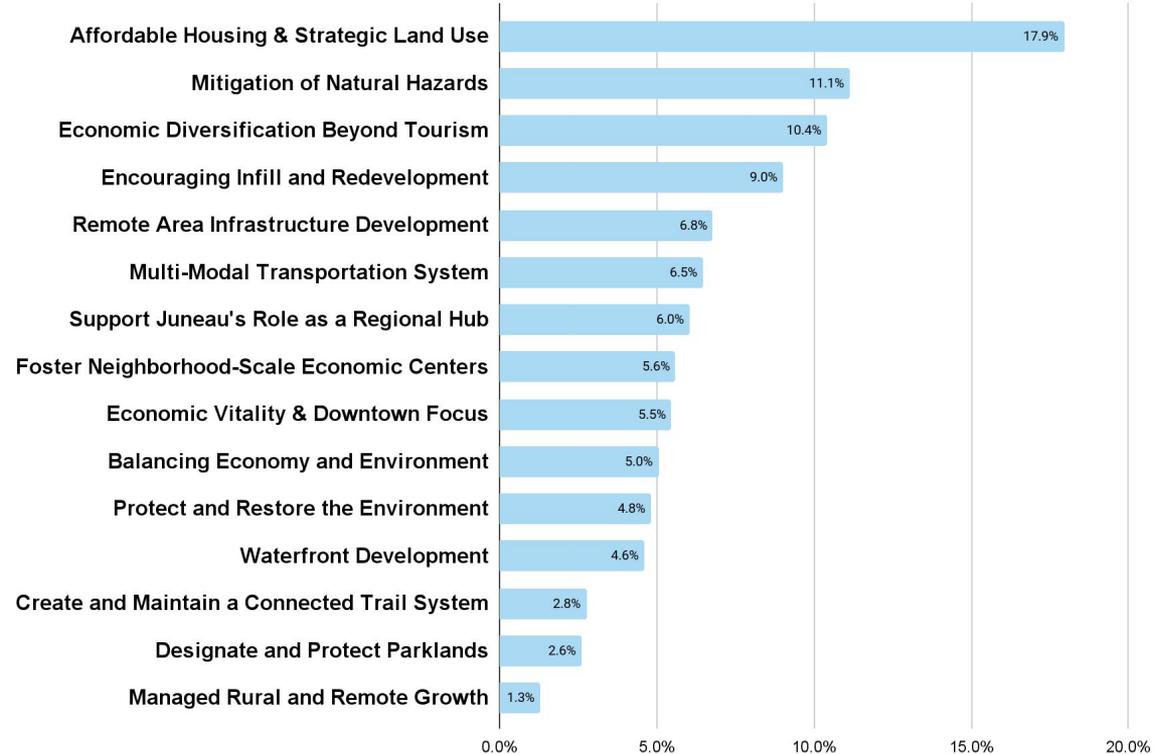


# How Should Juneau Grow?

## Combined Results

The survey captured individual respondents choices while the workshop captures group input. This chart weights the workshop responses to the average group size and merges the data sets. This chart shows what percent of all votes cast went to each individual action with n being the total number of votes cast for all actions combined.

*Weighted Average*  
*n= 1585*



# Themes in Selected Actions

The following themes represent patterns in the actions that respondents chose to invest in. They are derived from looking at:

- The **top selected** actions
- The actions that were often **selected together**
- The **reasons behind** the action selections

# Housing is Key

Housing was the most important issue for many participants. While approaches differed, it is clear that Juneau needs more housing solutions

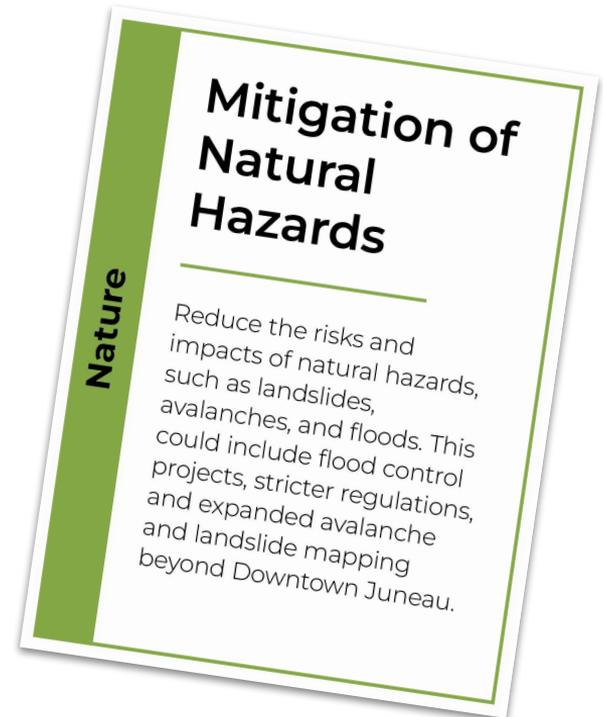


“Everything connects to housing.”

# Mitigate Hazards

Ensuring a future that is resilient in the face of hazards such as flooding and avalanches was a common priority among participants. Mitigating natural hazards was particularly popular action

“Protecting the Valley from future flooding is critical”



# Diversify Juneau's Economy

Economic strength and stability was an important value to many participants. There were many approaches, but it was agreed that the solution should extend beyond tourism

“Year round, well-paid, jobs in diverse economic sectors are the singular most important, foundational need for any community.”



# Points of Consideration

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These points frequently came up when respondents were choosing which actions to invest in.

- Investment should **prioritize community needs**. The selected actions should improve livability for residents, particularly in regards to housing and infrastructure.
- Investment should be **future thinking**. The selected actions should ensure a resilient future, both environmentally and economically.
- Investment should **address current struggles**. Selected actions should provide support where it is urgently needed, such as through mitigating natural hazards.



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# **Key Takeaways: Future Uncertainty**

# Testing Against Future Uncertainty

Once participants had put together their plan for how Juneau should grow, they tested **how it would hold up in the future.**



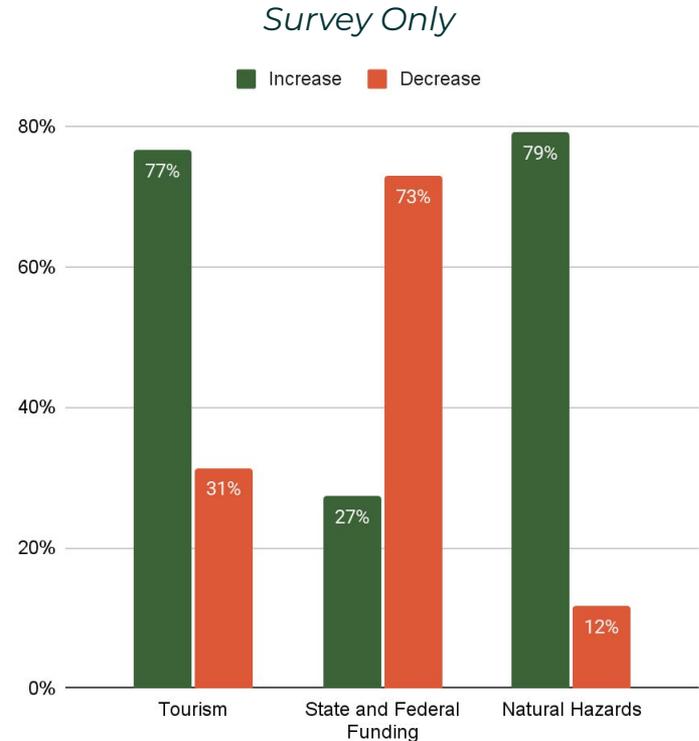
The future conditions participants had to consider were a potential increase or decrease in **tourism, funding, or natural hazards.**



# Prepare for Change

When asked which potential futures they could see happening in Juneau, survey respondents said:

- **Tourism** will likely **increase**
- State and Federal **funding** will likely **decrease**
- The frequency and severity of **natural hazards** will likely **increase**



# Future Informed Selections

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In the workshops, groups rolled the dice for a future condition after making their initial selections in Round 1.

They then adjusted their selections to prepare for that future in Round 2.



# Responding to Potential Futures

*What planning choices do we make if funding increases OR decrease?*

**+**  
**Increase**

**Federal & State Funding**

Additional funding increases the amount of strategies you can afford.

Gain three tokens.

You may adjust your token placements.

## Increase in Funding

Groups used extra tokens to bolster **Affordable Housing, Economic Diversification, and Infill Development.**

**-**  
**Decrease**

**Federal & State Funding**

A decrease in funding lowers the amount of strategies you can afford.

Lose three tokens.

You may adjust your token placements.

## Decrease in Funding

Groups primarily divested from **Remote Area Infrastructure** and **Waterfront Development**, viewing them as non-essential "luxuries" without federal support.



# Responding to Potential Futures

*What planning choices do we make if natural hazards increase OR decrease?*



## Natural Hazards

The frequency and intensity of natural hazards increase.

If you have not already, you must now place three tokens on the "Mitigation of Natural Hazards" Action Card.

You may adjust your token placements.

Increase



## Increase in Natural Hazards

This was often described as a "no-brainer" trigger to move tokens into **Mitigation of Natural Hazards**, sometimes at the expense of parkland or affordable housing.



## Natural Hazards

The frequency and intensity of natural hazards decrease.

Gain one token for each token you have on the "Mitigation of Natural Hazards" Action Card.

You may adjust your token placements, but don't remove any tokens that were previously placed on the "Mitigation of Natural Hazards" card.

Decrease



## Decrease in Natural Hazards

This rare positive roll allowed groups to pivot resources toward **Remote Area Infrastructure** and **Waterfront Development** to encourage expansion.



# Responding to Potential Futures

*What planning choices do we make if tourism increase OR decrease?*

**+**  
**Increase**

**Tourism**

With an influx of tourism, the economy grows.

Gain one token.

You may adjust your token placements.



## Increase in Tourism

Rather than doubling down on tourism infrastructure, many groups used the extra resources to fund **Economic Diversification Beyond Tourism** to protect the community from seasonal volatility.

**-**  
**Decrease**

**Natural Hazards**

The frequency and intensity of natural hazards decrease.

Gain one token for each token you have on the "Mitigation of Natural Hazards" Action Card.

You may adjust your token placements, but don't remove any tokens that were previously placed on the "Mitigation of Natural Hazards" card.



## Decrease in Tourism

Participants reacted by removing tokens from **Remote Growth** and **Multi-modal Transit**, choosing instead to focus on the core "year-round" economy.



# Response Strategies

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Workshop participants' reactions to potential futures were characterized by a **shift toward resilience and economic protectionism**, moving tokens to mitigate risks or capitalize on unexpected windfalls.

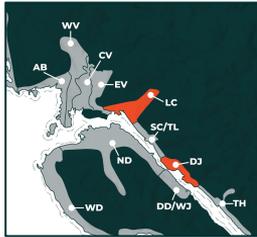




# Findings Summary

# Where to Grow

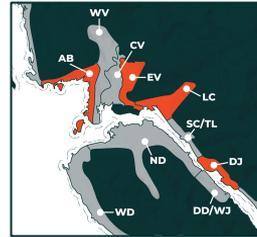
Participants had many ideas for where Juneau should locate future growth, such as:



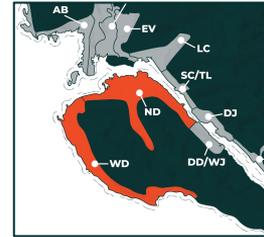
Invest  
Centrally



Invest in  
Neighborhoods



Invest Multiple  
Centers



Invest on Available  
(Undeveloped) Land

No matter the strategy, growth should consider existing investment, current residents, housing needs, and hazard risk.

# How to Grow

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Participants had many ideas for how Juneau should handle future growth, such as:



Housing



Hazard  
Mitigation



Economic  
Diversification

No matter the strategy, growth should prioritize residents, be future thinking, and address the current community needs.

# A Prepared Growth Plan

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By aligning development with the community's stated priorities and investment choices, Juneau can craft a growth plan that is both responsive and resilient. This dual approach ensures the plan reflects local values while remaining prepared for economic volatility and natural hazards.



**07**

# **Appendix - Detailed Data Analysis Findings**

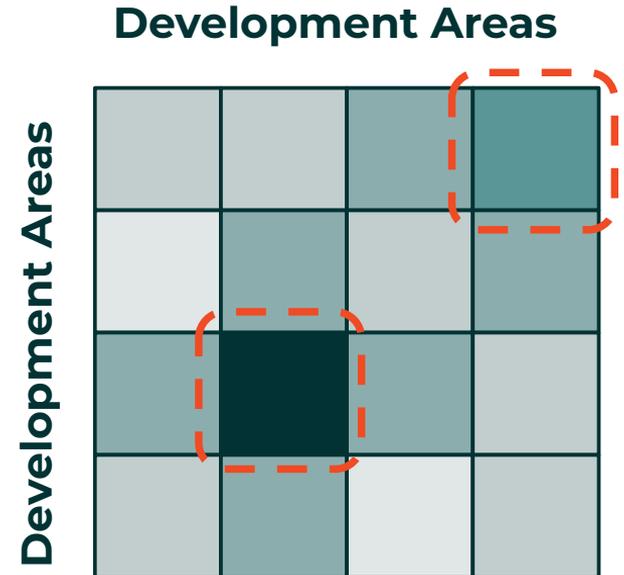
| Frequently Selected Development Areas | Discussion Themes & Sentiments  |
|---------------------------------------|---|
| Downtown Juneau                       | Seen as the vital "Hub" for elders and the face of the Capital City. The Struggle: challenged by absentee landlords and housing that is in disrepair. Priority for infill and revitalization.   |
| Lemon Creek                           | Identified as having "mid-town" potential, with the best opportunity for "flat land" and "denser housing". The Barriers: Needs to overcome the "stigma" of the landfill and industrial uses. Need for more amenities like parks to increase livability.   |
| Central Valley                        | A "non-negotiable" area for protecting existing assets (2,000+ homes and commercial/retail centers) from flooding. Participants varied in their opinions of incentivizing development here, many felt that the City should be focusing only on "hazard mitigation" for existing residents, while others felt it was a still an opportunity area for new housing and jobs.                                   |
| North & West Douglas                  | An "expansion" area that sparked debate: some saw it as prime for housing and potential expansion of the tourism economy, others wanted it left as a largely undeveloped natural area. Consensus around the need for infrastructure like roads, emergency services, and a second channel crossing, if development is to occur. Agreement that expansion into this area will require significant investment. |
| Auke Bay                              | Viewed as a "Community Center" alternative to Downtown for Valley/Out the Road residents. Anchored by the University (UAS). Some tension noted regarding "upscale" perceptions compared to the Valley.  |
| Lena Point / Out the Road             | Heavily contested. Some saw it as an opportunity for housing but acknowledge it requires expensive infrastructure expansion, similar to West Douglas. Others called for it to be preserved in its natural state to and prevent "urban sprawl".  |

# Where Locations Were Selected Together

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**Respondents were able to select multiple development areas.**

Correlation tables show how frequently development areas were chosen together.



# Correlated Development Areas

|                                | Downtown Juneau | Downtown Douglas / West Juneau | Lemon Creek | East Valley | Central Valley | West Valley | Auke Bay | North Douglas | West Douglas | Lena Point to Out the Road | Salmon Creek / Twin Lakes | Thane |
|--------------------------------|-----------------|--------------------------------|-------------|-------------|----------------|-------------|----------|---------------|--------------|----------------------------|---------------------------|-------|
| Thane                          | 0.3%            | 0.2%                           | 0.2%        | 0.1%        | 0.1%           | 0.0%        | 0.0%     | 0.2%          | 0.1%         | 0.3%                       | 0.1%                      | 0.6%  |
| Salmon Creek / Twin Lakes      | 0.9%            | 0.4%                           | 1.1%        | 0.3%        | 0.5%           | 0.4%        | 0.5%     | 0.5%          | 0.6%         | 0.2%                       | 2.1%                      |       |
| Lena Point to Out the Road     | 2.4%            | 0.8%                           | 2.2%        | 0.1%        | 1.4%           | 1.3%        | 1.2%     | 3.4%          | 2.1%         | 6.0%                       |                           |       |
| West Douglas                   | 3.9%            | 1.7%                           | 5.2%        | 0.6%        | 1.6%           | 1.1%        | 2.1%     | 4.2%          | 8.3%         |                            |                           |       |
| North Douglas                  | 6.1%            | 3.1%                           | 6.6%        | 0.3%        | 2.9%           | 2.1%        | 3.6%     | 12.2%         |              |                            |                           |       |
| Auke Bay                       | 6.2%            | 2.6%                           | 7.0%        | 1.1%        | 3.5%           | 1.4%        | 10.5%    |               |              |                            |                           |       |
| West Valley                    | 2.0%            | 2.1%                           | 2.7%        | 0.9%        | 2.9%           | 6.1%        |          |               |              |                            |                           |       |
| Central Valley                 | 4.1%            | 2.9%                           | 5.4%        | 1.2%        | 9.7%           |             |          |               |              |                            |                           |       |
| East Valley                    | 1.6%            | 0.6%                           | 1.9%        | 3.5%        |                |             |          |               |              |                            |                           |       |
| Lemon Creek                    | 8.1%            | 5.7%                           | 17.5%       |             |                |             |          |               |              |                            |                           |       |
| Downtown Douglas / West Juneau | 4.1%            | 9.0%                           |             |             |                |             |          |               |              |                            |                           |       |
| Downtown Juneau                | 14.5%           |                                |             |             |                |             |          |               |              |                            |                           |       |

**Ex: Lemon Creek x Auke Bay**  
 Percent of all development area votes where both Auke Bay and Lemon Creek were selected

**Ex: N. Douglas x N. Douglas**  
 Percent of all development area votes where North Douglas was selected

# Correlated Development Areas

|                                | Downtown Juneau | Downtown Douglas / West Juneau | Lemon Creek | East Valley | Central Valley | West Valley | Auke Bay | North Douglas | West Douglas | Lena Point to Out the Road | Salmon Creek / Twin Lakes | Thane |
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| Thane                          | 0.3%            | 0.2%                           | 0.2%        | 0.1%        | 0.1%           | 0.0%        | 0.0%     | 0.2%          | 0.1%         | 0.3%                       | 0.1%                      | 0.6%  |
| Salmon Creek / Twin Lakes      | 0.9%            | 0.4%                           | 1.1%        | 0.3%        | 0.5%           | 0.4%        | 0.5%     | 0.5%          | 0.6%         | 0.2%                       | 2.1%                      |       |
| Lena Point to Out the Road     | 2.4%            | 0.8%                           | 2.2%        | 0.1%        | 1.4%           | 1.3%        | 1.2%     | 3.4%          | 2.1%         | 6.0%                       |                           |       |
| West Douglas                   | 3.9%            | 1.7%                           | 5.2%        | 0.6%        | 1.6%           | 1.1%        | 2.1%     | 4.2%          | 8.3%         |                            |                           |       |
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| Downtown Douglas / West Juneau | 4.1%            | 9.0%                           |             |             |                |             |          |               |              |                            |                           |       |
| Downtown Juneau                | 14.5%           |                                |             |             |                |             |          |               |              |                            |                           |       |

**Central**

## Invest Centrally:

Respondents selected Downtown Juneau, Downtown Douglas, Lemon Creek, and Valley areas together, supporting a pattern in respondent's interest in investing in central locations.

# Correlated Development Areas

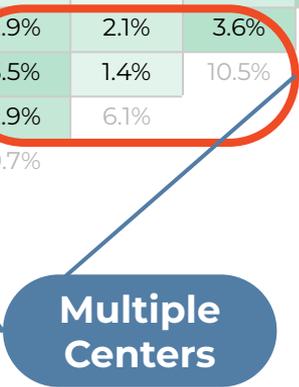
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| Salmon Creek / Twin Lakes      | 0.9%            | 0.4%                           | 1.1%        | 0.3%        | 0.5%           | 0.4%        | 0.5%     | 0.5%          | 0.6%         | 0.2%                       | 2.1%                      |       |
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| Lemon Creek                    | 8.1%            | 5.7%                           | 17.5%       |             |                |             |          |               |              |                            |                           |       |
| Downtown Douglas / West Juneau | 4.1%            | 9.0%                           |             |             |                |             |          |               |              |                            |                           |       |
| Downtown Juneau                | 14.5%           |                                |             |             |                |             |          |               |              |                            |                           |       |

**Neighborhoods**

**Invest in Neighborhoods:** Respondents selected areas in the Valley, Auke Bay, Lemon Creek, and Downtown together, supporting a pattern in respondent's interest in investing in established neighborhoods.

# Correlated Development Areas

|                                | Downtown Juneau | Downtown Douglas / West Juneau | Lemon Creek | East Valley | Central Valley | West Valley | Auke Bay | North Douglas | West Douglas | Lena Point to Out the Road | Salmon Creek / Twin Lakes | Thane |
|--------------------------------|-----------------|--------------------------------|-------------|-------------|----------------|-------------|----------|---------------|--------------|----------------------------|---------------------------|-------|
| Thane                          | 0.3%            | 0.2%                           | 0.2%        | 0.1%        | 0.1%           | 0.0%        | 0.0%     | 0.2%          | 0.1%         | 0.3%                       | 0.1%                      | 0.6%  |
| Salmon Creek / Twin Lakes      | 0.9%            | 0.4%                           | 1.1%        | 0.3%        | 0.5%           | 0.4%        | 0.5%     | 0.5%          | 0.6%         | 0.2%                       | 2.1%                      |       |
| Lena Point to Out the Road     | 2.4%            | 0.8%                           | 2.2%        | 0.1%        | 1.4%           | 1.3%        | 1.2%     | 3.4%          | 2.1%         | 6.0%                       |                           |       |
| West Douglas                   | 3.9%            | 1.7%                           | 5.2%        | 0.6%        | 1.6%           | 1.1%        | 2.1%     | 4.2%          | 8.3%         |                            |                           |       |
| North Douglas                  | 6.1%            | 3.1%                           | 6.6%        | 0.3%        | 2.9%           | 2.1%        | 3.6%     | 12.2%         |              |                            |                           |       |
| Auke Bay                       | 6.2%            | 2.6%                           | 7.0%        | 1.1%        | 3.5%           | 1.4%        | 10.5%    |               |              |                            |                           |       |
| West Valley                    | 2.0%            | 2.1%                           | 2.7%        | 0.9%        | 2.9%           | 6.1%        |          |               |              |                            |                           |       |
| Central Valley                 | 4.1%            | 2.9%                           | 5.4%        | 1.2%        | 9.7%           |             |          |               |              |                            |                           |       |
| East Valley                    | 1.6%            | 0.6%                           | 1.9%        | 3.5%        |                |             |          |               |              |                            |                           |       |
| Lemon Creek                    | 8.1%            | 5.7%                           | 17.5%       |             |                |             |          |               |              |                            |                           |       |
| Downtown Douglas / West Juneau | 4.1%            | 9.0%                           |             |             |                |             |          |               |              |                            |                           |       |
| Downtown Juneau                | 14.5%           |                                |             |             |                |             |          |               |              |                            |                           |       |



**Invest in Multiple Centers:**  
 Respondents selected, Auke Bay, Lemon Creek, and Downtown, and the Valley together, supporting a pattern in respondent's interest in investing in multiple centers.

# Correlated Development Areas

|                                | Downtown Juneau | Downtown Douglas / West Juneau | Lemon Creek | East Valley | Central Valley | West Valley | Auke Bay | North Douglas | West Douglas | Lena Point to Out the Road | Salmon Creek / Twin Lakes | Thane |
|--------------------------------|-----------------|--------------------------------|-------------|-------------|----------------|-------------|----------|---------------|--------------|----------------------------|---------------------------|-------|
| Thane                          | 0.3%            | 0.2%                           | 0.2%        | 0.1%        | 0.1%           | 0.0%        | 0.0%     | 0.2%          | 0.1%         | 0.3%                       | 0.1%                      | 0.6%  |
| Salmon Creek / Twin Lakes      | 0.9%            | 0.4%                           | 1.1%        | 0.3%        | 0.5%           | 0.4%        | 0.5%     | 0.5%          | 0.6%         | 0.2%                       | 2.1%                      |       |
| Lena Point to Out the Road     | 2.4%            | 0.8%                           | 2.2%        | 0.1%        | 1.4%           | 1.3%        | 1.2%     | 3.4%          | 2.1%         | 6.0%                       |                           |       |
| West Douglas                   | 3.9%            | 1.7%                           | 5.2%        | 0.6%        | 1.6%           | 1.1%        | 2.1%     | 4.2%          | 8.3%         |                            |                           |       |
| North Douglas                  | 6.1%            | 3.1%                           | 6.6%        | 0.3%        | 2.9%           | 2.1%        | 5.6%     | 12.2%         |              |                            |                           |       |
| Auke Bay                       | 6.2%            | 2.6%                           | 7.0%        | 1.1%        | 3.5%           | 1.4%        | 10.5%    |               |              |                            |                           |       |
| West Valley                    | 2.0%            | 2.1%                           | 2.7%        | 0.9%        | 2.9%           | 6.1%        |          |               |              |                            |                           |       |
| Central Valley                 | 4.1%            | 2.9%                           | 5.4%        | 1.2%        | 9.7%           |             |          |               |              |                            |                           |       |
| East Valley                    | 1.6%            | 0.6%                           | 1.9%        | 3.5%        |                |             |          |               |              |                            |                           |       |
| Lemon Creek                    | 8.1%            | 5.7%                           | 17.5%       |             |                |             |          |               |              |                            |                           |       |
| Downtown Douglas / West Juneau | 4.1%            | 9.0%                           |             |             |                |             |          |               |              |                            |                           |       |
| Downtown Juneau                | 14.5%           |                                |             |             |                |             |          |               |              |                            |                           |       |

Available Land

**Invest on Available Land:** Respondents selected North Douglas, West Douglas, and Lena Point together, supporting a pattern in respondent's interest in investing in undeveloped or underdeveloped land.

# Correlated Development Areas

|                                | Downtown Juneau | Downtown Douglas / West Juneau | Lemon Creek | East Valley | Central Valley | West Valley | Auke Bay | North Douglas | West Douglas | Lena Point to Out the Road | Salmon Creek / Twin Lakes | Thane |
|--------------------------------|-----------------|--------------------------------|-------------|-------------|----------------|-------------|----------|---------------|--------------|----------------------------|---------------------------|-------|
| Thane                          | 0.3%            | 0.2%                           | 0.2%        | 0.1%        | 0.1%           | 0.0%        | 0.0%     | 0.2%          | 0.1%         | 0.3%                       | 0.1%                      | 0.6%  |
| Salmon Creek / Twin Lakes      | 0.9%            | 0.4%                           | 1.1%        | 0.3%        | 0.5%           | 0.4%        | 0.5%     | 0.5%          | 0.6%         | 0.2%                       | 2.1%                      |       |
| Lena Point to Out the Road     | 2.4%            | 0.8%                           | 2.2%        | 0.1%        | 1.4%           | 1.3%        | 1.2%     | 3.4%          | 2.1%         | 6.0%                       |                           |       |
| West Douglas                   | 3.9%            | 1.7%                           | 5.2%        | 0.6%        | 1.6%           | 11%         | 2.1%     | 4.2%          | 8.3%         |                            |                           |       |
| North Douglas                  | 6.1%            | 3.1%                           | 6.6%        | 0.3%        | 2.9%           | 2.1%        | 3.6%     | 12.2%         |              |                            |                           |       |
| Auke Bay                       | 6.2%            | 2.6%                           | 7.0%        | 1.1%        | 3.5%           | 1.4%        | 10.5%    |               |              |                            |                           |       |
| West Valley                    | 2.0%            | 2.1%                           | 2.7%        | 0.9%        | 2.9%           | 6.1%        |          |               |              |                            |                           |       |
| Central Valley                 | 4.1%            | 2.9%                           | 5.4%        | 1.2%        | 9.7%           |             |          |               |              |                            |                           |       |
| East Valley                    | 1.6%            | 0.6%                           | 1.9%        | 3.5%        |                |             |          |               |              |                            |                           |       |
| Lemon Creek                    | 8.1%            | 5.7%                           | 17.5%       |             |                |             |          |               |              |                            |                           |       |
| Downtown Douglas / West Juneau | 4.1%            | 9.0%                           |             |             |                |             |          |               |              |                            |                           |       |
| Downtown Juneau                | 14.5%           |                                |             |             |                |             |          |               |              |                            |                           |       |

**Available Land**

**Multiple Centers**

**Neighborhoods**

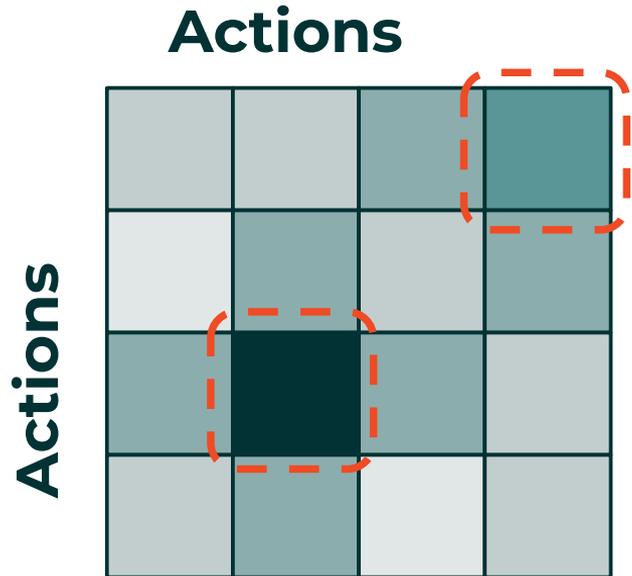
**Central**

# Where Actions Were Selected Together

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**Respondents were able to select multiple actions.**

Correlation tables show how frequently development areas were chosen together.



# Correlated Actions

|  | Protect & Restore the Environment | Mitigation of Natural Hazards | Balancing Economy & Environment | Waterfront Development | Designate & Protect Parklands | Affordable Housing and Strategic Land Use | Economic Vitality & Downtown Focus | Support Juneau's Role as a Regional Hub | Economic Diversification Beyond Tourism | Foster Neighborhood Scale Economic Centers | Encouraging Infill & Redevelopment | Managed Rural & Remote Growth | Multi-Modal Transportation System | Remote Area Infrastructure Development | Create & Maintain a Connected Trail System |
|--|-----------------------------------|-------------------------------|---------------------------------|------------------------|-------------------------------|---|------------------------------------|---|---|--|------------------------------------|-------------------------------|-----------------------------------|--|--|
| Create & Maintain a Connected Trail System | 1.3%                              | 1.6%                          | 1.1%                            | 0.6%                   | 0.6%                          | 2.7%                                      | 0.5%                               | 0.7%                                    | 1.7%                                    | 0.9%                                       | 1.4%                               | 0.2%                          | 1.0%                              | 0.3%                                   | 2.8%                                       |
| Remote Area Infrastructure Development     | 0.6%                              | 3.7%                          | 1.1%                            | 1.4%                   | 0.4%                          | 6.4%                                      | 2.2%                               | 2.1%                                    | 2.9%                                    | 2.5%                                       | 3.1%                               | 0.8%                          | 1.5%                              | 6.8%                                   |  |
| Multi-Modal Transportation System          | 2.0%                              | 5.1%                          | 1.8%                            | 1.5%                   | 1.4%                          | 7.4%                                      | 2.0%                               | 2.3%                                    | 4.3%                                    | 2.6%                                       | 4.3%                               | 0.4%                          | 6.5%                              |  |  |
| Managed Rural & Remote Growth              | 0.2%                              | 1.4%                          | 0.6%                            | 0.2%                   | 0.2%                          | 1.4%                                      | 0.0%                               | 0.9%                                    | 0.8%                                    | 0.4%                                       | 0.8%                               | 1.3%                          |                                   |  |  |
| Encouraging Infill & Redevelopment         | 1.8%                              | 5.9%                          | 1.5%                            | 2.3%                   | 1.5%                          | 10.0%                                     | 3.1%                               | 2.3%                                    | 5.4%                                    | 3.2%                                       | 9.0%                               |                               |                                   |  |  |
| Foster Neighborhood Scale Economic Centers | 1.6%                              | 3.9%                          | 1.5%                            | 1.5%                   | 0.6%                          | 7.3%                                      | 1.7%                               | 1.3%                                    | 3.5%                                    | 5.6%                                       |                                    |                               |                                   |  |  |
| Economic Diversification Beyond Tourism    | 2.5%                              | 6.1%                          | 2.9%                            | 2.6%                   | 1.7%                          | 10.5%                                     | 2.7%                               | 4.4%                                    | 10.4%                                   |  |                                    |                               |                                   |  |  |
| Support Juneau's Role as a Regional Hub    | 1.2%                              | 3.5%                          | 2.3%                            | 1.6%                   | 0.6%                          | 6.1%                                      | 1.5%                               | 6.0%                                    |   |  |                                    |                               |                                   |  |  |
| Economic Vitality & Downtown Focus         | 1.0%                              | 3.0%                          | 0.7%                            | 2.3%                   | 0.1%                          | 5.7%                                      | 5.5%                               |   |   |  |                                    |                               |                                   |  |  |
| Affordable Housing and Strategic Land Use  | 3.9%                              | 9.5%                          | 3.7%                            | 4.0%                   | 2.2%                          | 17.9%                                     |                                    |   |   |  |                                    |                               |                                   |  |  |
| Designate & Protect Parklands              | 1.1%                              | 2.1%                          | 0.6%                            | 0.4%                   | 2.6%                          |   |                                    |   |   |  |                                    |                               |                                   |  |  |
| Waterfront Development                     | 0.7%                              | 2.6%                          | 0.8%                            | 4.6%                   |                               |   |                                    |   |   |  |                                    |                               |                                   |  |  |
| Balancing Economy & Environment            | 1.9%                              | 2.8%                          | 5.0%                            |                        |                               |   |                                    |   |   |  |                                    |                               |                                   |  |  |
| Mitigation of Natural Hazards              | 2.8%                              | 11.1%                         |                                 |                        |                               |   |                                    |   |   |  |                                    |                               |                                   |  |  |
| Protect & Restore the Environment          | 4.8%                              |                               |                                 |                        |                               |   |                                    |   |   |  |                                    |                               |                                   |  |  |

**Ex: Infill & Redev x Infill & Redev** Percent of investment that went to Encouraging Infill & Redevelopment

**Ex: Waterfront Dev x Mitigation of Natural Hazards** Percent of investment where both Waterfront Development and Mitigation of Natural Hazards were selected

# Correlated Actions

|  | Protect & Restore the Environment | Mitigation of Natural Hazards | Balancing Economy & Environment | Waterfront Development | Designate & Protect Parklands | Affordable Housing and Strategic Land Use | Economic Vitality & Downtown Focus | Support Juneau's Role as a Regional Hub | Economic Diversification Beyond Tourism | Foster Neighborhood Scale Economic Centers | Encouraging Infill & Redevelopment | Managed Rural & Remote Growth | Multi-Modal Transportation System | Remote Area Infrastructure Development | Create & Maintain a Connected Trail System |
|--|-----------------------------------|-------------------------------|---------------------------------|------------------------|-------------------------------|---|------------------------------------|---|---|--|------------------------------------|-------------------------------|-----------------------------------|--|--|
| Create & Maintain a Connected Trail System | 1.3%                              | 1.6%                          | 1.1%                            | 0.6%                   | 0.6%                          | 2.7%                                      | 0.5%                               | 0.7%                                    | 1.7%                                    | 0.9%                                       | 1.4%                               | 0.2%                          | 1.0%                              | 0.3%                                   | 2.8%                                       |
| Remote Area Infrastructure Development     | 0.6%                              | 3.7%                          | 1.1%                            | 1.4%                   | 0.4%                          | 6.4%                                      | 2.2%                               | 2.1%                                    | 2.9%                                    | 2.5%                                       | 3.1%                               | 0.8%                          | 1.5%                              | 6.8%                                   |  |
| Multi-Modal Transportation System          | 2.0%                              | 5.1%                          | 1.8%                            | 1.5%                   | 1.4%                          | 7.4%                                      | 2.0%                               | 2.3%                                    | 4.3%                                    | 2.6%                                       | 4.3%                               | 0.4%                          | 6.5%                              |  |  |
| Managed Rural & Remote Growth              | 0.2%                              | 1.4%                          | 0.6%                            | 0.2%                   | 0.2%                          | 1.4%                                      | 0.0%                               | 0.9%                                    | 0.8%                                    | 0.4%                                       | 0.8%                               | 1.3%                          |                                   |  |  |
| Encouraging Infill & Redevelopment         | 1.8%                              | 5.9%                          | 1.5%                            | 2.3%                   | 1.5%                          | 10.0%                                     | 3.1%                               | 2.3%                                    | 5.4%                                    | 3.2%                                       | 9.0%                               |                               |                                   |  |  |
| Foster Neighborhood Scale Economic Centers | 1.6%                              | 3.9%                          | 1.5%                            | 1.5%                   | 0.6%                          | 7.3%                                      | 1.7%                               | 1.3%                                    | 3.5%                                    | 5.6%                                       |                                    |                               |                                   |  |  |
| Economic Diversification Beyond Tourism    | 2.5%                              | 6.1%                          | 2.9%                            | 2.6%                   | 1.7%                          | 10.5%                                     | 2.7%                               | 4.4%                                    | 10.4%                                   |  |                                    |                               |                                   |  |  |
| Support Juneau's Role as a Regional Hub    | 1.2%                              | 3.5%                          | 2.3%                            | 1.6%                   | 0.6%                          | 6.1%                                      | 1.5%                               | 6.0%                                    |   |  |                                    |                               |                                   |  |  |
| Economic Vitality & Downtown Focus         | 1.0%                              | 3.0%                          | 0.7%                            | 2.3%                   | 0.1%                          | 5.7%                                      | 5.5%                               |   |   |  |                                    |                               |                                   |  |  |
| Affordable Housing and Strategic Land Use  | 3.9%                              | 9.5%                          | 3.7%                            | 4.0%                   | 2.2%                          | 17.9%                                     |                                    |   |   |  |                                    |                               |                                   |  |  |
| Designate & Protect Parklands              | 1.1%                              | 2.1%                          | 0.6%                            | 0.4%                   | 2.6%                          |   |                                    |   |   |  |                                    |                               |                                   |  |  |
| Waterfront Development                     | 0.7%                              | 2.6%                          | 0.8%                            | 4.6%                   |                               |   |                                    |   |   |  |                                    |                               |                                   |  |  |
| Balancing Economy & Environment            | 1.9%                              | 2.8%                          | 5.0%                            |                        |                               |   |                                    |   |   |  |                                    |                               |                                   |  |  |
| Mitigation of Natural Hazards              | 2.8%                              | 11.1%                         |                                 |                        |                               |   |                                    |   |   |  |                                    |                               |                                   |  |  |
| Protect & Restore the Environment          | 4.8%                              |                               |                                 |                        |                               |   |                                    |   |   |  |                                    |                               |                                   |  |  |

**Economy**

**Housing**

**Nature**

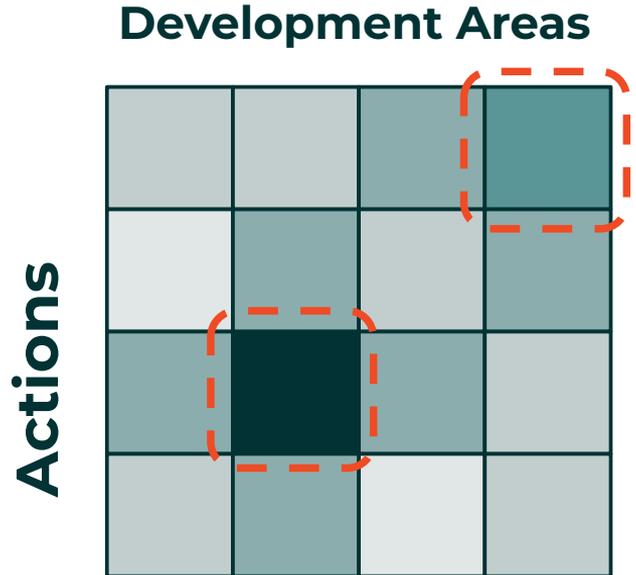
Housing, economy, and nature were the the most popular options across the board, regardless of what actions were chosen with them.

# Actions Selected in Each Development Area

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**Actions were chosen at with different development areas at varying rates.**

Correlation tables show how frequently actions were selected when each development area was also selected.



# Actions by Development Areas

|  | Downtown Juneau | Downtown Douglas / West Juneau | Lemon Creek | East Valley | Central Valley | West Valley | Auke Bay | North Douglas | West Douglas | Lena Point to Out the Road | Salmon Creek / Twin Lakes | Thane |
|--|-----------------|--------------------------------|-------------|-------------|----------------|-------------|----------|---------------|--------------|----------------------------|---------------------------|-------|
| Protect & Restore the Environment          | 2.2%            | 1.9%                           | 3.6%        | 0.8%        | 1.9%           | 0.6%        | 2.0%     | 1.3%          | 1.4%         | 0.6%                       | 0.4%                      | 0.2%  |
| Mitigation of Natural Hazards              | 6.2%            | 2.9%                           | 7.4%        | 1.1%        | 5.1%           | 0.8%        | 6.5%     | 3.4%          | 3.6%         | 1.8%                       | 0.6%                      | 0.0%  |
| Balancing Economy & Environment            | 2.1%            | 1.9%                           | 3.0%        | 0.8%        | 1.8%           | 0.8%        | 1.3%     | 1.8%          | 1.7%         | 0.9%                       | 0.5%                      | 0.1%  |
| Waterfront Development                     | 2.7%            | 1.2%                           | 2.4%        | 1.0%        | 1.3%           | 0.2%        | 2.0%     | 1.6%          | 1.7%         | 0.9%                       | 0.2%                      | 0.1%  |
| Designate & Protect Parklands              | 1.4%            | 0.8%                           | 1.9%        | 0.6%        | 0.7%           | 0.4%        | 1.1%     | 0.9%          | 1.0%         | 0.3%                       | 0.4%                      | 0.0%  |
| Affordable Housing and Strategic Land Use  | 11.0%           | 5.2%                           | 11.4%       | 2.3%        | 6.0%           | 2.1%        | 7.7%     | 6.8%          | 6.3%         | 3.4%                       | 1.0%                      | 0.2%  |
| Economic Vitality & Downtown Focus         | 5.1%            | 1.5%                           | 2.3%        | 0.8%        | 1.7%           | 0.5%        | 2.3%     | 2.0%          | 2.2%         | 0.9%                       | 0.2%                      | 0.2%  |
| Support Juneau's Role as a Regional Hub    | 3.0%            | 1.5%                           | 3.3%        | 0.5%        | 1.9%           | 0.5%        | 2.2%     | 2.5%          | 2.1%         | 1.3%                       | 0.5%                      | 0.1%  |
| Economic Diversification Beyond Tourism    | 5.9%            | 3.1%                           | 6.1%        | 2.1%        | 3.4%           | 0.8%        | 3.4%     | 3.6%          | 3.4%         | 2.2%                       | 0.6%                      | 0.2%  |
| Foster Neighborhood Scale Economic Centers | 3.3%            | 1.0%                           | 3.8%        | 1.0%        | 1.1%           | 0.5%        | 3.3%     | 2.5%          | 1.4%         | 1.4%                       | 0.3%                      | 0.0%  |
| Encouraging Infill & Redevelopment         | 6.3%            | 1.9%                           | 6.6%        | 1.3%        | 2.8%           | 0.8%        | 5.1%     | 2.9%          | 2.8%         | 1.2%                       | 0.7%                      | 0.0%  |
| Managed Rural & Remote Growth              | 0.5%            | 0.0%                           | 0.5%        | 0.1%        | 0.5%           | 0.1%        | 0.7%     | 0.5%          | 0.5%         | 0.2%                       | 0.2%                      | 0.0%  |
| Multi-Modal Transportation System          | 4.4%            | 1.9%                           | 4.4%        | 1.3%        | 2.2%           | 0.6%        | 2.8%     | 2.4%          | 1.9%         | 0.6%                       | 0.4%                      | 0.0%  |
| Remote Area Infrastructure Development     | 4.5%            | 0.6%                           | 2.8%        | 0.0%        | 1.2%           | 0.7%        | 3.1%     | 4.4%          | 3.5%         | 3.0%                       | 0.2%                      | 0.1%  |
| Create & Maintain a Connected Trail System | 1.4%            | 0.7%                           | 1.8%        | 0.5%        | 1.1%           | 0.3%        | 0.9%     | 0.5%          | 1.1%         | 0.5%                       | 0.2%                      | 0.1%  |