MEMORANDUM

TO: CBJ Mayor, Assembly, and Visitor Industry Task Force Members
FROM: North Douglas Neighborhood Association, Traffic Safety Committee
DATE: November 3, 2026
SUBJECT: Comments on Visitor Industry Task Force Preliminary Recommendations

Introduction

Thank you for the opportunity to comment on the Visitor Industry Task Force Preliminary Recommendations. The increase in tourism necessarily affects the volume and intensity of traffic on North Douglas Highway, which is why we have an interest in the VITF recommendations. We are not anti-tourism and understand its economic benefit. We hope these comments are helpful. The North Douglas Safety Committee has reviewed the proposal and offers the following feedback. We have organized our suggestions below in order of priority. We have also added one new initiative under the data collection section.

Priority 1: Governance, Planning, & Structure

***Spread Sheet #4. Community Tourism Committee*:** Establish the Visitor Industry Task Force as a standing, year-round committee of the CBJ Assembly. Rename it the **Community Tourism Committee** to frame tourism around community priorities rather than industry promotion.

Spread Sheet #42. Comprehensive Tourism Plan Update (General): Prioritize an immediate, short-term update to the outdated 2002 CBJ tourism plan to establish a unified, community-wide strategy for cruise tourism. Because tourism impacts vary across time and geography, **CBJ Neighborhood Associations** must be actively invited to participate in the planning process.

Priority 2: Transparency & Community Engagement

Spreadsheet Item #2: We strongly support increased CBJ outreach to local residents. Currently, there is a distinct lack of public forums outside of the Visitor Industry Task Force meetings themselves. To build an ongoing, constructive dialogue, we suggest the following:

- **Annual Public Tourism Forum:** Establish a regular annual public meeting hosted by CBJ. This forum should be used to highlight program achievements, share data, and actively gather community feedback on ways to mitigate the impacts of cruise tourism.
- **Public Awareness Campaign:** CBJ must take the lead in raising public awareness regarding existing industry guidelines and available avenues for community input, ensuring that the process is transparent and accessible to all residents.

Priority 3: Enhancing TBMP Accountability & Program Legitimacy

***Spreadsheet Item #1*.** While we support the continuation of the Tourism Best Management Practices (TBMP) program as a tool to monitor cruise tourism impacts, community surveys reveal that the general public largely views the program as biased. Because Travel Juneau's core mission is to support the tourism industry, it lacks the independent standing required to enjoy widespread community trust.
To restore program legitimacy and credibility, we recommend three critical additions:

1. **Independent Verification:** Implement an independent review process managed directly by CBJ. This must include unannounced field visits and compliance spot-checks to ensure operators are adhering to TBMP guidelines.
2. **Enforceable Penalties:** Establish clear fines or penalties for non-compliance. Without consequences for violations, the program lacks the teeth necessary to maintain credibility with residents.
3. **Proactive Feedback Channels:** Create a structured process for gathering community suggestions outside of the standard complaint system. Program updates and document reviews should be integrated directly into the proposed annual public tourism meeting.

Priority 4: Data Collection & Capacity

***Spreadsheet #35*. Commercial Tourism Mapping & Capacity Limits:** Map the geographic locations of commercial tourism operations, track activity concentrations, and establish capacity limits. Given the rapid expansion of tour operations, identifying their exact locations, volumes, and activity types is essential to evaluate local impacts and to set appropriate thresholds.

Road Safety Studies & Mitigation: The growth of roadside tourism has raised concerns regarding pedestrian safety and conflicts with traditional neighborhood uses. CBJ and DOT&PF should investigate opportunities to improve road safety and implement mitigation measures. For example, North Douglas Highway has potentially unsafe conditions due to increased tourism pressure. The new Goldbelt project will only exacerbate this.

Thank you for the opportunity to comment. Please contact us if you have any questions or would like to discuss how we can become more involved.

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