From: Renewable Juneau
To: City Clerk
Subject: Renewable Juneau comments on VITF draft recommendations
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To: Juneau Visitor Industry Task Force

The mayor's expectations regarding the Visitor Industry Task Force (VITF 2.0) were outlined in November 2025. Below, we address each of the several charges.

In general, Renewable Juneau found the recommendations to be heavy on identifying tasks and light on strategic policy recommendations/discussion. More specifically, the report avoids fundamental policy questions like "how much is too much?" and merely proposes several actions intended to mitigate the impact of an expanding annual influx of tourists. Many of the proposed actions seem reasonable and we appreciate the task force's efforts, but we had hoped to see a focus on fundamental policy issues such as greenhouse gas emissions and specific conditions for expansion of tourism.

Below, we address each of the mayor's charges:

1. Provide direction on policies and processes—

a. review/refine/delete 2020 recommendations,
b. identify 2020 recommendations that have been adopted, and
c. add clear, achievable recommendations as appropriate.

We believe a review of 2020 recommendations would add context to the tourism discussion. What does the task force propose for shore power? For visitor limitations set by ordinance?

2. Identify infrastructure projects and policy options to manage tourism impacts, particularly issues related to congestion, flightseeing and whale watching.

This item appears to be the primary focus of the report. However there is no mention of shore power, the major infrastructure project identied in the 2020 VITF report, in Blueprint Downtown, and in CBJ goals relating to tourism impacts on air quality and climate pollfution.

3. Develop structure for a revolving loan program designed to mitigate tourism impacts (especially greenhouse gas emissions).

Not mentioned in the report. Renewable Juneau is concerned about this lack of attention to one of the few positive contributions of tourism to the renewable energy and climate goals of the CBJ.

4. Develop a ten-year direction, including specifying specific conditions for expansion of tourism.

No direction provided, and no mention of conditions for expansion.

5. Identify revenue opportunities.

No mention of revenue opportunities.

We believe the task force should be given more time to complete the assignment. Juneau needs a visitor industry that works for residents as well as visitors. We must find a way to mitigate tourism-caused air and climate pollution along with congestion.

Thank you for considering these comments and recommendations.

Sally Saddler
President of the Board

