



Port of Juneau

155 Heritage Way • Juneau, AK 99801
(907) 586-0292 Phone • (907) 586-0295 Fax

From: *Carl Uchytel*
Carl Uchytel, P.E.
Port Director

To: Alexandra Pierce
Tourism Manager

Via: (1) Docks & Harbors Operations-Planning [reviewed 12/11/2024](#)
(2) Docks & Harbors Board [approved 12/19/2024](#)

Date: December 9th, 2024

Re: FY 2026 Marine Passenger Fee (MPF) Request

1. Attached for your consideration is a list of FY26 Marine Passenger Fee requests from Docks & Harbors. This list was discussed by the Docks & Harbors Operations-Planning Committee at its December 12th meeting and approved at its December 20th, 2024 regular board meeting.

2. Docks & Harbors is very appreciative of the financial support received through this process. Please know that the MPF generously provided to the Docks Enterprise provides approximately one-third of all revenue collected. MPF remains an important revenue source to the financial health of this Enterprise.

3. Please contact me should you have questions at 586-0282.

#

Encl: (1) FY26 Docks & Harbors Marine Passenger Fee Request

Copy: City Manager
Parks & Recreation
Finance Department

CBJ Docks and Harbors Board
FY2026 Marine Passenger Fee Request

Downtown Security Cameras

Descriptions: Docks & Harbors has identified a need to recapitalize its existing security cameras along the downtown waterfront. The existing camera system was installed in 2015 and technological advances have rendered these cameras obsolete.

Marine Passenger Fee Funds Requested (FY26): \$1M

Benefits: Parks & Recreation – Building Maintenance has converted to a city-wide, standardized camera system from the same manufacturer. Reports have been favorable with this company, citing reparability and data recovery being enhanced.

Maintenance and Operation Responsibility: Docks & Harbors is responsible for all ongoing maintenance and operating expenses and will use Enterprise funds for these expenses.

Project Contact: Matthew Sill, Port Engineer, or Carl Uchytel, CBJ Port Director 586-0292.

CBJ Docks and Harbors Board FY2026 Marine Passenger Fee Request

Area Wide Port Operations

Descriptions: CBJ's cruise ship docks and associated infrastructure are run as an enterprise fund established by local ordinance. All expenses and revenues associated with operating and maintaining CBJ's cruise ship docks and associated infrastructure are accounted within this fund. The CBJ Assembly has placed these assets under the responsibility of the Docks and Harbors Board. CBJ Ordinance Title 85 requires the Board to be self-supporting, generating revenues sufficient to meet the operating costs of the Docks Enterprise. The Board has established a number of fees to generate revenues from users of the assets. The Board has calibrated these fees to assure the overall revenue generated by the enterprise equals the overall cost of running the enterprise.

Many of the uplands assets are used by entities which it is not possible, feasible, or acceptable to charge fees. As a result, users paying fees are subsidizing users that do not pay fees. The services provided to these users are area wide in nature benefiting the general public and cruise ship passengers of private docks. As part of this fee request, the Board identified services that are area wide in nature.

Board identified the following services:

1. Year round maintenance and monitoring of Marine Park.
2. Maintenance and operation of public parking at the Columbia Lot and seasonal public parking at the Steamship Wharf Plaza and the Visitor's Center Lot.
3. Maintenance and operation of unrestricted pedestrian access along the waterfront at the public docks.
4. Year round maintenance and monitoring of Peratrovich Plaza.
5. Costs associated with landscape maintenance services throughout the Downtown Waterfront.
6. Providing area wide port security. Of note are new Coast Guard requirements to validate credentials of passengers and crew returning to the cruise ships. New security structures have provided greater efficiencies but the resultant is greater staff responsibilities to meet the Facility Security Plan. [Note an additional \$300K MPF request for "Port of Call" access control is included in this year's request.]
7. Billing and collecting CBJ area wide fees for all docks.
8. Maintenance & repairs of Visitor's Kiosk.

The Board reviewed its FY22 budget and apportioned expenses associated with these services. Based on its review, it estimates that about 20% of the annual docks budget is attributable to area wide services.

Marine Passenger Fee Funds Requested (FY26): \$275,000

Benefits: This approach is supported by the cruise ship industry since it is more equitable than raising dockage fees, although Docks & Harbors is considering fee increases. This approach meets the intent of the marine passenger fee since the services benefit all cruise ship passengers, not just the passengers at the public docks. This approach allows the Docks and Harbors Board to direct part of the dock lease revenues to the much needed rebuild effort of the small boat harbors reducing the need for fee increases at the harbors.

Maintenance and Operation Responsibility: CBJ is responsible for all ongoing maintenance and operating expenses and will use local Docks enterprise funds for these expenses.

Project Contact: Melody Musick, Admin Officer or Carl Uchtyl, CBJ Port Director 586-0292.

CBJ Docks and Harbors Board
FY2026 Marine Passenger Fee Request

Port-Customs and Visitor Center Buildings Maintenance Support

Project Descriptions: The Port-Customs and Visitor Center buildings are located on the downtown Juneau waterfront, an area that serves in excess of one and a half million cruise ship passengers each year. Docks and Harbors, an enterprise operation, is responsible for costs associated with operating the Port-Customs and Visitor Center Buildings. Expenses include all utilities (water, sewage, electrical, alarm monitoring) and facility support (parking lot, plaza, snow removal, janitorial and general maintenance). The two buildings comprise approximately 4450 square feet in area. Maintenance costs are estimated at \$2.66 per square foot per month equaling \$142,000.

Marine Passenger Fee Funds Requested (FY26): \$142,000

Project Review: The Port-Customs Building was completed in May 2011 with the Visitor Center completion in June 2012. The project which included the buildings, infill dock construction, covered shelters, landscaping and plaza cost approximately \$9M and was funded with Marine Passenger Fees. The Port-Customs Building is occupied by the US Customs and Border Protection (CBP) and Docks and Harbors staff. CBP claims to be exempt from any costs associated with their operations within a port. The Visitor Center Building is occupied by the Travel Juneau, a non-profit organization for the purpose of supporting cruise passenger inquiries. The Travel Juneau budget does not support maintenance of the building. This leaves the Docks enterprise funds fully exposed to the costs of maintaining and servicing these buildings.

Benefits: By establishing a Port-Customs and Visitor Center Buildings maintenance fund Docks & Harbors can effectively manage and maintain the properties entrusted under their responsibilities. Passenger fees have been granted for this purpose since FY2013.

Maintenance and Operation Responsibility: CBJ Docks and Harbors is responsible for all ongoing maintenance and operating expenses of these two buildings and associated upland support facilities.

Project Contact: Matthew Sill, CBJ Port Engineer or Carl Uchtyl, CBJ Port Director 586-0292.

CBJ Docks and Harbors Board
FY2026 Marine Passenger Fee Request

Safety Rail along Dock Face

Project Descriptions: The project would be located along the downtown Juneau waterfront, an area that services over one and a half million cruise ship passengers each year. The project consists of constructing a new guardrail along the face of the existing dock.

Marine Passenger Fee Funds Requested (FY26): \$1,500,000

Project Review: This project would construct a new pedestrian guardrail along the existing dock face from Marine Park to the South Berth approach dock. The existing dock face only features an eighteen inch bullrail at the edge. For pedestrian safety a forty two inch high guard rail would be constructed. The proposed guardrail would be designed in the same character as other guardrails along the Seawalk.

Project Time-Line: This project would begin as soon as funding is allocated. The first step would be to design the guardrail and prepare construction bid documents. Upon award of a contract to the lowest qualified bidder construction would begin.

Maintenance and Operation Responsibility: CBJ is responsible for all ongoing maintenance and operating expenses. Maintenance and operations expenses for the guardrail would be minimal.

Project Contact: Matthew Sill, CBJ Port Engineer or Carl Uchytel, CBJ Port Director 586-0292.

CBJ Docks and Harbors Board
FY2026 Marine Passenger Fee Request

Dock Electrification

Descriptions: Docks & Harbors has been pursuing funding for cruise ship dock electrification for many years. Efforts for RAISE, PIDP, EPA DERA and EPA Clean Ports grants have not realized success. The latter two were not approved in CY2024, which requested \$56.5M. Docks & Harbors and AELP have signed a MOA in 2024 outlining design responsibilities and funding commitments.

Marine Passenger Fee Funds Requested (FY26): \$30M.

In the FY24 EPA DERA grant application, the total project estimate to electrify both the AS & CT Docks is \$53M. Of which, approximately \$10M currently in a CIP. The project can be scaled to separate the construction into providing power to only one berth, as funding allows.

Benefits: This project seeks to reduce carbon emissions/greenhouse gases and has been a priority since the completion of the 16B project in 2017.

Maintenance and Operation Responsibility: Docks & Harbors has been working in concert with AELP to develop planning and design efforts to move forward in an efficient manner. Most likely, Docks & Harbors will be responsible for maintenance and operations of the constructed system via future Marine Passenger Fees.

Project Contact: Carl Uchytel, CBJ Port Director 586-0292.

CBJ Docks and Harbors Board
FY2026 Marine Passenger Fee Request

Additional Personnel for “Port of Call” Access Control

Description:

After two years of cruise ship inactivity due to the pandemic, CY23 rebounded with 1.65M arriving passengers which was a record number. The CY24 was equally busy season for the AS/CT Docks and at the PFO lightering dock. The 2020 Coast Guard requirements described below is a non-funded federal mandate that must met to remain compliant with our approved Federal Security Plan. Docks & Harbors has provided briefings to determining the financial resources necessary to meet this requirement.

On December 18th, 2020 Coast Guard Sector Juneau released a Marine Safety Information Bulletin clarifying the regulatory requirements for Maritime Transportation Security Act (MSTA) regulated facilities which receive large foreign passenger vessels (i.e. cruise ships). The Consolidated Cruise Ship Security final rule, published on March 19th, 2018 defined the differences between a “cruise ship terminal” and a “port of call”. The final rule also prompted a conversation between USCG Sector Juneau and SEAK industry stakeholders, including the Port of Juneau. Previously, SEAK industry stakeholders (including the Port of Juneau) interpreted Title 33, Code of Federal Regulations (CFR), Section 105.255(d)(4) as a list of documents which could serve as personal identification irrespective of criteria in 33 CFR 101.515. As such, facility security personnel (including the Port of Juneau) were allowing individuals with only a vessel boarding pass or room key to gain access to the secure area adjacent to the cruise vessel.

The resultant clarification in the MSIB is that, effective April 1st, 2021, facility security personnel must use a two-prong approach to ensure proper identification and valid purpose:

1. Check the personal identification meeting the criteria in 33 CFR 101.515; and,
2. Confirm the purpose for access by examining at least one document listed in 33 CFR 105.255(d)(4).

Although this may seem like a minor additional task to validate an ID with a boarding pass, we believe the impact will greatly impede the flow of passengers returning to their vessel. The above mentioned two-prong requirement will be similar to what one experiences at an airport TSA checkpoint. The extra time required to ensure each boarding pass matches the government issued ID has the potential to create delays when excess of 1000 passengers/hour attempt to embark their vessels during the waning time in Juneau. Additionally, passengers who do not have government issued ID will need to be escorted by port facility security to the vessel security officer which will only exasperate those waiting in the queuing line.

Marine Passenger Fee Funds Requested (FY26): \$300,000 (17 Part Time Limited Harbor Technicians)

Benefits: By funding an additional 17 PTL Harbor Technicians positions, Docks & Harbors will recruit seasonal employees who will augment the standing Docks security force enabling greater redundancy for properly checking credential in accordance with Coast Guard guidance.

Maintenance and Operation Responsibility: CBJ Docks & Harbors, as the facility manager for the AS and CT Docks, has uplands security requirements required under MSTA regulations.

Project Contact: Matt Creswell, CBJ Harbormaster or Carl Uchtyl, CBJ Port Director 586-0292.

**CBJ Docks and Harbors Board
FY2026 Marine Passenger Fee Request**

Purchase of Archipelago Property, LLC Uplands

Description: Purchase the upland property in private ownership adjoining Peratrovich Plaza. This 0.777 acre parcel is owned by Archipelago Property, LLC is assessed at \$9.5M. Docks & Harbors completed the [Marine Park to Taku Dock Urban Design Plan in 2018](#) which provided direction for expanding the use of the along the Juneau waterfront. This plan lead to a sophisticated land swap/sale with the private owner to achieve beneficial use.



Board identified the following: The Marine Park to Taku Dock Urban Design Plan envisioned the *terra firma* property to be developed with private capital for retail purchase. The plan was also a catalyst for identifying a future, undefined waterfront attraction on the wooden deck. The CBJ Manager has identified a project to relocate the Juneau-Douglas City Museum to the waterfront.

Marine Passenger Fee Funds Requested (FY26): \$10M

Benefits: Docks & Harbors believes the best use of the waterfront would be to purchase the uplands and develop the museum along Franklin Street. This would leave Peratrovich Plaza, including the Peratrovich mural, to have view planes protected along the Seawalk and to Juneau Harbor.

Maintenance and Operation Responsibility: As this is request is for property transaction only there is no maintenance and operational costs.

Project Contact: Carl Uchytel, CBJ Port Director 586-0292.

CBJ Docks and Harbors Board FY2026 Marine Passenger Fee Request

Lone Sailor Statue

Description: Alaska Pioneers (Igloo 6) are in the initial planning stages to erect a [Lone Sailor Statue](#) in Juneau. There are currently 17 Lone Sailor Statues around the world. Discussion with the Navy Memorial, which oversee the program, indicates that a sponsor would need to fundraise \$350,000 and provide a suitable location for display. The sailor is 7' 4" tall and made of bronze.



Marine Passenger Fee Funds Requested (FY26): \$100K

Benefits: This is a non-profit civic organization's efforts to bring art and vitality to Juneau. There is a connection to the USS JUNEAU and the Lone Sailor mission. The Lone Sailor is an iconic symbol of the Navy Memorial's mission to *Honor, Recognize, and Celebrate* the men and women of the Sea Services, past, present, and future; and to Inform the public about their service.

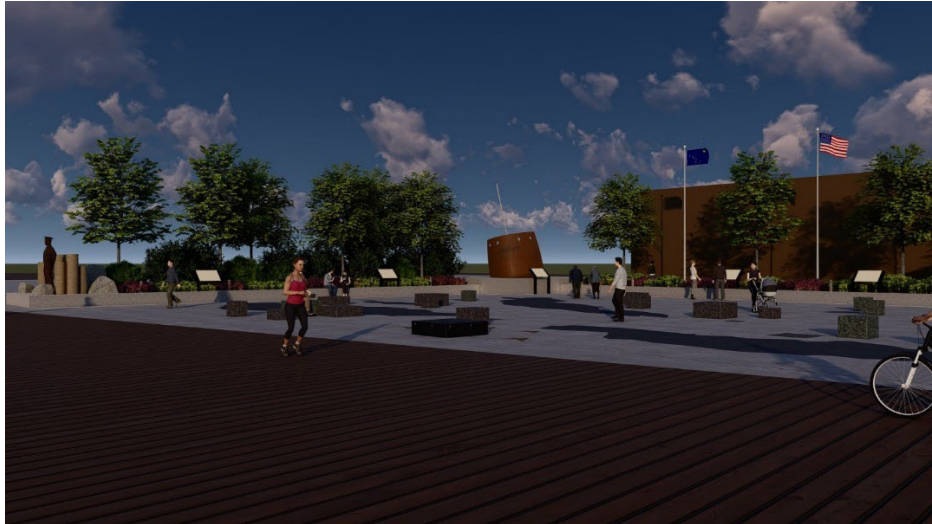
Maintenance and Operation Responsibility: Should a suitable location be found on CBJ property, the appropriate CBJ department could maintain the bronze statue. Else, the sponsoring organization could retain this responsibility.

Project Contact: Carl Uchytel, CBJ Port Director 586-0292.

CBJ Docks and Harbors Board FY2026 Marine Passenger Fee Request

USS JUNEAU MEMORIAL - EXPANSION

Description: In the [Marine Park to Taku Dock Urban Design Plan in 2018](#) an option was explored to create a larger and more significant USS JUNEAU memorial along the Seawalk. The USS JUNEAU memorial is currently revered at its location; however, it lacks interpretive information on the Battle of Guadalcanal and the five Sullivan brothers. A well designed memorial could enhance the visitor experience and honor a local namesake.



Marine Passenger Fee Funds Requested (FY26): \$6M

Benefits: This project could expand the useable width of the Seawalk, provide an historical educational display and honor those in the sea going services.

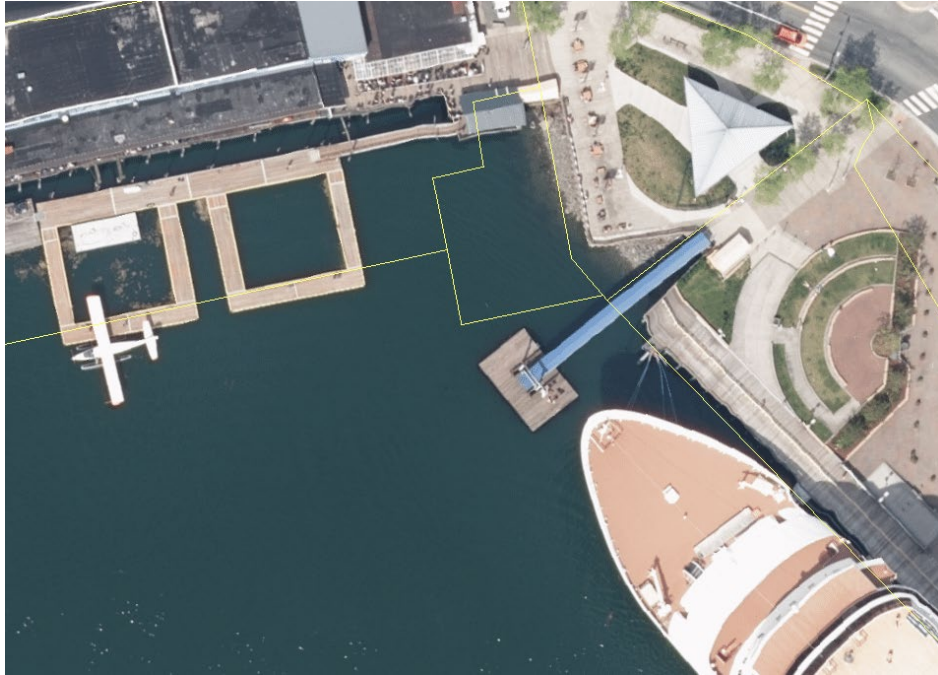
Maintenance and Operation Responsibility: CBJ is responsible for all ongoing maintenance and operating expenses of CBJ owned facilities and will use local Docks enterprise funds or future Marine Passengers Fees for these expenses.

Project Contact: Carl Uchtyl, CBJ Port Director 586-0292.

**CBJ Docks and Harbors Board
FY2026 Marine Passenger Fee Request**

Reestablishment of Emergency Vessel Loading Float

Description: With the construction of the new downtown cruise ship docks, the former lightering float became a risk to the float planes and was removed.



Marine Passenger Fee Funds Requested (FY26): \$1M

Benefits: This project, at a yet to be determined location, would contribute to providing a secondary emergency vessel mooring location to offload cruise ship passenger in the result of a mishap.

Maintenance and Operation Responsibility: Docks & Harbors would be responsible for all ongoing maintenance and operating expenses for this CBJ owned facility and will use local Docks enterprise funds or future Marine Passengers Fees for expenses.

Project Contact: Carl Uchtyl, CBJ Port Director 586-0292.

CBJ Docks and Harbors Board
FY2026 Marine Passenger Fee Request

Downtown Piling Inspection

Description: Although much of the CBJ-owned, downtown cruise ship area has been recently recapitalized, there exists many timber and steel piling supporting Seawalk and parking areas which have not been inspected in recent years. This request would fund an engineering assessment and remaining life of existing piling in the CBJ-owned docks and dock supported structures.

Marine Passenger Fee Funds Requested (FY26): \$200K

Benefits: This inspection would provide an estimate as to when CBJ should start planning for recapitalizing existing piling and structural elements along the Seawalk and parking lots.

Maintenance and Operation Responsibility: This would be for a study and evaluation to estimate future local Docks enterprise funds or Marine Passengers Fees for repair/recapitalization.

Project Contact: Matthew Sill, Port Engineer or Carl Uchytel, CBJ Port Director 586-0292.

From: [Matthew Carpenter](#)
To: [Alexandra Pierce](#)
Cc: [Rich Ross](#); [Jodi Van Kirk](#)
Subject: FY26 Capital Transit request for Marine Passenger Fees
Date: Friday, January 3, 2025 9:06:55 AM
Attachments: [FY26-CapitalTransit-MarinePassengerFeeRequest.pdf](#)

Hi Alix,

Please find attached our FY26 request for funds from the Marine Passenger Fee program.

Thanks,

Matthew Carpenter
Lead Operator
Capital Transit
907-789-6902

FY26 Marine Passenger Fee Funding Proposal: Additional Capital Transit Bus Service

Thanks to funding from the Marine Passenger Fee Program received for FY25, Capital Transit was able to offer increased service during the 2024 summer season that greatly reduced overcrowding on our buses. This additional service provided large benefits to cruise ship passengers who make use of our bus service by providing more frequent and faster service to locations visited by cruise ship passengers. This additional service also greatly mitigated the negative impacts caused by cruise ship passengers on local passengers, such as being left behind due to overcrowding on the buses. Because of this success, Capital Transit is once again requesting funding through this program for FY26.

For FY26, Capital Transit is requesting a total of **\$2,987,863.88** from the Marine Passenger Fee program to provide additional bus service during the cruise ship season:

- A request of **\$1,041,613.88** to provide additional FY26 summer service for 23 weeks from approximately the last week of April to the last week of September:
 - A Mendenhall Express route between downtown and the Mendenhall Valley that would run every 15 minutes, seven days per week, from approximately 8:30 AM to 5:30 PM.
 - Extended Service Hours:
 - Saturday-level bus service on Sundays throughout the cruise ship season.
 - Saturday-level bus service on the Memorial Day and Labor Day holidays.
- A request of **\$1,876,250.00** to fund the local match requirements of a one-time federal grant of \$11.8 million for additional Battery Electric Buses and charging infrastructure to support additional summer service in FY26 and future years.
- A request of **\$70,000.00** to install a bus shelter at the Dredge Lake Road bus stop, which is the most heavily used stop by Cruise Ship Passengers.

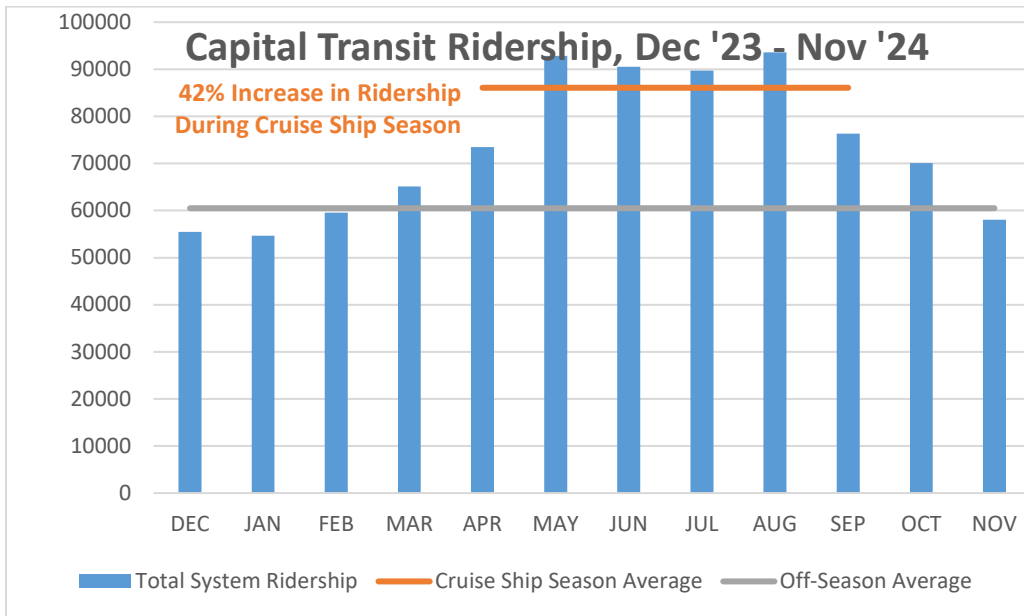
The following sections provide a summary of the proposed route and extended service hours, details about how each would benefit cruise ship passengers, and details about how each could help to mitigate some the impacts on our community caused by the cruise ships.

A separate sheet is attached, which provides a breakdown of the cost for the additional service.

Mendenhall Express Service Summary

Cruise ship passengers and crew members frequently use Capital Transit buses to travel to the Mendenhall Glacier and other locations around town. Overall ridership during the Cruise Ship season is typically 40% — 50% more than during the off season. In past years, this increased ridership caused overcrowding on the buses, and passengers being left behind due to this overcrowding.

As shown below, Capital Transit ridership during the 2024 cruise ship season was 42% higher on average than during the off-season. Ridership was also approximately 17% higher than during the previous 2023 summer season. Adding more daily service during the busy cruise ship season helps mitigate the impacts of overcrowded buses for local passengers and provide more convenient bus service to the cruise ship passengers.



The ridership numbers from summer of 2024 provide a prime example of this successful mitigation. Thanks to Marine Passenger Funding in FY25, we were able to offer additional Route 8 Express service during the summer of 2024. Although overall ridership for our system was up an average of 17% compared to the previous season, ridership on our Core Service routes 3 & 4 was actually reduced by an average of 10%, and up to 22% for the month of August. This greatly mitigated the overcrowding on the routes which are most important for local passengers.

We are proposing to use the requested FY26 funds to add a high-frequency Mendenhall Express route that would run every 15 minutes during the day, seven days per week, from approximately 8:30 AM to 5:30 PM. This route would provide direct, non-stop service between the Downtown Transit Center and the Valley Transit Center. The buses would then continue down Mendenhall Loop Road to a stop near the Mendenhall Glacier Visitor Center Park Entrance and provide service to existing bus stops along this segment. The buses would then return to the Downtown Transit Center via the Valley Transit Center.

Extended Service Hours Summary

With the proposed extended service hours, Capital Transit would run Saturday-level service on Sunday and the Memorial Day and Labor Day holidays.

Saturday-level service means that Capital Transit would operate Core Service routes on Saturday schedules, in addition to the new Mendenhall Express route. The current Commuter routes that normally operate Monday – Friday would not run on the weekend or on holidays.

Capital Transit bus service on Sunday currently ends 5 hours earlier than Monday – Saturday bus service. On Sunday, the last buses of the evening start their runs around 5:30 PM, compared to 10:30 PM on the other days of the week.

We are proposing to increase Sunday service hours to be consistent with Saturday hours on our Core Service routes during the cruise ship season. This would help better match our bus service to the

Sunday cruise ship schedules, where cruise ships are scheduled to be in port until at least 10:00 PM on every Sunday but one of this 23-week period in 2024.

Capital Transit does not currently operate any bus service on the Memorial Day or Labor Day holidays. Since both holidays fall during the busy cruise ship season, we are proposing to offer Saturday-level service on these two holidays as well.

Additional Battery Electric Buses for Summer Service

Capital Transit's fleet is sized for off-season bus service. Adding enough additional summer service to meet the demand of cruise ship passengers and mitigate the impact of those cruise ship passengers on local riders requires the use of additional buses beyond our current fleet size. We have received a federal grant totaling approximately \$11.8 million to purchase 6 new battery electric buses and the charging infrastructure to support these buses. We are requesting \$1,876,250.00 to meet the local match requirements for this grant.

How the Additional Service Would Benefit Cruise Ship Passengers

Mendenhall Express: Benefits for Cruise Ship Passengers

The Mendenhall Express service provides more convenient access to the Mendenhall Glacier Visitor Center Park Entrance, which is the most common destination for cruise ship passengers who ride Capital Transit buses. This service provides a one-way travel time from the Downtown Transit Center to the stop for the Mendenhall Glacier Visitor Center Park Entrance of about 22 minutes, compared to the 31 – 45 minutes required using our existing routes. This high-frequency service would also reduce the wait time between buses to 15 minutes, compared to the 30-minute wait with our existing service. This added service would also greatly reduce congestion on local routes, as discussed in the section below on mitigating impacts on the community.

Extended Service Hours: Benefits for Cruise Ship Passengers

Making our service more consistent on the weekends and holidays makes our service easier to understand and use for visitors and locals alike.

During the summer, it is common to turn away some cruise ship passengers that are trying to get to the Glacier or other destinations on Sunday afternoon, since they will not be able to make it back for the last bus of the evening to return downtown. Extending service on Sunday would allow these passengers to use transit.

The 2025 cruise ship schedule shows that there are ships in port until 10:00 PM or later on nearly every Sunday during the season. Being able to offer bus service beyond 5:30 PM would be a big benefit for cruise ship passengers that would like to use our service later in the day.

Capital Transit currently does not offer any bus service on the Memorial Day or Labor Day holidays. Providing bus service on these days would give cruise ship passengers more transportation options.

Dredge Lake Road Bus Shelter: Benefits for Cruise Ship Passengers

Dredge Lake Road is the closest bus stop to the Mendenhall Glacier Visitor Center, and apart from the Downtown Transit Center, it is the most heavily used bus stop by cruise ship passengers. Installing a bus shelter at this stop would increase the safety and comfort of cruise ship passengers waiting at this location to catch a bus back to downtown after visiting the Mendenhall Glacier. Off-season and local passenger usage of this bus stop is relatively low, but this stop is very heavily used by cruise ship passengers during the summer.

Currently, there is a bus shelter only on one side of the road, but not the side of the road that is serviced by the express service that is most convenient for cruise ship passengers visiting the glacier. Installing a bus shelter at this location would greatly improve the experience of cruise ship passengers waiting for the bus by giving them a place to wait out of the weather. It would also greatly improve pedestrian safety, since currently some passengers wait on the other side of the road to make use of the existing bus shelter and then run across traffic to board the bus on the other side of the road.

How the Additional Service Would Help Mitigate Impacts to The Community

Mendenhall Express: Mitigating Overcrowded Buses

In past summers, it was not uncommon during the cruise ship season for buses to leave the Downtown Transit Center at or near full capacity with cruise ship passengers heading to the Mendenhall Glacier. Buses can also be overcrowded in the opposite direction when cruise ship passengers are returning downtown from the glacier. These overcrowded buses negatively impact local riders who are trying to ride the buses at those times. Passengers are sometimes left behind due to overcrowding, and then typically must wait 30 minutes for the next bus, which might also be overcrowded.

The Mendenhall Express route would move most cruise ship passengers off our other routes, preventing overcrowding on those buses, and mitigating the negative impacts cruise ship passengers cause for our local riders.

Mendenhall Express: Potential to Help Mitigate Traffic Congestion Downtown

Given the expected patterns of use by cruise ship passengers, the Mendenhall Express service also provides a convenient option for locals to travel quickly between downtown and the valley.

For example, during the morning, most cruise ship passengers would be heading from downtown towards the valley, so there would be ample capacity for local riders on these buses heading in the opposite direction. The new service would provide access to some of the most frequently used stops in our system for local riders traveling between downtown and the valley.

As a comparison to existing service for local riders, the Mendenhall Express would only take 15 minutes to travel between transit centers, compared to 25 – 35 minutes on existing routes. The new service would also run twice as frequently as existing routes that travel between downtown and the valley.

By promoting this new service and the existing Park-and-Ride lot at the Valley Transit Center to local residents, there is the potential to reduce the number of personal vehicles downtown. This could help mitigate traffic congestion issues in the downtown area during the cruise ship season.

Extended Service Hours: Potential to Help Mitigating Traffic Congestion Downtown

It is likely that extending service on Sunday evening and these two holidays would also help mitigate traffic congestion and parking issues downtown on these days. People that would normally ride the bus are forced to find other means of transportation when buses are not running, likely resulting in more personal vehicles in the downtown area.

FY26 Capital Transit Marine Passenger Fee Request: \$2,987,863.88

For summer season lasting: 23 weeks

Capital Transit Driver Costs		Capital AKcess Operating Costs	
Avg. new driver wage, \$/hr:	\$30.95	Estimated FY26 Budget:	\$1,057,000.00
Average driver wage, \$/hr :	\$36.50	Current hours of operation per day, Mon-Sat:	18
Average driver benefits, \$/hr :	\$19.94	Current hours of operation per day, Sun:	11
Evening Differential, \$/hr:	\$2.00	Current hours of operation per week:	119
Overtime Evening Differential, \$/hr:	\$3.00	Avg. hours of operation per day:	17
Weekend Differential, \$/hr:	\$2.50	Approximate hours of operation per year (365 days):	6205
Total Avg. driver cost (wage+benefits), \$/hr:	\$56.44	Avg. Capital AKcess operating cost, \$/hr:	\$170.35
Total Avg. driver cost for added Holidays, \$/hr:	\$74.70		

Capital Transit Bus Operating Costs			
Depreciation & maintenance, \$/hr:	\$39.08	(\$1.87 /mile at	20.9 mile/operator-hr)
Fuel cost, \$/hr:	\$12.89	(\$3.42 /gal at	3.77 gal/hr)
Total bus operating cost, \$/hr:	\$51.98		

Mendenhall Express Route, Daily Service, Mon-Sun

48.5	Driver hours/day for	7 days =	339.5 hours, at	\$56.44 /hour =	\$19,162.74
48.5	Bus operation hours	7 days =	339.5 hours, at	\$51.98 /hour =	\$17,645.99
12	Eve. Diff. hours/day for	5 days =	60 hours, at	\$2.00 /hour =	\$120.00
48.5	Wknd. Diff. hours/day for	2 days =	97 hours, at	\$2.50 /hour =	\$242.50

Total cost per week: \$37,171.23

Total cost for Mendenhall Express Route daily service: 23 weeks: \$854,938.19

Driver Training for 4 new seasonal drivers & new route training for existing drivers

120 hours (3 weeks) training for	4 drivers =	480 hours, at	\$30.95 /hour =	\$14,854.27
1 hour training per driver for	32 drivers =	32 hours, at	\$36.50 /hour =	\$1,168.13

Total cost for Driver Training: \$16,022.40

Extended Sunday Service hours

37.75	Driver hours/day for	1 days =	37.75 hours, at	\$56.44 /hour =	\$2,130.76
34.75	Bus operation hours for	1 days =	34.75 hours, at	\$51.98 /hour =	\$1,806.18
37.75	Wknd. Diff. hours/day for	1 days =	37.75 hours, at	\$2.50 /hour =	\$94.38
7	Add. Capital AKcess hours for	1 days =	7 hours, at	\$170.35 /hour =	\$1,192.43

Total cost per week: \$5,223.74

Total cost for Extended Sunday Service Hours: 23 weeks: \$120,146.05

Saturday Level Holiday Service for Labor Day & Memorial Day

New Express Service

48.5	Driver hours/day for	1 days =	48.5 hours, at	\$74.70 /hour =	\$3,622.76
48.5	Bus operation hours	1 days =	48.5 hours, at	\$51.98 /hour =	\$2,520.86
12	Overtime Eve. Diff hr/day for	1 days =	12 hours, at	\$3.00 /hour =	\$36.00

Saturday Level Core Service

113.25	Driver hours/day for	1 days =	113.25 hours, at	\$74.70 /hour =	\$8,459.32
113.25	Bus operation hours	1 days =	113.25 hours, at	\$51.98 /hour =	\$5,886.33
43	Overtime Eve. Diff hr/day for	1 days =	43 hours, at	\$3.00 /hour =	\$129.00

Capital AKCess Holiday Service

18	Add. Cap. AKcess hours for	1 days =	18 hours, at	\$255.52 /hour =	\$4,599.36
----	----------------------------	----------	--------------	------------------	------------

Total cost per holiday: \$25,253.62

Total cost for Holiday Service on: 2 holidays: \$50,507.23

Total Cost for Expanded Service for 23 weeks & 2 holidays: \$1,041,613.88

Dredge Lake Road Bus Shelter Installation: \$70,000.00

Total Request for Expanded Service and Dredge Lake Road Bus Shelter \$1,111,613.88

Local Match for \$11.8 Million Federal Grant for Electric Buses and charging for Expanded Summer Service

Match for 6 Gillig Battery Electric Buses:	\$1,303,300.00
Match for charging infrastructure:	\$572,950.00

Total request for local match for Electric Buses grant: \$1,876,250.00

Total Request for Expanded Service, Electric Bus Grant Match, and Bus Shelter: \$2,987,863.88

From: [Day, Kirby \(HAP\)](#)
To: [Alexandra Pierce](#)
Cc: ReedStoops@aol.com; [Morgenstern, Robert \(HA Group\)](#); [Samuels, Ralph \(HAP\)](#)
Subject: MPF request FY26 - Franklin Street Dock
Date: Monday, December 30, 2024 2:28:02 PM
Attachments: [USCG-MSIB UNCLASS SP Port of Call Access Control 18Dec20.pdf](#)
[25 MPF CBJ FY26 Franklin Dock letter.pdf](#)

EXTERNAL E-MAIL: BE CAUTIOUS WHEN OPENING FILES OR FOLLOWING LINKS

December 30, 2024

Dear Ms. Pierce –

Please find attached the request for Marine Passenger Fee funding for Franklin Street Dock/Franklin Dock Enterprises for FY26.

Also attached is the referenced USCG bulletin addressing cruise ship facility security protocols and procedures surrounding passenger ID verification.

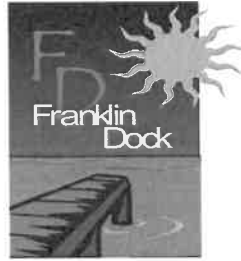
Please confirm receipt.

Best Regards, Kirby Day

S. Kirby Day, III PFSO Franklin Dock, Juneau Alaska
Government and Community Relations – Alaska
Princess Cruises, Holland America Line & Seabourn
704 South Franklin Street | Juneau, AK 99801
+1-907-364-7250 office | +1-907-723-2491 mobile
kday@HAGroup.com

The information contained in this email and any attachment may be confidential and/or legally privileged and has been sent for the sole use of the intended recipient. If you are not an intended recipient, you are not authorized to review, use, disclose or copy any of its contents. If you have received this email in error please reply to the sender and destroy all copies of the message. Thank you.

To the extent that the matters contained in this email relate to services being provided by Princess Cruises and/or Holland America Line (together "HA Group") to Carnival Australia/P&O Cruises Australia, HA Group is providing these services under the terms of a Services Agreement between HA Group and Carnival Australia.



December 30, 2024

City and Borough of Juneau
Alexandra Pierce, CBJ Tourism Manager
155 South Seward Street
Juneau, AK 99801

Dear Ms. Pierce,

Please accept this as a proposed list of expenditures at the Franklin Street Dock for funding consideration from Marine Passenger Fees for FY26. This request is consistent with our submittals from prior years. We understand as with past requests, if approved, this is a grant and expenses are only reimbursable upon approval of invoices submitted for the below categories of expenditures.

This parallels requests for grant funding by Docks & Harbors and the CBJ for security operations and for restroom maintenance, supplies and cleaning. It therefore seems fair and reasonable that our funding request for similar expenditures at Franklin Street Dock be considered and approved. This request matches MPF received by Franklin Dock in FY25.

Dock Security as Required by USCG Regulations \$150,000

This is requested for security services and supplies, audits, conducting exercises and training for all personnel with security-related duties and other security-related expenses. This also includes security guard enclosures/equipment necessary to achieve compliance with USCG approved security plan in providing ISPS required services to vessels while in port.

Additional personnel continue to be required (for all cruise ship facilities in SE Alaska) to address USCG Transportation Security Act regulations.

On December 18, 2020, Coast Guard Sector Juneau released a Marine Safety Information Bulletin (see attached) clarifying the regulatory requirements for Maritime Transportation Security Act (MSTA) regulated facilities which receive large foreign passenger vessels (i.e., cruise ships). The Consolidated Cruise Ship Security final rule, published on March 19th, 2018, defined the differences between a "cruise ship terminal" and a "port of call". The final rule also prompted a conversation between USCG Sector Juneau and SEAK industry stakeholders, including Franklin Street Dock Facility Security Officer (FSO) in Juneau. Previously, SEAK industry stakeholders interpreted Title 33, Code of Federal Regulations

(CFR), Section 105.255(d)(4) as a list of documents which could serve as personal identification irrespective of criteria in 33 CFR 101.515. As such, facility security personnel were allowing individuals with only a vessel boarding pass or room key card to gain access to the secure area adjacent to the cruise vessel.

The resultant clarification in the MSIB is that, as of April 1st, 2021, facility security personnel must use a two-prong approach to ensure proper identification and valid purpose:

- 1. Check the personal identification meeting the criteria in 33 CFR 101.515; and,*
- 2. Confirm the purpose for access by examining at least one document listed in 33 CFR 105.255(d)(4).*

Although this may seem like a minor additional task to validate an ID with a boarding pass or key card, the process greatly impedes the flow of passengers returning to their vessel. The above mentioned two-prong requirement can be similar to what one experiences at an airport TSA checkpoint. The extra time required to manage an electronic ID verification system, and to ensure that each boarding pass matches the government issued ID for those ships without this system, has the potential to create delays. In some cases, 1,000+ passengers/hour attempt to re-board their vessels in Juneau. Passengers who do not have government issued ID with them (from ships with no electronic system) will need to be escorted to the vessel security officer by port facility security personnel.

Continuing to fund two (2) additional (seasonal part-time) port security officers as part of the grant will augment the standing Franklin Street Dock security staff enabling the proper checking of credentials in accordance with Coast Guard guidance while still monitoring the security perimeter and managing overall security duties as required. This also will promote a more desirable visitor experience.

Public Restroom Cleaning and Maintenance \$30,000

These expenses include maintenance, repairs, supplies and cleaning for the public restrooms at the Franklin Street Dock which were originally built and funded with Marine Passenger Fees. The cleaning portion of the expenses is based on a schedule of cleaning the facilities a minimum of three to four times-per-day on ship days.

Grand total requested = \$180,000

Sincerely,

Reed Stoops
Franklin Dock Enterprises
350 N. Franklin, #2
Juneau, AK 99801

cc: Kirby Day / Princess Cruises

From: domadmin@juneau.org
To: [Alexandra Pierce](#)
Subject: New submission from TBMP - MPF Request Form
Date: Monday, December 30, 2024 2:49:27 PM

EXTERNAL E-MAIL: BE CAUTIOUS WHEN OPENING FILES OR FOLLOWING LINKS

Name
Kirby Day
Email
kday@hagroup.com
I have read the settlement agreement
<ul style="list-style-type: none">I have read the settlement agreement
Project Description Options
Upload Project Description
Project Description (Upload)
<ul style="list-style-type: none">USCG-MSIB_UNCLASS_SP_Port-of-Call-Access-Control_18Dec20.pdf25-MPF-CBJ-FY26-Franklin-Dock-letter.pdf
Project Budget
Dock Security as Required by USCG Regulations \$150,000 Public Restroom Cleaning and Maintenance \$30,000

From: domadmin@juneau.org
To: [Alexandra Pierce](#)
Subject: New submission from TBMP - MPF Request Form
Date: Monday, December 30, 2024 1:40:26 PM

EXTERNAL E-MAIL: BE CAUTIOUS WHEN OPENING FILES OR FOLLOWING LINKS

Name
Andrew Green
Email
andrewg@claalaska.com
I have read the settlement agreement
<ul style="list-style-type: none">I have read the settlement agreement
Project Description Options
Upload Project Description
Project Description (Upload)
<ul style="list-style-type: none">AJ-CBJ-Request-12-30-24-MPF-FY26.pdf
Project Budget
\$180,000
Conformance with the Settlement Agreement
These two projects are for a cruise ship port facility used by cruise ship passengers within Maritime Industry Zone A and is addressed in the Settlement MOA Section 3.c.



MEMORANDUM

TO: CBJ City Manager/City Tourism Manager
City and Borough of Juneau Assembly

FROM: Drew Green, AJ Juneau Dock LLC

SUBJECT: FY26 Marine Passenger Fee Proceeds Project List

DATE: 12-30-2025

The AJ dock is a cruise ship facility in the port of Juneau receiving cruise ship passengers contributing to the Marine Passenger Fee, State Excise Tax and Port Development Fee. Below are projects appropriate for Marine Passenger Fee proceeds funding.

BACKGROUND

In 2024 the AJ dock received **477,681** “revenue” passengers. CBJ has collected and will receive Marine Passenger (MPF), Port Development Fees (PDF) and State Commercial Passenger Vessel Excise Tax (CPE) from vessels calling this facility. Below is a summary of funds collected by CBJ from AJ Dock vessels in 2023 and to date:

Marine Passenger Fee (MPF - \$5/passenger) in 2024: \$2,388,405

Port Development Fee (PDF - \$3/passenger) in 2024: \$1,433,043

State Excise Tax (CPE - \$5/passenger) for 2024: \$2,388,405

Total estimated per passenger fees collected in 2023: \$6,209,853

Total since 2004:

MPF: \$29,576,320

PDF: \$16,503,614

CPE: \$20,603,170 (Total CPE since 2011 - state appropriation formula change)

Total per passenger fees collected by CBJ from AJ Dock vessels to date: **\$66,683,104**

Thank you for consideration of this annual request with FY26 projects listed below:

AJ Dock CBJ MPF PROJECT REQUESTS FY26

AJ Dock Port Facility Security

One hundred fifty thousand dollars (\$150,000) for dock security as required by United States Coast Guard (USCG) regulations. This is for security supplies, security equipment maintenance/replacement conducting exercises, and training for all personnel with security related expenses. It also includes security guard enclosures/equipment necessary to achieve compliance with USCG approved security plans in providing International Ship & Port Security (ISPS) related services to vessels while in port; and

AJ Restroom Cleaning, Sanitization and Maintenance

Thirty thousand dollars (\$30,000) for public restroom cleaning and maintenance, including maintaining, repairing, supplying, and cleaning the public restrooms at the AJ Dock. The cleaning portion is based on a three-time daily cleaning schedule on ship days.

From: domadmin@juneau.org
To: [Alexandra Pierce](#)
Subject: New submission from TBMP - MPF Request Form
Date: Tuesday, December 31, 2024 5:57:15 PM

EXTERNAL E-MAIL: BE CAUTIOUS WHEN OPENING FILES OR FOLLOWING LINKS

Name
Nimmy Phillips
Email
downtownjuneau@gmail.com
I have read the settlement agreement
<ul style="list-style-type: none">I have read the settlement agreement
Project Description Options
Upload Project Description
Project Description (Upload)
<ul style="list-style-type: none">FY2026-Request-for-Marine-Passenger-Fees-Downtown-Ambassador-v2.pdf
Project Budget
\$75,000
Conformance with the Settlement Agreement
<p>The Settlement Agreement allows marine passenger fees to be used to enhance the cruise passenger experience while at their Juneau port of call. This program will provide personalized wayfinding assistance, support for accessibility needs, and improved downtown navigation via knowledgeable, friendly, visible, and dedicated local ambassadors. By providing cruise passengers with tailored recommendations and in-the-moment assistance, these guests can confidently be prepared to feel welcomed and cared for in Juneau.</p>

FY2026 Request for Marine Passenger Fees Downtown Ambassador Program

The Downtown Business Association (DBA) requests the use of \$75,000 in CBJ Marine Passenger Fees to fund the seasonal Downtown Ambassador program. Designed to enhance the overall port experience for cruise ship passengers visiting Juneau for the day, this initiative ensures arriving guests are warmly welcomed by easily visible and accessible local ambassadors on foot in the downtown corridor. This cadre of knowledgeable staff provides just-in-time assistance to cruise passengers by answering frequently asked questions and providing customized information to meet the unique needs and specific requests made by individual passengers. Additionally, the goals of this program align with elements found in CBJ Blueprint Downtown, the national Main Street America accreditation framework, and TBMP guidelines specific to ensuring Juneau's 1.5+M cruise passenger visitors can enjoy tailored guidance, seamless navigation, and pleasant memories of Juneau as a premier, hospitable, and unforgettable port of call.

Quantitative Impact and Ambassador Details

- **Staffing Levels:** For the season, approximately 8-12 knowledgeable locals are hired on a part-time and temporary basis with schedules and staffing levels tied to daily cruise passenger volume counts and number of ships in port at the same time.
- **Daily Shifts:** Rain or shine, staff are assigned to work 4-hour shifts Monday-Sunday timed to align with morning arrivals, mid-day arrivals, and afternoon arrivals. While 1-2 ambassadors work during April and October, the bulk works during the months of May-September.
- **Local Expertise:** All ambassadors are Juneau locals, most with long-term residency, chosen for their knowledge of the community. Without exception, these employees are selected for their friendly nature, ease of conversation, and willingness to help others. Many tend to be retired state employees with deep knowledge of Southeast Alaska, and about half of each summer's crew are returning employees from summer to summer.
- **Training:** Each new ambassador is paired with a returning ambassador for a 4-hour review of available materials, frequently asked questions, and handy resources (e.g., TBMP). This is followed by the new hire shadowing 1-2 ambassadors on the street for the day.
- **Visibility:** Staff wear bright blue gear clearly marked as "AMBASSADOR" to help visitors quickly locate them when needed. Items worn include rain jackets, heavy waterproof coats, vests, and caps, as well as personalized "Ask Me!" pins.
- **Locations:** Some ambassadors stay near the docks of arriving ships to answer questions as passengers disembark, while other ambassadors are more mobile and on the lookout for passengers who seem lost or in need of assistance. Also, there is always one early bird ambassador - if not two - eager to greet the ships arriving at 7AM.
- **Passenger-to-Ambassador Ratio:** Based on the frequency of street interactions between ambassadors and passengers over the years, approximately 3000:1 has become the ideal target ratio to adequately meet the needs of mobile passengers spending any amount of

time in the downtown area. For example, when >15K passengers are scheduled to arrive, 3-5 ambassadors will be on duty; conversely, when there are <5K passengers scheduled to arrive, 1-2 ambassadors will be on duty.

- **Passenger Needs:** While the cruise passengers being assisted by ambassadors are mostly mobile, many older people have a preference for rationing their energy and subsequently need help finding efficient routes on foot or via ground transportation. Other passengers are returning to Juneau again after being here in the past for some special occasion (e.g., honeymoons, reunions) or are following in the footsteps of a loved one who came before; these cruise passengers tend to be looking for a certain place, memorial, or photo opportunity to recreate the moment. More than a handful each summer seek out the U.S.S. Juneau to remember a friend or family member. Others have life experiences or passions that drive them to seek out special places like the Fishermen's Memorial, the Russian Orthodox Church, or the Wickersham House. On rainy and frigid days, cruise passengers walking the streets of Downtown Juneau are desperate to find the closest cup of hot chocolate or coffee. Others seek curated art, historical features, or a tour of the capitol complex. Some need to fill a prescription, receive medical attention, or pair of replacement shoes. For those trying to squeeze in what little time they have before or after an excursion to get a feel for the local vibe, ambassadors share key details about timing and logistics to help with decisions. No matter the request or the need, these ambassadors stand ready to help to include a few with bilingual skills who also help cruise passengers that do not speak English.
- **Communication:** To stay informed, some staff will frequently check-in with the Visitor's Center to see if there are any announcements that need attention, and others will bring back newly available resources to share with the crew as they become available (e.g., rack cards, hours of operation for points of interest, new services). A group text also allows all ambassadors to pass along information, ask questions, dispatch resources, and/or share stories and photos with smiling cruise passengers. They bring forward concerns (e.g., city bus transportation, crosswalk coverage, hawkers harassing cruise passengers) and take a great deal of pride in being prepared to answer any questions that come their way.

Alignment with Settlement Agreement

The Settlement Agreement allows marine passenger fees to be used to enhance the cruise passenger experience while at their Juneau port of call. This program will provide personalized wayfinding assistance, support for accessibility needs, and improved downtown navigation via knowledgeable, friendly, visible, and dedicated local ambassadors. By providing cruise passengers with tailored recommendations and in-the-moment assistance, these guests can confidently be prepared to feel welcomed and cared for as they spend a day in Juneau, the capital of Alaska.

FY2026 Proposed Program Budget

Expense	Amount
Downtown Ambassador	\$50,000
Program Coordination	\$10,500
Accounting, Finance and Payroll	\$2,000
Supplies and Gear	\$3,000
Subtotal Operating Expense	\$65,500
Administrative Fee (15%)	\$9,500
TOTAL	\$75,000

Historical Approved Use of Marine Passenger Fees for Program

Fiscal Year	Amount Requested	Amount Awarded
2025	\$90,000	\$90,000
2024	\$90,000	\$90,000
2023	\$90,000	\$75,000
2022	\$45,000	\$15,000
2021	\$67,000	-
2020	\$65,000	\$65,000
2019	\$59,000	\$58,710
2018	\$60,000	\$57,000
2017	\$57,000	\$57,000

2016	\$57,000	\$56,000
2015	\$56,000	\$56,000
2014	\$56,000	\$56,000

Expenses for DBA's Downtown Walking Map (e.g., staff time, printing costs, graphic design work) are funded 100% by revenue generated from advertising sales; no marine passenger fees are used for the map.

Contact Name Rich Etheridge
 Email rich.etheridge@juneau.org

Quote Number PPF-00011169
 Created Date 12/16/2024
 Expiration Date 3/31/2025
 Prepared By Kraig Erickson
 Phone (218) 384-1123
 Email kraig.erickson@pulsepoint.org

Bill To Name Capital City Fire & Rescue
 Bill To 820 Glacier AVE
 Juneau, AK 99801-1845
 United States

Ship To Name Capital City Fire & Rescue
 Ship To 820 Glacier AVE
 Juneau, AK 99801-1845
 United States

Product	Sales Price	Quantity	Total Price
PulsePoint Respond Implementation Project- Includes PulsePoint Read-only CAD connection installation, configuration, testing, validation, AED registry organization, technical admin training, digital materials, and proj mgmnt of launch.	USD 10,000.00	1.00	USD 10,000.00
PulsePoint Respond - Small Community: Annual Subscription for population <50,000. Includes PulsePoint Respond License, unlimited use of all Responder Types, AED Registry, Maintenance / Support of CAD Interface, admin and end-users.	USD 8,000.00	1.00	USD 8,000.00

Order will be processed upon PulsePoint Foundation's acceptance of signed quote, signed Statement of Work, and Customer Purchase Order or payment.

Total Price USD 18,000.00

Upon acceptance, Customer will be invoiced for Implementation Fee. Customer will not be invoiced for Annual Subscription Fee until Soft Launch, which is when Annual Subscription Term begins.

Please return signed Quote, Statement of Work, and Payment to the PulsePoint representative listed above or mail to:

**PulsePoint Foundation
 PO Box 12594
 Pleasanton, CA 94588-2594**

Authorized Customer Representative

 Signature

 Name

 Title Date

From: domadmin@juneau.org
To: [Alexandra Pierce](#)
Subject: New submission from TBMP - MPF Request Form
Date: Thursday, January 2, 2025 4:42:56 AM

EXTERNAL E-MAIL: BE CAUTIOUS WHEN OPENING FILES OR FOLLOWING LINKS

Name
Heidi Pearson
Email
hcperson@alaska.edu
I have read the settlement agreement
<ul style="list-style-type: none">I have read the settlement agreement
Project Description Options
Upload Project Description
Project Description (Upload)
<ul style="list-style-type: none">JuneauWhaleHealth_MarinePassengerFees_2025.pdf
Project Budget
\$210,000
Conformance with the Settlement Agreement
<p>The proposed project is allowable under the Settlement Agreement primarily through Agreement 3.e. whereby the Parties agree to expenditure of Fees outside the Zones A and B. The proposed project is focused on the marine waters used by passenger vessel shore excursions, however, these waters and the humpback whales that inhabit them are essential components to marine commerce and the shore expeditions that work to service vessels. Juneau is a premier whale-watching destination and the chance to see whales feeding near Juneau is an important motivation driving cruise traffic. As of 2019, 26% of all of Juneau's cruise passengers were paying for shore excursions to watch whales, over 346,000 tourists annually (1). Additionally, in Settlement Agreement 4, the Statter Harbor Improvement Project works to increase the capacity and efficiency of whale-watching vessels operating out of Auke Bay. Our project is essential for properly monitoring the marine resource that is central to this economically viable marine commerce. There can be excellent passenger vessel infrastructure in place, though passengers will not continue to seek this shore excursion at this rate if there are not consistent whales to be seen on these tours. Our project will bring together local experts to monitor for the health of the Juneau humpback whale population in a way that we can detect and understand potential changes in humpback whale attendance in the future. Further, the proposed project aims to mitigate potential conflicts between local residents and the whale-watching fleet by providing information based on the best available science.</p> <p>Importantly, this project will also produce outreach materials available to cruise passengers at the Juneau Visitor Center, within Zone A. Professionally designed annual summary report cards and other information about Juneau's humpback whales will be made available for those interested. This could help to pique curiosity and interest in purchasing trips on whale-watching vessels.</p>

(1) McDowell Group. Economic Analysis of Whale Watching Tourism in Alaska. Report prepared for NOAA Fisheries in October 2020.

Continued Support for **Juneau Whale HEALTH** (**Humpbacks, Ecosystems, And Long-Term Histories**)



Juneau-based Research Team

Dr. Heidi Pearson, University of Alaska Southeast, PI

Dr. Shannon Atkinson, University of Alaska Fairbanks, Co-PI

Dr. Suzie Teerlink, NOAA Fisheries, Alaska Regional Office, in-kind collaborator

John Moran, NOAA Fisheries, Alaska Fisheries Science Center, in-kind collaborator

Summary

The proposed project will be a continuation of our study, Juneau Whale HEALTH (**Humpbacks, Ecosystems, And Long-Term Histories**) that aims to monitor the sub-population of humpback whales that are critical to Juneau's whale-watching industry. The goal of the proposed project is to use state-of-the-art methods to increase scientific knowledge and public understanding of the health, abundance, and behavior of Juneau's humpback whales. The proposed project builds on years of research and expertise and aims to assess the well-being of humpback whales - Juneau's most valuable marine resource and a key driving attraction for visitors from all over the world. We seek support for fieldwork, lab analyses, and University team members' time to oversee the project and data analysis. NOAA team members' collaboration and use of research vessels for fieldwork are included in this project proposal at no additional cost, greatly reducing the overall budget. This research team represents decades of expertise and includes benefits of leveraging in-kind support to continue a rigorous and affordable long-monitoring program.

Background

Juneau is Alaska's largest whale-watching port and likely the largest and most lucrative whale-watching destination in the world. Local tour operators work closely with Alaska's cruise industry to offer convenient shore excursions for cruise ship passengers during Juneau port-of-calls. The whale-watching industry is estimated to generate over \$60 million in direct economic revenue while offering a conduit for 367,000 cruise travelers to share in the wonder and beauty of Juneau's humpback whales each year.¹ The industry has grown steadily over the last 30 years, however, the subpopulation of humpback whales that this industry relies on is actually quite small. There are typically about a dozen humpbacks in the Juneau area at any given point during the cruise ship season (mid-April through October), but this can dip to only 2-3 whales at

¹ McDowell Group. Economic Analysis of Whale Watching Tourism in Alaska. Report prepared for NOAA Fisheries in October 2020.

times depending on prey availability, time of year, and other environmental factors, leaving limited viewing options for the ~72 whale-watching tour boats operating out of Auke Bay.

The number of humpback whales has remained fairly constant or even decreased in the Juneau area over the past decade, and so as the whale-watching industry has grown, there has been increasing pressure on any given individual whale. The whale-watching industry in Juneau is completely dependent upon humpback whales frequenting the tour area. However, there is a lack of consistent monitoring support for humpback whales in Juneau to be able to detect concerns or track population health.

Juneau Whale HEALTH was formalized in 2024 to solidify the research aims and collaboration between the local scientists dedicated to the scientific study of Juneau's humpback whales over the past two decades. Our group aims to responsibly monitor this valuable population to help ensure sustainability into the future. In short, this project will be an investment in the future of Juneau's tourism industry. Our proposed project builds upon a highly successful 5-year collaboration between UAS, UAF, and NOAA Fisheries to assess humpback whale residency and health from 2020-2024, which includes support in 2024 from the CBJ Marine Passenger Fee Program.

The proposed project will enable the continuation of a long-term study of Juneau's humpback whales. Long-term monitoring is essential for detecting and interpreting potential future changes in humpback whale abundance and population health. If overt changes in abundance and distribution occur, it can be difficult or impossible to understand the trend, magnitude, context, and contributing environmental parameters without these valuable long-term monitoring data for comparison.

Assessing Humpback Whale Abundance, Residency, Behavior, Reproduction, and Health

We propose a multi-faceted approach to monitor humpback whale abundance, residency patterns, reproduction, and health. The foundation of our project will be to continue our consistent humpback whale surveys in the Juneau area to collect photo-identification (photo-id) and behavioral data. Photo-id uses photographs of the underside of humpback whale flukes (tails) to track individuals through time and space and will be used to monitor population abundance, residency, and social patterns. Importantly, photo-id will also be used to document calves-of-the-year to quantify calving rate and confirm pregnancies detected from biopsy sampling in 2024, both of which are important components of population health. Photographs will also be used to monitor the population for vessel strike injuries and entanglement scarring and to document the frequency and outcomes from these human interactions. Data on group size and behavior will be collected in conjunction with photo-id data to better understand the social lives of humpback whales. Additionally, sloughed skin samples will be collected opportunistically by scanning the surface of the water after a whale performs a surface-active behavior such as a breach. Sloughed skin samples will be analyzed to assess sex, genetic relatedness, and diet. We will employ uncrewed aerial drone technologies to collect exhaled breath for physiological lab-based analyses. Similar analyses have previously been obtained using biopsies, and the use of drones provide for non-invasively collected samples, which has been a long-term goal of our monitoring practices.

We will also increase our capacity to conduct observations of humpback whales via drones. We will use this emerging, non-invasive technology to collect data on humpback whale body condition. Body condition reflects an individual's energy stores relative to its size and can be used as a proxy for health. By taking aerial images of humpback whales at the surface, we can derive precise estimates of individual whale body length and girth used to calculate an overall body condition score. Body condition can also be used to detect pregnancy, which will complement our existing analyses of reproductive rates. Aerial imagery can also be used to assess the presence of external parasites that increase with compromised health and as a better vantage point to document scarring from vessel strikes and entanglement. Addition of this innovative component to our study will deepen our understanding of the health of Juneau's humpback whales and the North Pacific ecosystem.

Education and Outreach

The proposed project will provide support and training for the next generation of scientists by engaging university students in fieldwork, lab analysis, and data analysis. This will provide important opportunities for student learning while also providing important assistance to the project team. Outreach materials will also be developed to share project activities and results with the whale-watching industry, cruise ship passengers, and Juneau residents. One such product will be a "Juneau Whale HEALTH Report Card" where we will provide updates each year on numbers of humpback whales observed, calves observed, human interactions, and other interesting information learned from tracking individuals from the previous season. The Juneau Whale HEALTH Report Card will be distributed to interested parties (e.g., whale-watching companies), freely available, and hosted on a website. These products will also be shared with cruise passengers at the Juneau Visitor Center downtown. Finally, project activities will be shared at the annual Juneau Marine Naturalist Symposium.

Funding Requested

The total budget for this project is \$210,000. Funds will be disbursed to UAS and UAF and used to support fieldwork (including support for vessel time, fuel, equipment, and supplies), lab analyses, and university personnel time (including faculty and students). NOAA Fisheries will provide in-kind support for personnel and vessel use costs, thus greatly reducing the overall cost of this project. This project will also leverage resources from two complementary studies of Juneau's humpback whales. One project is focused on assessing relationships between humpback whales and the oceanography of Juneau's waters while the other project focuses on deployment of animal-borne video camera tags on humpback whales to visualize their underwater behavior.

Select Media and Publications from Previous Juneau Whale HEALTH Team Research

- [BBC clip](#) of humpback whale research during the COVID-19 pandemic
- NOAA webstories in [2020](#) and [2021](#)
- KTOO articles in [2022](#) and [2024](#) highlighting work from this research team
- Peer-reviewed publication: S. Atkinson, V. Melica, S. Teerlink, K. Mashburn, J. Moran, H. Pearson. Use of hormones in assessing reproductive physiology of humpback whales (*Megaptera novaeangliae*) from Juneau, Alaska. *Theriogenology Wild*, Volume 3, 2023, 10005., <https://doi.org/10.1016/j.therwi.2023.100050>

From: domadmin@juneau.org
To: [Alexandra Pierce](#)
Subject: New submission from TBMP - MPF Request Form
Date: Thursday, January 2, 2025 12:49:31 PM

EXTERNAL E-MAIL: BE CAUTIOUS WHEN OPENING FILES OR FOLLOWING LINKS

Name
Dezarae Arrowsun
Email
picturethislcalaska@gmail.com
I have read the settlement agreement
<ul style="list-style-type: none">I have read the settlement agreement
Project Description Options
Upload Project Description
Project Description (Upload)
<ul style="list-style-type: none">Marine-View-Mural-Project-Balance-Sheet-Proposal-.pdfMarine-View-Mural-Project-Slideshow-.pdf
Project Budget
\$8,400
Conformance with the Settlement Agreement
<p>I have been working with the DBA, Kari Groven (SHI), Phil Huebschen (JAHC), Rachelle Bonnett (JAHC), and Traci Ferguson Hayes (JAHC) over the past year to finalize details of this project. All organizations have agreed to the project, and are excited to complete it. We have written agreement from the Marine View owners, and are almost done with a contract with the MV for use of the space. I have also spoken to CBJ permits office and have written agreement that we do not need any special permits. All is ready to go starting Oct 2025, with installation April 2026, we just need the funds.</p> <p>This project will improve the view from the Alaska Steam Ship Dock (Marine Park) (Zone A). Tourists will no longer be looking at a ugly parking garage, but will have an activity looking at the mural as they walk to Franklin St. This will improve the overall beauty and entertainment of the end of the cruise ship docks. Almost all passengers walk up the dock and out via the Tram, or the Marine Park/Ferry Way (Zone B) as the make their way into town. There are multiple other benefits but this is how it relates to the agreement.</p> <p>a. Debt service on the Cruise Ship Berth Enhancement project (commonly known as 16B) and the planning, design and construction necessary to improve private and public cruise ship docks.</p> <p>d. For proposed capital improvements or operational services within Zone B, the parties agree to discuss these ideas at the annual meeting. CLIA does not object to a Fee expenditure in Zone B of an amount not to exceed \$10 million (\$10,000,000), over no longer than a five year period, for the Centennial Hall Expansion Project (also known as the "Capital Civic Center").</p>

e. The Parties agree that expenditure of Fees outside of Zones A and B may be necessary. In such case, the parties shall discuss such ideas in accordance with paragraph 7. 7. Annual Consultation. Guided by the timelines in CBJC 69.20.120(b) (March 14, 2019), the Parties agree for each and every Fiscal Year, the Parties shall endeavor to meet in person to discuss in good-faith any new proposed projects and services for which Fees are sought to be expended in the following Fiscal Year with the ultimate decision resting with the Assembly.

Marine View Mural Project

Balance Sheet

INCOME		
DBA Contribution	2,000	
Participant fees	600	
Net income		\$2,600
EXPENSES		
Advertising	750	
Art storage units	2,000	
Instructor fees	850	
Batten Installation	1,000	
Miscellaneous	200	
Plywood	1,200	
Art Supplies	3,500	
Repairs and maintenance	500	
Art release event	1,000	
Total expenses		\$11,000
OTHER INCOME		
CBJ Passsenger Fee Funds Requested	8,400	-\$8,400
Balance		\$0

The background features a vibrant, abstract design with large, overlapping organic shapes in shades of blue and purple. These shapes are filled with various patterns, including small white dots, larger white dashes, and vertical white lines. The overall effect is a dynamic and textured composition.

***Marine View
Community Murals***



Marine View Building off Ferry Way

- Built 1972
- Houses 64 apartments
- 3rd and 4th floor are CBJ offices
- Bottom floor contains 6 businesses
- Tallest building in DT Juneau
- Ferry Way is one of 3 thoroughfares to S. Franklin St.
- Building and parking garage are one the first things tourists see when coming off the Cruise Pier via Marine Park

It is also...

- Ugly
- Ferry way is often forgotten when locals are thinking of downtown
- Several business on Ferry way have struggled to stay in business. One more is closing at the end of this month, creating more empty stores
- During slower times, has people camped out in front



***THE
SOLUTION***

(AT LEAST A BEGINNING...)



MARINE WAY







**NW Wall
7 panels**

**NE Wall
3 panels**

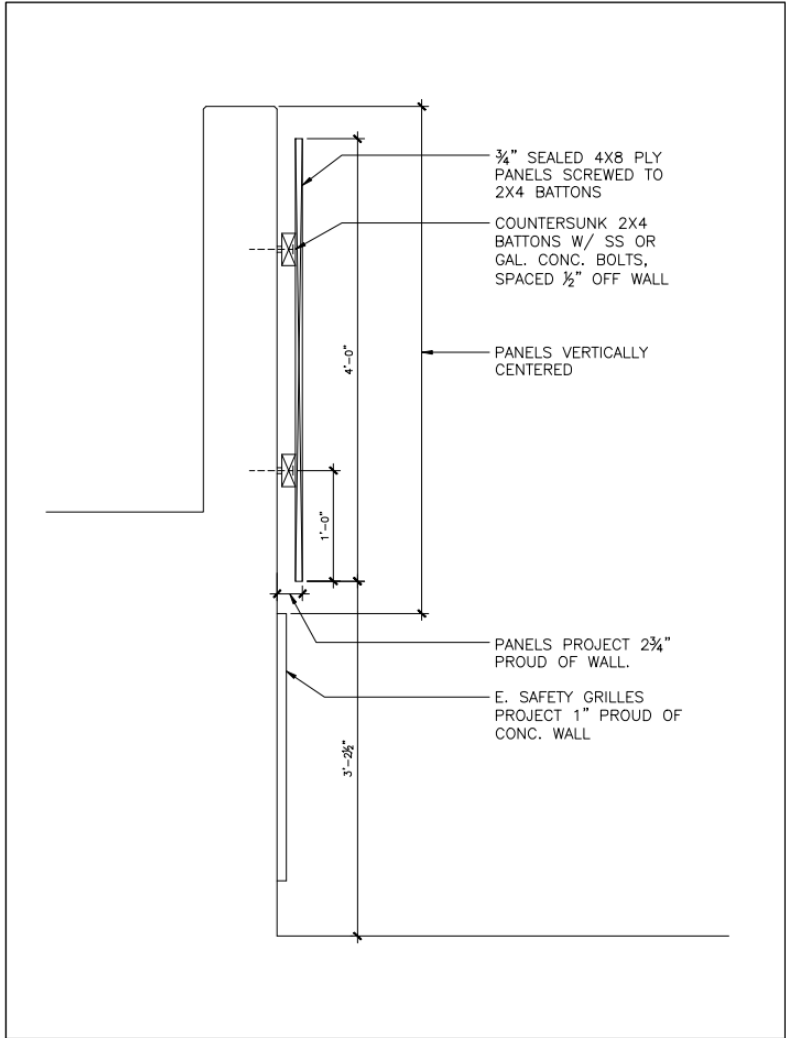
**SW Wall
2-3 panels
depending on trees**

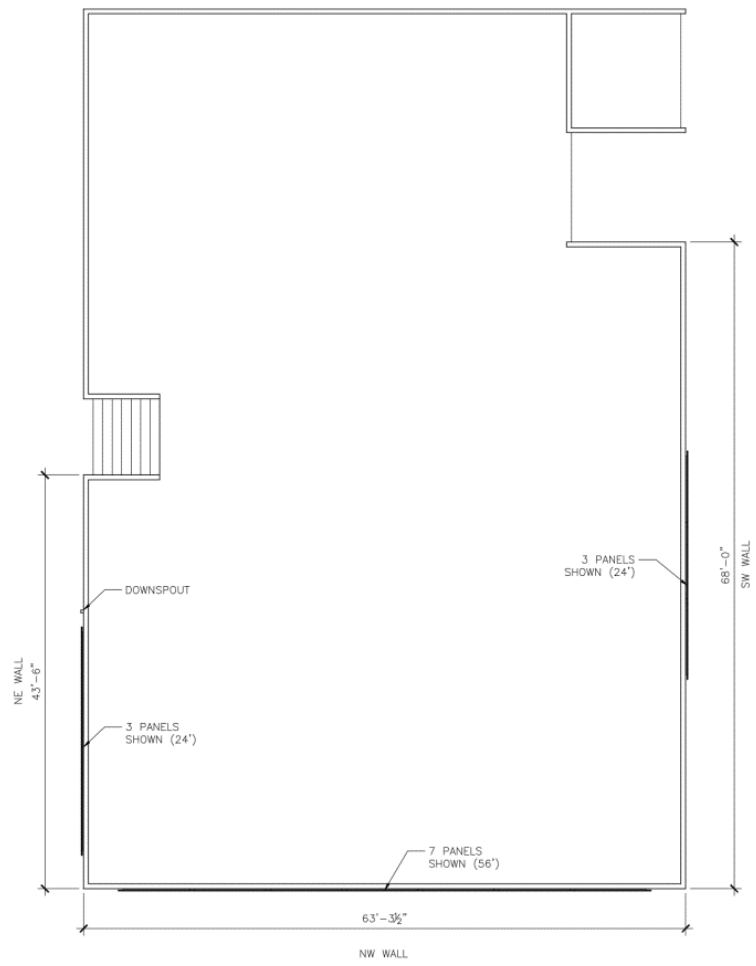
Issues to overcome:




WE CAN NOT PAINT DIRECTLY ON THE WALL

MV must scrape and repaint every spring

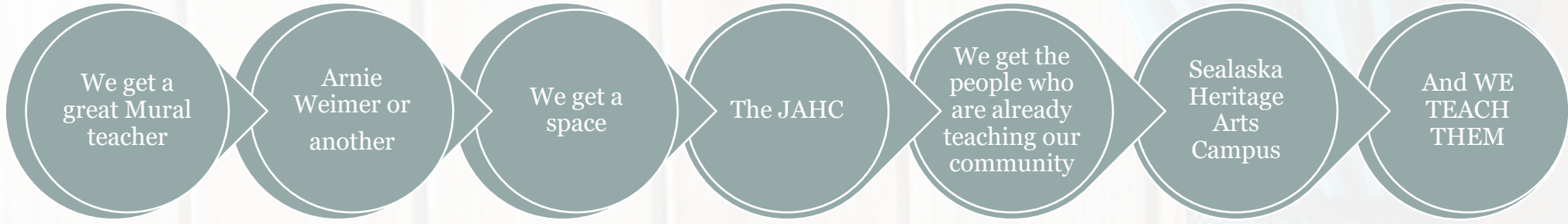




How do we get 13 Murals?

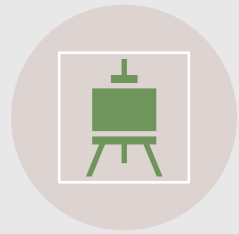
A close-up photograph of a hand holding a wooden-handled brush, applying a thick, reddish-brown paint to a wooden plank. The background is blurred, showing a person in a blue plaid shirt. The image has a dark, semi-transparent overlay.

We teach local artists how to take their already
amazing talent and scale it up!





WE WILL ADVERTISE TO
ARTISTS ABOUT THE
PROJECT
-OPEN APPLICATIONS
STARTING OCT 2025
MANAGED BY SHI



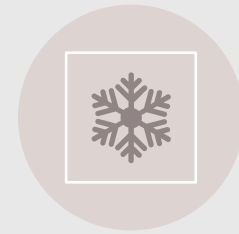
ASK FOR PORTFOLIOS
AND A DESIGN IDEA
-PICK 12 ARTISTS
IN NOVEMBER



HAVE A 4 WEEK CLASS
DURING JANUARY
HELD AT JAHC



DISPLAY 13 MURALS
COME SPRING
(12 FROM ARTISTS, 1
FROM THE TEACHER)
MURALS WILL HANG FOR
ONE YEAR



THEN DO IT ALL AGAIN
THE NEXT WINTER

QR Code on Art

- Tourists and locals can quickly scan codes and be linked directly to Artists' website to buy artists' works
- Artists will actively **MAKE** money from these murals





WHY DO THIS?

So many reasons why!!

- Cover the Ugly parking garage with something beautiful
- Decreasing the damage to the garage caused by wind and rain, so reducing the maintenance for MV
- Give tourists and locals a reason to come to Ferry Way, not just pass through it
- Show off our Artists to the tourists and locals
- Increased traffic for Ferry Way businesses, hopefully removing empty store fronts
- Increased traffic will discourage people camping out long term on the sidewalks
- Increased income for artists
- Murals increase positive community feelings
- Allows those that are not normally involved to see what SHI and JAHC are doing
- Give our local artists a new marketable skill, and encourage them to do MORE murals around Juneau

(Look up St. Pete, FL)

Peter Metcalfe
354 Distin Ave.
Juneau, Alaska 99801

To: CBJ City Manager's Office

I write in support of the Marine Passenger Fee proposal to fund a three-year demonstration project implementing the PulsePoint app.

I am fortunate to be alive and able to make this proposal. Contemplating alternative outcomes, I realize now that a qualified responder might have been within minutes of our location. What if my sister did not have the fortitude to continue CPR for 14 minutes: the responding EMTs were astounded that a 71-year-old woman was able to persist. If we had a 911-connected app like PulsePoint, a CPR qualified individual may have been minutes away and able to help.

Why PulsePoint? There may be other services of which I am not aware. I learned that this service is employed in Anchorage, Fairbanks, and hundreds of other communities throughout the U.S. Not only have these communities experienced dramatic increases in successful responses to cardiac arrests and other health-related incidents, but the implementation of the project has resulted in higher recruitment of participants in CPR and AED training, better coordination of emergency services, and heightened community awareness of 911 protocols.

From my point of view as a Juneau resident, I can think of no better project for the Marine Passenger Fee Program. I recently challenged several friends to name one program funded or supported by passenger fees that has benefited them. Other than a few who mumbled something about the docks, no one could think of any benefit. Perhaps a failure of public relations?

Imagine the public relations value of lives saved with the implementation of this program. That such outcomes were possible with funding by Marine Passenger Fee Program would certify there are benefits to cruise ship tourism more important than sales tax.

Sincerely,

Peter Metcalfe

From: domadmin@juneau.org
To: [Alexandra Pierce](#)
Subject: New submission from TBMP - MPF Request Form
Date: Monday, December 23, 2024 11:20:36 AM

EXTERNAL E-MAIL: BE CAUTIOUS WHEN OPENING FILES OR FOLLOWING LINKS

Name
Peter Metcalfe
Email
petermmetcalfe@gmail.com
I have read the settlement agreement
<ul style="list-style-type: none">I have read the settlement agreement
Project Description Options
Upload Project Description
Project Description (Upload)
<ul style="list-style-type: none">Project-Description.pdf
Project Budget
\$34,000
Conformance with the Settlement Agreement
See "69.20.120 (3) (3) Projects and programs that promote safety..." This 3-year demonstration project will integrate PulsePoint Respond, a 911-connected app, with Juneau's emergency response services. Marine passenger visitors are within an age group more vulnerable than average to cardiac events that require resuscitation. Currently, approximately 90% of out-of-hospital sudden cardiac arrests result in death. A stopped heart must be revived within a few minutes, too few for the average response time of any municipal emergency services. Lives will be saved by instantly alerting nearby CPR-qualified providers, thus promoting visitor safety.
Please upload any supporting documents here - PDF ONLY
<ul style="list-style-type: none">Juneau-AK-PulsePoint-Quote-SC-12-2024.pdfPulsePoint-Respond-Fact-Sheet-2023.pdfPulsePoint-Fairbanks_CaseStudy.pdfPeter-Metcalfe-letter2.pdf

Utilizing a Full-Suite PulsePoint Integration to Address Out-of-Hospital Sudden Cardiac Arrests in Alaska's Fairbanks North Star Borough

Case Study / April 2021

Summary

Alaska's Fairbanks North Star Borough sought to address the rural community challenges of low bystander engagement and slower response times in out-of-hospital sudden cardiac arrest response. As part of a comprehensive strategy that included participation in the C.A.R.E.S. Registry and Resuscitation Academy, bystander CPR training, CPR and AED awareness programs, and strategic AED placement, Fairbanks launched PulsePoint May 2019.

Within the first two years of implementing PulsePoint Respond, PulsePoint Verified Responder and PulsePoint AED, the borough of Fairbanks greatly exceeded their participation and performance goals, ultimately contributing to higher cardiac arrest survival rates.

Context

Fairbanks North Star Borough is Alaska's third largest municipality, with a population of approximately 100,000 citizens; it is also home to the University of Alaska Fairbanks. The class-two borough (meaning it is subject to less government control, relying primarily on voter approval) has 11 fire departments and 321 firefighters, most of whom are volunteers.

This subarctic borough is surrounded by hundreds of miles of sparsely populated areas. Given its geographic isolation and harsh climate, the city has been largely self-reliant and dependent on a high level of community engagement.

Challenges

The borough's 11 fire departments shared specific challenges: lower bystander engagement in administering CPR, longer travel and response times in mostly rural communities, limited resources and inconsistent training of staff. Despite these common issues, each department largely operated independently, with no automatic aid across jurisdictional boundaries except for water tenders (transporting water to a fire). They also hadn't worked to market or promote educational opportunities with cohesive messaging across departments, so each fire department handled CPR and AED education separately.

The borough had not established a community-wide AED registry preventing them from tracking the number or whereabouts of area AEDs or determining if they were in working order. Without a dynamic AED registry they also couldn't determine where there were "holes" in their AED coverage throughout the community.

Solutions

Supported by the Interior Fire Chiefs, University of Alaska Fairbanks Fire Chief Douglas R. Schrage spearheaded the borough's efforts to address cardiac arrest response times and survival rates.

Chief Schrage first partnered with the Resuscitation Academy, which works with emergency medical service (EMS) leaders to help communities worldwide strengthen their cardiac arrest survival rates. Through the partnership, he and his colleagues developed a strategy that could be implemented in Fairbanks to teach best practices in sudden cardiac arrest (SCA) response. Chief Schrage also joined Cardiac Arrest Registry to Enhance Survival (CARES), one of the world's largest EMS registries, to help Fairbanks to measure their SCA survival rates and ultimately improve care.

Once the borough had a strong understanding of best practices and how their outcomes compared nationally, the Chiefs felt strongly that they needed a solution to address low bystander engagement and longer response times.

The decision was made to integrate a full-suite PulsePoint solution with the Fairbanks Emergency Communication Center (FECC), the single Public Safety Answering Point (PSAP) overseeing calls for all 11 fire/EMS departments in the borough. The implementation, from project kick-off to soft launch, took 36 days. The average implementation takes roughly 150 days. The integration included:

1. PulsePoint Respond is a 911-connected mobile app that alerts CPR-trained citizens when someone nearby is experiencing a SCA. When a 911 call-taker determines CPR may be needed, an alert is immediately sent to nearby app subscribers along with the dispatch of emergency responders. PulsePoint Respond alerts community responders only if the cardiac emergency occurs in a public location.

To increase community participation, PulsePoint Respond also informs subscribers of emergency activity in real time, alerting residents to traffic collisions, wildland fires and other emergencies. Subscribers can listen to live dispatch audio (if offered by the agency) for updates being sent to the responding crews as they make their way to the citizen in need of assistance.

2. PulsePoint Verified Responder Pro is the professional version of PulsePoint Respond for public safety employees. Professional fire fighters, invited by their agency to use the app while off-duty, are notified of all nearby cardiac arrest events, including those in private and residential locations. They also receive advanced functionality, including access to all calls within the jurisdiction (as opposed to the filtered list seen by PulsePoint Respond subscribers), complete address and routing for all incidents, more detailed incident descriptions and additional notification options.

3. PulsePoint AED is a tool to help build a community's AED registry by pinpointing the location of AEDs throughout the community. This allows the AEDs to be accessible during a cardiac emergency to both emergency dispatchers and emergency responders, including nearby individuals trained in CPR (who are notified through PulsePoint Respond). PulsePoint AED also provides agencies with the ability to manage and display co-located resources (e.g., bleeding control kits, naloxone and epinephrine) and consumable information (e.g., battery and pad expirations).

For more information on PulsePoint Respond, Verified Responder Pro and AED, view the [Fact Sheet](#).

Chief Schrage first learned of PulsePoint through his work with the Western Fire Chiefs Association (WFCA) and through collaborations with the Resuscitation Academy and CARES. Given the civic-minded nature of the borough, Schrage believed PulsePoint Respond could tap into a willing pool of potential citizen bystanders. There was some initial reluctance from borough chiefs who were unfamiliar with PulsePoint, apprehensive about the visibility of fire department activities to the public due to concerns of citizen involvement in 911 calls of a dangerous nature, or expressed concerns about cost.

Schrage, along with 2019 Interior Fire Chiefs Association president Geoff Coon, helped to educate the area chiefs on the benefits of PulsePoint and encouraged them to see the public's access to a filtered list of dispatch calls as a positive way to engage the community and showcase the work of the fire department. And because the incident list is filtered, calls of a dangerous nature are not included in the public feed.

Schrage also knew, from working with the PulsePoint implementation team and discussing best practices with other PulsePoint-connected agencies, that community funds, local nonprofits or hospital systems often provided funding for PulsePoint. In fact, the Rotary Club of Fairbanks opted to pay the initial integration fee (\$10,000) and first-year licensing costs (\$8,000 annually). In its second year, Foundation Health Partners, the local hospital foundation, paid the annual licensing fee for PulsePoint Respond. The borough chiefs also saw the benefit of using off-duty personnel for faster residential response and each chief pulled from their department's budgets (as part of the larger Fire Chiefs

Association) to cover the added Verified Responder Pro costs (\$2,500 annually). Schrage believe PulsePoint Verified Responder was such an important and integral part of the implementation he actually waited until the professional version was available (it launched in 2019) before moving forward.

PulsePoint is integrated directly into the Fairbanks Emergency Communication Center (FECC), the borough's public safety communications center. The city connected their IT contractor with the PulsePoint implementation team to integrate PulsePoint directly with their computer-aided dispatch (CAD) in what Chief Schrage described as a "trouble-free and seamless integration." Fairbanks opted for a response radius of a quarter-mile (standard) in the city center and one mile for more rural communities within their jurisdiction.

PulsePoint Respond launched in Fairbanks publicly in May 2019 with a press conference that was attended by all 11 participating chiefs and year-one sponsor Rotary Club, with several newspaper, radio and television news pieces resulting. At launch they offered free CPR instruction to attendees.





The fire departments printed and distributed PulsePoint-provided, localized marketing materials at all community events, including health fairs and Heart Month events. They positioned pop-up banners and posters at CPR-training events and partnered with their local American Red Cross and American Heart Association affiliates to disseminate information.

Links to a sampling of launch media coverage.

<https://www.fairbanksalaska.us/fecc/page/pulse-point-now-fairbanks>

<https://www.webcenterfairbanks.com/content/news/A-New-App-that-could-save-lives-is-now-available-in-Fairbanks-509736621.html>

http://www.newsminer.com/news/local_news/new-app-sends-alerts-when-cpr-is-needed/article_6ff44210-72fa-11e9-9da4-fb6d91ee10a1.html

The chiefs also understood that the adoption of PulsePoint was dependent on educating the community on the need for more public engagement in SCA response and providing opportunities for CPR and AED education. To increase engagement in year two (which experienced a lull during the COVID-19 pandemic), Schrage penned an [article](#) in the local paper encouraging participation.



The chiefs focused on internal messaging and an open dialogue with department staff to recruit for the voluntary Verified Responder Pro program. Although many of the firefighters lived outside of the city center, they understood the value of responding to their neighbors during a time-sensitive emergency while off-duty.

Chief Schrage reviewed best practices from other fire departments in North America to see how they handled off-duty pay, worker's compensation and benefits as part of the PulsePoint Verified Responder Pro program.

Outcomes

The PulsePoint implementation was seen by area Chiefs as an “unifying force” for the 11 departments. Despite being under a single PSAP, the departments had historically worked independently of one another. However, working on the PulsePoint program integration forced better communication, cobranded marketing around PulsePoint, CPR education and AED use, and the addition of automatic aid, allowing for better response times and improved outcomes.

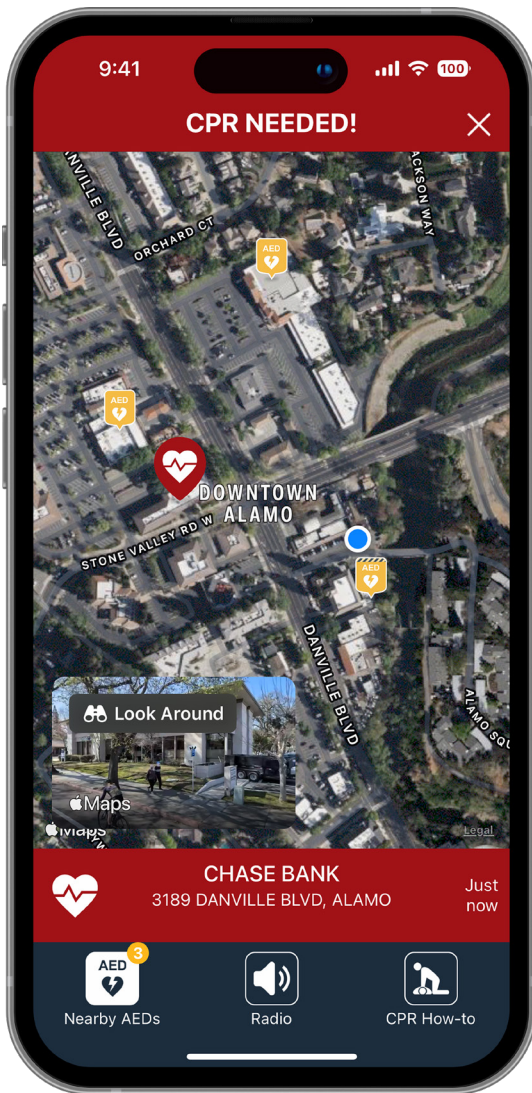
- Fairbanks has 4020+ PulsePoint Respond subscribers (3.38% of population). Of those, 1,801 (1.62% of population) have opted in for CPR alerts.
 - The annual goal for PulsePoint subscribers per community is one percent of the population added annually. Currently, Fairbanks is at 169% of their goal.
 - These subscribers have helped to increase bystander CPR rates to 63.3% (22% higher than the national average).
- Fairbanks has recruited 208 firefighters to participate in PulsePoint Verified Responder Pro, out of 321 total firefighters (65%) across the 11 departments.
 - When a professional verified responder chooses to respond to a cardiac arrest activation while off-duty, he/she is invited to the monthly chiefs' meeting to share their experience, providing the chiefs a first-hand account of the call and the professional verified responder access to management, which has bolstered participation in the program.
 - Chief Schrage believes that PulsePoint aligns well with the fire department's mission and can increase members' sense of commitment to community service, both on- and off-duty.
 - Fairbanks has also provided Verified Responder status to hospital providers, tribal health providers with medical training and retired firefighters, which has added 13 additional verified responders to their network (and several other physician groups are looking to be added). These individuals are activated on residential cardiac arrest alerts, but do not have access to the full incident list, which is only granted to those with Verified Responder Pro.
- Since Fairbanks' launch, PulsePoint has processed 35 public SCA activations and activated on 23 of those (meaning a PulsePoint responder was within the response radius and responded).
 - PulsePoint has processed 112 private SCAs and activated on 76 of those.
- Fairbanks sends 6.8 PulsePoint responders, on average, for each public activation. (The national average of PulsePoint responders per incident is three.)
- Fairbanks sends 5.8 PulsePoint responders, on average, for each private activation.

- The borough has registered 203 AEDs in the PulsePoint AED registry (double the borough's two-year goal).
- PulsePoint also provided an impetus for the 11 fire departments within the borough to collaborate in solving shared issues, which aided the implementation of cross-department automatic aid (i.e., assistance dispatched automatically by contractual agreement between two communities or fire districts).

PULSEPOINT RESPOND

PulsePoint Respond is a 911-connected mobile app that alerts CPR/AED-trained individuals to someone nearby having a sudden cardiac arrest.

PulsePoint Respond supports multiple responder types, including community members, healthcare professionals, and public safety personnel. Specialized app capabilities are available for professional, on-duty use.



- PulsePoint aims to initiate CPR earlier and more often as well as increase the use of automated external defibrillators (AED), prior to emergency responders arriving on scene.
- PulsePoint is integrated directly into the public safety communications center. When a call taker determines CPR may be needed, an alert is sent to nearby app subscribers simultaneously with the dispatch of emergency responders.
- To promote daily app usefulness and encourage program participation, community users are shown select emergencies occurring in the community and offered notifications of public interest events such as traffic collisions and wildland fires.
- According to the latest AHA guidelines, emergency dispatch systems should alert willing bystanders to nearby events that may require CPR or AED use through mobile phone technology.



911 called for victim.



911 center initiates PulsePoint alert.



Nearby PulsePoint subscribers alerted simultaneously with emergency responders.



PulsePoint responders directed to victim location and notified of nearest AEDs.



Learn more at pulsepoint.org
Download PulsePoint Respond



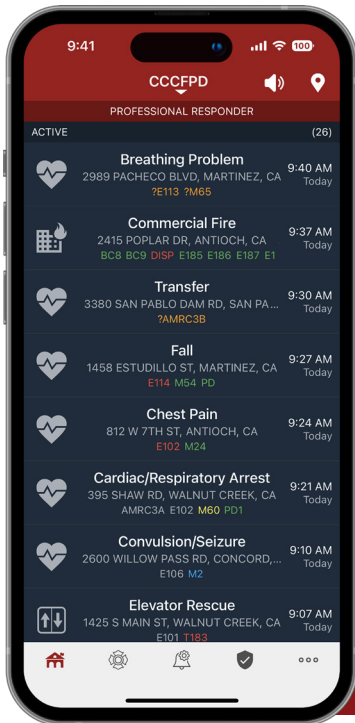
150,000

5-STAR
REVIEWS



RESPONDER TYPES

PulsePoint Respond offers three responder types. Deploying a combination of these types can maximize PulsePoint's community impact.



Public CPR Responders

are typically community members trained in CPR and automated external defibrillator (AED) use and willing to assist if an incident occurs near them. These community first responders are only notified of nearby cardiac arrest events occurring in public places.

Registered CPR Responders

are agency-invited members of the community with medical or rescue training, such as public safety retirees, CERT members, medical professionals, and residential security staff or residents with special neighborhood responsibilities. These community responders are alerted to all nearby cardiac arrest events, including private residences. With nearly 70% of cardiac arrest events occurring in the home, this difference is significant.

Professional Responders

are active public safety employees, typically firefighters, paramedics, and law enforcement officers assigned Professional Responder status by their organization. Typically these employees respond and care for patients in residential settings while on duty. To encourage adoption, professional users are provided with specialized app capabilities for on-duty use. When off-duty, Professional Responders are alerted to all nearby cardiac arrest events in the jurisdiction.

See the comprehensive overview.



PULSEPOINT AED

Next Generation AED Management

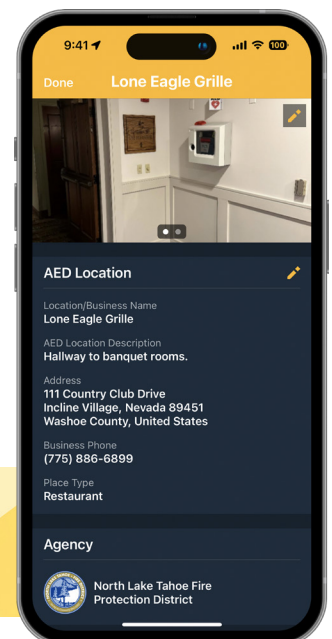
PulsePoint AED is a powerful tool to help build and maintain the AED registry in your community. AEDs managed with PulsePoint AED are accessible to emergency dispatchers during cardiac arrest call processing and disclosed to emergency responders, including nearby individuals trained in CPR and AED use.

- Agency-authorized users can edit the complete AED record using their mobile device — no desktop needed.
- Includes business open/closed details based on linked public data sources and support for 24/7 “always available” AEDs.
- Manage and display colocated resources such as Bleeding Control Kits, Naloxone and Epinephrine, including dressing and drug expiration dates.
- PulsePoint AED is integrated with leading emergency medical dispatch protocol systems, including Priority Dispatch ProQA®, PowerPhone Total Response® and APCO IntelliComm®.
- Extensive AED device and consumable information supporting expiration reminders and manufacturer notices.

Community members can also report AED locations on the website, aed.new.



Learn more at pulsepoint.org
Download PulsePoint Respond





December 31st, 2024

To: Alexandra Pierce, CBJ Tourism Manager
155 S. Heritage Way
Juneau, Alaska 99801

Dear Mayor Weldon, Ms. Koester, Ms. Pierce, and City and Borough of Juneau Assembly Members,

Thank you for any consideration offered to our proposal. It is an honor to submit our recommendations to your offices, with regard for cohesion and community-building amongst Juneau's tourism businesses and agencies.

The attached proposals will increase the safety of cruise line visitors participating in tours from Juneau ports, underway for maritime tourism activities such as whale watching, charter fishing, sightseeing, and passenger ferry transport.

This initiative was constructed with the support of *Sound Watch Boater Education Program* staff and is designed to mirror the successes of their program in Puget Sound, WA. This program was well-received by commercial operators and recreational boaters as a solution for a similar influx of commercial tourism vessels in Puget Sound between 2002-2015. This program addresses safety issues without degrading Alaska's preference for limited regulation of boating credentials. You can read more about the Sound Watch Boater Education Program on their website: www.whalemuseum.org/pages/soundwatch-boater-education-program.

I hope this proposal sponsors a partnership between SEA-Guides and associated organizations dedicated to sustainable tourism. With that said, it is worth offering that any associated offices wishing to adopt this initiative are welcome to reach out and do so. CBJ has previously commissioned similar entities and task forces to address maritime tourism-related issues, and this program may be best managed by those organizations. Otherwise, SEA-Guides would be thrilled to lead our community towards a safer legacy of boating in Juneau.

Thank you for your continued service to our community as thankless contributors to Juneau's rise in globally recognized travel destinations. Have a wonderful New Year!

Luke Holton
Director, SEA-Guides Juneau
Office: (907)723-5420
Email: office@seagservices.com



Subject: Support in Tourism Research, Education, and Administration Development

Organization: Southeast Alaska Guide Services, SEA-Guides Juneau

Marine Passenger Fee Funds Requested: \$149,888.14

Summary

Southeast Alaska Guide Services (SEA-Guides) is requesting support and funding from the City and Borough of Juneau (CBJ) Marine Passenger Fee (MPF) Program to conduct longitudinal research and education of Juneau's commercially utilized waterways, to include (a):

1. Qualitative study of Juneau's recreational and commercial vessel compliance
2. Establishment of the Juneau Mariner's Education Program
3. Field support opportunities for tourism management entities and researchers

The data collected by participants will be statistically applied to prove or disprove necessary increases in the staffing of associated tourism entities, namely the National Oceanic and Atmospheric Administration, Office of Law Enforcement (NOAA-OLE); City and Borough of Juneau (CBJ), Tourism Manager's Office; United States Coast Guard (USCG); Tourism Best Management Practices (TBMP); and the implementation of a Juneau-based Boater Education Program, mirroring *Sound Watch*. *Sound Watch* is an established community education program which has successfully addressed maritime industry disputes in Washington State's Puget Sound.

To best implement this regiment of data collection and community outreach, SEA-Guides is requesting \$149,888.14 from the MPF Program (FY25) to meet the budgets itemized in each section. This amount will be dispersed across two associated projects, referenced in this proposal as Regional Mariner's Compliance Study, and Juneau Mariner's Education Program.

These two initiatives will directly address industry-related complaints that are centered around the growing density of tourism operators. Juneau residents can be assured that the mission of SEA-Guides is to illuminate methods of safe tourism which are sustainable for the community and ecosystems. This program will effectively act in a liaison capacity to bridge communication between commercial tourism vessels and recreational vessels. In addition, this style of boater education will ensure local boat operators decrease risk to themselves and others while operating within the commercial zones listed in this proposal.



Regional Mariner’s Compliance Study

Background: Historically, criticisms of maritime tour vessels have been misinterpreted by regulators and community members, mainly due to the perspectivism conflicts between associated industries and recreational boaters. With scarce oversight of Juneau’s commercial boating areas, lawmakers lack a true representation of both commercial and recreational vessel adherence to Marine Mammal Protection Act (MMPA) Law and USCG Codes of Federal Regulation (CFR), which govern vessel behavior. Authorities tasked with overwatching these areas claim “understaffing and underfunding” as operational obstacles to enforcement.

Goals of Project: Provide the NOAA-OLE and USCG with *quantitative* data to either prove or disprove the necessity for increased staffing of the enforcement offices. The data collected will be forwarded to U.S. Office of Personnel Management in conjunction with a formal request for restaffing of NOAA-OLE, Juneau Field Office, and USCG assets. Data will also guide municipal offices in creating effective commercial viewing guidelines through Tourism Best Management Practices and NOAA’s Whale SENSE Program.

Additionally, detailed logs of boat traffic and concentrations will directly contribute to the data collected by Juneau Whale HEALTH (Humpbacks, Ecosystem Monitoring, And Long-Term Histories) Program, an FY24 MPF funded project.

Methods: Surveyors will be present in the below-listed areas from 8:00 AM- 8:00 PM Sundays, Tuesdays, Wednesdays, and Saturdays (May 1st through September 30th). During these times, observational data will be collected to properly illustrate collective vessel concentrations, patterns, ship to ship communications, viewing distances from wildlife, and vessel behavior within Steven’s Passage, Favorite Channel, Saginaw Channel, Lynn Canal, and Auke Bay.

Formal qualitative methodology will be constructed by research faculty at University of Alaska (UA) and UA Independent Study students, offering local educators access to pragmatic and experiential research projects.

Cost: \$66,128.14

Item	Cost
Staff Wages (48-hours per week @ \$18.00/hr) (2)	\$34,560.00
SEA-Guides Vessel Operational Cost (12-hours per day @ \$23.32/ hr)	\$22,387.20
Methodology Design and Consultation	\$2,740.00
Survey Equipment (range finders, GIS software, and laptop)	\$6,440.94
	\$66,128.14



Juneau Mariner’s Education Program (JMEP)

Background: The 2023 McKinley Research Juneau Tourism Survey indicates a steady increase in negative interactions between recreational and commercial tourism vessels. With unprecedented growth of Juneau’s passenger vessel fleet, the risks of catastrophic incidents grow every year. In 2023, SEA-Guide’s noted that Juneau mariners are largely unaware of the USCG’s Combined Federal Regulations which govern safe boating, leading to dangerous interactions with commercial vessels. In addition, post-pandemic economic drivers have lowered the availability of licensed commercial crewmembers globally, resulting in employment of less experienced merchant mariners within Juneau’s waterways.

Program Goals: It is this program’s mission to bridge the gap between commercial and recreational vessel operators. Serving as a bipartisan voice, JMEP can ensure that hazardous behavior from commercial operators will be addressed by contacting the vessel’s captain, and/ or supervisor, and/or TBMP. Likewise, recreational boaters with no formal training will have access to educational resources to instill safe boating practices. No formal reports or citations are involved in this process apart from documenting the contact between SEA-Guide volunteers and the vessel operator. Annual reports with analysis, statistics, and project performance will be submitted to applicable offices. Examples of these reports can be found through the *Sound Watch* website link, listed on Page 1.

Methods: Maintain presence within Juneau’s waterways and harbors to provide free reference materials and guidance to boat operators. Program staff (prospectively alongside Juneau’s USCG Auxiliary volunteers) will conduct community outreach at Juneau’s recreational harbors to offer boat operators an assortment of USCG reference materials, trends in wildlife locations and concentration, area avoidance maps, viewing guidelines for protected animals, etc.

In partnership with the Alaska Marine Education Association (AMSEA), JMEP will also provide commercial boating safety training to charter vessel operators and business owners.

Cost: \$83,760.00

Item	Cost
JMEP Staff Wages (48-hours per week @ \$18.00/hr) x2	\$34,560.00
JMEP Outreach Vessel (type contingent upon market availability)	\$25,000.00
JMEP Vessel Operational Cost (12-hours per day @ \$17.50/hr)	\$16,800.00
Educational Materials (pamphlets, printouts, etc.)	\$7400.00
	\$83,760.00



December 20, 2024

Alexandra Pierce
Tourism Manager, City & Borough of Juneau
155 S Seward St
Juneau, AK 99801

Dear Ms. Pierce,

Travel Juneau requests funding from Marine Passenger fees to continue Visitor Information Services programming in FY26. As note of reference, you will receive a separate request from Elizabeth Arnett, TBMP Administrator, for the FY26 request for both TBMP and the Crossing Guard program.

Travel Juneau Visitor Information Services program - \$213,925: The Visitor Information Services (VIS) program assists cruise passengers by providing local directions, excursion referrals, and information about medical resources, community services and local activities. During the season, two dockside visitor information services centers are staffed with volunteers and two paid seasonal staff.

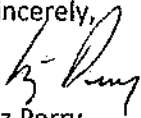
During the 2024 season, Travel Juneau's VIS assisted 145,500 visitors at its downtown sites, approximately 8.5% of total cruise visitation; 75 volunteers provided over 2,000 service hours. Travel Juneau anticipates that 2025 season will end higher as we increase efforts with visitor education. The requested funding will support:

- 60% of base salary for 2 full-time TJ staff to recruit, train, and supervise approximately 75 Juneau volunteers, manage all visitor centers, and develop/maintain inventories of up-to-date visitor and volunteer informational materials. Travel Juneau provides regular communications to volunteers.
- 100 % of three seasonal staff for the Cruise Ship Terminal Visitor Center (CST) and Marine Park kiosk. The additional seasonal staff will reduce both the amount of time regular staff must fill in or assist at the two dockside centers and the time required for restocking.
- volunteer recruiting efforts, including ad placement
- a minimum of 2 required full-group trainings, an online video orientation for volunteers, and additional small group trainings as needed– costs include materials and venues
- volunteer recognition to keep volunteers engaged and retained
- visitor materials, including informational handouts and approximately 75,000 walking maps and for distribution primarily at the dock visitor information centers
- supplies for the visitor centers
- postage for visitor guides
- subscription to online volunteer scheduling calendar

The program continues to work through inflation-driven increases to payroll, supplies, postage, and printing costs. A budget outlining the use of MPFs for this program accompanies this request.

Travel Juneau is proud to be associated with visitor information programs for our cruise visitors and residents, and we appreciate the CBJ's support of these efforts to make Juneau a safe and hospitable visitor destination. If you need further information about these programs, please don't hesitate to contact me.

Sincerely,

A handwritten signature in black ink, appearing to read "Liz Perry".

Liz Perry
President/CEO
Travel Juneau

cc: Angie Flick, Director of Finance, CBJ

**Travel Juneau
Visitor Information**

Income	FY25 Projected	Notes	Internal Notes
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TOTAL REQUEST: **\$ 213,925** Marine Passenger Fee request

Expenses

60% of base salaries	\$ 108,025	60% of full-time expense: 2 FTE, year-round	
Increase by \$4,000	\$ 33,000	100% of seasonal expense: 3 FTE, seasonal only \$21/hr with \$1/hour worked end of season bonus	To keep up with inflation and rising industry rate, 168 cruise ship days (2024) x 8 hours a day x \$21 an hour (including \$1 hr worked end of season bonus)
Same as FY25	\$ 1,500	Volunteer Scheduling and Management Software	
Increase by \$500	\$ 6,000	Volunteer Recruitment and Training	Rising costs of venue rentals
Increase by \$750	\$ 6,750	Volunteer Recognition	Adding more incentives for volunteer appreciation and retention
Same as FY25	\$ 2,750	Visitor Site Supplies	
Same as FY25	\$ 24,000	DT Walking Maps: for 75,000 copies	
Same as FY25	\$ 4,500	Telephone & Internet	
Same as FY25	\$ 25,500	Postage: Regular and journal Graphics Fulfillment (bulk mail)	
	\$ 1,900	Parking for volunteers in Marine Parking Garage while volunteering in Kiosk, Plus Mileage for Seasonal Runner Position	2 parking spots for 5 months in the Marine Parking Garage Mileage for Seasonal Runner Position

TOTAL **\$ 213,925**

Note: This department's FY25 budget was \$305,024.00
The remaining expenses are funded by Travel Juneau-generated revenue and the hotel bed tax grant.



TOURISM BEST MANAGEMENT PRACTICES

Making tourism work for Juneau!

December 19, 2024

Alexandra Pierce
Tourism Manager, City & Borough of Juneau
155 Heritage Way
Juneau, AK 99801

Dear Ms. Pierce:

Tourism Best Management Practices (TBMP), through Travel Juneau, requests funding from Marine Passenger Fees to continue two cruise passenger and community service programs in FY26:

1) Crossing Guard Program - \$358,825: To support the FY26 TBMP budget, \$358,825 (as granted for FY25) is requested for the FY26 crossing guard program with the understanding this amount may change based on proposals solicited through an RFP process. This request includes a 5% CBJ sales tax charge and a 10% program administration fee to Travel Juneau. The Crossing Guard Program encourages cruise passenger safety by addressing vehicular and pedestrian congestion along South Franklin Street and the Marine Park Plaza area. Primary crossing areas are at the Cruise Ship Terminal, People's Wharf, and Marine Park (which covers two crosswalks).

2) Tourism Best Management Practices (TBMP) - \$46,965: This request supports:

- HR costs for the administrator and additional hours to monitor the Crossing Guard program
- maintenance of the database module for the TBMP program
- maintenance of the TBMP microsite and URL
- program communications and PR
- modest community event support
- member collateral

Please refer to the attached document for details on the estimated expenses for these two programs. We appreciate CBJ's support of these efforts to make Juneau a safe and hospitable visitor destination. If you need further information about these programs, please don't hesitate to contact me.

Sincerely,

Elizabeth Arnett
Administrator
Tourism Best Management Practices

cc: Angie Flick, Director of Finance, CBJ
Liz Perry, President/CEO, Travel Juneau



**TBMP and Crossing Guard Program
Proposed MPF Grant Budget for FY26**

Account 8125 - TBMP

PROGRAM EXPENSES			Notes
Administration			
9210	Contracted administrator	\$ 23,085	Based on 675 hrs over 12 mos @\$30/hr plus payroll expenses (increased hours to cover management of crossing guard contract)
9220	Personal phone use	\$ 300	@25/month
9230	Database maintenance	\$ 750	Through Simpleview
9240	Microsite maintenance	\$ 550	Through Simpleview
9250	URL subscription	\$ 330	traveljuneau.com/tbmp URL
Publications/Videos			
9310	Guidelines publication	\$ 775	Guidelines will be available on the microsite; approx 75 printed for limited distribution
9320	TBMP operator instruction videos	\$ 500	update, create new TBMP training videos for operators' use
Community Outreach			
9410	Local print & radio ads	\$ 17,000	Ads to promote the program to locals & to thank members/public: cruise ship report, hotline, crossing guards, add KTOO sponsorship to reach new audience
9420	Public meetings	\$ 500	Pre- and post-season meetings for members to review guidelines and operations: space rental, coffee service for 3 meetings
9430	Community event support	\$ 600	Modest sponsorships to local events that bring in additional visitors: Salmon Derby, Litter Free, Safe Graduation
9440	Booth Rental	\$ 275	Travel Juneau travel fair, Maritime Festival
9450	Crossing Guard Gift Cards from TBMP	\$ 250	\$25 ea for 10 guards (Aug)
Supplies			
9510	Membership certificates	\$ 50	230 members: cost for envelopes, stickers
9520	Swag	\$ 1,500	TBMP logo items (pens, pins, stickers)
9530	Postage, mileage	\$ 500	Mailing certificates, mileage
TOTAL FOR TBMP OPERATIONS		\$ 46,965	

Crossing Guard Program	\$ 358,825	As approved for FY25		
TOTAL EXPENSES FOR FY26	\$ 405,790			

From: [Joan Walser](#)
To: [Alexandra Pierce](#)
Cc: [Larri Irene Spengler](#)
Subject: MPF submission
Date: Tuesday, December 31, 2024 3:44:59 PM
Attachments: [TNA streetlight letter signed.pdf](#)
[TNA Proposal Budget.pdf](#)
[TNA Proposal Conformance.pdf](#)

EXTERNAL E-MAIL: BE CAUTIOUS WHEN OPENING FILES OR FOLLOWING LINKS

Greetings Ms. Pierce,

Earlier today I submitted a proposal for the Marine Passenger Fees on behalf of the Thane Neighborhood Association. I had some difficulty with the form, which has been bugging me. Then, remembering I had your email, I decided to follow up by emailing them to you as well.

Due diligence and all....

Happy New Year!

Joan

TNA Proposal: Using Marine Passenger Fees to Install Street Lights Conformance with the Settlement Agreement

Before addressing conformance with the Settlement Agreement, it is important to call attention to Exhibit D, Maritime Industry Zones. According to this map, the Thane Neighborhood Association (TNA) is requesting street light installation along a stretch of road that is entirely within Zone B.

Two sections of the *Settlement Agreement* address the allowable use of Marine Passenger Fees (MPF) for installing street lights along the stretch of road between South Franklin Street Dock B to the Mill Street corner. #3 Agreed Use of Fees in Maritime Industry Zone states, "...Wherein CBJ provides (Zone A) or could provide (Zone B) the infrastructure for cruise vessels, the support services for such vessels while in port, and infrastructure and services that further the marine enterprise/operation of such vessels...(p. 3 of 9)" Street lights fall under the category of infrastructure and, arguably, lower the risk of accidents for vehicles engaged in vessel support and services. Early morning, evening and nighttime illumination would enhance the safety of passengers walking from and returning to ships berthed at the AJ Dock.

TNA is requesting increased lighting for a section of sidewalk within Zone B that becomes crowded with passengers following ships' arrival and preceding the onboard deadlines at AJ Dock. One assumes passengers' desire to stretch their legs may be an influence. When crowded, faster walking pedestrians frequently step into the road to maintain their walking speed. Since a long section of the sidewalk is uphill on the return to AJ Dock, a noticeable disparity between walkers' speeds is evident. Also evident to Thane drivers is that the bigger groups of happy vacationers tend to be less aware of their surroundings, particularly the children in those groups. Improved illumination could assist drivers, especially in failing evening light or on days with heavy overcast and rain, to avoid pedestrians walking in the roadway.

Morning and evening civil and nautical twilight didn't pose as great a danger to pedestrian passengers when the cruise ship season spanned late May to early September; however, increased numbers of passengers along that section of road, as well as the lengthened mid-April to mid-October season has significantly increased the potential for vehicle-involved injuries to ship passengers. Adding street lights reduces the risk of an accident for residential drivers; drivers providing cruise line support, in particular the larger multi-passenger vans and buses; and CDL drivers for local businesses, such as Alaska Marine Lines' semi-trailer trucks and Petro Marine Services' fuel trucks. Thane Road residents appreciated the increased pedestrian safety brought about by the bollards and chains installed along Franklin Street. The same would hold true for additional street lights along that stretch of Thane Road

Paragraph 3d under Agreements, further states: *For proposed capital improvements or operational services within Zone B, the parties agree to discuss these ideas at the annual meeting (p. 5 of 9, author italicized).* TNA urges the proposed Zone B infrastructure addition of street lights between Franklin Street Dock B and the corner of Mill Street be prioritized at the next annual meeting.

TNA Proposal: Using Marine Passenger Fees to Install Street Lights

Budget Considerations for Street Lights

Proposing a budget is beyond the collective knowledge base of the Thane Neighborhood Association Board members. A simple example: we know the spacing required between street lights is dependent upon the height and cone of light produced by the installed lamp¹, but we don't possess the information to determine those factors. Board members are also aware that stakeholder agreements between CBJ, DOT, AEL&P - plus soliciting bids from private contractors - may come into play. We trust these myriad, complex decisions are best left to those with the required expertise. And, of necessity, a certain amount of funding must be spent to conduct a study that provides such guidance.

An option that appears to be the least expensive and most straight-forward to implement is to request AEL&P mount and connect power to fixtures on existing wooden poles. There are six wooden poles on the sidewalk side of the road and five on the upper side. An article posted on the Alaska Village Electrical Cooperative from 2021 provided a cost of \$600 for the cost of the fixture, shipping and installation.² How to determine initial investment cost and payment for ongoing operational costs must also be determined by stakeholders.³

¹ <https://highways.dot.gov/safety/other/visibility/fhwa-lighting-handbook-august-2012/7-lighting-application>

² <https://avec.org/2021/11/01/how-to-add-or-upgrade-streetlights/>

³ https://www.cps-lighting.com/how-much-street-light-cost/#Breaking_Down_Street_Light_Costs_Shining_a_Light_on_Initial_Investments_and_Ongoing_Expenses

THANE NEIGHBORHOOD ASSOCIATION
4545 Thane Road
Juneau, Alaska 99801
(907) 586-8277
larri.irene.spengler@gmail.com



Board

Joan Walser, President
Nathan Carey
Robin Cassell
Mariann Cummings
Chris Prussing

Larri Spengler
Gordon Taylor

Alexandra Pierce
CBJ Tourism Manager
155 Heritage Way Juneau, AK 99801

November 21, 2024

Re: Passenger Fee Suggestion: Streetlights

Dear Ms Pierce:

The Thane Neighborhood Association requests the next cycle of cruise ship passenger fees be used to install streetlights along the dark, unlighted stretch of road from just past the South Franklin Street Dock (Dock B) to Mill Street.

With the increasing length of the cruise ship season, more and more tourists from ships berthed at the AJ Dock are walking in the dark along that section of road. Installation of streetlights would also benefit tourism traffic like buses and vans, as well as local and visiting pedestrians and bicyclists. When the sidewalk is especially crowded, pedestrians have a tendency to step into the road - and traffic - to go around other people on the sidewalk or walk on the gravel margin on the opposite side of the road. The concerns with safety are additionally grave when considering many of the transiting vehicles are large multi-passenger vans, buses and AML semi-trucks.

Throughout the winter months, pedestrians continue to use that stretch of sidewalk. In particular, the new warming shelter on Mill Street increases the number of pedestrians and related safety issues. When it snows, that sidewalk is usually not cleared and people — often wearing dark colors — have to walk in the roadway.

Though the responsible party for that section of road may be the Alaska Department of Transportation, a collaboration with CBJ, in which materials and the installation are funded, may promote planning discussions.

Streetlights along this limited section of Thane Road would significantly ensure public safety. With this in mind, Thane Neighborhood Association proposes cruise ship passenger fees contribute to an effective solution before a visitor or resident is struck by a vehicle,

If you have any questions we can help with, please let us know.

Thank you for your consideration.

A handwritten signature in black ink, appearing to read "Joan Walser". The signature is fluid and cursive, with the first name "Joan" and last name "Walser" clearly distinguishable.

Joan Walser, President
Thane Neighborhood Association

From: domadmin@juneau.org
To: [Alexandra Pierce](#)
Subject: New submission from TBMP - MPF Request Form
Date: Thursday, January 2, 2025 7:11:28 AM

EXTERNAL E-MAIL: BE CAUTIOUS WHEN OPENING FILES OR FOLLOWING LINKS

Name
Nicholas Orr
Email
nicholasporr@Yahoo.com
I have read the settlement agreement
<ul style="list-style-type: none">• I have read the settlement agreement
Project Description Options
Write out Project Description
Project Description (Written)
Contract with trail mix to improve the Mt Roberts trail by laying down gravel / doing other trail improvements. The Mt Roberts trail serves as the emergency route back to the city in the unlikely event of an incident that incapacitates the tram.
Project Budget
50,000? There doesn't need to be a large one time expenditure; this could be an ongoing project. Trail Mix would have a better idea as to the cost. Also would depend on scope of project
Conformance with the Settlement Agreement
This is an expenditure outside Zone A that directly relates to the Tram, which is located inside Zone A. This would need to be discussed in accordance with paragraph 7 of the agreement.

From: domadmin@juneau.org
To: [Alexandra Pierce](#)
Subject: New submission from TBMP - MPF Request Form
Date: Thursday, January 2, 2025 7:01:52 AM

EXTERNAL E-MAIL: BE CAUTIOUS WHEN OPENING FILES OR FOLLOWING LINKS

Name
Nicholas Orr
Email
nicholasporr@Yahoo.com
I have read the settlement agreement
<ul style="list-style-type: none">• I have read the settlement agreement
Project Description Options
Write out Project Description
Project Description (Written)
Determine the difference between winter and summer internet usage for the downtown library and apply MPFs to help cover that increase in internet service (if this has a cost). People associated with the cruise ship have often been seen using the library internet services.
Project Budget
25,000? Depends on how much, if any, cost differential there is
Conformance with the Settlement Agreement
This is an operational service cost directly related to cruise ships within Zone A

From: domadmin@juneau.org
To: [Alexandra Pierce](#)
Subject: New submission from TBMP - MPF Request Form
Date: Tuesday, December 31, 2024 9:08:47 PM

EXTERNAL E-MAIL: BE CAUTIOUS WHEN OPENING FILES OR FOLLOWING LINKS

Name
Heather Marlow
Email
cdxx881@yahoo.com
I have read the settlement agreement
<ul style="list-style-type: none">• I have read the settlement agreement
Project Description Options
Write out Project Description
Project Description (Written)
Build a waterfront walkway with picnic shelters and viewing decks along North Douglas Hwy, past Fish Creek. Install bathrooms and some sort of bus/van loading area. This will serve as an extension/portal for the Tongass/glacier/fjord setting and as a local recreation area amenity. Tours and other services could be phased in, but this would assist the Mend Glacier area by providing additional opportunities and services and could integrate with visitors to Eaglecrest summer uses.
Project Budget
5-8 million
Conformance with the Settlement Agreement
Mendenhall Glacier is over run and trampled. Area improvements will only degrade the space further, the experience is the glacier not a variety of parking options and paved expanses, all prone to flood and failure going forward. The story of the fjord and the river of ice is best told from a perspective distance, with views of Lynn Canal, not bathrooms and paved lots between you and a glacier. The Mendenhall Glacier is the most visited site in the state, there was never communication to the public about this outcome, no heads up, no alternative, just more and more. This is the game that implodes on itself, this project off sets many negative attributes and incorporates local values.

From: domadmin@juneau.org
To: [Alexandra Pierce](#)
Subject: New submission from TBMP - MPF Request Form
Date: Tuesday, December 31, 2024 4:06:25 PM

EXTERNAL E-MAIL: BE CAUTIOUS WHEN OPENING FILES OR FOLLOWING LINKS

Name
LUKE HOLTON
Email
office@seagservices.com
I have read the settlement agreement
<ul style="list-style-type: none">I have read the settlement agreement
Project Description Options
Upload Project Description
Project Description (Upload)
<ul style="list-style-type: none">SEA-Guides-MPF-Proposal.pdf
Project Budget
\$149,888.14
Conformance with the Settlement Agreement
<p>The product of this proposal will directly elevate the operational safety of tour patrons disembarking cruise ships in Zone A by increasing "police/security patrols and infrastructure" (Paragraph 3), while appealing to the latter clause, "expenditure of Fees outside of Zones A and B may be necessary. In such case, the parties shall discuss such ideas in accordance with paragraph 7" of the 2019 CLIA v. CBJ Settlement Agreement.</p> <p>Commercial charter passenger vessels are levied under the Port Development Fee as "vessels carrying passengers for compensation on port calls in the City and Borough of Juneau". The attached proposal will directly elevate the operational safety of these vessels and their passengers.</p> <p>Finally, the transit of CLIA member cruise vessels through Steven's Passage, Saginaw Channel, Favorite Channel, and Lynn Canal during operational tour hours may prove direct affect on cruise ship vessel safety within these zones.</p>



December 31st, 2024

To: Alexandra Pierce, CBJ Tourism Manager
155 S. Heritage Way
Juneau, Alaska 99801

Dear Mayor Weldon, Ms. Koester, Ms. Pierce, and City and Borough of Juneau Assembly Members,

Thank you for any consideration offered to our proposal. It is an honor to submit our recommendations to your offices, with regard for cohesion and community-building amongst Juneau's tourism businesses and agencies.

The attached proposals will increase the safety of cruise line visitors participating in tours from Juneau ports, underway for maritime tourism activities such as whale watching, charter fishing, sightseeing, and passenger ferry transport.

This initiative was constructed with the support of *Sound Watch Boater Education Program* staff and is designed to mirror the successes of their program in Puget Sound, WA. This program was well-received by commercial operators and recreational boaters as a solution for a similar influx of commercial tourism vessels in Puget Sound between 2002-2015. This program addresses safety issues without degrading Alaska's preference for limited regulation of boating credentials. You can read more about the Sound Watch Boater Education Program on their website: www.whalemuseum.org/pages/soundwatch-boater-education-program.

I hope this proposal sponsors a partnership between SEA-Guides and associated organizations dedicated to sustainable tourism. With that said, it is worth offering that any associated offices wishing to adopt this initiative are welcome to reach out and do so. CBJ has previously commissioned similar entities and task forces to address maritime tourism-related issues, and this program may be best managed by those organizations. Otherwise, SEA-Guides would be thrilled to lead our community towards a safer legacy of boating in Juneau.

Thank you for your continued service to our community as thankless contributors to Juneau's rise in globally recognized travel destinations. Have a wonderful New Year!

Luke Holton
Director, SEA-Guides Juneau
Office: (907)723-5420
Email: office@seagservices.com



Subject: Support in Tourism Research, Education, and Administration Development
Organization: Southeast Alaska Guide Services, SEA-Guides Juneau
Marine Passenger Fee Funds Requested: \$149,888.14

Summary

Southeast Alaska Guide Services (SEA-Guides) is requesting support and funding from the City and Borough of Juneau (CBJ) Marine Passenger Fee (MPF) Program to conduct longitudinal research and education of Juneau's commercially utilized waterways, to include (a):

1. Qualitative study of Juneau's recreational and commercial vessel compliance
2. Establishment of the Juneau Mariner's Education Program
3. Field support opportunities for tourism management entities and researchers

The data collected by participants will be statistically applied to prove or disprove necessary increases in the staffing of associated tourism entities, namely the National Oceanic and Atmospheric Administration, Office of Law Enforcement (NOAA-OLE); City and Borough of Juneau (CBJ), Tourism Manager's Office; United States Coast Guard (USCG); Tourism Best Management Practices (TBMP); and the implementation of a Juneau-based Boater Education Program, mirroring *Sound Watch*. *Sound Watch* is an established community education program which has successfully addressed maritime industry disputes in Washington State's Puget Sound.

To best implement this regiment of data collection and community outreach, SEA-Guides is requesting \$149,888.14 from the MPF Program (FY25) to meet the budgets itemized in each section. This amount will be dispersed across two associated projects, referenced in this proposal as Regional Mariner's Compliance Study, and Juneau Mariner's Education Program.

These two initiatives will directly address industry-related complaints that are centered around the growing density of tourism operators. Juneau residents can be assured that the mission of SEA-Guides is to illuminate methods of safe tourism which are sustainable for the community and ecosystems. This program will effectively act in a liaison capacity to bridge communication between commercial tourism vessels and recreational vessels. In addition, this style of boater education will ensure local boat operators decrease risk to themselves and others while operating within the commercial zones listed in this proposal.



Regional Mariner’s Compliance Study

Background: Historically, criticisms of maritime tour vessels have been misinterpreted by regulators and community members, mainly due to the perspectivism conflicts between associated industries and recreational boaters. With scarce oversight of Juneau’s commercial boating areas, lawmakers lack a true representation of both commercial and recreational vessel adherence to Marine Mammal Protection Act (MMPA) Law and USCG Codes of Federal Regulation (CFR), which govern vessel behavior. Authorities tasked with overwatching these areas claim “understaffing and underfunding” as operational obstacles to enforcement.

Goals of Project: Provide the NOAA-OLE and USCG with *quantitative* data to either prove or disprove the necessity for increased staffing of the enforcement offices. The data collected will be forwarded to U.S. Office of Personnel Management in conjunction with a formal request for restaffing of NOAA-OLE, Juneau Field Office, and USCG assets. Data will also guide municipal offices in creating effective commercial viewing guidelines through Tourism Best Management Practices and NOAA’s Whale SENSE Program.

Additionally, detailed logs of boat traffic and concentrations will directly contribute to the data collected by Juneau Whale HEALTH (Humpbacks, Ecosystem Monitoring, And Long-Term Histories) Program, an FY24 MPF funded project.

Methods: Surveyors will be present in the below-listed areas from 8:00 AM- 8:00 PM Sundays, Tuesdays, Wednesdays, and Saturdays (May 1st through September 30th). During these times, observational data will be collected to properly illustrate collective vessel concentrations, patterns, ship to ship communications, viewing distances from wildlife, and vessel behavior within Steven’s Passage, Favorite Channel, Saginaw Channel, Lynn Canal, and Auke Bay.

Formal qualitative methodology will be constructed by research faculty at University of Alaska (UA) and UA Independent Study students, offering local educators access to pragmatic and experiential research projects.

Cost: \$66,128.14

Item	Cost
Staff Wages (48-hours per week @ \$18.00/hr) (2)	\$34,560.00
SEA-Guides Vessel Operational Cost (12-hours per day @ \$23.32/ hr)	\$22,387.20
Methodology Design and Consultation	\$2,740.00
Survey Equipment (range finders, GIS software, and laptop)	\$6,440.94
	\$66,128.14



Juneau Mariner's Education Program (JMEP)

Background: The 2023 McKinley Research Juneau Tourism Survey indicates a steady increase in negative interactions between recreational and commercial tourism vessels. With unprecedented growth of Juneau's passenger vessel fleet, the risks of catastrophic incidents grow every year. In 2023, SEA-Guide's noted that Juneau mariners are largely unaware of the USCG's Combined Federal Regulations which govern safe boating, leading to dangerous interactions with commercial vessels. In addition, post-pandemic economic drivers have lowered the availability of licensed commercial crewmembers globally, resulting in employment of less experienced merchant mariners within Juneau's waterways.

Program Goals: It is this program's mission to bridge the gap between commercial and recreational vessel operators. Serving as a bipartisan voice, JMEP can ensure that hazardous behavior from commercial operators will be addressed by contacting the vessel's captain, and/or supervisor, and/or TBMP. Likewise, recreational boaters with no formal training will have access to educational resources to instill safe boating practices. No formal reports or citations are involved in this process apart from documenting the contact between SEA-Guide volunteers and the vessel operator. Annual reports with analysis, statistics, and project performance will be submitted to applicable offices. Examples of these reports can be found through the *Sound Watch* website link, listed on Page 1.

Methods: Maintain presence within Juneau's waterways and harbors to provide free reference materials and guidance to boat operators. Program staff (prospectively alongside Juneau's USCG Auxiliary volunteers) will conduct community outreach at Juneau's recreational harbors to offer boat operators an assortment of USCG reference materials, trends in wildlife locations and concentration, area avoidance maps, viewing guidelines for protected animals, etc.

In partnership with the Alaska Marine Education Association (AMSEA), JMEP will also provide commercial boating safety training to charter vessel operators and business owners.

Cost: \$83,760.00

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JMEP Vessel Operational Cost (12-hours per day @ \$17.50/hr)	\$16,800.00
Educational Materials (pamphlets, printouts, etc.)	\$7400.00
	\$83,760.00

From: domadmin@juneau.org
To: [Alexandra Pierce](#)
Subject: New submission from TBMP - MPF Request Form
Date: Tuesday, December 31, 2024 10:14:37 AM

EXTERNAL E-MAIL: BE CAUTIOUS WHEN OPENING FILES OR FOLLOWING LINKS

Name
Heather Marlow
Email
cdxx881@yahoo.com
I have read the settlement agreement
<ul style="list-style-type: none">• I have read the settlement agreement
Project Description Options
Write out Project Description
Project Description (Written)
Relocate helicopter use from JIA to a new heliport without a residential interface. Even though they are a mobile industry in a regional environment, they can't seem to figure out their own mitigation and the Assembly believes they can not do anything for this topic. It's a sad space/place for the community as is, at no detriment to their JIA lease, they could be released from the term/duration of the lease and then paid "whatever they ask for" for 3 years, to stop operations by 6 PM on a daily basis, as a lease amendment. A new remote heliport assists the long term operations, safety, permitting and future expansion of JIA.
Project Budget
10 million
Conformance with the Settlement Agreement
This project is as allowable as Statter Harbor improvements, better accommodating direct impacts from cruise ship tourism.

From: domadmin@juneau.org
To: [Alexandra Pierce](#)
Subject: New submission from TBMP - MPF Request Form
Date: Tuesday, December 31, 2024 10:04:38 AM

EXTERNAL E-MAIL: BE CAUTIOUS WHEN OPENING FILES OR FOLLOWING LINKS

Name
Heather Marlow
Email
cdxx881@yahoo.com
I have read the settlement agreement
<ul style="list-style-type: none">• I have read the settlement agreement
Project Description Options
Write out Project Description
Project Description (Written)
Close commercial tourism operations/activities on all CBJ property by 6 pm on a daily basis. Rewrite all permits, agreements, leases etc and pay "whatever they ask for" for 3 years, while industry adjusts if there is conflict/litigation. Just make the \$\$ payments public, not an executive session item. This action is likely to improve the operational environment /experience for tourism, including cruise ships.
Project Budget
0 to x million
Conformance with the Settlement Agreement
The project expands the user area for pedestrians / humans and reduces the area for buses, coaches, vans etc, and could transfer activities to taxis and for hire by an individual type business in PM hours.

From: domadmin@juneau.org
To: [Alexandra Pierce](#)
Subject: New submission from TBMP - MPF Request Form
Date: Tuesday, December 31, 2024 9:54:31 AM

EXTERNAL E-MAIL: BE CAUTIOUS WHEN OPENING FILES OR FOLLOWING LINKS

Name
Heather Marlow
Email
cdxx881@yahoo.com
I have read the settlement agreement
<ul style="list-style-type: none">• I have read the settlement agreement
Project Description Options
Write out Project Description
Project Description (Written)
<p>This is the first fiscal year to pay off 16b, let's do it and save the future interest payments, for application to the Marine Park/Seadrome project that's likely to be 15-20 million. This allows for the CBJ to look at diversifying the waterfront, with different scale of use for waterfront activities. One or both of the berths could support the ice breaker, private ferries, or small scale tours with JNU as a turn around. Users would come under a lease and the area would be more manageable, covering risk and liability, managing access/users, and predictable for the operating environment. Cruise ships wouldn't have to leave, but the reasons that they would remain would be more deliberate and purposeful.</p>
Project Budget
14 million (?) bond debt
Conformance with the Settlement Agreement
Bond debt is a listed expense

From: domadmin@juneau.org
To: [Alexandra Pierce](#)
Subject: New submission from TBMP - MPF Request Form
Date: Tuesday, December 31, 2024 9:46:30 AM

EXTERNAL E-MAIL: BE CAUTIOUS WHEN OPENING FILES OR FOLLOWING LINKS

Name
Heather Marlow
Email
cdxx881@yahoo.com
I have read the settlement agreement
<ul style="list-style-type: none">• I have read the settlement agreement
Project Description Options
Write out Project Description
Project Description (Written)
<p>The D&H Board recently forwarded a motion to the Assembly to work on the Seadrome building area, the Assembly supported the motion and discussions will occur. My comment was to not isolate properties for work, but to work on several or more properties at once. The Merchants Wharf group has approached the CBJ over multiple decades to acquire their property. In the meantime the Settlement agreement calls out Centennial Hall as an emergency destination. The three areas require a single project to accomplish 1) safety route egress to/from 16b and Cent Hall 2) capacity for foot traffic flow and spacing 3) transportation system redundancies. The Wharf and Seadrome properties can be reconfigured with CBJ property to accommodate many more users than it does now, and the Wharf property poses an unnecessary risk in the downtown core, considering the immediate fire hazard the CBJ has faced in the last 25 years. Efficiencies and economies of scale support 1 master project, not many projects without a timeline.</p>
Project Budget
15-20 million
Conformance with the Settlement Agreement
Egress improvements are required between 16b and Centennial Hall, by the considerations/language in the Settlement. The operating environment requires more area for pedestrians and life safety concerns.

From: domadmin@juneau.org
To: [Alexandra Pierce](#)
Subject: New submission from TBMP - MPF Request Form
Date: Saturday, December 28, 2024 11:28:30 AM

EXTERNAL E-MAIL: BE CAUTIOUS WHEN OPENING FILES OR FOLLOWING LINKS

Name
Susan Schrader
Email
sueschraderak@gmail.com
I have read the settlement agreement
<ul style="list-style-type: none">• I have read the settlement agreement
Project Description Options
Write out Project Description
Project Description (Written)
<p>The "project" that I propose is the creation of a CBJ staff position of an Administrative Assistant to the Tourism Manager. The Tourism Manager's duties have grown significantly since Ms. Pierce started in the position. An Admin Assistant would enable the Tourism Division to respond more comprehensively to residents' comments and concerns. The Assistant could free up some of the Manager's time to enable outreach and encouragement of greater meaningful public participation, particularly when addressing issues that ultimately end up in Memoranda of Agreements with the cruise industry. There is a huge constituency beyond the business community (eg. DBA, JCC, JEDC) and the cruise industry that the Tourism Manager has not reached out to yet. This lack of opportunity to participate is frustrating to many Juneau community members impacted by growing cruise tourism.</p> <p>Another specific example of where an Admin Assistant could greatly benefit the Tourism Division is the Division's website which has been, and continues to be, woefully inadequate. The acronym "TMBP" is still associated with the web address and web pages; obviously, the Tourism Division is far more than the TMBP program! To find the MOAs re: daily passenger limits and number of cruise ships allowed per day, a visitor to the website must dig down through menu options to the (5 year old) Visitor Industry Task Force menu. Why not have a clear heading on the main page: "Agreements with the Cruise Industry," or some such title? When I queried Ms. Pierce about the inadequacies of the website, she expressed that she did not have time to spend improving the site. Doing so is a perfect task for the Assistant and an opportunity to alleviate residents' frustration when trying to retrieve information from the city's web pages.</p>
Project Budget
\$60,000-80,000 annually ?
Conformance with the Settlement Agreement
Based upon a recent discussion with the Tourism Manager, I was told that the Manager's salary is Marine Passenger Fee-funded in total under a shared services agreement that both CBJ and CLIA signed. If the Manager's salary and other items in the Tourism Division's budget are covered by MPFs, then it would seem logical that an Administrative Assistant's salary also should be covered by MPFs.

From: domadmin@juneau.org
To: [Alexandra Pierce](#)
Subject: New submission from TBMP - MPF Request Form
Date: Friday, December 27, 2024 10:32:41 PM

EXTERNAL E-MAIL: BE CAUTIOUS WHEN OPENING FILES OR FOLLOWING LINKS

Name
Anne Fuller
Email
fernleafgt@yahoo.com
I have read the settlement agreement
<ul style="list-style-type: none">I have read the settlement agreement
Project Description Options
Write out Project Description
Project Description (Written)
<p>Increase number of times public restrooms are cleaned. Keep them open into the evening. (Marine Parking Garage, Public Library, City Hall, City Museum, Overstreet Park, the ones on the docks - these are the ones I'm sure of, other public restrooms should be included). Costs are for workers, supplies, and trash disposal.</p> <p>Increase the hours of crossing guards, so that the crosswalks, especially at the South Franklin tear drop junction, are staffed whenever we have a large ship at dock in Juneau. (I have noticed no guards and plenty of people).</p>
Project Budget
\$150 000
Conformance with the Settlement Agreement
Protecting the comfort and safety of passengers and crew people of the cruise ships is a desirable and allowable project under the Settlement Agreement.

From: domadmin@juneau.org
To: [Alexandra Pierce](#)
Subject: New submission from TBMP - MPF Request Form
Date: Monday, December 16, 2024 10:45:55 AM

EXTERNAL E-MAIL: BE CAUTIOUS WHEN OPENING FILES OR FOLLOWING LINKS

Name
greg huebschen
Email
greghip@zoho.com
I have read the settlement agreement
<ul style="list-style-type: none">• I have read the settlement agreement
Project Description Options
Write out Project Description
Project Description (Written)
Covered bus stops specifically at back loop and glacier road intersection where many tourist arrive and depart from a trip to glacier. Pedestrian flashing lights downtown to enhance the flow of pedestrians and cars
Project Budget
outside of my immediate knowledge

From: domadmin@juneau.org
To: [Alexandra Pierce](#)
Subject: New submission from TBMP - MPF Request Form
Date: Friday, December 6, 2024 9:48:26 AM

EXTERNAL E-MAIL: BE CAUTIOUS WHEN OPENING FILES OR FOLLOWING LINKS

Name
David Peterson
Email
dmpeter9@gmail.com
I have read the settlement agreement
<ul style="list-style-type: none">I have read the settlement agreement
Project Description Options
Write out Project Description
Project Description (Written)
<p>Trash has become a growing problem for Juneau. One of the main reasons our tourism industry thrives is because of the city's pristine beauty and natural splendor. However, in recent years, rising living costs and increasing dump fees have led many to dump their trash in various locations, such as along roadsides and at beaches. Tourists are commenting more frequently that, "Juneau is the dirtiest city in Alaska they have visited".</p> <p>While not part of the approved Maritime Industry Zones, there must be a concerted effort to keep Juneau clean. The Maritime Industry Zones are a hub for many tourists, but they also serve as a key waypoint for visitors heading out to explore the surrounding areas. The exploration of the surrounding areas IS the DRAW. It is NOT the few restaurants and jewelry stores.</p> <p>The growing problem of trash and cleanliness is becoming a serious issue. It seems that no other use of funds is more urgent or worthwhile than addressing this concern.</p>
Project Budget
\$1,500,000.00
Conformance with the Settlement Agreement
Increase Alaska Waste Management participation in City wide clean-up efforts. Include 40yd dumpsters located throughout neighborhoods and out the road for clean-up efforts.

From: domadmin@juneau.org
To: [Alexandra Pierce](#)
Subject: New submission from TBMP - MPF Request Form
Date: Thursday, December 5, 2024 3:58:30 PM

EXTERNAL E-MAIL: BE CAUTIOUS WHEN OPENING FILES OR FOLLOWING LINKS

Name
Allison Lihou
Email
apleo93@gmail.com
I have read the settlement agreement
<ul style="list-style-type: none">• I have read the settlement agreement
Project Description Options
Write out Project Description
Project Description (Written)
<p>A non-profit organization that is making waves in several countries operates as a free kayak rental with a hitch: you clean up trash found on the ocean during your rental and turn it in. This organization, GreenKayak, started this idea in 2021 to get both visitors and locals involved in a beloved sport that's accessible to all and help the planet out by removing waste floating in the ocean. Attached is their frontpage that lists out the impact these volunteers have had, the tons of waste removed from the ocean, testimonials, and contact information. Following the organization's frontpage is a rough cost analysis for a start up here in Juneau.</p> <p>The idea behind the 2- person kayak is to encourage 2 people at a time to take advantage of a free rental and safely remove trash from the water with a trash picker and into the provided waste disposal bucket. Given the accessibility for using these kayaks and availability of space at the 3 proposed locations, (Downtown Juneau, North Douglas, and Auke Bay), 4 kayaks per location is reasonable. Each kayak would come with 1 bucket and 1 trash picker as it is recommended there be someone paddling/stabilizing the kayak while the other person can safely remove the trash from the water and into the bucket. To safely keep these kayaks locked up and readily available for those with reservations, a kayak kiosk at each location is recommended. Costs not included are shipping and handling, volunteer hours, waste removal or advertising.</p>
Project Budget
\$31,000-\$35,000
Conformance with the Settlement Agreement
<p>This project aligns with the intended purpose of giving visitors a unique experience that benefits locally and globally. The revenues collected will be appropriately used to start up this initiative for tourists to easily use while visiting this port of call, funding for maintenance to keep volunteers safe and active, provides a service to remove waste from the water, allows visitors and locals to enjoy the natural beauty surrounding us.</p>
Please upload any supporting documents here - PDF ONLY



[\(https://www.greenkayak.org/\)](https://www.greenkayak.org/)

PADDLE FOR CLEANER OCEANS

Download our App & paddle for free! 🙌

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[!\[\]\(96cc62f861fdd6e50510c0224a756dff_img.jpg\) DOWNLOAD APP](#)

[\(https://link-to.app/GreenKayak\)](https://link-to.app/GreenKayak)

OUR IMPACT



84653

volunteers using GreenKayak



134 tons

waste removed from our ocean

GreenKayak is an environmental NGO that engages people in the fight for cleaner oceans. You are invited to paddle our kayaks for free under two simple conditions - spend your time in a GreenKayak collecting trash and share the experience on social media **#GreenKayak**.

BOOK A GREENKAYAK

(<https://bookings.greenkayak.org>).

"Waste in nature is our shared responsibility."

Tobias Weber-Andersen, Founder of GreenKayak

Together, we paddle for cleaner oceans!



“ We are happy about the partnership with GreenKayak. GreenKayak combines action and fun with an important issue – environmental protection – and makes a visible contribution to making Hamburg cleaner.

**JENS KERSTAN,
HAMBURG'S SENATOR FOR THE ENVIRONMENT**

”



“ I am absolutely into GreenKayak who solves problems with plastic very concretely by borrowing kayaks for free to collect waste while paddling. I tried it myself and can highly recommend taking a tour. We mention GreenKayak as a good example of a local initiative in the EEA’s new report on plastics.

**LARS FOGH MORTENSEN,
EUROPEAN ENVIRONMENT AGENCY (EEA)**

”



“ I have seen cod caught in the Oresund, which has had a whole plastic cup in its stomach ...We see that the GreenKayak returns with trash from the canals every single day.

”

**THOMAS KIRK SØRENSEN,
PROGRAMME MANAGER OCEAN CONSERVATION,
WFF DENMARK**

JOIN THE COMMUNITY



Have you heard about GreenKayak communities? They're awesome! They make it super easy for you to connect with other people who love paddling, and you can share your pictures and experiences with them too.

Whether you're new to a city, your paddle-buddy cancelled on you, or you just want to meet new people while doing something good, you can make a post and invite others to join you as you paddle for the oceans!

And let me tell you, volunteering for the environment is always worth a photo! We can't wait to see your pictures, whether you've caught a huge amount of garbage or found something totally bizarre.

If you're interested, we'll even post the best of your photos on our social media channels.

JOIN THE FACEBOOK GROUPS HERE

DENMARK

(<https://www.facebook.com/groups/greenkayak.danmark/>)

GERMANY

(<https://www.facebook.com/groups/greenkayak.deutschland/>)

NORWAY

(<https://www.facebook.com/groups/greenkayak.norge/>)

SWEDEN

(<https://www.facebook.com/groups/greenkayak.sverige/>)

#GREENKAYAK

📷 Follow on Instagram (<https://www.instagram.com/17841404812735196/>)

GREENKAYAK



(<https://www.greenkayak.org/>)



(<https://www.onepercentfortheplanet.org/>)

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[.mailto:info@greenkayak.org](mailto:info@greenkayak.org)

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 [Booking starts in April](#)

[.https://bookings.greenkayak.org](https://bookings.greenkayak.org)

DOCUMENTS

 [Season 2022 report](#)

[.https://www.greenkayak.org/wp-content/uploads/2023/12/Annual-report-2022.pdf](https://www.greenkayak.org/wp-content/uploads/2023/12/Annual-report-2022.pdf)

 [Season 2023 report](#)

[.https://www.greenkayak.org/wp-content/uploads/2023/12/GreenKayak-Report-2023.pdf](https://www.greenkayak.org/wp-content/uploads/2023/12/GreenKayak-Report-2023.pdf)

 [Årsrapport 2021](#)

[.https://www.greenkayak.org/wp-content/uploads/2023/12/Årsrapport-2021.pdf](https://www.greenkayak.org/wp-content/uploads/2023/12/Årsrapport-2021.pdf)



Cost Analysis for GreenKayak Implementation


<i>Cost for 12 2-person kayaks:</i>	\$	5,400.00		
<i>Cost for 12 2 gallon Home Depot buckets:</i>	\$	35.76		
<i>Cost for 12 36 in. Trash Pickers:</i>	\$	263.64		
<i>Cost for 3 Kayak Kiosks:</i>	\$	24,300.00		
<i>Cost for 24 life jackets:</i>	\$	558.96		
Total Cost:	\$	30,558.36	Revenues Collected for Marine Passenger Fees:	\$ 21,450,000

Proposed Locations for GreenKayak Operations:

- Downtown Juneau:** Four 2-person kayaks available with cleanup gear. With reservations, launch can take place at the docks near the Wharf or by the Tram.
- North Douglas:** Four 2-person kayaks available with cleanup gear. With reservations, launch can take place on the beach.
- Auke Bay:** Four 2-person kayaks available with cleanup gear. With reservations, launch can take place on an accessible beach or Auke Lake.

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Lifetime Envoy 126" Tandem Sit-On-Top Kayak

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★★★★★ (4.7 / 1138) | By Lifetime | Item # 990336628 | Model # 91332

\$399.00

Prices may vary in club and online.

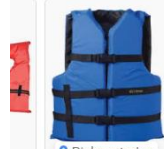
Shipping
 Pickup
 Delivery

Freight Shipping
Check ZIP Code >

Get a \$50 statement credit when you open an account between October 25 - December 5, and use it to make \$50 in qualifying Club purchases within 30 days. [Apply Now](#)

Highlights

- Versatile design allows for solo or tandem paddling
- Flat bottom and other ribs designed to maximize stability and reduce tipping on the water
- Deep tracking channels that optimize speed and control when paddling
- UV protected, weather-resistant and features a hull that will not crack, chip, or peel




ONyx Adult General Purpose Life Jacket

\$23.29

Fred Meyer

5.6 mi · Open

Life Jacket · Foam · Type III



Nifty Nabber®

36"

Unger

36 in. Nifty Nabber Trash Picker Grabber

★★★★★ (4.7 / 1524)

Model# 91134

\$21.97

Pickup
 Delivery



The Home Depot

2 gal. Orange paint Bucket

★★★★★ (4.7 / 1138)

Model# PND192

\$2.98 Was \$9.49 Save \$6.51 (14%)

Pickup
 Delivery

UNATTENDED KAYAK KIOSKS

There is a locker system that houses the PPE and paddles and then a rack system for the Kayaks and paddle boards.

The customer must agree to all the liability waivers on the touch screen and then select the type watercraft they want (currently single or double kayaks or Paddle boards), how many hours they want to rent it for and then swipe their credit card.

The door to their PPE opens and the watercraft unlocks and away they go!

To return the equipment, the customer swipes the same card and the machine matches the last 4 numbers and re-opens/unlocks their spaces and they return everything.

The machine tells them if they have not closed the locker door or locked in the kayak properly and then computes how long they have had them out and up-charges if necessary.

NOTE: Kayak Kiosks are producing greater than 100% ROI (Return on Investment) in one season.



PRICING

4-Place: \$8,100

8-Place: \$11,500

12-Place: \$14,100

Remote Operation: \$950

Solar Power: \$900

*Kayaks and PPE not included

It is modular, so you can get lockers and racks for 4, 8 or 12 (you can buy a 4 and then if too small, just add another set to the original and easily change the size on the owners page of the customer interface). Additionally, we can add a remote system so you can take control of the machine...open doors, manually return or troubleshoot

We recommend a max of 12 so there are not people waiting to rent and return and then putting another unit near by.

Each Locker is 5' wide x 2' deep

Racks are 3'4"

- [Cost-Analysis-Proposal-2.pdf](#)

From: domadmin@juneau.org
To: [Alexandra Pierce](#)
Subject: New submission from TBMP - MPF Request Form
Date: Thursday, December 5, 2024 11:15:28 AM

EXTERNAL E-MAIL: BE CAUTIOUS WHEN OPENING FILES OR FOLLOWING LINKS

Name
steve winker
Email
slvreagle@gci.net
I have read the settlement agreement
<ul style="list-style-type: none">• I have read the settlement agreement
Project Description Options
Write out Project Description
Project Description (Written)
Establish a revolving loan fund whose purpose is to preserve, maintain and restore historic structures in Juneau's downtown historic district.
Project Budget
An initial amount to be agreed upon by the parties. As loans are repaid the fund is replenished and available for new qualifying projects..
Conformance with the Settlement Agreement
A vibrant historic downtown (Zone B and beyond) is a feature that markets well and attracts visitors to this destination. Juneau's historic downtown district is deteriorating and many buildings are experiencing vacancies. It seems that the businesses occupying those buildings are becoming increasingly reliant on serving the tourism industry as evidenced by so many now operating only seasonally..

From: domadmin@juneau.org
To: [Alexandra Pierce](#)
Subject: New submission from TBMP - MPF Request Form
Date: Wednesday, December 4, 2024 8:32:28 PM

EXTERNAL E-MAIL: BE CAUTIOUS WHEN OPENING FILES OR FOLLOWING LINKS

Name
Garrett Paul
Email
gpaul99@hotmail.com
I have read the settlement agreement
<ul style="list-style-type: none">• I have read the settlement agreement
Project Description Options
Write out Project Description
Project Description (Written)
<p>Consider improvements to the North Douglas Boat Launch to accommodate the kayak tourism that inundates that launch ramp daily during tourist season.</p> <p>I frequently launch my boat at the north Douglas boat ramp, and have observed safety issues with the mixed traffic (kayakers, launch ramp users and guides) as well as the vehicles and trailers that are used to haul dozens of kayaks daily.</p> <p>Possibly allocate some of these funds towards the north Douglas launch ramp project currently being discussed by docks and harbors. This would be similar to the statter harbor agreement already executed with the CLIA.</p> <p>This may be a long term idea, but improvements at the north Douglas launch ramp are very needed, will be very costly and the kayak traffic should be a consideration for that project. These funds could help get that project moving!</p> <p>Thanks, Garrett</p>
Project Budget
\$10,000,000 over 5 years
Conformance with the Settlement Agreement
<p>It is very tied to tourism and enhancing the tourist experience. I've seen tourists at the north Douglas ramp who were visibly confused about how to maneuver around trucks and trailers, so a somewhat dedicated facility would be safer and more enjoyable for tourists who come to Juneau. Fritz cove is a beautiful place, so this improvement may lead to other benefits as well.</p>

From: domadmin@juneau.org
To: [Alexandra Pierce](#)
Subject: New submission from TBMP - MPF Request Form
Date: Wednesday, December 4, 2024 7:00:29 PM

EXTERNAL E-MAIL: BE CAUTIOUS WHEN OPENING FILES OR FOLLOWING LINKS

Name
Ross Writer
Email
rosswriter@outlook.com
I have read the settlement agreement
<ul style="list-style-type: none">I have read the settlement agreement
Project Description Options
Write out Project Description
Project Description (Written)
<p>It is one thing to see a photo of this in a museum and quite another to actually be able to see these actual VIEWS.</p> <p>A wheelchair accessible open-air elevator or escalator to the top edge of Telephone Hill, and a viewing platform or boardwalk, where visitors and locals can get great views of the harbor and views of the hillside at an elevation above most structures downtown. This is unique. From there you can see the older houses up on 5th and 6th streets, etc., a sort of raven's eye view of the layout of the original town. Visitors and locals could pick out landmarks, gain a greater and lasting appreciation for how Juneau Developed, what it was like.</p> <p>I could imagine initially the project could include some of those big photo-like interpretive signs that point out the Landmarks and what things once looked like, to be compared to how it has changed. Eventually this might lead to one of the houses be converted to a "period" museum of sorts. The early streets sometimes had horse drawn conveyance. It is quite interesting. Or clogged with snow. The old steamship dock layout. How far the boardwalk extended, nearly to Franklin Street as I understand.</p> <p>It would give visitors, and locals, a taste of what a Juneau neighborhood once looked like in the earlier days. Visitors, and locals, would see what a wonderful little "Village" old Juneau really STILL is. I think this old flavor of Juneau is badly overlooked because we take it for granted. But visitors say "Wow!"</p> <p>This may be the last chance, and the last location, where this kind of thing can be done. And once it is gone, it is GONE.</p> <p>Please consider this seriously! Use your imagination.</p>
Project Budget
\$4,000,000
Conformance with the Settlement Agreement
<p>---It would directly benefit the Visitors and locals, giving them something close-in to do that is historic. Visitors could do it quickly and still catch their whale watching tour. But for many visitors, and local folks, it would be a highlight. In my talking to Visitors they have a great curiosity about the town itself. It would be something old folks, and wheel-chair folks (a large market for Cruise tourism) could do. Children and young folks would like it too. It would be an interpretive opportunity for the "old Juneau" to display the</p>

town to locals and tourists alike.

--It would preserve this last tiny historic little spot of the older historic Juneau. A Juneau most tourists never get to see and will never see unless we make a way for them to see it.

This is the last chance to do something like this. Once it is gone, it is gone for locals and visitors alike.

From: domadmin@juneau.org
To: [Alexandra Pierce](#)
Subject: New submission from TBMP - MPF Request Form
Date: Wednesday, December 4, 2024 4:10:25 PM

EXTERNAL E-MAIL: BE CAUTIOUS WHEN OPENING FILES OR FOLLOWING LINKS

Name
Allison Lihou
Email
apleo93@gmail.com
I have read the settlement agreement
<ul style="list-style-type: none">I have read the settlement agreement
Project Description Options
Write out Project Description
Project Description (Written)
Implementation of an overpass in downtown Juneau, specifically at high congestion areas with a lot of vehicle and people traffic. An overpass would help relieve the congestion and free up space on the sidewalks and roads. Taking into consideration the weather, the height of larger vehicles such as the double-decker busses, materials, manual labor and engineering, the estimated cost ranges from \$1 million to \$5 million. This can be annually maintained using revenues collected by tourism, for tourism, and for the citizens of Juneau to utilize. With enough consistent funding, more than one overpass can be implemented with the appropriate engineering and maintenance.
Project Budget
\$1,000,000-\$5,000,000
Conformance with the Settlement Agreement
The project would be directly beneficial to visitors in downtown Juneau with 3 or more cruise ships in town holding anywhere from 1,000-5,000 people each and the day-to-day business operated by locals and seasonal workers. The overpass would alleviate the congestion of people on the sidewalks and roads, provide a scenic overlook of their surroundings, and prevent wait times at crosswalks for both pedestrians and vehicles.

From: domadmin@juneau.org
To: [Alexandra Pierce](#)
Subject: New submission from TBMP - MPF Request Form
Date: Wednesday, December 4, 2024 4:03:56 PM

EXTERNAL E-MAIL: BE CAUTIOUS WHEN OPENING FILES OR FOLLOWING LINKS

Name
Brian Stody
Email
brian.stody@juneauschools.org
I have read the settlement agreement
<ul style="list-style-type: none">• I have read the settlement agreement
Project Description Options
Write out Project Description
Project Description (Written)
Direct portion of funds to several visitor used infrastructure projects that are NOT the city walk bullshit. OR Direct all funds towards Eaglecrest Gondola which will directly serve cruise guests AND subsidize winter operations for residents of Juneau. - a double win directly serves cruise guests opportunities. spreads out congestion from other natural areas and excursions on the road system of Juneau. Promotes another reason to forward second crossing to have bus traffic move primarily in a circular direction.
Project Budget
10 - 12 million
Conformance with the Settlement Agreement
directly serves cruise guests opportunities. spreads out congestion from other natural areas and excursions on the road system of Juneau. Promotes another reason to forward second crossing to have bus traffic move primarily in a circular direction instead of back and forth in multiple directions around Juneau.

From: domadmin@juneau.org
To: [Alexandra Pierce](#)
Subject: New submission from TBMP - MPF Request Form
Date: Wednesday, December 4, 2024 12:48:32 AM

EXTERNAL E-MAIL: BE CAUTIOUS WHEN OPENING FILES OR FOLLOWING LINKS

I have read the settlement agreement

- I have read the settlement agreement

Project Description Options

Write out Project Description

Project Description (Written)

I propose that a portion of the MPF be allocated to expanding the Emergency Room at Bartlett Regional Hospital (BRH). Cruise ship passengers and crew put a huge burden on our emergency medical services. As it currently stands, the BRH ER is currently capable of treating 12 patients with 3 trauma bays and 5 exam rooms. The Ovation of the Seas has a passenger capacity of 4,905 and a crew of 1,500. Even a minor ship-board fire affecting less than a half of a percent of the people onboard that one ship would completely overwhelm our emergency medical capacity. On top of that, cruise ship passengers are trending older and in poorer health, demographics that will both need emergency medical services more frequently than the average adult. In addition to the impact from the passenger population, there is an increase of temporary workers to serve the cruise tourists.

An increase in emergency medical service capacity is in the best interest of both the city and CLIA.

Project Budget

\$5,000,000

Conformance with the Settlement Agreement

Under Item 3, "Agreed Use of Fees in Maritime Industry Zone" Section "c"
"Operational Services provided within Zone A pursuant to Paragraph 2, including but not limited to the following services that the CBJ provided in 2018 to CLIA, its passengers or crew: dockage, lightering, restroom maintenance, crossing guards, police/security patrols and infrastructure, fire and emergency medical service [...]"

The emergency medical services in question will be provided to the passengers, crew, and support staff that occupy the Maritime Industry Zone A, even though the ER is not physically located within that zone.

Further, I argue that the proposed ER expansion falls under Judge Holland's ruling that the "Fees are used for services to a vessel or rendered to facilitate the marine enterprise/operations of the vessel and not for services that only benefit passengers."

From: domadmin@juneau.org
To: [Alexandra Pierce](#)
Subject: New submission from TBMP - MPF Request Form
Date: Tuesday, December 3, 2024 9:58:29 PM

EXTERNAL E-MAIL: BE CAUTIOUS WHEN OPENING FILES OR FOLLOWING LINKS

I have read the settlement agreement
<ul style="list-style-type: none">• I have read the settlement agreement
Project Description Options
Write out Project Description
Project Description (Written)
Use some of the money to fully fund travel and equipment for hs athletic/activities
Project Budget
1.5-2.5million
Conformance with the Settlement Agreement
I have always been told that the cbj cannot earmark a tax, so I would believe any project or expenditure would be allowable under that interpretation of the law. I don't know how/why the cruise industry would end up getting special consideration.

From: domadmin@juneau.org
To: [Alexandra Pierce](#)
Subject: New submission from TBMP - MPF Request Form
Date: Tuesday, December 3, 2024 9:04:28 PM

EXTERNAL E-MAIL: BE CAUTIOUS WHEN OPENING FILES OR FOLLOWING LINKS

I have read the settlement agreement
<ul style="list-style-type: none">• I have read the settlement agreement
Project Description Options
Write out Project Description
Project Description (Written)
Cruise passengers kill our cell phone service during summer, making life suck for tourists and residents alike. The city should use passenger fees to upgrade cellular and data service. I'm just giving away this idea with no planning or follow through on my part.
Project Budget
\$5000000
Conformance with the Settlement Agreement
Obviously allowable

From: domadmin@juneau.org
To: [Alexandra Pierce](#)
Subject: New submission from TBMP - MPF Request Form
Date: Tuesday, December 3, 2024 9:02:24 PM

EXTERNAL E-MAIL: BE CAUTIOUS WHEN OPENING FILES OR FOLLOWING LINKS

I have read the settlement agreement
<ul style="list-style-type: none">• I have read the settlement agreement
Project Description Options
Write out Project Description
Project Description (Written)
A walking and bicycle trail from the docks to Auke bay along the coast.
Project Budget
about 350
Conformance with the Settlement Agreement
its groovy.

From: domadmin@juneau.org
To: [Alexandra Pierce](#)
Subject: New submission from TBMP - MPF Request Form
Date: Tuesday, December 3, 2024 6:08:22 PM

EXTERNAL E-MAIL: BE CAUTIOUS WHEN OPENING FILES OR FOLLOWING LINKS

I have read the settlement agreement

- I have read the settlement agreement

Project Description Options

Write out Project Description

Project Description (Written)

Time for a new agreement between the city and the cruise industry. CBJ should be able to spend marine passenger fee money on whatever is good for the city regardless of what the cruise lines want it to be spent on. We will have fancy state-of-the-art docks and a crumbling unlivable city if we stick to the status quo. Use the money for flood mitigation, funding our schools, street repair, more and better public transportation, anything that benefits the people who actually live in this city and put up with the tourist circus and bullying cruise industry.

Project Budget

\$22,000,000.00

Conformance with the Settlement Agreement

It doesn't. Time for a new agreement and for CBJ to represent the citizens of the borough not the cruise lines that exploit it.



Marine Passenger Fee Budget Request Form

Welcome to the new cruise ship passenger fee submission process!

Thank you for submitting your request for the CBJ Marine Passenger Fee (MPF) budget. This new format is designed to help residents better understand the Marine Passenger Fee process and help CBJ more easily track and consolidate requests. Per CBJ code §69.20.120, CBJ takes MPF requests December 1 – December 31 annually. Requests are then reviewed, and a draft budget is presented to the Assembly. The public has the opportunity to comment on the draft budget after January 15.

CBJ receives three different fees and taxes from cruise ship passengers, the MPF, the Port Development Fee, and the State Commercial Passenger Vessel Excise Tax. While this public process only concerns the MPF, the funds from all three fees are combined into one budget when reviewed by the Assembly. These funds are restricted in their use and are governed by the U.S. Constitution. In 2019, CBJ and the cruise lines settled a lawsuit over CBJ's use of MPF. The resulting settlement agreement also governs how these fees are allocated. Funds are to be used in a mapped area, and for purposes that serve both cruise ships and their passengers. Please review the Settlement Agreement in the fields below and verify that you have read the document.

Name (Required)

Bruce	Denton
First	Last

Email (Required)

brucecdenton@gmail.com

Settlement Agreement

[Settlement Agreement](#)
[Maritime Industry Zones](#)

I have read the settlement agreement

Project Description Options (Required)

Choose to either write out your project description or to upload documents for your project description.

- Write out Project Description
- Upload Project Description

Project Description (Written) (Required)

Juneau needs to do a better job of welcoming 16B cruise ship passengers during inclement weather. The tent pictured below is being used as a holding area for passengers waiting to embark on shore excursions. It is of better quality than than its recent predecessor, but is much too small to serve the number of passengers seeking shelter. Also, there is no way to get under it without walking through rain water coming off its 4 sided roof. What we are currently providing is leaving our "guests" with a very poor first impression of our town. I suggest that an RFP be put out to interested architectural firms to provide schematic options for a permanent pavilion with the intent of having a plan in place for construction following this year's cruise ship season. For this year's season, I propose that additional and/or larger tents be provided.

Project Budget (Required)

Please provide a cost estimate for your project

RFP \$25,000	Tent(s) \$20,000
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Conformance with the Settlement Agreement

Please explain why your project is allowable under the Settlement Agreement.

This proposal is for the explicit benefit of cruise ship passengers and therefore completely consistent with the settlement agreement

Please upload any supporting documents here - PDF ONLY

Drop files here or

SELECT FILES

Accepted file types: pdf, Max. file size: 10 MB, Max. files: 10.

IMG_0859.jpg red-tent.pdf 122 kb 100% 

CAPTCHA

Verification expired. Check the checkbox again.

I'm not a robot

reCAPTCHA
Privacy - Terms

SUBMIT

City Manager

Contact Information:

Mailing & Physical Address:

155 Heritage Way Juneau, AK 99801



Hours: Monday - Friday, 8:00am - 4:30pm

Telephone: 907.586.5240

Fax: 907.586.5385





SENATE BUILDING MALL
175 South Franklin St. Juneau, Alaska 99801

January 2, 2025

Alexandra Pierce
CBJ Tourism Manager
155 S. Heritage Way
Juneau, Alaska
99801

submitted via email Alexandra.pierce@juneau.org

Re: Marine Passenger Fee allocation request

Dear Ms. Pierce,

I am submitting a Marine Passenger Fee (MPF) request for the CBJ to commit \$1.2 million (as outlined in the 2023 Juneau Visitor Circulator Study) for a downtown circulator to cover the initial 2 years of operating, advertising and managerial costs using leased vehicles. The circulator could be operated by Capital Transit or could be contracted out through an RFP to an existing or potential private entity. Additionally, I strongly encourage the CBJ to pursue grant funding through the US DOT 5339 (c) Low/No Emissions bus grant program. While leased vehicles would expedite initiating service, ownership of the buses should be the ultimate goal. CBJ is uniquely qualified to successfully apply for and receive this grant funding for new buses. This federal program is administered through the State DOT.

Purpose and Need

Lease/Purchase and operate multiple circulator buses for a regular and reliable downtown loop to interconnect the AJ Dock, Franklin Dock, 16B docks, Overstreet Park, and the potential future Huna NCL dock. A downtown circulator will provide better crowd disbursement and will greatly decrease pedestrian traffic crossing downtown streets. It will also afford cruise ship passengers a reliable and much safer means of commuting to and from the ships to enjoy downtown shopping and other off ship attractions.

Background

CBJ has conducted downtown transit studies for over 2 decades, all of which have addressed the need for a downtown circulator. The "Juneau Visitor Circulator Study" released in March of 2023 states that, "a circulator for our downtown residents and tourists would assist less mobile tourists and citizens alike to move around downtown and obtain the services from merchants in all sector of downtown." Among other benefits the study lists: improved visitor experience; increased likelihood of ship passengers adding a second outing while in port; and increased visitor spending. It is no surprise that the Downtown Business Association has supported a circulator for decades as well.

Marine Passenger Fees provide appropriate funding for matching federal grant funds, thereby wisely leveraging the value of MPF to the cruise industry and CBJ taxpayers. Many cruise ship passengers do not leave the vessels due to disabilities and/or age. A circulator which is accessible at each of the dock

facilities would be a direct benefit to all cruise ship passengers and therefore a completely justifiable use of Marine Passenger Fees.

30 foot buses with their short turning radius which have low floors and two doors to expedite ingress and egress provide common sense efficiencies and safety that do not require further studies or delays.

In the 2022 Tourism survey 42% of respondents indicated that "Developing a Public Transit Option for Visitors" was a high priority. 29% identified it as a medium priority, and 21% a low priority leaving only 8% that did not consider it a priority. The commonsense takeaway from this recent survey demonstrates clear public support for a downtown circulator.

Summary of Request

Allocate 1.2 million dollars of marine passenger fees to operate multiple electric downtown circulator buses for two years and submit a US DOT 5339 (c) Low/No bus emissions grant application.

<https://www.transit.dot.gov/bus-program>

Respectfully submitted,



Bruce C. Denton
Senate Properties, LLC.

cc. CBJ City Manager,
CBJ Assembly
Juneau Commission on Sustainability
Downtown Business Association