



EAGLECREST SKI AREA MASTER PLAN

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PREPARED FOR:



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I. INTRODUCTION

Eaglecrest Ski Area in Juneau, Alaska has developed a master plan to guide development of the area over the next 20 years. The Master Plan identifies multi-season recreation and commercial uses that are potentially feasible for the area and meet the community's vision for compatible uses at the mountain.

Through extensive public involvement, a key goal of the master plan is to identify development opportunities that will increase resident and visitor use of the area while preserving the qualities for which Eaglecrest is so highly valued. Realizing both components of this goal will require an approach that embraces the concepts of balance and compromise. Balance is critical when weighing the financial costs against the benefits, as well as when comparing the relative cost of a changed experience against the benefits of an improved experience or an increase in community use. In addition, every member of the community has a different perspective of what is most important, and as such must realize that any proposal for development and/or improvements at Eaglecrest will involve some level of compromise.

The plan also include criteria to guide the Eaglecrest Board of Director's decisions regarding implementation priorities as well as any recreation and commercial uses that may be proposed for the area in the future. Together the criteria form an evaluation process that considers each recreational use within the context of a comprehensive range of market, operational, financial, community support, and use/impact factors.

Evaluating future recreation use at Eaglecrest will always be undertaken from the perspective of the contemporary development/improvements objectives of the Board of Directors. As both conditions and objectives change in the future, so too will the interpretation of the results of the criteria evaluation.

Throughout the implementation process the board will undertake periodic reviews of the overall Eaglecrest operation as well as market conditions, and formalize specific findings and future direction in a Strategic Plan. It is the intent of the board to update the Strategic Plan every five years.

A. PURPOSE OF THE PLAN

The purpose of the Eaglecrest Master Plan process was to:

1. Identify development opportunities that will increase resident and visitor use of the area while preserving the qualities for which Eaglecrest is so highly valued.
2. Engage the Juneau community to determine sentiment for future development opportunities at Eaglecrest.
3. Provide a method of evaluating implementation priorities of future recreation and commercial uses at Eaglecrest, as well as the suitability of future proposals.
4. Identify recreation and commercial uses that have the potential to be high priority projects, due to their community support, visitation and/or revenue generating potential
5. Provide recommendations for further planning and analysis to realize opportunities that have been determined by the Board of Directors as suitable for implementation at Eaglecrest.



With the information contained in the Master Plan, the Eaglecrest Board of Directors will establish priorities for the direction of desired future recreation and commercial use development. After priorities are established, additional detailed facility planning may be required, as well as fund raising planning, implementation scheduling, and operational planning to provide clarity on how additional recreation and commercial uses will be incorporated into existing Eaglecrest's existing operations.

B. MASTER PLAN PROCESS

The Eaglecrest Master Plan process began in September 2011 with of completion date of April 2012. Key elements of the planning process included:

- **Market Research** – Identification of multi-season uses and activities that could make financial sense for Eaglecrest, based on market analysis and considering uses that have been successful at other ski areas and mountain resorts.
- **Site Suitability Analysis** – Analysis of the Eaglecrest site for its potential for different types of multi-season uses and activities.
- **Public Involvement** – Invitations to the community to express their views about future uses and activities at Eaglecrest—through a random telephone survey of Juneau households, open-access web survey, public meetings and other comment opportunities.
- **Master Plan Development** – Development of a plan for Eaglecrest Board and CBJ approval that:
 - Updates Eaglecrest's mission, goals and objectives through 2030.
 - Identifies multi-season uses and activities that are potentially feasible for the site, make economic sense for Eaglecrest and are compatible with the community's values for the area.
 - Outlines a phased implementation approach, to move Eaglecrest forward with development and promotion of the recreation and commercial uses identified through the planning process.
 - Includes criteria to guide the Eaglecrest Board's consideration of the compatibility of any future proposals to use or further develop the area.

C. PUBLIC PARTICIPATION

1. Public Meetings

The first public meeting was held November 2, 2011, at Centennial Hall. The purpose of this meeting was to:

- Present results of initial market research and site suitability analysis.
- Provide examples of possible multi-season uses and activities for public consideration.
- Invite people to comment on their vision and recommendations for future uses and activities at Eaglecrest.

A second public meeting was held on March 28, 2012 at the City and Borough of Juneau Assembly Chambers to provide the public an opportunity to comment on the draft plan.

2. Project Website

Information about the master plan process was posted on the Eaglecrest website (www.skijuneau.com). Draft planning materials and the draft Master Plan were also posted on the website.

3. Project Comments

Public comments were solicited throughout the master plan process. Comments were submitted by email directly to the project team or through an online survey, which was accessible via a link on the project website. The online survey was available to all residents, and was open from October 1 through November 30, 2011. The public was invited to provide written comments on the draft Master Plan during the month of March 2012 and verbal comments were heard at the March 28, 2012 public meeting.

4. Telephone and Online Surveys

Survey research in support of the master planning process included a random sample telephone survey of Juneau residents. The telephone survey was conducted from September 30th, 2011 to October 4th, 2011 and included a sample size of 449 adults. The survey is statistically representative of the overall Juneau adult population, with a maximum margin of error of $\pm 4.5\%$ at the 95% confidence level.

An online survey was posted on the Eaglecrest website, www.skijuneau.com, and was available from October 4th, 2011 until December 1st, 2011. A total of 1,001 respondents completed all or most of the online survey. It is important to note that the online survey was an open-access, non-random sample survey therefore the results are subject to self-selection bias. Unlike the telephone survey, online survey results may not be representative of the larger Juneau population.

D. KEY FINDINGS

The master planning process for Eaglecrest has revealed several overarching realities or guiding principles that will shape development of new facilities and activities at the ski area over the next 20 years. This master plan details a wide variety of development opportunities, but all of these opportunities must be viewed through the filter of these fundamental realities. They include:

- Eaglecrest is first and foremost a winter recreation area, managed to provide affordable skiing and snowboarding opportunities for the residents of Juneau. All proposals to develop additional facilities and activities must be considered in terms of potential impacts on Eaglecrest's core mission: *Eaglecrest Ski Area is a community-owned winter recreation area and a year-round destination for outdoor recreation and education, providing a wide range of affordable non-motorized winter and summer outdoor recreational activities.* Accordingly, no project should be undertaken that places at risk Eaglecrest's long-term sustainability.
- Eaglecrest's core market (the residents of Juneau) has not grown over the past ten years and is not expected to grow substantially in the foreseeable future. Ski area master planning is typically conducted within the context of growing markets and growing demand for ski area facilities. Master plans address where to place new lifts, when to replace fixed grip lifts with high-speed detachable lifts, or when to develop additional lodging or food service facilities. These are not Eaglecrest's challenges. Eaglecrest must look for incremental improvements that increase utilization within its limited local market without substantially increasing operating costs.



- Facilities and activities aimed at generating revenue from the nearly 1 million summer visitors to Juneau are potentially feasible, but competition for visitors' time and money is keen, with a wide array of tours and excursions to choose from. Further, Eaglecrest, as a public-support facility, cannot place itself in a position that is competitive with the many private sector businesses that compete for visitor business.
- With a 70% cost recovery rate, Eaglecrest is uniquely successful among publically owned and operated recreational facilities in terms of revenue generation. Acknowledging 70% cost recovery as Eaglecrest's policy and operational goal, and securing broad support for that goal, would provide a measure of longer-term funding stability that is needed to plan for Eaglecrest's future. This would provide opportunities for future capital investment to make the area an even more valuable community asset.
- As a publically supported facility, Eaglecrest cannot ignore the opinions and perceptions of the community as a whole, including nonskiers. Survey research conducted for this master plan revealed sometimes divergent perspectives and priorities among Eaglecrest users and non-users. Decisions about ski area development and management can certainly focus on the needs of its core users, but cannot be made in isolation of the wishes of residents who don't ski or snowboard, but help pay the bills with their taxes.
- The Eaglecrest Board and staff face difficult decisions around a complex set of development opportunities, none of which are clear winners from a financial perspective. There are opportunities to generate substantial new visitation (with trails for hiking and biking, for example), but they are costly to develop and not within Eaglecrest's internal funding capacity. A number of new or enhanced wintertime activities with low upfront costs would certainly provide additional recreational opportunities for skiers and boarders (night skiing, for example). However, these activities have uncertain revenue potential and quite certain costs. Other projects identified in the planning process are equally complex in terms of their overall feasibility. Projects brought before the board in the future are likely to be similarly complex, requiring careful case-by-case evaluation of all the potential costs and benefits.
- The development options described in this master plan must be considered within the context of specific objectives. The projects that would best enhance year-round community use of Eaglecrest may not be the same as those that enhance summer revenue generation. Similarly, projects that enhance winter season operations may do nothing to enhance year-round use. In an environment of limited financial resources, the Board of Director's challenge will be to first prioritize objectives, then prioritize projects that address those objectives.
- Development of new facilities and activities will require ongoing, consistent commitment and energy from stakeholders. Eaglecrest has very limited financial resources at its disposal to pursue new development, whether trails, new lodge facilities, a bike skills park, or other opportunities. Further, Eaglecrest is leanly staffed and clearly focused on winter operations. Fund raising, planning, and even implementation of projects will only be possible with substantial volunteer effort, guided by the Board of Directors. Creation of ad hoc Board committees, including additional volunteer stakeholder participation, focused on Nordic improvements or hiking/biking trail development, for example, could provide the organizational structure and energy needed to make projects happen.

E. SUMMARY OF MASTER PLAN COMPONENTS

The Master Plan outlines a number of activities/facilities related to summer and winter use of Eaglecrest. The items below have been identified through this master planning process as having the potential to be high priority projects, due to their community support, visitation and/or revenue generating potential.

Pursuing the implementation of these projects needs to be a Board driven effort, as leadership will be a critical part of moving forward with Master Plan implementation at Eaglecrest.

1. Winter

a. Terrain Park

A terrain park is a Master Plan component with significant youth orientation, supporting Eaglecrest's values of making recreation available to the youth of Juneau. Terrain parks often become a central focus for youth at ski areas, and foster participation in the sport. However, due to the inherent operational costs of maintaining a terrain park, there is an obvious need to find a balance between availability and cost.

b. Night Lighting

Night skiing opportunities are of interest to the community. Survey research indicates there is demand for night skiing and some willingness to pay for the opportunity. While a 20% increase in season pass prices would not be recommended, a season pass with a night skiing add-on might be an option. In any case, the decision to offer night skiing must be based on careful consideration of costs and revenues.

c. Learning Center and Main Lodge Improvements

Initial studies regarding the Learning Center, associated improvements to the Main Lodge, and the addition of the Operations Building for ski patrol, racing and Nordic services, have already been completed, establishing the need and overall costs associated with the projects. The Learning Center is a Master Plan component with significant youth orientation, especially youth new to the sport. There are a number of revenue generating aspects to implementation of the Learning Center and the associated lodge improvements, including increasing visitation through introducing more beginners to the sport and producing more core Eaglecrest skiers, as well as increasing seasonal locker rentals and food and beverage seating space.

While the Learning Center has distinct immediate benefits to the winter operation, as outlined in the February 2010 Facilities Planning and Programming report, the Master Plan has identified a number of summer components that could use the Learning Center as a support facility.

The improvements to the Main Lodge address a number of issues, most related to shortages of space. Correcting these spatial deficits would allow for additional revenue generation: additional seating space could generate more food and beverage related sales, and additional seasonal locker space would result in increased rental revenue. The improvements would also address numerous structural issues, which will require correction in the near future to insure the continued usability of the lodge.

The future Operations Building, envisioned to house ski patrol, the Juneau Ski Club as well as a Nordic center, requires further planning prior to pursuing funding opportunities. More clarity is required regarding the specific components and location of this building.



2. Summer

a. Multi-Use Trail Network

Development of a trail system for hiking and biking at Eaglecrest has a very high level of support from the community. Trail development at Eaglecrest would generate substantial new summer season recreational activity at Eaglecrest among Juneauites. Further, with the relatively easy access to the alpine environment, the area would be a popular independent visitor attraction as well.

The next step toward implementation of a multi-use trail network at Eaglecrest is to develop a carefully phased Trail Network Master Plan. Eaglecrest might partner with Trail Mix, the Nordic club, and Parks and Recreation to identify the range of opportunities for trails within the Eaglecrest area, as well as determine which trails should be developed first to have benefits for the largest number of users (i.e., trails that could be utilized for Nordic skiing in winter and hiking/biking/trail running in summer).

b. Remote Cabins

Survey research measured a high level of interest in cabins or huts at Eaglecrest. Nearly a third of telephone survey respondents (30%) said they would be very likely to use cabins or huts for overnight stay at Eaglecrest.

This opportunity is inherently tied to the development of the Trail Network Master Plan, since the process of identifying the location of trail networks throughout Eaglecrest would clarify potential locations for cabins that would be accessed via these proposed trails.

c. Mountain Bike Skills Park

Just over one-quarter (27%) of online survey respondents indicated they would use a mountain bike skills park if it were development at Eaglecrest. It is no surprise that younger people expressed greater interest in a skills park; 39% of online survey respondents under 35 years of age would be very likely to use a skills park, compared to 12% of those age 45 to 64. Application has been made for grant funding to support development of a skills park at Eaglecrest.

d. High Alpine Tours

During the development of the Trail Network Master Plan, it will be important to consider the need for environmental preservation related to the existing high alpine trails at Eaglecrest. The existing trails to Dick's Lake and up to the West Ridge are already showing signs of erosion and environmental damage, and without further work they will continue to degrade.

Taking visitors to the top of Eaglecrest to enjoy the view and take a short hike amongst these trails also shows potential for a unique cruise visitor excursion.

e. Hostel

Providing some kind of hostel-like group accommodations with ± 40 beds would fulfill an unmet need for economy group lodging at Eaglecrest. The cost of hotel lodging is currently a barrier to visitation to Eaglecrest, especially by school groups from neighboring communities such as Haines, Skagway, Gustavus, Hoonah, and other communities in the region who would be easily satisfied by group accommodations.

Determining the optimal siting for a hostel should be undertaken as part of the detailed site planning and design of the Learning Center project, to ensure that both buildings respond to operational needs without negatively impacting the overall experience. In addition, the possibility of combining the Learning Center structure with a hostel (i.e., having an upper level to the Learning Center for the accommodations) should be explored as part of future planning and design exercises.



II. ANALYSIS

A multi-faceted analysis; investigating existing site conditions, the regional marketplace, on-going operations, financial status and community interest and opinion, provided a solid foundation for the development of a Master Plan for Eaglecrest. Components of the analysis included:

- Site Suitability – to identify land suitability zones for different types of uses/activities (e.g., potentially suitable uses/activities for upper mountain, parking area, etc.),
- The Marketplace – to identify uses/activities that make sense for Eaglecrest to consider based on the market,
- The Operation – to identify the current challenges, and understand the current finances and governance of the operation, and
- The Community – to determine what the public wants, thinks is suitable, and thinks is unsuitable (including, possibly, their thoughts on suitable locations & conditions).

A. SITE ANALYSIS

The existing site conditions for Eaglecrest are illustrated in Figures 1 and 2, which are located at the end of this document, and described below.

1. Location and Access

Eaglecrest is located on Douglas Island. The ski area is 12 miles away from downtown Juneau, and is accessed via the North Douglas Highway and Fish Creek Road. The ski area is at the end of Fish Creek Road, which terminates with the parking area (approximately 300 cars) and the base area facilities.

The ski area is within CBJ property, bounded by State of Alaska land and Tongass National Forest. The CBJ property in which Eaglecrest exists is designated as a Recreation Area, and as such is subject to all CBJ ordinances that affect this zoning designation. This includes the CBJ Code of Ordinances Title 67.10.090 (e) which prohibits motor-driven vehicles within the area except on designated roadways and parking areas. This designation does not extend into the state land, where motorized use is allowed.

There are a number of existing trails that are near or connect to the Eaglecrest property. The Treadwell Ditch trail begins at Fish Creek on the northern edge of the CBJ land and extends to the town of Douglas. The Dan Moller trail, which accesses the Dan Moller cabin, can be the starting point for winter time ski touring into the Eaglecrest area although there is no formalized trail connecting to the ski area.

2. Guest Service Facilities

In February 2011, Eaglecrest commissioned a Facilities Planning and Programming Study to address a number of ongoing guest service facilities issues. These include:

- The beginner experience at Eaglecrest is an important component of the operation as the ski area experiences significant visits from beginner skiers, especially since the construction of the Porcupine lift. The future of the ski industry is in part dependent on the “trial and conversion” of beginner skiers/riders into core participants. Their first experiences must be enjoyable and

“hassle-free.” Beginners have very specific service requirements, and are unfamiliar with the “staging” process of skiing/riding. Services related to this critical user group need to be highly visible, easy to get to and move through, and conveniently located relative to the beginner skiing/riding terrain.

- Eaglecrest is a community facility, with a very high level of season pass use (80% of total visits). In addition, the area is very close to town. This combination of frequent users and convenience results in a very high demand for seasonal locker space. The area currently has 272 seasonal lockers, and there is always a waiting list.
- Due to the community nature of the facility and high season pass use, there is a very high level of familiarity amongst Eaglecrest users. The atmosphere on the mountain is very social. This social atmosphere is somewhat limited in the Day Lodge due to the existing limitations in space, particularly in the cafeteria.
- The repair shop at Eaglecrest is the only one in Juneau. As such, it sees more business than is typically experienced at a ski area, and should be sized accordingly.
- The ski patrol and treatment area space is very undersized, and difficult to access by both toboggans and ambulance.
- The Ski Club currently has a very small space in the existing Day Lodge, and has expressed the desire for expanding this space.
- In addition to its alpine terrain, Eaglecrest also maintains 5.2 km of Nordic trails. There are currently no Nordic equipment rentals available at the area, nor are there any ski waxing facilities available for users of the Nordic trail network.

The results of the Facilities Planning and Programming Study included plans to re-organize the space within the existing lodge, establish an additional “Learning Center” building (see Section IV.A.1 for more information on this proposal), as well as a third operations building located near the base of the Hooter lift.

To review the full Eaglecrest Facilities Planning and Programming Study report go to <http://www.eaglecrest.aerogers.com/index4.htm>.

3. Mountain Facilities

Eaglecrest is currently served by four fixed-grip chairlifts:

1. Hooter Chair – the out-of-base lift that accesses the gently sloping novice-intermediate terrain of the lower mountain. The Hooter Chair is also used as access to the Black Bear Chair.
2. Ptarmigan Chair – the “almost” out-of-base lift that accesses the West Bowl, Easy Bowl, and front-side terrain.
3. Black Bear Chair – the upper mountain lift that accesses Easy Bowl, East Bowl Chutes, and the intermediate eastern terrain.
4. Porcupine Chair – the out-of-base lift that accesses the western novice terrain.



There is no direct lift access to the West Ridge. Skiers wishing to access this terrain must hike from the top of the Ptarmigan or Black Bear lifts. Access to upper East Bowl Chutes also requires a short traverse from the top of Black Bear lift.

There is currently no lift accessed “never-ever” first time-beginner terrain at Eaglecrest. Beginner carpet conveyors have been installed at the majority of ski areas as they have been found to greatly enhance the learning experience for entry level participants of all ages.

a. Terrain

Eaglecrest provides an excellent variety of terrain for beginner through expert skiers and riders. The first time beginner terrain is accessed by carpets that are put out on the snow so that beginners can gain traction for the short uphill climb and then slide down. Beginner areas like this are more typically served by carpet conveyor lifts, an easier and more convenient way to get back up to the top of the slope. Eaglecrest experiences significant visits from beginner skiers, especially since the construction of the Porcupine lift. The future of the ski industry is in part dependant on the “trial and conversion” of beginner skiers/riders into core participants. Their first experiences must be enjoyable and “hassle-free.” Beginners have very specific service requirements, and are unfamiliar with the “staging” process of skiing/riding. Services related to this critical user group need to be highly visible, easy to get to and move through, and conveniently located relative to the beginner skiing/riding terrain.

Outside of the developed ski trail network there are numerous opportunities for glading or tree thinning within the ski area boundary. Many of the areas between the developed ski trails are forested and glading/thinning the tree cover would enhance the in-bounds “off-piste” skiing, especially during snowstorms.

In addition to future glading/thinning of tree cover, continual “summer grooming” of the existing trail surfaces should remain an integral part of mountain operations. Removing undulations will allow for more efficient snow cover since additional depth will not be required to compensate for irregularities in the terrain surface.

b. Night Lighting

While Hooter has installed lighting, there is currently no regularly scheduled night skiing at Eaglecrest. Limited night skiing has been available in the past, with coverage on the Ego trail off the Hooter lift and the Muskeg trail in the beginner area. This amount of coverage did not provide the variety needed for a viable night skiing operation. Additionally, the lack of power before connection to the city power grid was also a constraint to expanding the night lighting. As a result, regularly-scheduled night skiing has not been offered in recent years.

c. Snowmaking System

The current snowmaking system covers the lower portion of the mountain, including the Porcupine beginner area and the “Flats.” The system was installed over twenty years ago and certain elements are in need of replacement and update to create improved operations and efficiency by using modern snowmaking technology.

The snowmaking piping infrastructure for the trail coverage is in need of replacement due to corrosion and mineral deposits. One section of pipe is no longer operative. The pipeline from the water source

(Cropley Lake) is also in need of replacement due to corrosion and mineral deposits. Cropley Lake has water source supply limitations. A substantial increase in snow making capacity would require increasing the lake's reservoir capacity.

d. Back-country/Side-country Terrain

Eaglecrest has several popular side-country and back-country areas. These are areas that are generally adjacent to the ski area, but not within the marked, patrolled ski area boundary. From West Ridge and the lower West Bowl traverse, skiers and boarders access the Heavenly area, located past the far west boundary. Backcountry users also access Hogsback from West Ridge and Mt. Stewart from West Ridge or a trail from near the top of the old Platter lift. From the top of Black Bear skiers/boarders traverse into the East Bowl, beyond the eastern ski area boundary. A few skiers and boarders also hike "High East" and drop down into the out-of-bounds East Bowl area. On the east and northeast side of the Fish Creek valley drainage, people skin or hike up the ridge and drop down "Showboat" or up into the Mt. Troy area, with some skiers traveling to or from the Dan Moller Trail.

Eaglecrest addresses the policy for this "out of bounds" use in the Operations Plan for the ski area. The specific policy, outlined in Appendix K of the Operations Plan, is as follows:

Eaglecrest does not encourage anyone to ski at any time outside the area boundary. Skiers who ski outside the area boundary do so at their own risk. Eaglecrest will not perform avalanche hazard reduction outside the area boundary, will not patrol outside the area boundary and will not perform "Sweep" outside the area boundary. Outside of the ski area boundary, there are no ski patrol services.

Eaglecrest area personnel or volunteer personnel on duty provide no assistance or rescue outside the Eaglecrest area boundary, as required by the Eaglecrest Operations Plan unless adequate staff and equipment remain available to meet the needs of skiers inside the area boundary. Eaglecrest must obtain permission from the Alaska State Troopers to search or perform a rescue beyond the ski area boundary.

The State Department of Public Safety has overall jurisdiction for such assistance or rescue outside the Eaglecrest Ski Area boundary as provided by Alaska Statute 18.60.120. Any assistance or rescue provided outside the ski area boundary may be charged to those receiving assistance or rescue at a reasonable rate in accordance to the actual cost of the rescue, plus any expenses for use of equipment and supplies requiring replacement, at replacement cost.

4. Nordic

Nordic skiing at Eaglecrest is currently offered in the lower and upper loop trails. The lower loop trail (5 to 6km) is close to the day lodge, on the road down to the maintenance shop. This road can be hard to negotiate in Nordic ski boots when icy. A portion of the lower loop has been "hardened" with a sub base of gravel, which has enhanced its use for Nordic skiing, hiking and mountain biking. A new "Lower Meadows Trail" that branches off the lower loop provides additional advanced terrain for skiers or snowshoers, which is dog friendly (the remaining Nordic trail system does not allow dogs). The lower loop and the additional Lower Meadows Trail may also be accessed via the "Storage Parking Lot" which is further down the access road. This lot provides more parking (± 12 cars) than the previously used pull out area, which could only accommodate a couple of cars and was not designed to DOT standards. The



terrain immediately adjacent to the Storage Lot is not as beginner friendly as the flatter terrain adjacent to the pull out parking, limiting the accessibility of this staging area.

The upper loop trail (3 to 4km) is accessed by either hiking or skiing up the existing Trickster trail, or by skiing down from the top of the Hooter lift, which is very difficult for most Nordic skiers. Accordingly, the upper Nordic loop trail system is less popular than the lower loop trail. To enhance the Nordic skiing opportunities at Eaglecrest there is a desire to connect the lower and upper loop trail systems.

5. Trails

In addition to its downhill ski trails, the Eaglecrest area has a number of hiking and Nordic trails that are enjoyed by Juneau residents during the shoulder seasons and summertime.

- There are two Nordic trail loops: a 5 to 6 km Lower Loop and a 3 to 4km Upper Loop (winter grooming only).
- There is the hardened trail in the “lower” Nordic trail area, as well as the very popular mountain road that goes to the top of the Black Bear and Ptarmigan chairs.
- There are remnants of a boardwalk and small path that accesses the West Ridge from the top of Black Bear; there are parts of this path that need repair.
- There is a “social” trail out to Dick’s Lake from the top of Black Bear. Likewise, this informal trail is showing some signs of wear. Both of these alpine trails are very scenic and provide spectacular views.

6. Summer Use

a. Mountain Road

Significant summer visitation has occurred at Eaglecrest since construction of the maintenance road (which has pedestrian or biking access only) connecting the lodge to the mountaintop. Prior to road construction, there was virtually no trail access to the alpine areas of the mountain. Today, a typical weekend day may see 50 to 100 hikers as well as a much smaller number of mountain bikers using the mountain road.

b. Alaska Zipline Adventures

Summertime use of the Eaglecrest area includes a privately operated zipline tour, Alaska Zipline Adventures. The 3.5-hour canopy tour primarily serves cruise and independent visitors. Prices for 2011 included \$149 for ages 13 and above and \$99 for children 9 to 12 years of age. Alaska Zipline Adventures utilizes the Eaglecrest lodge to host customers. Eaglecrest Ski Area earns a flat fee each season as well as percentage of gross revenue.

c. Cycle Alaska

Cycle Alaska begins one of its biking tours in the Eaglecrest parking lot. Bikers ride down Fish Creek Road then several miles out North Douglas Highway. Cycle Alaska pays Eaglecrest a fee for use of restrooms in the lodge.

7. Maintenance

The maintenance facility at Eaglecrest is located adjacent to the bottom terminal of the Hooter Chair. The Eaglecrest maintenance complex is composed of a 6,000-square foot primary vehicle maintenance building. The main shop floor space is 4,000 square feet with two snowcat maintenance bays and one truck and small equipment bay. There is a second floor mezzanine that is approximately 2,000 square feet, and is used for parts storage as well as a small lunch room. There is also a second building on the grounds that houses the backup power generators and electrical switching gear with the second floor being used by the Lift Operations staff during the operating season.

Snowcats, heavy equipment and small trucks are stored outdoors on the grounds with snowmakers and small machines (four-wheelers and snowmachines) stored indoors within the two buildings.

There are two 12,000-gallon underground fuel storage tanks for the operating equipment and the diesel powered chairlift. There is a two-pump, covered, fuel distribution island located above the underground tanks.

Various other small buildings that are located on the site are used for storage of small equipment, signs, lumber and other miscellaneous tools and materials.

8. Recreation Land Use Classification Areas

For purposes of this master plan, the Eaglecrest property has been divided into areas of similar physical resource characteristics related to the suitability for different types of recreation activities and/or facilities. The areas are defined by characteristics such as:

- Gradient (steep slopes, developable terrain)
- Environmental sensitivity (wetlands, drainages, vegetation, soils)
- Scenic character (views)
- Access (road, trail, chairlift)
- Existing land use (ski terrain, parking, maintenance yard)
- Proximity to utilities
- Proximity to facilities

This Recreation Land Use Classification Areas plan is illustrated in Figure 3, and allows for the evaluation of compatibility of specific types of multi-season recreation based on the physical suitability of different areas of Eaglecrest. The land use classification areas are described below.

a. Resort Development (RD)

The Resort Development Recreation Land Use Area designation applies to lowland areas where guest services, accommodation and intensive recreational activities may be planned in support of the Eaglecrest Ski Area. This area is characterized by its close proximity to existing infrastructure (roads, utilities). Slopes within this area are predominantly less than 25%.



b. Sub-Alpine Active Recreation (SAAR)

The Sub-Alpine Active Recreation Land Use Area is generally defined as lowland areas which are adjacent to Resort Development (RD) Land Use Areas. These areas generally have slopes less than 25 to 35% and are less restricted by environmental constraints such as wetlands or riparian zones. These areas have more direct access to existing infrastructure. The greater level of connectivity within this area may support more intensive recreational attractions.

c. Sub-Alpine Passive Recreation (SAPR)

The Sub-Alpine Passive Recreation Land Use Area is generally defined as lowland areas with slopes between 25 to 40% and where environmental constraints limit development of intensive recreational improvements. Thus, recreational uses in this area would typically be less intensive and require fewer supportive services or connectivity to the resort.

d. Current Active Alpine Recreation (CAAR)

The Current Active Alpine Recreation Land Use Area is generally defined as areas which are presently served by chair lift access from the ski area. Within this area it is expected that a wide variety of recreational and guest amenities are possible which would take advantage of the alpine setting.

e. Potential Active Alpine Recreation (PAAR)

The Potential Active Alpine Recreation Land Use Area would be similar in characteristics to the CAAR, but encompasses areas where current backcountry skiing occurs and where potential additional ski area infrastructure might be logically extended. The extent of this area is based, in part, on ski area expansion potential as identified in a 1980s era study.

f. Passive Alpine Recreation (PAR)

The Passive Alpine Recreation Land Use Area is defined as areas generally above 340 feet in elevation which are not currently nor potentially served by lift access and where both winter/non-winter recreational activities are planned. These activities would likely be less intensive in nature, given the steep nature of the terrain, environmental constraints, difficulty in access and lack of utility infrastructure.

B. EXISTING MANAGEMENT AND OPERATIONS

1. Vision, Mission Statement, and 2008 Strategic Plan Update

In June of 2008 the Eaglecrest Board of Directors prepared an update of the Eaglecrest Ski Area Strategic Plan. The Strategic Plan also identified the Eaglecrest vision and mission statement.

Vision Statement

“By 2010, Eaglecrest Ski Area will be a broadly supported, year-round recreation center with appropriate infrastructure for both public and commercial use.”

Mission Statement

Eaglecrest Ski Area is a community-owned winter recreation area and a year-round destination for outdoor recreation and education, providing a wide range of affordable non-motorized winter and summer outdoor recreational activities.

These statements guide the Board of Directors and management in decisions regarding management and future development of Eaglecrest Ski Area. This plan has guided on-going improvements to the operation as well as the facilities of the ski area and has been the impetus for preparing the current Master Plan. Accordingly, the 2008 Update of the Eaglecrest Strategic Plan continues to be a relevant guiding force to the ongoing planning process. The Strategic Plan is provided as an Appendix to this document.

2. Operations

Eaglecrest Ski Area has a long operating history as a recreational outlet with strong community support. This chronology of organized skiing activity in Juneau was prepared as part of the Eaglecrest Ski Area Strategic Plan 2008 Update in order to illustrate the evolution of the operation.

a. 1930s

In 1932 a rope tow was installed on Sandy Smith's mining claim in the Upper Perseverance Trail area. The following year the Civilian Conservation Corp (CCC) built the Dan Moller Ski Trail and a rope tow was installed. The Juneau-Douglas bridge was constructed in 1935.

b. 1940s to 1950s

Additional rope tows were constructed in various locations along the Dan Moller Ski Trail. The need for road access to a ski area was recognized.

c. 1960s

Planning began for a new ski area, with support from the US Forest Service. Originally efforts focused on the Steep Creek area near the Mendenhall Glacier. Funding was approved for a road and Bob Janes, Sr. and Craig Lindh were assigned to look at options.

d. 1970s

Eaglecrest Ski Area was constructed through the hard work and dedicated effort of a number of community-minded individuals. Through the combined efforts of the Juneau Ski Club, Juneau Ski Patrol, Forest Service and the City of Juneau, a road was built up the Fish Creek valley using a congressional appropriation of federal highway dollars. Once the road was completed (circa 1975) the Forest Service designated this as a recreation area and advertised for a private concessionaire to construct and operate the ski area. However, there was no interest from the private sector. Community members came together to salvage the idea of a ski area and a bond issue was put before the voters to build a ski area to be owned and operated by the City. For the first five years the City Parks & Recreation Department operated the ski area, but this proved difficult since the ski area had specialized needs. The city and borough selected land in this valley under the Statehood Act.

e. 1980s

An Advisory Board was created within the Parks & Recreation Department. An outside consultant was asked to produce a master plan for the ski area and look at management alternatives. The master plan recommended that the ski area be operated as an independently governed municipal enterprise. Following this analysis, the formation of a board operated ski area was put before the voters and approved. In 1981, the Assembly passed an ordinance establishing the Ski Area Board.



Mid-1980s

The City and Borough experienced budget difficulties due to a rapid decline in state funding brought about by the fall in oil prices. One of the recommendations at this time was to end the ski area's subsidy. In 1986 a Request for Proposals (RFP) was issued to have a private concessionaire operate the ski area. There were no responses to the RFP.

Late 1980s

In 1987, the Assembly struggled with the issue of whether the ski area should be an Enterprise Fund, similar to the Airport and Harbor Departments or a Special Revenue Fund, similar to Capital Transit and the Augustus Brown Swimming Pool. After lengthy discussion, it was decided that the ski area was a Special Revenue Fund.

f. 1990s

In 1999 the Mayor's Fiscal Task Force mentioned the issue of privatization of the ski area as one consideration for balancing the city budget. The Assembly did not act on this recommendation, but the Board discussed the proposal in great detail (findings are discussed in the 2003 Strategic Plan). The conclusion of that analysis was that Eaglecrest should remain a Special Revenue Fund.

g. 2000s

In 2004 construction of a larger cafeteria seating area and a remodeled kitchen facility was completed. These improvements were, in part, responsible for increased food service revenues and customer satisfaction.

In 2005, voters approved a sales tax proposition that would fund (among other local projects) construction of a third chair lift at Eaglecrest. This new mid-mountain lift, constructed in 2009 now enables Eaglecrest to open and remain open during low-snow conditions on the lower mountain, adding greater consistency and predictability to the ski season and to Eaglecrest budgeting. In addition to sales tax revenues, construction of the mid-mountain lift required a \$100,000 match from other sources. Therefore, the Board and Eaglecrest and Management implemented an aggressive fund raising campaign in early 2007 that raised a total \$225,000.

Also in 2007, Eaglecrest was awarded a \$700,000 grant from the Rasmuson Foundation, including \$200,000 for the mid-mountain lift, \$100,000 for replacement of the Platter lift with a chair lift and \$100,000 for construction of a multi-purpose corridor to the top of the mountain. The grant also included \$300,000 (\$284,000 direct and \$16,000 challenge grant) for construction of a new ski patrol and ski club building.

3. Governance

a. Board Responsibilities

The responsibilities of the seven member Eaglecrest Ski Area Board of Directors are promulgated in the Juneau Code of Ordinances, Part II - Title 67 – Recreation, Parks and Community Centers; Chapter 67.05 – Eaglecrest Ski Area. Under Section 67.05.020 – General Powers it is stated that (a) "Subject to state laws and borough ordinances, the board of directors of Eaglecrest ski area shall be responsible for the operation of the ski area according to the best interests of the public, shall make and enforce all rules

and regulations necessary for the administration of the ski area under their management, shall prescribe the terms under which persons and groups may use the ski area, and shall establish and enforce standards of operation.” The board of directors is also responsible for selecting and appointing the ski area manager. In this context, the board of directors has worked in conjunction with the ski area manager in implementing various operating policies, systems and facilities as the ski area has developed. In addition, the board of directors is responsible for guiding the future development and use of the ski area and surrounding lands that comprise the ski area.

Policies and requirements for the Commercial Use of Eaglecrest Ski Area are outlined in Part IV Administrative Code of Regulations, Title 11 – Parks and Recreation, Part 2 – Eaglecrest Ski Area, Chapter 07. This code of regulations governs all of the permitted commercial activities at the ski area as well as operating requirements under permits issued to any vendor. In recent years, using guidance from the 2008 Strategic Plan Update, the board and the ski area manager have reviewed specific commercial proposals and issued permits to Alaska Zipline Adventures and Cycle Alaska. These operations have proven to be successful for the commercial operators as well as generating additional income for Eaglecrest. In the future, the board of directors and the ski area manager will continue to review proposals from vendors that are aligned with the Vision, Mission and Values of the ski area.

b. Staff Responsibilities

The ski area manager is responsible for carrying out policies established by the board of directors as well as preparing reports and briefings concerning the ongoing operation of the ski area. This includes attending all meetings of the board of directors and any standing committees. The ski area manager is also responsible for the preparation of the annual operating budget as required by City and Borough ordinance. As part of the “Commercial Use” permit process for any new vendor, the ski area manager is responsible for evaluating whether the proposed commercial use would exceed the carrying capacity of the ski area by taking into account the nature and extent of the use, the number of users, and the impacts likely to result from the use, including traffic, noise, public access, loading, the availability of parking and other factors. Throughout this process and other aspects of the Eaglecrest operation, the ski area manager relies on input from other members of the management team as well as overall direction from the board of directors.

C. MARKET ASSESSMENT

As a component of the Eaglecrest Master Plan, a market assessment was undertaken to define industry trends, regional and local market demographic profiles, and to identify the existing regional amenities and attractions in the Juneau area. The assessment provides a framework for strategic decision making regarding the future of Eaglecrest as a four-season recreation area. The complete Eaglecrest Master Plan Market Assessment document may be found in Appendix 2 of this document. Below is a summary of the assessment findings.

1. Key Trends – Local Demographics

With respect to the local (Juneau resident) market, the following key trends are relevant to the 20-year master plan:

- Juneau’s population has been stable at around 31,000 residents over the past ten years. Based on State of Alaska forecasts, Juneau’s population is projected to remain at about its current level



for the next 20 years. In other words, the primary market for Eaglecrest services and facilities is not expected grow over the short term or the long term.

- Over the past 20 years the median age in the City and Borough of Juneau has increased from 32 years of age in 1990 to 35 years in 2000 and to 38 years in 2009. This aging trend is expected to continue and is consistent with national trends. The skiing/riding population nationally is also aging. According to the National Ski Area Association the average age of skiers has increased from 33.2 years in 1997/1998 to 36.5 in 2006/07. More specifically, over the ten-year period between 1997/98 and 2006/2007, skiers/boarders aged 45 to 54 have increased from 14% to 20% of all ski area visitors and skiers/boarders aged 55 to 64 have increased from 4.6% to 9.2%.
- Juneau's per capita personal income, at \$48,062 in 2009, is higher than the state (\$43,062) and national average (\$41,223). This is relevant because higher incomes result in more discretionary spending on recreation equipment and activity. However, while income is relatively higher in Juneau, the income advantage is shrinking. In 1990, Juneau's per capita income (\$26,532) was 30% above the national average while by 2009 the differential had declined to 17% above national per capita income.

2. Key Trends – Non-resident Visitors

Regarding the non-resident visitor marketplace, key facts include:

- Juneau receives an estimated 1 million out-of-state visitors annually, 99% of whom arrive during the summer months of May through September.
- Of summer visitors, cruise passengers represent the vast majority, at 876,500 visitors in 2010. Cruise passenger traffic is expected to total approximately 883,000 in 2011, increasing to 925,000 in 2012.
- Based on the most recent data available (2008), cruise passengers spent \$177 per person in Juneau, including an average of \$100 on tours/activities and \$70 on gifts/souvenirs/clothing, and \$7 on food/beverage. The per-person spending on tours in Juneau is higher than in other ports due to the large number of high-priced tours, especially flightseeing.
- The major cruise lines each offer around 40 shore excursions to passengers, more than any other port of call. (Passengers also have the option of purchasing tours independently, either before their cruise or after disembarking.)
- Among cruise travelers, Juneau is considered the “adventure” destination. Adventure-themed tours include rafting, canoeing, kayaking, biking, hiking, glacier trekking, dog mushing, fishing, zip-lining, and geocaching. Prices for these and other excursions range from \$70 to \$700.
- Competition for cruise passengers' time and money is increasingly competitive—particularly since the 14% drop in cruise passengers in 2009. Concerned that passengers were overwhelmed by the number of tour offerings they have to choose from, cruise lines have reduced the number of tours that are offered to passengers prior to or during their cruise.

3. Existing Eaglecrest Use

a. Winter

Juneau residents are of course the dominant market for winter season activities at Eaglecrest. Residents from elsewhere in northern Southeast Alaska and non-Alaska residents likely account for less than 5% of the skier and snowboarder visits to Eaglecrest.

Though Eaglecrest Ski Area has no way to measure the number of individual skiers and boarders who use the area each winter, seasonal visitation has been estimated at between 50,000 and 60,000 “skier-days.” Another measure of Juneau’s skiing/snowboarding market was provided by a 2003 McDowell Group household survey conducted for the City and Borough of Juneau (Eaglecrest Ski Area Market Analysis). The survey found that 31% of all Juneau households have at least one skier or snowboarder. The average number of skiers/snowboarders was slightly more than two per household, among skiing/snowboarding households. Expanding this data to Juneau’s total population resulted in an estimated market size of 7,300 skiers and snowboarders.

Because Juneau’s population at the time of that survey (31,000) is quite close to the 2010 population estimate of 30,711, it is reasonable to assume that the current market size is similar. However, since 2003, a variety of factors have likely affected the number of active skiers and boarders drawn from the local market, including economic conditions (especially the global recession of 2008-09), demographic trends, increasing competition for residents’ winter recreation time (such as the ice-skating rink, built in 2003), and the addition of the new “Black Bear” chairlift (which may have renewed interest among inactive skiers), and most recently the construction of the “Porcupine” lift in 2010, a development that significantly enhances the learning experience for beginner skiers and boarders. Ski area management has also employed a variety of learn-to-ski package and season pass pricing strategies to further tap the local market. Though not a measure of ski area usage, total revenues have increased to record levels in each of the last five years.

b. Summer

Local Use

A smaller but growing number of Juneau residents visit Eaglecrest during the May through October period to hike, bike, pick berries, hunt, picnic, even swim in the cold pools near the mountaintop. Summer season visitation to the Eaglecrest area is also uncertain, though anecdotal evidence indicates a significant increase in recreational traffic since construction of the maintenance road (which has pedestrian or biking access only) connecting the lodge to the mountaintop. Prior to road construction, there was virtually no trail access to the alpine areas of the mountain. Today, a typical weekend day may see 50 to 100 hikers as well as a much smaller number of mountain bikers.

Non-resident Use

Summer time users of Eaglecrest also include cruise ship passengers and other non-resident visitors who participate in the commercially operated zipline or Fish Creek Road biking opportunities. The 3.5 hour canopy tour, operated by Alaska Zipline Adventures serves cruise and independent visitors. Prices for 2011 included \$149 for ages 13 and above and \$99 for children 9 to 12 years of age. Alaska Zipline Adventures utilizes the Eaglecrest lodge to host customers. Eaglecrest Ski Area earns a flat fee each



season as well as percentage of gross revenue. It is estimated that the Alaska Zipline Adventures does approximately 5,000 tours a season.

Cycle Alaska begins one of its biking tours in the Eaglecrest parking lot. Bikers ride down Fish Creek Road then several miles out North Douglas Highway. Cycle Alaska pays Eaglecrest a fee for use of restrooms in the lodge.

Though not located on Eaglecrest property, a sled dog tour and exhibit is also operated along Fish Creek Road.

4. Other Activities for Juneau Residents

a. Juneau Trails

Hiking is a popular recreational activity for Juneauites and the community's visitors. Juneau has many miles of trails available year around to hike, bike, walk, cross-country ski, or snowshoe. Trail Mix, a local non-profit organization that constructs and maintains local trails, estimates there are over 90 miles of well-used, maintained trails in Juneau. In addition to Trail Mix, maintenance of the trails is supported by the City and Borough of Juneau, the State of Alaska, and U.S. Forest Service.

Traffic on the trails varies depending on the time of year and the maintenance. In a study conducted by McDowell Group from June to August 2009, seven trails were selected and trail counters were put in place. High levels of usage were measured. Perseverance Trail had roughly 70 to 130 uses per day, Rainforest Trail had 30 to 40 uses/day, Brotherhood Bridge/Kax Trail had 270-600 uses/day, Treadwell Historic had 160 to 230 uses/day, and the Airport Dike had 250 to 600 uses/day.

b. Juneau Parks and Recreation

Juneau Parks and Recreation is responsible for operating many parks and recreation facilities and programs in Juneau. Facilities include, but are not limited to, Augustus Brown Pool, Diamond Aquatic Center, Mt. Jumbo/T. Miller Gym, Pipeline Skate Park, Treadwell Ice Arena, Zach Gordon Youth Center, and numerous shelters throughout the Juneau area. Activities supported by the Parks and Recreation Department include year-round youth and adult activities such as hockey (men, women, and youth), softball (men, women, or coed), volleyball (men, women, or coed), soccer (youth indoor or outdoor), and basketball (men, women, and youth).

5. Potential Eaglecrest Use

a. Potential Non-resident Use

Juneau receives an estimated 1 million out-of-state visitors annually, 99% of whom arrive during the summer months of May through September (see table, below). Of summer visitors, cruise passengers represent the vast majority, at 876,500 visitors in 2010.

**Table 1:
Juneau Visitor Volume, 2010/2011**

	Volume
Summer 2010	992,000
<i>Cruise visitors</i>	<i>876,500</i>
<i>Air visitors</i>	<i>75,000</i>
<i>Ferry visitors</i>	<i>18,500</i>
<i>Crew members</i>	<i>22,000</i>
Fall/Winter 2010/11	15,000
Full Year 2010/11	1,007,000

Note: Summer includes May through September 2010; Fall/Winter includes October 2010 through April of 2011.

Sources: Cruise Line Agencies of Alaska; McDowell Group estimates based on previous visitor studies.

Most of Juneau’s visitor activities are geared towards the cruise market, since they represent the vast majority of visitors. The major cruise lines each offer around 40 shore excursions to passengers, more than any other port. (Passengers also have the option of purchasing tours independently, either before their cruise or after disembarking.)

Of the 876,500 cruise visitors, only 17% do not participate in an excursion while in Juneau, resulting in a cruise excursion marketplace of approximately 727,500 visitors. These visitors partake in the following types of activities.

**Table 2:
Juneau Cruise Visitors: Activities in Juneau, Summer 2005**

	% of Total
Glacier tours	42%
Wildlife/marine life viewing	21
Mt. Roberts Tramway	14
City tours	12
Flightseeing (helicopter)	12
DIPAC hatchery	9
Salmon bake	8
Glacier Gardens	7
Gold panning/mine tour	3
Rafting	3
Fishing	2
City walking tour	2
Flightseeing (small plane)	2
Museums/historic sites	2
Hiking/nature walk	2
Kayaking	1
Other	1
None	17

Source: *Juneau Cruise Visitor Profile, Summer 2005*, prepared for Juneau Convention & Visitors Bureau by McDowell Group.



Juneau has distinguished itself among Alaska ports as the “adventure” destination. Adventure-themed tours include rafting, canoeing, kayaking, biking, hiking, glacier trekking, dog mushing, fishing, zip-lining, and geocaching. According to cruise line contacts, Juneau’s tour environment is highly competitive.

In order to be competitive a tour at Eaglecrest would have to offer something new and unique. Eaglecrest would not be able to offer glacier tours or wildlife/marine life viewings, which are currently the top two popular excursions. Given the mountain environment and access to the high alpine, it does have the ability to offer some type of scenic/educational tour. Likewise, the natural site conditions of Eaglecrest do afford opportunity for a number of physical activities, particularly hiking and biking.

As Eaglecrest considers infrastructure options that are conducive to shore excursion development, it is important to keep several guidelines in mind.

- The ideal tour length is around 4.5 to 5 hours. The tour would have to allow 30 minutes each way for transfers.
- Tours also have a wide range of prices. An Eaglecrest tour would probably have to run at least \$80 per person to be cost-effective, allowing for the cost of transportation. Tours in the \$140 to \$200 range are currently selling well.
- The number of people per group would depend on the nature of the product and the cost. A guided hike, for example, would probably be limited to 12 people, in order to preserve an atmosphere of quiet and unspoiled nature.
- Juneau’s tour market is currently fairly saturated and highly competitive. A tour at Eaglecrest would have to offer something new and unique. For example, one idea that resonated with a cruise line official was a mountain biking excursion, because that is currently not offered in Southeast Alaska. It would have to distinguish itself from the current biking excursions by being more rugged and off-road. However, further investigation into the size of this potential market would be warranted; as a high-impact activity, mountain biking would cater to a very small portion of the cruise market.
- Another idea that might warrant further investigation is alpine hiking. (A hiking tour would not be appealing if it were simply on the ski slopes, it would have to be off-site or utilize the chair lift to access remote areas.)

b. Potential Resident Use

While Juneau’s population growth trends has been relatively flat over the past decade (and is expected to remain flat) there is clearly the potential for increasing use of the Eaglecrest area by local residents, during winter and summer. Survey results indicate that development of trails at Eaglecrest for hiking and biking is the highest priority for Juneau residents and, if developed, would stimulate a significant increase in summer recreational use of Eaglecrest. Hiking would have the broadest appeal and draw the most local residents, though mountain biking would also be popular, assuming suitable trails were developed. A variety of winter season improvements could also draw more local resident traffic to Eaglecrest, such as night lighting, additional Nordic facilities, and a terrain park.

Potential resident use was addressed in detail in telephone and online surveys. Results for those surveys are provided in Section III. Following is a summary list of the summer and winter season improvements mentioned.

Summer

- Mountain biking – trail network, lift access, skills park
- Improved trail system – expanded hardened trail network, lift access, connections to Douglas Island Trail System
- Universal access to trails, and high alpine
- Nature Center
- Park/picnic area
- Cabins/shelter at Cropley Lake – overnight cabins (part of a hut-to-hut system)
- Overnight lodging for teams/groups – hostels, bunkhouses
- Hotel accommodations
- Condos/leased recreation home lots
- Disc Golf
- Alpine slide/coaster
- Concerts/special events
- Youth activities
- Expanded food and beverage operation – including beer/wine sales
- Shops/restaurants

Winter

- Night skiing
- Terrain Park
- Expanded facilities (Learning Center, Ski Patrol, Race Center, lodge improvements, replacement of The Nest)
- Additional glading
- Additional lifts
- Expanded ski terrain and/or boundary (lift access to Eagle Creek Pass, Fish Creek Knob, Mt. Ben Stewart, Hogs Back Mountain, Mt. Steward or Mt. Troy)
- Enhanced Snowmaking
- Expanded Nordic terrain – connecting the upper and lower loops, additional terrain, parking/restrooms/warming hut for lower loop
- Nordic Lodge/wax room/rentals
- Luge sledding/tubing Snowshoeing
- Dog-friendly Nordic loop
- Snow machine access

6. Visitation Potential

a. Local Visitation

As stated earlier, there is significant potential for increasing use of the Eaglecrest area by local residents, during winter and summer. Development of trails at Eaglecrest for hiking and biking would stimulate a significant increase in summer recreational use of Eaglecrest. Hiking related activities would draw the most local residents. Mountain biking would also be popular, with suitable trails. With additional trail



development at Eaglecrest, traffic of 100 hikers and bikers per day (on average) is possible, generating 10,000 additional visits over a 100-day peak summer season, with additional spring and fall traffic.

However, most of this resident summer season use would be non-revenue generating. There are revenue-generating opportunities associated with serving the local market, however the financial feasibility of those opportunities is uncertain. For example, there is the potential for lift-supported mountain biking, should a trail network be developed. However, whether demand and willingness to pay are adequate to cover the costs of lift operations is uncertain. There is also interest in use of cabins or huts in the Eaglecrest area, either near the base area, in more remote locations (Cropley Lake, for example), or both. Survey research and other analyses conducted for purposes of the Eaglecrest Master Plan address the cost and potential revenues for these and other development options.

b. Non-Resident Visitation

As stated earlier, most of Juneau's commercial visitor activities are geared towards the cruise market, since they represent the vast majority of visitors. As per the breakdown of activities in Table 2, scenic/educational tour excursions attract between 2 and 12% of cruise passengers (14,500 to 87,300). There are approximately 15 tours currently offered, not including those that involve planes, helicopters or boats. Assuming that a tour at Eaglecrest could compete evenly as one of 15 tours, the potential market share would range from approximately 1,000 to 5,800 visitors per summer.

Similarly, excursions that involve some type of physical activity attract between 2 and 3% (14,500 to 21,825) of the cruise passengers. There are approximately 20 recreation activities currently offered, not including fishing activities. Assuming that a recreational activity at Eaglecrest could compete evenly as 1 of 20 tours, the potential market share would range from approximately 725 to 1,100 visitors per summer.

It is important to note that the cruise ship schedules in Juneau are consistent from May through September, resulting in a fairly even distribution of the excursion visitation over that five month time period. Considering this, it may be assumed that the 727,500 visitors per season will break down to approximately 36,375 visitors taking excursions each week. Following that same logic, the potential weekly visitation to Eaglecrest for the activities described above would be:

- 1,000 to 5,800 total tour visitors = approximately 50 to 290 tour visitors per week
- 725 to 1,100 total recreation visitors = approximately 36 to 55 recreation visitors per week

D. MULTI-SEASON RECREATION POTENTIAL

1. Examples of Successful Operations

When considering multi-season opportunities potentially available to Eaglecrest, it is informative to examine ski areas elsewhere in North America that have successfully developed a variety of winter and summer attractions. While no two ski areas are alike, and it would be impossible to find another operation that is exactly comparable to Eaglecrest, lessons can be learned from observing these successful operations. As such, three case studies have been chosen to illustrate the range of characteristics that lead to success. These case studies include:

- Jiminy Peak, Massachusetts
- Snow King, Wyoming
- Grouse Mountain, British Columbia

These areas differ from Eaglecrest in important ways. However they each illustrate different market, site and operational characteristics that contribute to the successful operation of facilities or activities that may be potential development options for Eaglecrest.

a. Jiminy Peak, Massachusetts

Jiminy Peak is located in the Berkshires region of northwestern Massachusetts, an area that sees significant summer tourism traffic at 1.5 million visitors. There is also a captive audience at the resort; there are approximately 2,500 beds at Jiminy Peak, between those at the resort and in the immediate area. The resort estimates that 35% of their winter business and 15 to 20% of their summer visits come from overnight guests. The resort has been a successful winter operations since the 1970s, and was one of the first areas in the United States to fully embrace summer operations. It continues to be one of the most successful summer operations in the U.S.

We have selected this example because it demonstrates a market orientation that allows for the development of numerous activities that cater to a substantial tourism market. In addition, Jiminy Peak includes a number of the typical “mountain adventure park” activities that are applicable to mountain environments. It is important to note that many of these activities are only financially viable in markets where significant visitation is feasible.

Mountain Adventure Park Activities

- Mountain Coaster
- Alpine Super Slide
- Giant Swing
- Scenic Chairlift Rides
- Rock Climbing Wall
- Mountain Coaster
- Alpine Super Slide
- Giant Swing
- Scenic Chairlift Rides
- Rock Climbing Wall
- Euro-Bungy Trampoline
- Bounce House
- Spider Web
- Kids Climb
- Mountain Biking
- Hiking
- A 70-element aerial adventure park forest ropes course consisting of 5 individual, elevated courses for different ability levels.

This combination of activities responds to the “something for everyone” need of a family on vacation.



Visitation

ANNUAL VISITATION	
Summer	215,000
Winter	235,000
AVERAGE DAILY REVENUE	
Summer Operation	\$13,000
AVERAGE SUMMER SEASON LENGTH	
100 days	

It is important to note that Jiminy's summer visitation is roughly ¼ of ALL cruise ship passengers that come to Juneau!

Pricing

Mountain Adventure Park Pricing	
Unlimited Ride Tickets	
<i>48 inches and taller</i> (Valid for trampoline, Climbing Wall, Spider Web, Kid Climb, Giant Swing, Alpine Super Slide, Mountain Coaster, Scenic Chair Lift)	\$45.00
<i>Under 48 inches tall</i> (Valid for trampoline, Climbing Wall, Bounce House, Spider Web, Kid Climb, Mountain Coaster, Alpine Super Slide and Scenic Chair Lift)	\$22.00
Other Ticketing	
Evening Ticket (4pm to 8pm)	\$29.00
6 Activity Ride Book	\$42.00
Single Ride Tickets	
48 inches and taller	\$9.00
Under 48 inches tall	\$6.00
Mountain Biking	
All Day	\$26.00
Mountain Biking Season Pass	\$199.00
Aerial Adventure Park	
3-hour tickets	\$45.00
Combination Tickets	
Mountain Adventure Park & Aerial Adventure Park	\$65/3 hours

Group Rates Available for all ticket types

How Does This Compare to Eaglecrest?

	JIMINY	EAGLECREST
Tourism market:	Drive-To Market	Cruise Ship Market
Market Orientation:	Families	Older Adults
Visit Duration:	Multi-day	Partial Day (on ship schedule)
Resort Ownership:	Private	Public

NOTE: The ownership, market place and visitation potential of Jiminy Peak allowed for the resort to develop into a classic example of a summertime "Mountain Adventure Park." This type of family-oriented, "something for everyone" summer operation requires significant destination tourism traffic in the market area to be successful.

b. Snow King, Wyoming

Situated in the backyard of Jackson Hole, Wyoming, Snow King Resort represents the essence of a “Community Ski Area.” While the resort can’t compete with the nearby Jackson Hole Mountain Resort, Snow King offers easy access and inexpensive tickets for local residents. The ski area also has a strong ski racing heritage and club that supports the winter business, and is a popular place for locals to skin up and ski down when the area is closed. The ski area is also nationally known for the snowmobile Hill Climb that brings participants and guests from around the country each spring.

In the summer months, the mountain sees two distinctly different user groups...locals who hike and bike the front and back side of the mountain AND tourists (in excess of 2 million flowing through the town of Jackson while visiting nearby National Parks) who engage in the recreational offerings such as the alpine slide, scenic lift ride, horseback riding and miniature golf. There is a local trail organization that works towards developing and maintaining hiking and biking trails. Local retailers also provide guided mountain biking trips for visitors.

We have selected this example as it is similar to Eaglecrest in that it represents the essence of a “community ski area” that is used year-round by local residents, and has a large influx of tourists during the summer months. Like Eaglecrest, Snow King must always be aware of the need to find a balance between tourist related revenue generation and providing a community recreation venue for local residents.

Summer Activities

- Alpine Slide
- Scenic Chairlift Rides
- Miniature Golf
- Horseback Rides
- Mountain Biking
- Hiking
- Bungee Trampoline

The ownership of Snow King is currently analyzing other summer “activities” that would cater to the large influx of visitors in order to increase revenues and profits.

Visitation & Revenue

ANNUAL VISITATION	
Summer	55,000
Winter	47,000
AVERAGE DAILY REVENUE	
Summer Operation	\$9,000
AVERAGE SUMMER SEASON LENGTH	
100 days	

With approximately 2 million tourists visiting Jackson Hole each summer and roughly 55,000 visitors participating in the activities offered at Snow King, this represents a 3% penetration rate of the total market.



Pricing

Snow King Resort offers individual pricing for Adults, Children, and Seniors on each of their summer activities.

Additionally, Snow King Resort offers an inclusive “Fun Pass” featuring one Scenic Chairlift ride, one game of Mini Golf, one Alpine Slide ride and one Bungee Jump. There is also an Unlimited Fun Pass, which includes unlimited slide rides, mini golf, scenic chairlift rides and bungee jumps.

Adult	\$39.00
Junior (ages 7 to 13)	\$35.00
Child (age 6 and under)	\$12.00
Senior (ages 65 and up)	\$37.00
Unlimited Fun Pass	\$89.00
Unlimited Fun Pass (Child)	\$25.00

Both Group and Guest rates are also available.

How Does This Compare to Eaglecrest?

	SNOW KING	EAGLECREST
Tourism market:	Large fly/drive	Cruise Ship Market
Market Orientation:	Families	Older Adults
Visit Duration:	Multi-day in area	Partial Day (on ship schedule)
Resort Ownership:	Private	Public

Due to significant summer tourism in the market area and proximity to downtown Jackson Hole, Snow King is in an enviable position to capitalize on providing limited summer activities to help support their year-round operating model. In doing so, Snow King must also find a balance between this tourism related business and their continued role as a community resource.

c. Grouse Mountain, British Columbia

Located on the fringe of metropolitan Vancouver, British Columbia, Grouse Mountain is a popular year-round recreational and cultural facility for local residents and tourists alike. Also known as “The Peak of Vancouver,” Grouse Mountain is accessed by an aerial tramway, which by itself is a very popular attraction due to the spectacular panoramic views from the mountaintop perch. During the winter months the facility provides alpine skiing with 4 chairlifts and 26 trails—primarily catering to local skiers who reside nearby.

Throughout the summer months Grouse Mountain caters to millions of tourists that are visiting Vancouver and the surrounding area as well as a strong base of local users by offering numerous events, activities (active and passive), cultural/environmental programs, etc. Local residents can purchase an Annual Pass for access on the aerial tramway and discounts to all venues and events.

We have selected this example because its similarities to Eaglecrest include year-round use by local residents augmented by a strong tourist market during the summer. The unique access via the aerial tramway is also a popular attraction by itself, similar to the Mt. Roberts aerial tramway in Juneau. Grouse Mountain benefits from a very large and proximate local population and visitor base that uses the facility

throughout the year, and accordingly, the extent of development and types of activities reflect these large user groups. Further multi-season recreational development at Eaglecrest must also reflect the extent of user group need and demand.

Mountain Adventure Park Activities

- World famous lumberjack show
- Ranger interpretative sessions
- Guided eco-walks
- Theater in the sky
- Scenic chair rides
- Numerous dining choices and food festivals
- Birds in motion demonstration
- Zip-line tour (2 hours)
- Paragliding
- Grouse Grind hiking trail – also known as “mother nature’s stairmaster” (with electronic timer). More than 100,000 annually hike the 1.8-mile, 2,800-foot vertical trail
- Grouse Grind snowshoe trail – new winter climb to replicate the hiking trail, including electronic timers
- Summer and winter Wednesday night social for Grouse Grind users
- Eye of the wind viewing platform on top of a 1.5 MW wind turbine (glass enclosed viewpod)

Grouse Mountain has focused their non skiing activities, programs and venues on an environmentally based learning platform.

ANNUAL VISITATION	
Summer	60% of annual visitation
Winter	40% of annual visitation
AVERAGE SUMMER SEASON LENGTH	
100 days extending from May to October	

Grouse Mountain has 600,000 to 700,000 visitors on an annual basis with the majority of visits occurring during the summer months. The ski area has approximately 25,000 season pass holders during the winter. Vancouver typically achieves 1 million cruise ship passengers visiting the area each summer. There are 2.2 million people residing in the greater Vancouver area.

Tickets & Passes

All Mountain Pass Year-round access pass (Unlimited Skyrides, skiing/riding, mountain ziplining and Eye Of the Wind tours; provides discounts for guest passes, lessons & rentals)	\$1,249.00
General Admission Annual Pass	\$99.00
General Admission Adult	\$39.00
Mountain Ziplines (includes Admission)	\$105.00
Eye of the Wind Tour (plus Admission)	\$19.95
Paragliding (includes Admission)	\$229.00

Group Rates Available for all ticket types; Gift Cards also available.



How Does This Compare to Eaglecrest?

	GROUSE MOUNTAIN	EAGLECREST
Tourism market:	Multi-dimensional	Cruise Ship Market
Market Orientation:	Families(local and tourist)	Older Adults
Visit Duration:	Multi-Day in area	Partial Day (on ship schedule)
Resort Ownership:	Private	Public

Originally developed as a ski area, Grouse Mountain has been able to expand its operating model and achieve great success as a year-round venue that offers a wide range of environmentally based experiences for local residents and tourists. The extent of offerings and capital investment is directly related to the size of the market.

2. Potential Multi-Season Recreation Activities

Based on the findings of the site analysis, market assessment, input from Eaglecrest management and staff, and public input, a number of potential summer recreation activities and facilities have been identified as potentially “suitable” for implementation at Eaglecrest. These activities and facilities are listed below.

- Multi-Use Trail Network
 - Hiking
 - Biking
 - Trail Running
 - Nordic Skiing
 - Snowshoeing
- Mountain Biking – trails and skills park
- Segway Tours
- Accommodations – cabins/huts
- Accommodations – hostel
- Education
- Events

If the results from the public outreach and research prove to be aligned with public interest and preferences, these summer recreation activities and facilities, as well as improvements to the existing winter operation (refer to Section IV.A) will form the basis of the Recreation Use Plan component of this Master Plan document.

There were a number of activities/facilities that were discarded from this initial list due to information gained from the initial site, market and operations assessment. For example, installing an alpine coaster at Eaglecrest had been suggested as a way to capture visitation and revenue from cruise passenger business. However, a closer look at the visitation potential indicates that the competitive nature and

saturation of the excursion business would preclude the high visitation that would be necessary to sustain an alpine coaster. Also, the importance of offering a “unique Alaska experience” as a prerequisite of an excursion significantly detracts from the potential attractiveness of the typical “Mountain Adventure Park” described earlier. Disc golf was also considered, though the challenging muskeg conditions of the lower mountain would make it very difficult to establish a course at Eaglecrest.



III. PUBLIC INVOLVEMENT

As the Master Plan was developed, the public actively participated in the process by sharing their thoughts about opportunities and challenges they see in Eaglecrest's future that they would like to see addressed in the plan. Public involvement tools and opportunities included telephone and online surveys, public meetings, small group meetings with the consultant team, and opportunities for written public comment.

An Eaglecrest Master Plan web page, linked to Eaglecrest's website at www.skijuneau.com, provided information about the Master Plan, project background, opportunities for public involvement, access to the online community survey, and draft planning products for public review. Public involvement opportunities were also advertised through the Eaglecrest newsletter, direct emails to the project contact list, press releases, participation in community radio interview programs, an information booth at Discover Eaglecrest Day, community calendars, and posted flyers.

A. FOCUS GROUP

As part of the initial project scoping process, the planning team held an informal "focus group" meeting with a cross-section of invited community members with a range of interests in Eaglecrest. The focus group meeting was not intended to gather formal input from individuals or organizations. Rather, it was intended to give the planning team an early indication of the issues that would likely arise during the following formal community-wide public involvement process including surveys and public meetings.

On September 6, 2011, the consultant planning team met with 18 members of the public who regularly use or are particularly familiar with the Eaglecrest area and the community's use of the area. The number of attendees was limited to insure that each person had adequate time to provide input to the planning team. Attendees were selected based on advice of ski area staff and previous participation in Eaglecrest activities. Those attending included people involved with alpine skiing and ski racing, ski patrol, backcountry skiing, Nordic skiing, biking and hiking, education, accessibility, commercial uses, and the North Douglas neighborhood. The evening provided an opportunity for the consultant team to hear from meeting participants about opportunities they see in Eaglecrest's future over the next 20 years that they would like addressed in the Master Plan, challenges or concerns that should be addressed, and any other information that they wanted to share or bring to the consultant team's attention. An additional objective of the focus group meeting was to invite members with special interests in Eaglecrest to network with others with similar interests and arrange to meet with the planning team to provide very specific input on the master plan.

B. SPECIAL INTEREST OUTREACH

During the planning process, members of the consultant team met on several occasions with representatives of special interest groups, including Nordic skiers, backcountry skiers, mountain bikers, Trail Mix (a Juneau nonprofit dedicated to trail development), and SAIL-ORCA (an organization interested in ski area accessibility for challenged residents). The planning team appreciates very much the very specific information these representatives brought to the master planning process. The results of these meetings are described in relevant sections throughout the master plan document.

C. TELEPHONE SURVEY

Survey research in support of the master planning process included a random sample telephone survey of Juneau residents. The telephone survey was conducted from September 30th, 2011 to October 4th, 2011 and included a sample size of 449 adults. The survey is statistically representative of the overall Juneau adult population, with a maximum margin of error of $\pm 4.5\%$ at the 95% confidence level.

The analysis of telephone survey results focuses on two groups: those that used the Eaglecrest Ski Area for the purpose of skiing or snowboarding during the 2010 winter season (113 respondents, termed “ski area users” in this summary), and those that did not use the area (336 respondents, termed “non-users”).

Detailed survey results are included in Appendix 3. A summary of key findings is provided below.

1. Key Survey Results

a. Development Priorities

The Master Plan study team, in consultation with the Eaglecrest Board of Directors, identified a range of development options for consideration in the survey research. Development options included the following:

- Trails for hiking and biking
- Summer tourist attractions to generate revenue
- Additional lighting for night skiing
- Cabins/overnight accommodations
- Ski area boundary expansion
- Terrain park
- Nordic skiing improvements
- New or expanded lodge

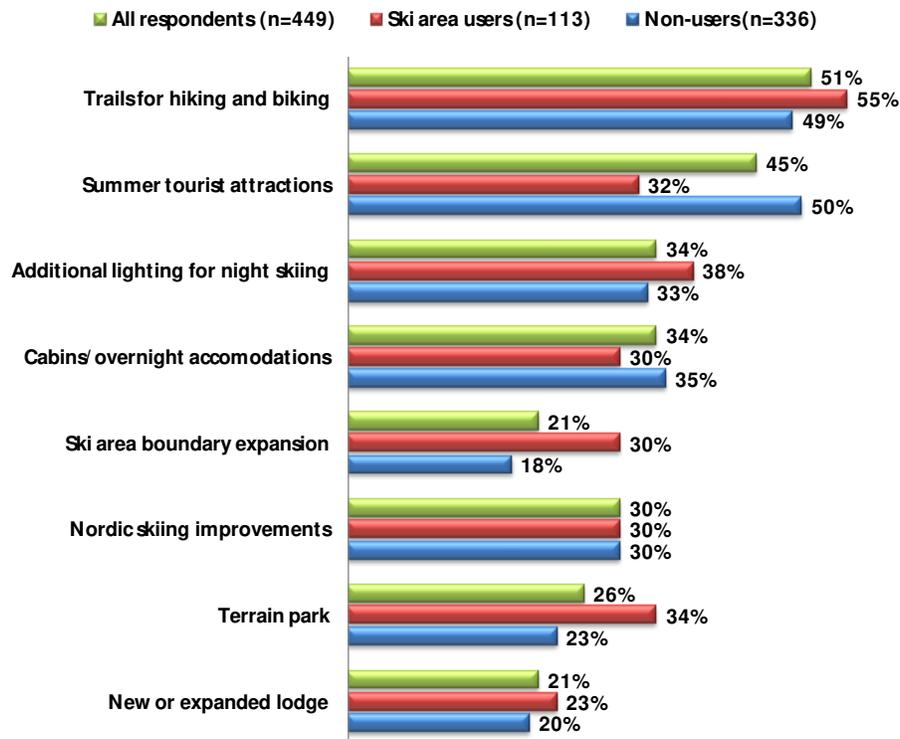
Among this list of development options, the addition of a trail network for hiking and biking at Eaglecrest received the highest ratings. Eighty-seven percent of Juneau residents rank this project as somewhat important or very important. Notably, half (51%) consider it very important.

Trails development is the most popular among both ski area users and non-users, receiving very important ratings from 55% of ski area users and 49% of non-users.

It is important to note that survey research did not address public opinion concerning the proposed Learning Center. The Eaglecrest Board and staff had established the need for the Learning Center, and identified it as a capital improvement priority, prior to launching the master planning process. Measurement of public opinion regarding a “new or expanded lodge” in the telephone and online surveys was intended to gauge perceived importance of replacing or expanding the often crowded main lodge, which according to the Eaglecrest Facility and Programming Study, is significantly undersized in several respects, especially the dining area and public storage (locker space).



**Chart 1:
Eaglecrest Development Options – Percent Ranking Very Important**

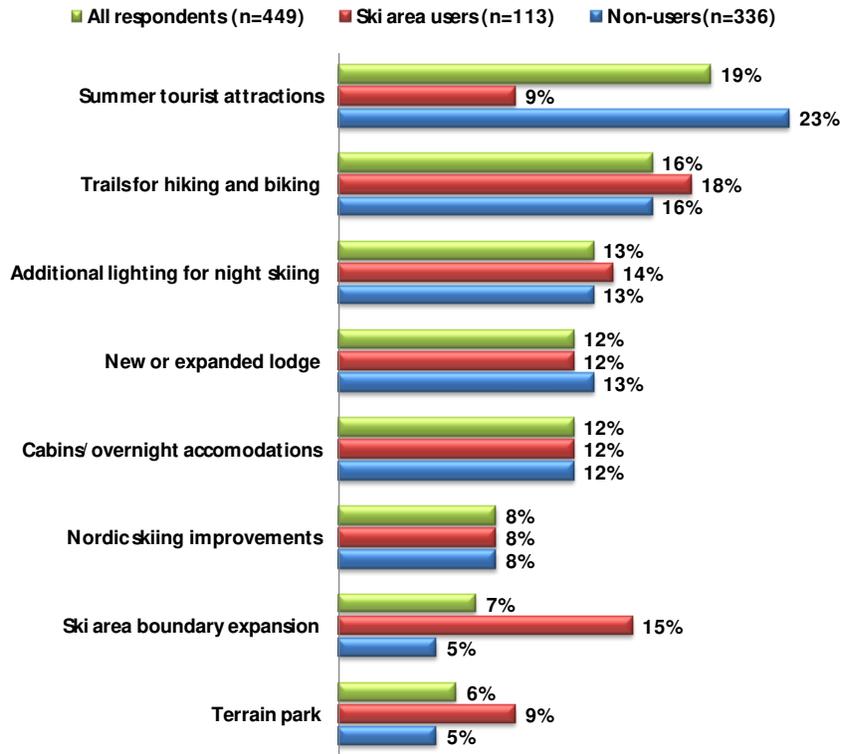


The expansion of summer tourist attractions in order to generate revenue is viewed as very important by 45% of Juneau adults, though there is a split between users and nonusers. Half (50%) of those that did not ski or snowboard at Eaglecrest last season believe this is very important, though just one-third of ski area users consider it very important.

Survey participants were asked which development option they believe to be the single most important for Eaglecrest to pursue. On the whole, responses were consistent with the rankings discussed above, though with some interesting differences.

- The development of summer tourist attractions to generate revenue for Eaglecrest Ski Area is most important for one in five Juneau residents. However, just one in ten of those that skied or snowboarded at Eaglecrest last season are in this group.
- One in six survey participants (16%) believe the addition of trails for hiking and biking in the ski area is the most important development option, with similar responses from both ski area users and non-users.

**Chart 2:
Eaglecrest Development Options – Ranked as Most Important**



Trail development for purposes of mountain biking is also popular. Fifteen percent of survey respondents indicated they would be very likely to use the trail system for biking at Eaglecrest. About the same percentage (14%) said they would be very likely to purchase a \$20 to \$30 summer lift ticket for biking if it provided access to a well-developed network of trails.

In summary, telephone survey results regarding future development options point to broad support for a range of possible developments, led by trails for hiking and biking. In fact, 87% of Juneau adults would favor development of a trail system at Eaglecrest and 44% of survey respondents said they would be very likely to use an Eaglecrest trail system for hiking. Even skiers and boarders apparently place higher priority on trail development for summer time use than they do on any of the winter-related developments (expanded lodge, night skiing, Nordic skiing improvements, or a terrain park).

The message from the community is not quite as clear concerning summer tourism development for purposes of raising revenues to support ski area operations. Non-users actually place this at the top of the priority list, along with trail development. For ski area users, summer tourism-related development is actually near the bottom of the list, in terms of what’s most important for the future of Eaglecrest.

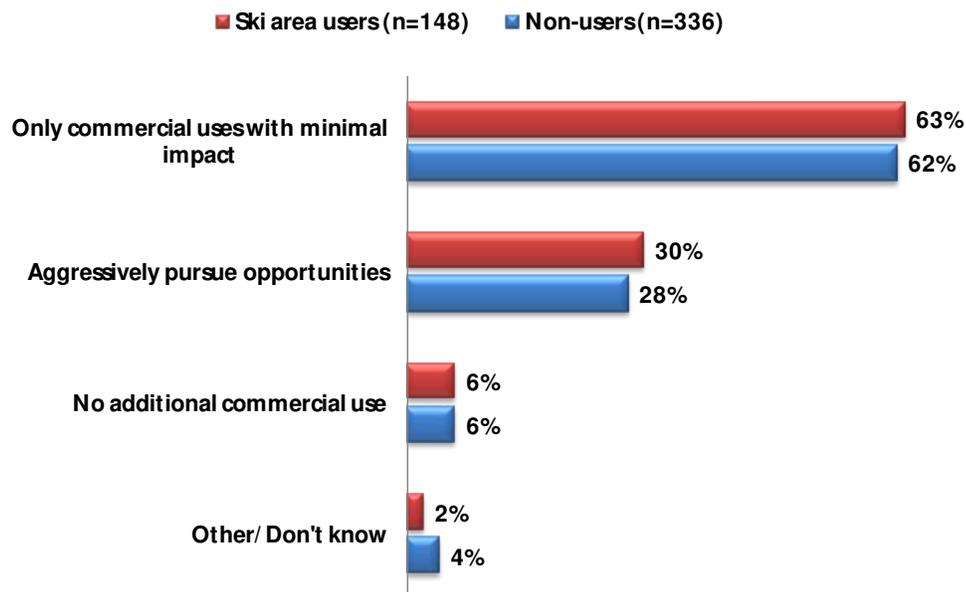
b. Commercial Use

Residents were asked about their opinion of additional commercial use of the Eaglecrest area, for purposes of generating revenue to support operations.



- Responses from Eaglecrest users and non-users were nearly the same, with 63 and 62%, respectively, sharing the opinion that Eaglecrest should only allow commercial uses that have minimal impact on local residents' use of the area.
- One in three ski area users expressed that Eaglecrest should aggressively pursue commercial opportunities in the area, similar to the 28% of non-users that conveyed the same opinion.
- Just 2% and 1% of ski area users and non-users, respectively, felt that Eaglecrest should not pursue any additional commercial use to generate revenue.

**Chart 3:
Opinions on additional commercial use of Eaglecrest**



c. Motorized Use

Eaglecrest has received proposals to allow recreational and commercial motorized use of the area during the winter and summer seasons. This would require a change in the City and Borough of Juneau ordinance on motorized use of the area. CBJ residents were asked whether they would favor or oppose changing the ordinance to allow these activities.

- The community is divided on the issue of motorized use of Eaglecrest during the winter. Half (49%) of Juneau residents oppose it, while 46% are in favor. The difference is within the survey's margin of error. Eaglecrest users are generally opposed, with more than half (58%) of those that skied or snowboarded at Eaglecrest last season expressing opposition to the use of motorized vehicles in the area during the winter season.

**Table 3:
Motorized Use of Eaglecrest in the Winter**

	% of Total n=449	Ski area users n=113	Non-users n=336
Strongly favor	22%	21%	23%
Favor	24	17	26
Oppose	24	23	25
Strongly oppose	25	35	21
Don't know	4	2	5

- Community sentiment regarding motorized use of Eaglecrest during the summer matches opinions about winter use. About half (47%) favor summer-time motorized use and about half (49%) oppose summer time motorized use (a statistical tie). A majority of ski area users are opposed (57%) while 47% on non-users are opposed.

**Table 4:
Motorized Use of Eaglecrest in the Summer**

	% of Total n=449	Ski area users n=113	Non-users n=336
Strongly favor	20%	19%	20%
Favor	27	19	30
Oppose	23	24	23
Strongly oppose	26	33	24
Don't know	4	6	4

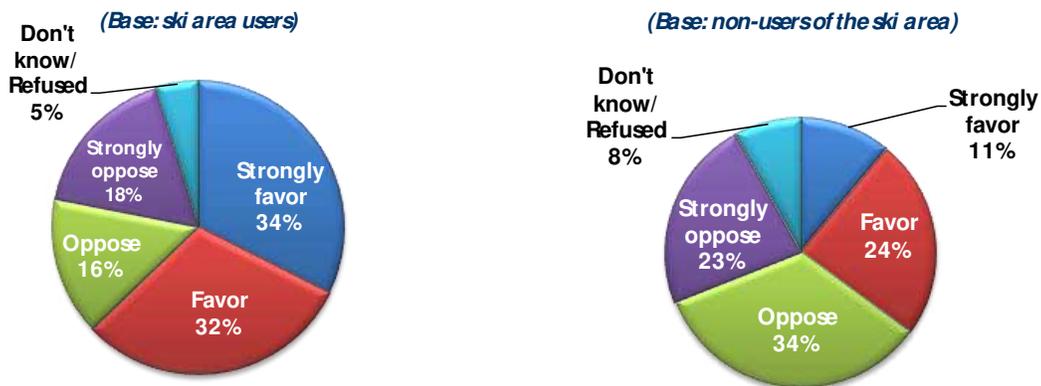
d. Beer and Wine Sales

Eaglecrest Ski Area management may consider the sale of beer and wine as an addition to its current food and beverage services, in an effort to expand customer service and generate additional revenue. Juneau residents were asked if they would favor or oppose the sale of these products at Eaglecrest. Survey results show a difference of opinion between ski area users and non-users.

- Overall, half (49%) of Juneau residents said they would oppose the sale of beer and wine at Eaglecrest. Slightly fewer, 44%, favor the idea.
- Two-thirds (66%) of last season's Eaglecrest users favor adding beer and wine sales to the ski area's food and beverage service. Among non-users, 57% oppose beer and wine sales at Eaglecrest.



**Chart 4:
Beer and Wine Sales at Eaglecrest**



e. Other Telephone Survey Results

The telephone survey of Juneau residents generated other information that is important to consider in long range planning. For example, survey respondents were asked whether they would generally support or oppose Eaglecrest base area development, including “condos, restaurants, stores, and other commercial activity.” Approximately two-thirds (62%) of local residents favor or strongly favor future base development of this type at Eaglecrest with ski area users and non-users being equally supportive.

**Table 5:
Support for Future Base Area Development**

	% of Total n=449	Ski area users n=113	Non-users n=336
Strongly favor	18%	20%	18%
Favor	43	42	44
Oppose	20	20	19
Strongly oppose	13	15	12
Don't know	6	2	7

Finally, the survey clearly demonstrated that Eaglecrest is a very popular recreational asset for the community. Survey results indicate that almost half (45%) of all Juneau households have a member that skied or boarded at Eaglecrest at least once last year. Further, half (49%) of Juneau’s resident adult population had visited the Eaglecrest Ski Area in just the past 12 months for reasons other than skiing or snowboarding, mainly for hiking but also for berry picking and sightseeing.

D. ONLINE SURVEY

An online survey was posted on the Eaglecrest website, www.skijuneau.com, and was available from October 4th, 2011 until December 1st, 2011. A total of 1,001 respondents completed all or most of the online survey. It is important to note that the online survey was an open-access, non-random sample survey therefore the results are subject to self-selection bias. Unlike the telephone survey, online survey results may not be representative of the larger Juneau population. The content of the online survey was

largely identical to the telephone survey, though the online survey included additional questions regarding backcountry skiing, lighting for night skiing and a bike skills park.

Analysis of the online results focused on two groups: those that purchased a season pass in the 2010 winter season (586 respondents), and those that skied or boarded at Eaglecrest but did not buy a pass (332 respondents), and those that did not ski or board at Eaglecrest last year at all (83 respondents).

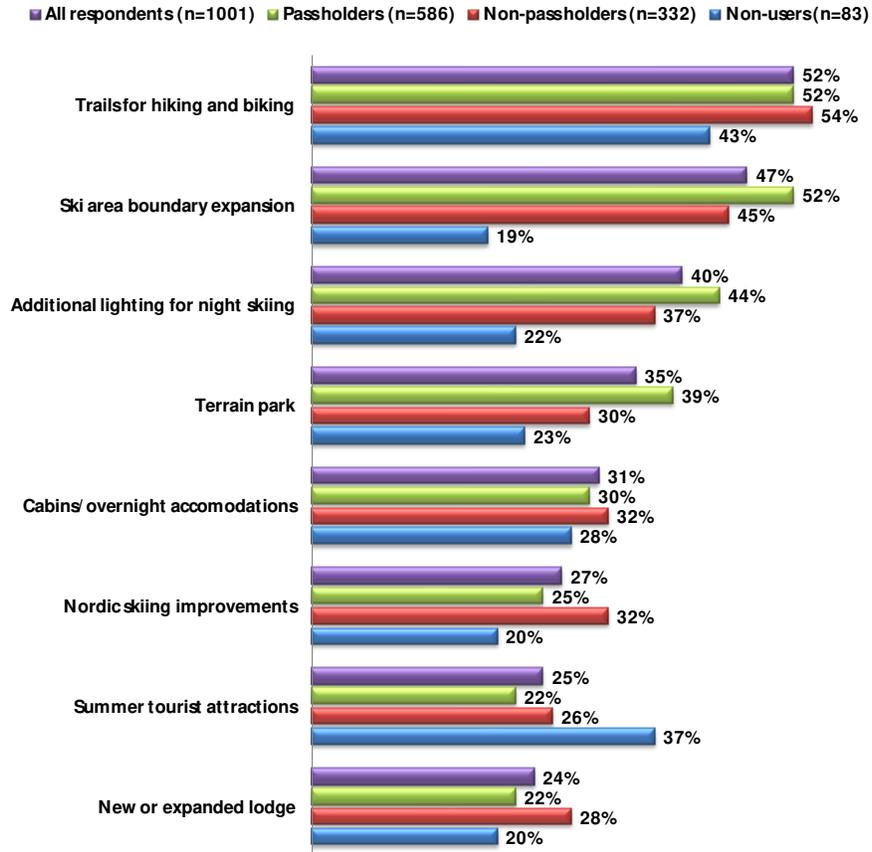
1. Summary of Online Survey Results

a. Development Priorities

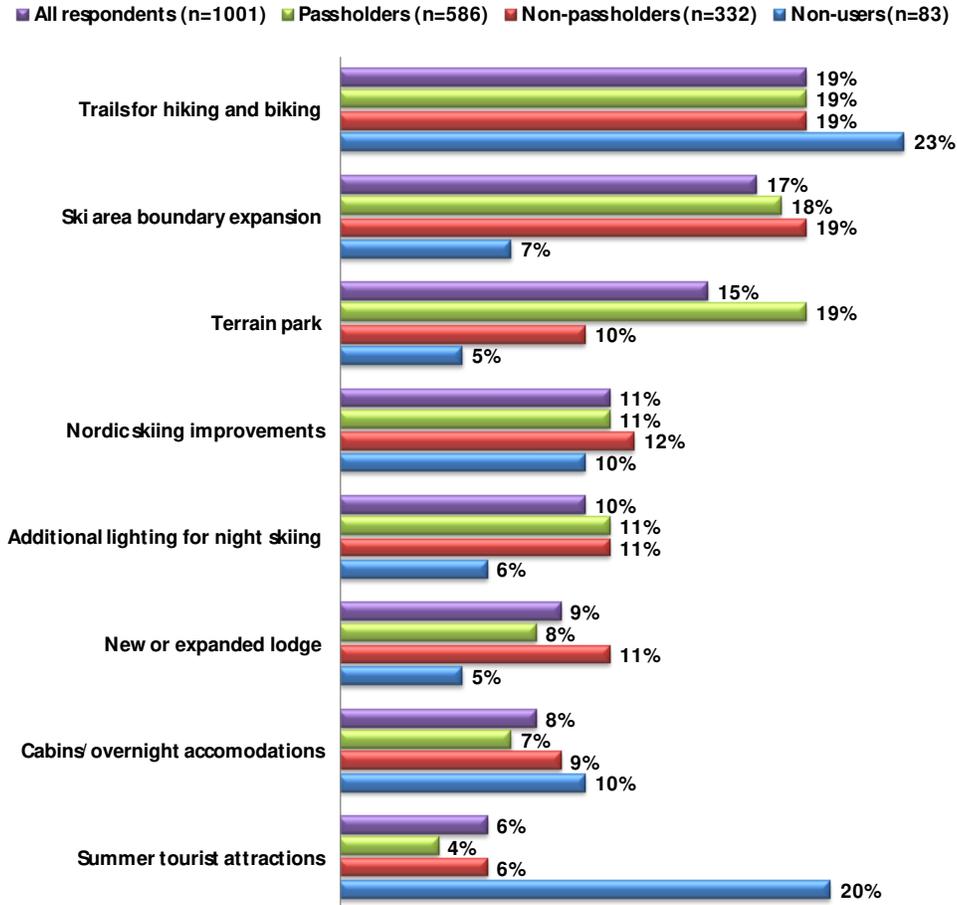
- More than half of the 1,001 Juneau residents that responded to the online survey agreed that the development of trails for hiking and biking at Eaglecrest is very important. Over half of pass holders and non-pass holders from last season ranked this project as very important.
- Nearly half (47%) of all online survey respondents ranked ski area boundary expansion as very important, with just over half (54%) of pass holders expressing this opinion.
- Two in five (40%) online respondents ranked the addition of lighting for night skiing as very important for the Eaglecrest Ski Area, again with somewhat similar responses from both last season's pass holders and non-pass holders.
- In contrast to telephone survey results, the addition of summer tourist attractions to generate revenue was less important to online respondents, receiving a very important ranking from just one in four survey respondents.
- A new or expanded lodge was ranked very important by less than one-fourth of online respondents, making it the least popular development option.
- The development of trails for hiking and biking was most often noted as "most important" among projects for the Eaglecrest Ski Area. One in five (19%) online respondents expressed this opinion. One-sixth (17%) said the expansion of ski area boundaries was the most important development to consider.



**Chart 5:
Eaglecrest Development Options –
Percent Ranking Very Important (Online Survey)**



**Chart 6:
Eaglecrest Development Options –
Ranked as Most Important (Online Survey)**



Online survey respondents were asked if there were any other projects Eaglecrest should pursue (other than those listed in the survey). Survey respondents provided nearly 20 pages of suggestions and comments. Comments are provided verbatim in the appendix. In summary, the most common comments related to projects not specifically listed in the survey question focused on adding beer and wines sales, allowing ATV and or snow machine access (most comments suggested post ski-season access), not allowing motorized use, adding lifts/rope tows, and lighting for Nordic trails, among many, many others.

b. Lighting on Black Bear Lift

Online survey participants were asked if they would favor or oppose the installation of lighting on the Black Bear lift and once-a-week night skiing if it meant a 20% increase in the cost of a season pass.

- Just over half of online respondents favored or strongly favored the additional lighting despite the increased cost, with one in five strongly in favor.



**Table 6:
Opinions on the Addition of Lighting on Black Bear Lift (Online Survey)**

	% of Total n=1,001	Pass holders n=586	Non-pass holders n=332	Non-users n=83
Strongly favor	21%	23%	20%	16%
Favor	30	29	33	27
Oppose	22	22	22	25
Strongly oppose	16	19	11	11
Don't know	10	7	14	22

c. Biking Skills Park

- Among online survey respondents, 43% would be very likely to use an Eaglecrest trail system for biking, with about one-third (35%) would be very likely to buy a \$20 to \$30 lift ticket if it provided access to a well-developed network of trails. Just over one-quarter (27%) would use a mountain bike skills park if it were development at Eaglecrest.

d. Cabin/Hut Rental

- Half of online survey participants said they would be very likely to use cabins or huts for overnight stay. In the cost were \$50 a night, approximately 15% said they would rent for a single night each year, 20% for two nights, and 10% for three nights. The remainder said they would rent a cabin for four or more nights each year.

e. Commercial Use of Eaglecrest

- Consistent with telephone survey results, more than half of online survey respondents feel Eaglecrest should only pursue commercial uses that have a minimal impact on the local residents' use of the area. Nearly two-thirds of those that purchased a season pass last year hold this opinion, while just under half on non-pass holders agree.
- Forty percent, or two in five, of non-pass holders believe Eaglecrest should aggressively pursue commercial use in order to generate more revenue for the ski area.

**Table 7:
Opinions on Additional Commercial Use of Eaglecrest (Online Survey)**

	% of Total n=1,001	Pass holders n=586	Non-pass holders n=332	Non-users n=83
Only commercial uses with minimal impact	55%	61%	49%	37%
Aggressively pursue opportunities	32	27	40	41
No additional commercial use	7	7	5	14
Don't know	5	5	5	7

f. Motorized Use of Eaglecrest

In comparison to telephone survey participants, opposition to motorized use of the Eaglecrest area was much stronger among online respondents.

Winter Season

- Two-thirds (66%) of online survey respondents said they were opposed or strongly opposed to motorized use of the area during the winter season. Fifty-seven percent of those that purchased a pass last year are strongly opposed to changing the CBJ ordinance.
- Just one in four pass purchasers and one in three non-pass holders favor or strongly favor motorized use of the area in winter.

**Table 8:
Motorized Use of Eaglecrest in the Winter (Online Survey)**

	% of Total n=1,001	Pass holders n=586	Non-pass holders n=332	Non-users n=83
Strongly favor	18%	15%	19%	41%
Favor	11	10	13	12
Oppose	15	12	18	14
Strongly oppose	51	57	44	29
Don't know	5	6	5	4

Summer Season

- Although less so than in the winter season, the majority (58%) of online survey respondents oppose or strongly oppose motorized use of the area in the summer as well.
- Nearly two-thirds (62%) of last season's pass holders and 56% of non-pass holders oppose or strongly oppose summer motorized use of Eaglecrest. Nearly half of pass purchasers conveyed strong opposition.
- One in three (35%) online respondents said they favor or strongly favor the use of motorized vehicles at Eaglecrest in the summer.

**Table 9:
Motorized Use of Eaglecrest in the Summer (Online Survey)**

	% of Total n=1,001	Pass holders n=586	Non-pass holders n=332	Non-users n=83
Strongly favor	20%	17%	22%	39%
Favor	15	15	15	11
Oppose	16	15	18	22
Strongly oppose	42	47	38	25
Don't know	6	7	6	4

g. Beer and Wine Sales

- Online survey responses regarding the sale of beer and wine at Eaglecrest differed somewhat from telephone participants.
- Three-fourths of online respondents favor or strongly favor beer and wine sales at Eaglecrest, with similar opinions among pass holders and non-pass holders alike. Half of those that took the survey strongly favor the sale of these beverages. One in five oppose or strongly oppose the sale of beer and wine at the ski area.



**Table 10:
Beer and Wine Sales (Online Survey)**

	% of Total n=1,001	Pass holders n=586	Non-pass holders n=332	Non-users n=83
Strongly favor	48%	49%	47%	42%
Favor	26	25	27	28
Oppose	10	9	11	12
Strongly oppose	11	11	11	13
Don't know	5	5	4	5

h. Future Base Area Development

- Online survey results are similar to phone survey results regarding future base development including condos, restaurants, stores, and other commercial activity. More than half (58%) of online participants favor or strongly favor base development.
- One-third of those that took the online survey oppose or strongly oppose future base developments of this kind.

**Table 11:
Future Base Development: Condos, Restaurants,
Stores and Other Commercial Activity (Online Survey)**

	% of Total n=1001	Pass holders n=586	Non-pass holders n=332	Non-users n=83
Strongly favor	27%	25%	26%	36%
Favor	32	31	35	24
Oppose	17	17	17	13
Strongly oppose	15	16	12	19
Don't know	10	11	9	7

E. EMAIL/WRITTEN INPUT

In addition to participation in the community survey, the public was invited to send comments to the consultant team via email or mail. Written comments were received from 36 individuals or organizations and were received during the planning process and considered in development of the Draft Eaglecrest Master Plan. Written comments were received on the draft plan from 18 individuals or organizations by March 30, 2012. All written comments received are provided in Appendix 4.

The public is invited to submit written comments on the draft Master Plan before March 30, 2012. Comments can be submitted via email to janc@gci.net or mailed to Jan Caulfield Consulting, 114 S. Franklin St., Ste. 203, Juneau, AK 99801.

F. PUBLIC MEETINGS

On November 2, 2011, the consultant team hosted an evening public meeting at Centennial Hall, attended by over 90 people. During the meeting, the team presented information about planning work to date, including the preliminary site and market analysis, examples of multi-season uses and activities

that have been successful at other ski areas and may be appropriate for Eaglecrest, early results of the telephone survey of 450 Juneau households, and next steps in the planning process. The presentation was followed by question/answer session and an informal open house, which provided an opportunity to read presentation boards with additional information about these topics and informally engage in conversation with the planning team. Rather than take formal public comments during the evening session, people were encouraged to participate in the online survey and/or submit written comments.

A second evening public meeting was held on March 28, 2012 at the City and Borough of Juneau Assembly Chambers, to provide an opportunity for public comment on the Draft Eaglecrest Master Plan. Nine individuals or organizations offered comments, which are summarized in Appendix 4.

G. SUMMARY OF COMMUNITY INPUT

Public input into the planning process is reported in the following Appendices:

- Appendix 3: Eaglecrest Master Plan Public Opinion Survey
- Appendix 4: Summary of Public Comments (email, letter, public meeting)

The public provided comments on a very wide range of topics and issues, including the following (not in order of priority or number of mentions):

- How Eaglecrest is currently used by and valued by the community
- New or expanded uses, activities and associated facilities/infrastructure:
 - Hiking (new trails, hut to hut)
 - Biking (mountain, downhill, skills park, lift supported)
 - Cabins/Hut-to-Hut
 - Nordic skiing (new trails, facilities, parking, rentals, lighting)
 - Alpine skiing (new lifts, terrain park, night skiing)
 - Summer access to the alpine (including accessibility issues)
 - Other snow sports (tubing, luge sledding, snow shoeing)
 - Other summer uses (e.g., community park area/picnicking, horseback riding, disc golf)
 - Motorized uses
 - Community events
- New or improved developments or uses at the base area:
 - Lodge improvements/expansion (e.g., accessibility, Learning Center)
 - Ski race center
 - Lodging/recreational housing
 - Nature Center
 - Restaurants/bar
 - Parking
 - Improved access road



- Financial issues
 - Funding
 - Revenues
- Commercial use of the area (opportunities, compatibility)
- Operations (e.g., snowmaking, safety, avalanche, maintenance, glading)
- Compatibility of new uses and activities with the environment, existing uses, and community desires (e.g., concern about motorized uses)
- Boundary expansion or other measures to buffer and protect character of the area (e.g., buffer from motorized use, noise or visual impacts) and to expand backcountry ski opportunities

IV. MASTER PLAN

The Eaglecrest Master Plan articulates a 20-year vision for Eaglecrest. The Master Plan achieves this goal by:

- Identifying opportunities to improve the existing winter operation;
- Identifying opportunities to expand summer recreation activities and facilities; and
- Providing a method for evaluating future recreation use on the Eaglecrest property.

Within this 20-year vision it is important to consider the development/improvements objectives of the Eaglecrest Board of Directors. The objectives guiding the development of this Master Plan include:

1. Enhance winter operations.
2. Enhance year-round community use of the area.
3. Enhance summer revenue generation.

These objectives will continually guide the implementation prioritization of identified recreational uses for Eaglecrest.

The Eaglecrest Master Plan consists of three major components:

1. Recreation Use – A number of recreation activities and facilities, and improvements to the existing operations have been identified as suitable for Eaglecrest, based on physical site characteristics, operational considerations, market conditions and public opinion. The results of the various public involvement exercises has also determined that these summer and winter recreational uses have some level of support by the citizens of CBJ.
2. Evaluation Criteria for Future Recreation Use – A method for determining the suitability of recreation uses for implementation at Eaglecrest has been developed, to allow for future opportunities to be systematically (objectively) reviewed and evaluated. This evaluation process allows for the Eaglecrest Master Plan to evolve over time, creating a document that will remain valid and effective over the entire 20 years of its intended use.
3. Implementation Priorities – The Evaluation Criteria discussed above have been used to consider the value of each of the components of the Recreation Use Plan relative to the current objectives of the Board of Directors, to determine implementation priorities for the near term.



A. RECREATION USE PLAN

The Recreation Use Plan identifies the recreation components and improvements to the existing winter and summer operations—both facilities and activities—that could be implemented at Eaglecrest. The suitability of all of the Recreation Use Plan components is based on the physical characteristics of the site (gradient, proximity to existing infrastructure, environmental sensitivity), operational considerations, market conditions, and public opinion.

FACILITIES	ACTIVITIES
Multi-season trail network – lower terrain	Nordic Mountain Biking – lower terrain Hiking – lower terrain Trail running – lower terrain Segway Tours
Multi-season trail network – on-mountain	Hiking – on-mountain Mountain Biking – on-mountain Trail running – on-mountain
Multi-season trail network – high alpine	Hiking – high alpine Hiking – high alpine tours
Mountain Bike Skills Park (with and without lift service)	Mountain Biking – skill development
Cabins/Huts (remote locations)	Hike/bike/ski/snowshoe touring
Accommodations – recreational housing	On-site accommodations
Accommodations – Hostel	On-site accommodations
Learning Center	Learn-to-ski/ride programs (winter operation) Educational programs Mountain Bike skill development programs Events (meetings)
Improvements to the Main Lodge	Expanded F&B (winter operation) Expanded seasonal locker space (winter operation) Events (weddings/banquets/meetings) Events (outdoor)
Operations Building	
Ski Patrol facility	Improved operations (winter)
Race Club space	Race Club operations
Nordic facility	Nordic operations
Snowmaking system improvements	Improved conditions/expanded season
Night Lighting	Night Skiing/riding Evening race programs
Carpet Lift	Beginner teaching (winter operation)
Upper mountain surface lift	Supplement to existing operation
Long-term Mountain Expansion	Increased variety of terrain/capacity
Terrain Improvements	Improved conditions/expanded terrain/expanded season
Terrain Park	Alternative ski/riding terrain
Snowplay Area	Sledding
	Tubing
	Luge

The Land Classification Plan described in Section II. A.8 divides the Eaglecrest property into areas of similar physical resource characteristics related to the suitability for different types of recreation activities and/or facilities. The Recreation Use Plan for Eaglecrest (Figure 4) shows the location of the various recreation use components relative to the suitable land classification areas where the activities and/or facilities could occur.

Following is a description of the Recreation Use Plan components, the activities and facilities that may improve and/or expand upon the current winter and summer operations at Eaglecrest. The narrative for each activity/facility includes:

- A general description of the recreation use (where applicable)
- Specific opportunities for Eaglecrest
- The advantages and challenges associated with the implementation and/or operation of the activity/facility, in terms of:
 - physical site characteristics
 - operational considerations
 - market demand
 - financial implications (capital expenditures and revenue opportunities)
- Public opinion of the activity/facility
- Recommendations of “next steps” for working toward implementation

1. Winter Operations

One of the primary objectives of the Eaglecrest Board of Directors that must be considered when determining recreation use components is to enhance the current winter operation. As such, it is critical that the issues, deficiencies and/or opportunities in the current winter operation be addressed, and be a priority when considering implementation phasing.

As various potential improvements to the winter operation are assessed it is important to reflect on the original limitations of developing the Eaglecrest Ski Area. When Eaglecrest was opened in the 1970s, it was evident from the very beginning that the ski area operation would have to rely on funding from the CBJ as the population base was not sufficient to support the ski area. At the present time, when comparing Eaglecrest to other similar sized ski areas, it is evident that the small population base remains to be a constraint in generating visitation and resultant revenues. Accordingly, the ski area continues to receive financial support from the CBJ General Fund each year. To minimize the contribution from the General Fund, the Eaglecrest Board and management work towards achieving an annual cost recovery of at least 70% (based on collecting revenues that cover 70% of the cost of operating the ski area). In order to meet the cost recovery goal in the future, Eaglecrest must evaluate each improvement by weighing value to the community versus revenue production. A good example of this is the addition of a terrain park. A terrain park can provide value to the community by attracting youth, events and sponsorship. The addition of a terrain park also has associated costs such as grooming, snowmaking, investment in terrain features and labor/operating costs. Decisions for this and other improvements will need to focus on balancing community value and cost implications.



As in the past, while Eaglecrest is fully recognized as an important community asset, it is evident that the ski area operation must remain cautious in pursuing new opportunities due to its limited population base. Simply stated, many facility improvements that are commonly provided at other ski areas in larger markets are not necessarily “standards” at Eaglecrest.

a. Main Lodge Improvements

In February 2011, Eaglecrest commissioned a Facilities Planning and Programming Study to address a number of ongoing guest service facilities issues. The results of this study were plans to re-organize the space within the existing lodge, establish an additional “Learning Center” building (see Learning Center description for more information on this proposal), as well as a third building down at the base of the Hooter lift.

To review the full Eaglecrest Facilities Planning and Programming Study report go to <http://www.eaglecrest.aerogers.com/index4.htm>.

The study proposed several changes to the Main Lodge. The improvements address the identified issues and shortages of space, primarily related to food service seating and seasonal lockers. The proposed floor plans may be found in the full Eaglecrest Facilities Planning and Programming Study report.

Correcting these spatial deficits would allow for additional revenue generation: additional seating space would allow for more food and beverage related sales, and additional seasonal locker space would allow for an increase in the number of lockers available for seasonal rental. The improvements would also address the numerous structural issues, which need to be corrected at some point in the near future to insure the continued usability of the lodge.

A “new or expanded lodge” was one of the development project options addressed in the Eaglecrest Master Plan public opinion surveys. Among the development options presented to survey respondents, the new or expanded lodge received the fewest “very important” ratings (rated as such by 21% of respondents). Still, 66% consider it somewhat important or very important for Eaglecrest to develop a new or expanded lodge. About one-quarter (26%) of telephone survey respondents think it’s not important.

Recommendations

There are many areas for improvement to the existing lodge, as identified in the facilities planning and programming report. While crowded at times, with less than ideal spatial organization, the current lodge is functional. The desired improvements come at significant cost, which in turn can’t be borne by the existing operation. The lodge improvements can only be considered if funding were available to support the capital expenditure. This project, along with the Learning Center proposal (see below) has already been submitted to the CBJ Assembly for funding via the Sales Tax CIP Fund.

b. Learning Center

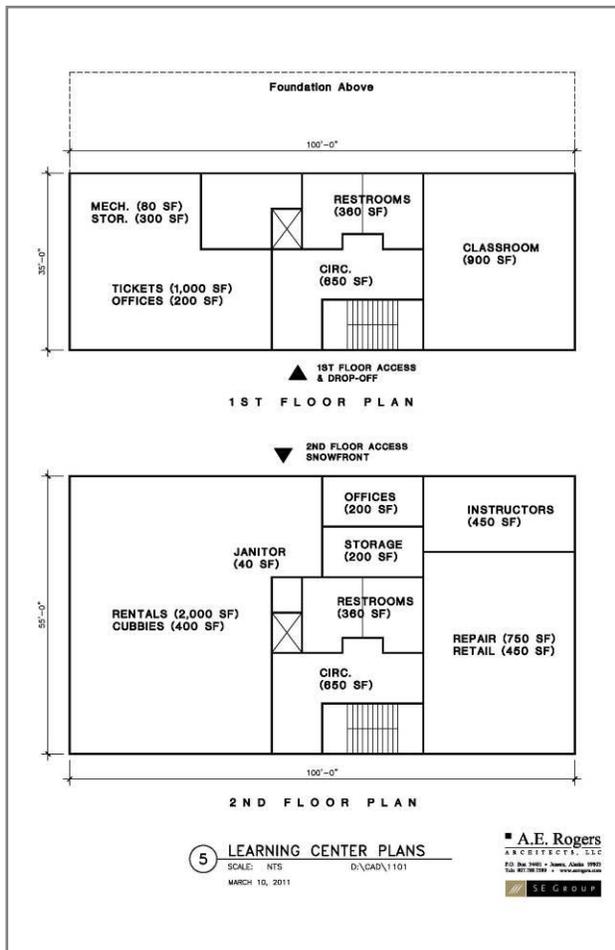
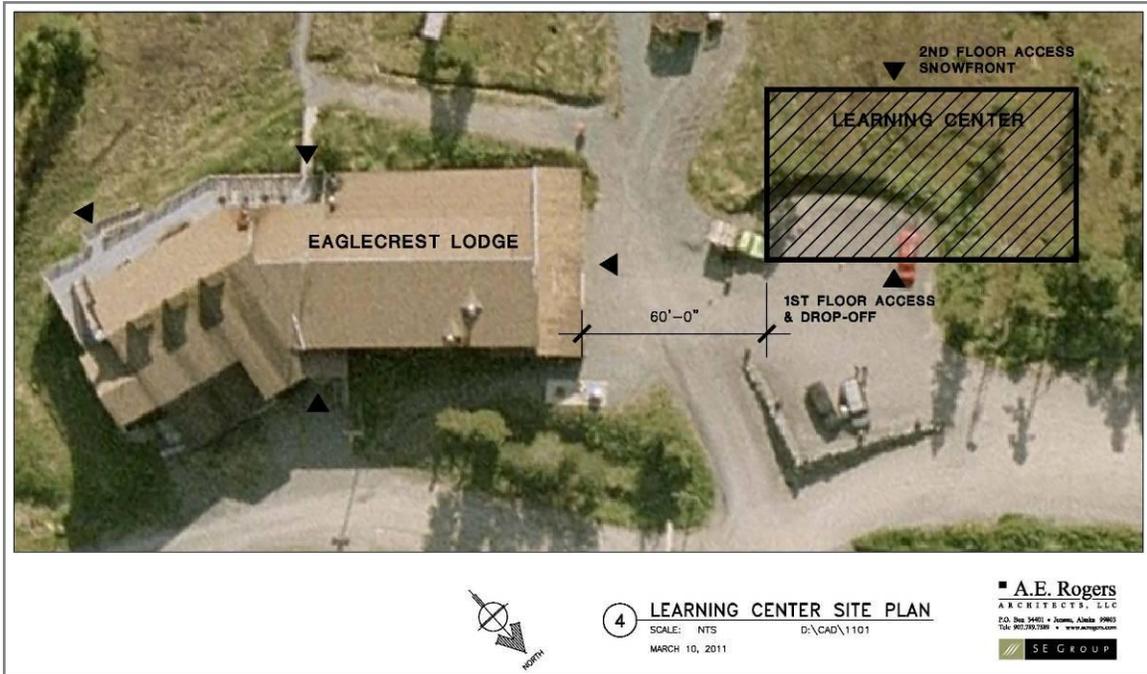
The future of the ski industry is in part dependent on the “trial and conversion” of beginner skiers/riders into core participants, as defined by the National Ski Areas Association (NSAA) Model for Growth. The Model for Growth was introduced in 2000 as a method for critically analyzing the future of the ski/snowboard industry and the implications of the significant demographic shifts that lie on the horizon. Simply put, as Baby Boomers—a generation that helped build the industry into what it is today—

continue to age, they will begin dropping out of the sport at an alarming rate. Without an industry-wide effort focused on attracting newer, younger participants and converting them into loyal skiers and riders, ski areas could face dramatic declines in visitation in the not-so distant future.

Resorts all over the country have responded by developing a variety of "hardware" methods to combat these issues, including state-of-the-art learning centers, ticket, lesson and equipment deals, increased attention to beginner equipment and employee incentives. In return, more first timers are trying snowsports. In fact, the "trial" component of "trial and conversion" (getting first timers to try the sport) has actually maxed at a number of resorts near urban centers, especially during peak times.

Eaglecrest experiences significant visits from beginner skiers, especially since the construction of the Porcupine lift. Over the past 5 years the Snow Sports School has been growing at more than 5% and is on a record setting pace in FY 2012. Eaglecrest was a winner of the 2011 NSAA "Best Learn to Ski and Snowboard Month Campaign" marketing award, for initiatives related to the beginner experience at Eaglecrest. While the area has made great improvements to the beginner-oriented programming, the current layout and space for the Snow Sports School and Rental Department is insufficient and not up to industry standards for successful conversion into the sport. Increased capacity, better layout and more user friendly operations are necessary to serve this growing market and revenue stream. Services related to this critical user group need to be highly visible, easy to get to and move through, and conveniently located relative to the beginner skiing/riding terrain. Improving the experience of the beginner at Eaglecrest fosters growth in the local skier/riding population, helping to insure future visitation to the ski area. In addition, successful beginner programs will develop a reputation in the community and attract more residents to come to Eaglecrest and try the sport.

These services may be located at Eaglecrest in a new Learning Center, a two-level structure located adjacent to the beginner area and learning terrain associated with the Porcupine lift. The first level of the Learning Center, located at the same grade as the first level of the existing Day Lodge, would house an indoor and outdoor "one-stop-shop" ticketing area, an indoor classroom space, and restrooms. The second level, located at grade with the "snowfront" of the adjacent learning terrain, would house the rental, repair and retail shops as well as administration and Snowsports School instructors' locker space.



For more information on the Learning Center, please refer to the Eaglecrest Facilities Planning and Programming Study which may be found at <http://www.eaglecrest.aerogers.com/index4.htm>.

Public support for the Learning Center was not specifically gauged during the Master Plan process, as the project was already in the Eaglecrest Planning pipeline, with preliminary planning work already completed.

Recommendations

The drive for the Learning Center is primarily internal to Eaglecrest management rather than a community desire, and grounded around the industry-wide concept of “trial and conversion”: focus on improving the learning experience to bring more core skiers/riders into the sport and keep them engaged. The implication of this, and the importance of the focus on the beginner experience, is that future visitation is jeopardized by a lack of future core participants.

Similar to the Main Lodge discussion, the Learning Center would not generate enough revenue to cover the initial capital expenditure. Nevertheless

a Learning Center at Eaglecrest would provide more services than those related to the beginner skiing/riding experience. The facility could be a multi-season and multi-purpose building, creating an opportunity for Eaglecrest to become an educational center in the community. This broader community use increases the appeal of this facility.

External funding must be obtained before moving forward with this project. This project, along with the Main Lodge renovations (discussed above) has already been submitted to the CBJ Assembly for funding via the Sales Tax CIP Fund. Once funding has been secured, further detailed architectural design of the Learning Center will be undertaken. It is critical that these future design exercises include Eaglecrest management, to insure that the building achieves Eaglecrest's goals for this important facility.

The Learning Center would also free up significant space in the Main Lodge to allow for the improvements outlined in the earlier discussion.

c. Additional Operations Building

It is envisioned that an additional building, housing ski patrol/first aid, some administration (General Manager and Mountain Manager), Nordic rentals and waxing area, and the Ski Club, would be located near the base of the Hooter lift.

This new location has a number of benefits for ski patrol:

- It is at the lowest elevation of skiing, for ease of toboggan transport.
- It is removed from the highly visible public realm surrounding the Day Lodge.
- Ambulance access is provided via the maintenance area, which is separate and not visible from the more public areas around the Day Lodge.
- There is more space available for the necessary facilities currently lacking: adjacent bathroom, shower and washer/dryer, as well as an additional seated treatment area.

This location is more proximate to, and at a similar grade of the Nordic lower loop. It also is adjacent to the Hooter Chair, providing convenient access onto the mountain for Ski Club members.

The Ski Club had previously developed detailed plans for a club building as a standalone structure to be shared with ski patrol. This building did not include a Nordic component.

Recommendations

The future Operations Building, envisioned to house ski patrol as well as the Nordic and Race Club, requires further planning and study prior to pursuing funding opportunities. More clarity is required regarding the specific components and location of this building. It should be noted that securing the capital required for Nordic and Juneau Ski Club components of the proposed Operations Building described in the 2010 study would be an individual club initiative by the two organizations.¹

¹ It should be noted the Ski Club had received the promise of a loan from CBJ for \$100,000 to support construction of their facility at Eaglecrest. Rasmuson Foundation funding had also been secured for a building of this type, though the timeframe for expending those funds has expired.



Eaglecrest should engage in discussions with both the Juneau Ski Club and the Nordic Club about who would maintain this facility once built. There have been discussions that the Juneau Ski Club could occupy the Rental Shop area in the lodge as an interim measure, in the event that the Learning Center/Main Lodge renovation projects proceed before the Operations Building.

d. Snowmaking System Improvements

The current snowmaking system covers the lower portion of the mountain, including the Porcupine beginner area and the “Flats.” This coverage is limited to the beginner terrain and high traffic areas of the lower mountain due to the limitations in the water source (Cropley Lake). Expansion to the system would likewise be limited by the water supply. The system was installed over twenty years ago and certain elements are in need of replacement and updating to create improved operations and efficiency by using modern snowmaking technology. An updated system, including pipe replacement as necessary, would allow for additional ski trail coverage and greater operational efficiencies.

Recommendations

Snowmaking is critical to maximizing operations, particularly in marginal temperatures, as it allows for coverage earlier and later in the season. A detailed snowmaking engineering study should be conducted as a first step in this process, to identify specifics and to prioritize implementation.

e. Night Lighting

Eaglecrest provided limited night skiing in the past, with coverage on the Ego trail off the Hooter lift and the Muskeg trail in the beginner area. This amount of coverage did not provide the variety needed for a viable night skiing operation. Additionally, the lack of power before the installation of the power lines was also a constraint to expanding the night lighting. As a result, regularly-scheduled night skiing has not been offered in recent years. For special events, mobile lighting has been used to supplement installed lighting.

In order to offer an attractive night skiing opportunity at Eaglecrest there is a need to expand the lighting grid to include a greater variety of ski trails that are tailored to a range of ability levels. This would include expanding lighting on the Porcupine, Hooter, and possibly the Black Bear trail systems. A more detailed operational analysis must be undertaken on the feasibility of lighting the Black Bear trail system, to ensure that this area can be suitably managed during night time operations. To augment the existing operation at Eaglecrest, night skiing should satisfy a demand of a potential user group. For example, night lighting of a terrain park area would increase the appeal for the youth market. Likewise, lighting a race trail could allow for the initiation of an evening race league at the mountain.

Night skiing opportunities are of interest to the community. One-third of phone survey respondents said additional lighting for the purpose of night skiing is very important for Eaglecrest. Another third (38%) said it is somewhat important. It is interesting to note that non-users express similar levels of support for additional lighting for night skiing. This might suggest that better and/or more night skiing opportunities at Eaglecrest could induce former skiers and boarders to return to the mountain. It may also be non-skiing parents seeing an opportunity for additional youth activity at Eaglecrest.

Almost half of survey participants (46%) between the ages of 18 to 34 believe additional lighting is very important. Two in five (40%) online respondents ranked the addition of lighting for night skiing as very

important for the Eaglecrest Ski Area, with generally similar responses from both last season's pass holders and non-pass holders.

Online survey participants were asked if they would favor or oppose the installation of lighting on the Black Bear lift and once-a-week night skiing if it meant a 20% increase in the cost of a season pass. Just over half of online respondents favored or strongly favored the additional lighting despite the increased cost, with one in five strongly in favor.

In summary, survey research indicates there is demand for night skiing and some willingness to pay for the opportunity. While a 20% increase in season pass prices would not be recommended, a season pass with a night skiing add-on might be an option. More detailed analysis is warranted when considering the various night skiing options. This may include terrain park operations under existing lighting on Hooter, to installation of additional lighting in areas offering more challenging terrain than is currently useable under Hooter lighting.

Recommendations

Before committing to future night operations the market should be tested to confirm the financial viability of night skiing. The existing lighting supplemented by temporary lighting could be used to allow for special night events, organized around activities such as racing and the terrain park. This would provide an indication for the popularity of both the activities (racing and/or terrain park use) and the use of the facility at night.

Further operational analysis should also be undertaken to better understand the costs and operational implications related to lighting the Black Bear area.

f. Lifts

Public input for the master plan included a number of suggestions for lift development. Faster lifts were frequently mentioned as needed improvements. New lifts were also suggested for the Mt. Troy area, Hogs Back, Mt. Stewart and the Fish Creek Knob area. Lifts were envisioned in some of these areas in the 1980 Eaglecrest Master Plan, but those projects were contingent upon Juneau's population being well over 40,000.

Less ambitious proposals relate to the use of the old Platter lift. For example, it has been suggested that a small surface platter lift could be installed from the top of the Black Bear lift to gain easier access to the West Bowl. This area is currently accessed by hiking from either the Ptarmigan or Black Bear lift. Further evaluation regarding the pros and cons of this idea will need to be studied. There are initial indications that there would be significant snow safety issues and rime ice problems associated with a surface lift in this location.

Another suggestion was made to install the platter lift in the low east area, in the valley bottom below Williwaw. This would open the forested area below East Bowl and Williwaw, an area that could be enhanced for glade skiing. Potential avalanche exposure from the opposite side of the valley may be a concern with developing this area.

Beginner carpet conveyors have been installed at the majority of ski areas as they have been found to greatly enhance the learning experience for entry level participants of all ages. This surface lift could be



installed in the beginner area on a very gradual slope, and replace the current situation where beginners get to the top of the beginner slope by walking on carpets that are placed on the snow surface. First time entry level skiers and boarders would then be able to comfortably graduate to the Porcupine lift.

Recommendations

Given the very slow population growth in Eaglecrest's primary market, the costs associated with additional lift operations into new terrain would almost certainly outweigh the potential revenue benefits, at least for the foreseeable future. While the area has terrain suitable for additional lift access, until the number of skier-days increases substantially and use of the current lift and terrain network begins to regularly exceed its comfortable carrying capacity, additional lift operations would only increase the need for General Fund subsidy from the CBJ.

As part of the annual Operations Plan and Budget for Eaglecrest, it is important that the existing lifts continue to be maintained as required for on-going use and to meet all code requirements. Considerations for upgrades and replacement of the existing lifts, to respond to basic lifecycle circumstances, should be part of annual budgeting for the ski area.

g. Terrain developed within Ski Area Boundary

Outside of the developed ski trail network but within the ski area boundary there are numerous opportunities for glading or tree thinning. Many of the areas between the developed ski trails have reforested over time and glading/thinning the tree cover would enhance the "off-piste" skiing, especially during snowstorms.

In addition to future glading/thinning of tree cover, continual "summer grooming" of the existing trail surfaces should remain an integral part of mountain operations. Removing undulations will allow for more efficient snow cover since additional depth will not be required to compensate for irregularities in the terrain surface.

One area of some interest in this regard is the area below Williwaw. Tree thinning in this area, coupled with thinning for and maintenance of a cat track back to base of Black Bear (for boot-backing out) could add high-value terrain to the ski area. Assessment of avalanche exposure in the cat-track area would be required.

Recommendations

Many opportunities exist for improving the ski experience within the developed ski area boundary as noted above. Maintenance of vegetative cover and "summer grooming" of developed ski trails should occur on a regular basis to insure that skiing can occur with minimal snow cover. Additionally, tree thinning and glading of forested areas within the ski area boundary should be undertaken to provide new "off-piste" skiing opportunities, especially for guests who do not want to venture outside of the developed boundary.

h. Terrain Outside of the Developed Ski Area Boundary

As skiers and riders seek out more aggressive, back and sidecountry terrain, and ski and snowboard manufacturers provide them with the tools to get there, resorts have found increasing demand for people venturing beyond the developed and signed ski area boundary. This desire for access to back and

sidecountry areas presents a host of challenges for resorts including the role of ski patrol in the backcountry, search and rescue responsibilities, guest education, closure and signage issues and risk management.

It is important to note that while use of sidecountry and backcountry is prevalent at ski areas throughout the US, there is no standard protocol for policy or management. The management approach varies throughout the country, though regional ski areas often collaborate to achieve consistency within the region. That said, management typically addresses four main categories:

- Boundary definition – boundary demarcation by signage or fencing (i.e. rope the entire boundary)
- Gating – is it important to establish? Are there typical places where people cross into the backcountry where gates would be appropriate?
- Signage – boundary and informational (location and content)
- Education – marketing material language (trail map, website, base area signage)

The Eaglecrest boundary is defined by a series of signs posted (typically nailed to trees) along the extent of the boundary. These signs read: Ski Area Boundary – No ski patrol or avalanche control beyond this point!

Eaglecrest, similar to all ski areas in the US that have adjacencies to backcountry terrain, clearly articulates the implications of skiing beyond the ski area boundary and into the backcountry to its users in a number of ways. For example, the following language is presented on their website:

Back Country Access: The area beyond the Eaglecrest boundary is backcountry terrain. The area is unmarked, not patrolled, not avalanche controlled and involves many risks, dangers and hazards including avalanches. Persons proceeding beyond the Eaglecrest Ski Area Boundary should be trained and properly equipped for self rescue. Any person requiring evacuation or rescue beyond the boundary must be aware organized rescue may be delayed. Pursuant to the Alaska Ski Safety Act, Eaglecrest assumes no responsibility or obligation for performing rescues in the backcountry. Be prepared for avalanche danger, terrain hazards, and weather changes!

Recommendations

There has been discussion of expanding the ski area boundaries on both the east and west side. There would be a substantial increase in operational costs with this, including avalanche control and patrol. Backcountry and sidecountry terrain, by definition, is beyond the controlled ski area boundary and accessed at the risk of the user, and should continue to be so as detailed in the “Closed and Out-of-Boundary Policy” in the Eaglecrest Operations Plan. The policy at Eaglecrest is similar to other ski areas that need to address back and sidecountry use. Additionally, while not the responsibility of the ski area, it is recommended that a local school or organization should provide a safety and training program for persons who want to venture into back and sidecountry areas.

i. Terrain Park

Terrain Parks offer an alternative type of terrain for skiers and riders, and are particularly popular with youth. Terrain parks provide a variety of “hits” and features of varying ability levels. They may or may not



include a half-pipe, though current trends see more terrain parks and less half-pipe construction, due to the added operational costs and snow requirements for half-pipe construction.

A terrain park on the lower mountain that is accessed via the Hooter chairlift could provide a draw for Eaglecrest skiers/riders—particularly the youth population, during periods when inclement weather shuts down the upper mountain. This draw of the youth population of Juneau may be further enhanced by night lighting in the terrain park area.

In the telephone survey, the terrain park received fewer “most important” ratings than any other development option. This no doubt is due to the fact the telephone survey was limited to residents 18 years of age and over. Conversely, in the online survey (which was open to all) the terrain park was third highest ranked overall (in terms of “most important” rankings). It was essentially tied as the top project for pass holders (tied with trails and ski area boundary expansion). Further, among online survey respondents under the age of 35, the terrain park was significantly above all other development options, with 24% noting it as the most important project. The terrain park was also the top pick for snowboarders (26% noting it as most important). Finally, the terrain park was the top pick among skiers/boarders that visited Eaglecrest 20 or more times last season.

Recommendations

Terrain parks do incur additional operations costs related to snow surface management (snow making and grooming/park maintenance). An analysis of these costs should be undertaken, and compared against the community benefit of increased youth visitation at Eaglecrest as well as the potential revenue gains this additional visitation may produce. This analysis should include consideration for night use of a terrain park area, as discussed earlier.

j. Nordic Terrain

Development of additional Nordic facilities may be an effective way to get more Juneau residents visiting Eaglecrest during the winter season. The Eaglecrest Master Plan telephone survey found that one in five Juneau adults Nordic skied somewhere in the Juneau area last winter. The Mendenhall campground is a particularly popular and convenient area that is groomed by volunteers. Track is also set in the Eagle Beach area. Spaulding Meadows is also a very popular backcountry area.

In order to enhance the existing Nordic skiing opportunities at Eaglecrest there could be a connection of the lower and upper loop trail systems. The interconnect trail would start at the upper portion of the lower loop, cross the creek and switchback through the forest to the upper loop trail. The connector and upper loop trail would be hardened similar to the lower loop trail in order to provide additional hiking and mountain biking opportunities. The upper loop could also be extended into the Hilda Creek Valley.

The Juneau Nordic Ski Club (JNSC) has identified a number of additional opportunities for the development of Nordic terrain at Eaglecrest. These include:

- Access up to and around Cropley Lake.
- A new loop across the road from the existing lower loop which could provide additional “gentle” terrain for beginner skiers.
- Additional trails to the lower loop to expand upon the existing experience.

More information on these opportunities is provided in the JNSC memo submitted to the planning team, which may be found in Appendix 5.

Expanding the small parking area adjacent to the lower access point for the Nordic lower loop and providing a small warming hut and bathrooms in this location would increase the universal accessibility of the Nordic terrain. This would also create a staging location for beginner skiers that is adjacent to the most gentle Nordic terrain. Currently, an additional access point and parking is provided at the Storage Parking Lot further down the access road. While this parking area can accommodate more cars, the adjacent terrain is not as flat which prevents it from being as accessible to all users. It should be noted that this more remote second point of access onto the Nordic terrain could increase issues related to non-ticketed use of the trails. The Nordic club could assume responsibility of monitoring ticketed use, and organize members to patrol the trail network.

Results of the telephone survey indicate reasonably strong overall support for Nordic improvements at Eaglecrest, including trail development and warming huts. Thirty percent of survey respondents indicated that Nordic improvements are very important, while another 40% indicated it is somewhat important. Only 19% think it is unimportant. Over half (52%) of the Nordic skiers surveyed indicated it is very important for Eaglecrest to improve Nordic facilities. It is no surprise that among Nordic skiers, Nordic improvements were most often mentioned as the single most important project for Eaglecrest (mentioned by 23% of Nordic skiers), along with trails for hiking and biking (19%), and cabins/huts (13%).

The online survey included 378 Nordic skiers who skied at Eaglecrest last year. Results were very similar to the telephone survey. Among this group, Nordic improvements are the top priority for 26%, followed by hiking/biking trail development (22%), then ski area boundary expansion (14%). Comments regarding Nordic skiing received in the survey focused mainly on lighting for Nordic trails, as well as overall interest in more trails, particularly more groomed trails.

Informal meetings with a group of Nordic skiers generated a range of ideas for Eaglecrest. Longer-term development of a dedicated Nordic center, including seating/warming area, restrooms, perhaps with ski rentals, either near the lodge or in the vicinity of the lower loop access point near the storage lot, is seen as something that would generate substantial additional Nordic visitation to Eaglecrest.

In 2008 a survey of 101 Eaglecrest Nordic skiers was conducted on behalf of the Juneau Nordic Ski Club. Nordic skiers were asked what could be done better (in terms of supporting Nordic skiing), with “more trails” being the more frequent response. Most needed facilities include warming/waxing hut, outhouses, and trail lighting.

In many ski areas, nonprofit clubs provide most of the energy and resources related to Nordic operations, as they are typically revenue neutral at best.

Recommendations

Initiate a detailed planning effort focusing on Nordic facilities and services, involving the Eaglecrest Board of Directors, ski area management, and the Juneau Nordic Ski Club. This planning effort should focus on clarifying near-term and long-term priorities, the need to balance operational costs and revenue opportunities, and opportunities for ski club involvement in future operations of the Nordic facility at



Eaglecrest. Nordic Ski Club participation will be important in terms of setting priorities, fund raising and perhaps maintenance of facilities.

Nordic interests should be included in ski area trail development planning, to identify where trails for summer hiking and biking use could be constructed for winter Nordic use as well.

k. Snow Play

Snow Play activities, such as tubing, sledding and luge, provide additional winter opportunities for non-skiing/riding residents. It is important that the locations for these types of activities are adjacent to base area facilities, as they must be easily accessible by foot traffic. Equally important, these activities must not conflict with the existing skiing/riding operations, and should provide sufficient revenue to cover operational costs.

The location of these various snow play activities must satisfy the physical requirements—gradient, space—that are specific to the activity. For example, tubing requires a significant amount of flat “run out” space.

The terrain adjacent to the Porcupine area (i.e., the old tubing area) would be suitable for snow play activities such as tubing, luge, sledding, etc. This area is close to the Main Lodge and parking area, is accessible by foot traffic and the Porcupine lift, and is not currently used by the winter operations.

Again, further analysis must be undertaken prior to implementation, to confirm suitability based on the specific physical requirements of the activity. While the previous tubing hill was challenged with a lack of flat terrain for runout, initial observations have determined that the area immediately adjacent to the Porcupine lift would be suitable for luge. This terrain would need to be absent of any structures or grading to remain suitable for luge, which should be considered in the event that Eaglecrest proceeds with establishing a mountain bike skills park in this location (see following discussion in Section IV.A.2.b).

Though not addressed explicitly in the survey research, some interest was expressed at the public meeting, in written comments, and in survey research in development of a luge sledding opportunity. Interest was also expressed in restarting the tubing facility at Eaglecrest.

Recommendations

Future planning studies should be undertaken before pursuing any specific snow play activity. Eaglecrest has operated a tubing hill in the past and discontinued this use as it did not generate enough revenue to cover operational costs. Future snow play proposals should be investigated by looking at demand in comparison to operating expenses.

2. Proposed Summer Activities and Facilities

a. Multi-Use Trail Network

Multi-use trails accommodate a variety of activities throughout the year, such as hiking, biking and equestrian in the summer, and Nordic (cross-country skiing and snowshoeing) in the winter. To meet the needs of different users, multi-use trails may be as narrow as a single-track trail, or up to 6–8 feet wide along busy sections, and either dirt or gravel. Trails may be formal, with hardened surfaces and

boardwalks. They may also be informal “social” trails, or worn paths in the terrain caused by repetitive access to a popular destination such as a lake or scenic view.

When developing a multi-use trail network, careful considerations about safety must be made, especially between mountain biking and hiking. Mountain bikers travel fast, which can not only lead to very dangerous collisions, but also detract from the hiking experience. However, the majority of ski area and mountain resort communities provide trails that accommodate both hikers and mountain bikers, while also offering a few trails for “hikers only”.



Developing more multi-use trails would not only provide desirable recreation opportunities for locals and tourists, but have environmental benefits as well. Eaglecrest’s terrain is comprised mostly of muskeg. Social trails through muskeg areas are unstable and can lead to erosion and further damage to the ecosystem.

Because of the muskeg that covers much of the mountain, any trails at Eaglecrest must be “hardened” with a foot deep gravel sub-base. This adds significantly to the cost of trail development, which could minimize the extent of a trail system at Eaglecrest. The cost of the existing hardened “Lower Loop” trail, connecting the ski area to the Treadwell Ditch trail (approximately 6 to 8 feet wide), was approximately \$50,000/mile. Trail Mix estimates the construction cost of a 2.5-foot wide gravel bike/hike trail at approximately \$60,000/mile, and a 1.5-foot wide single track backcountry trail at \$132,000/mile. Additional costs are incurred due to the added complexities of getting materials and equipment along narrow, often hard to access trail locations.

Development of a trail system for hiking and biking at Eaglecrest has a very high level of support from the community of Juneau. In fact 87% of telephone survey respondents favor trail development, including 84% of non-winter users and 95% of Eaglecrest users. Trail development also ranked consistently among the top two most important development options among ski area users and non-users. Half of the adults surveyed by telephone said they would be very likely to use trails at Eaglecrest for hiking (15% they would use the trails for mountain biking). It is clear that trail development at Eaglecrest would generate substantial new summer season recreational activity at Eaglecrest among Juneauites. Further, with the relatively easy access to alpine environment, the area would be popular with independent visitors as well.



Multi-Use Trail Network Opportunities at Eaglecrest

- Create a trail network to provide access to the upper alpine, scenic alpine ridges and Cropley Lake.
- Formalize the upper mountain trails to access Dick's Lake and the West Ridge, providing scenic vistas that are easily accessed from the top of the mountain road and the top of the Ptarmigan and Black Bear lifts.
- Connect a trail network at Eaglecrest to other existing Douglas Island trails, such as the Treadwell Ditch trail and the Mount Troy/Dan Moller trail.
- Partner with private sector organizations (i.e., Trail Mix) to construct on-mountain trail networks.
- Note trail to the top of the mountain could replace mountain road as "trail" for mountain access.
- A Hilda Creek trail connecting Eaglecrest with to Pt. Hilda on the southwest side of Douglas Island would cost approximately \$140,000, according to Trail Mix estimates.

Multi-Use Trail Activities Opportunities at Eaglecrest

- Identify a variety of terrain and routes that create unique experiences for casual hiking, interpretive hikes, Nordic skiing, trail runs, and challenging mountain biking.
- Utilize the existing hardened trail which leads down to Fish Creek and the Treadwell Ditch trail as the backbone of a more extensive loop. This loop could be developed to provide an easy hiking/biking trail in the summer, and as a hardened trail it would maintain a better early/late season snow surface for Nordic users. This trail could have an interpretive component, educating users to the flora and fauna of the surrounding ecosystem as well as to the historic nature of the Treadwell Ditch. This trail could be utilized to create a unique tour experience for cruise passengers.
- Utilize the upper mountain trails to Dick's Lake and the West Ridge to provide a unique experience to cruise passengers. This would require providing some form of transportation to the top of the mountain for these users.
- Create a trail network that is suitable as an athletic training site and as a venue for a myriad of athletic events, such as trail running, mountain bike, and Nordic skiing races.

Advantages

- Multi-use trails have broad appeal and would be enjoyed equally by local residents and visitors to Juneau.
- Hardening the Upper Nordic loop, adding more hardened trail in the Lower Nordic loop area and connecting the two loops would allow for better early and late season snow surface conditions for Nordic skiing.
- Development of a more extensive multi-use trail system at Eaglecrest provides a unique opportunity for experiencing the alpine environment.
- Improvements to the Treadwell Ditch trail in combination with the development of additional multi-use trails in the Eaglecrest area would create a greater attraction for exploring the alpine country.

Challenges

- Muskeg presents a challenge, environmentally and economically. Trails that run through muskeg must be hardened, which is costly.
- Trails must be carefully sited to avoid the wet and most fragile terrain, and respond to all regulatory requirements, including permitting with the Corps of Engineers.
- While trail construction is very expensive, the vast majority of the potential hiking activity at Eaglecrest would be non-revenue generating. The relatively limited revenue potential associated with commercially operated guided hikes would not generate a reasonable return for Eaglecrest's investment of its own limited capital projects funding.

Recommendations

To the extent that Eaglecrest can partner with other organizations (e.g., CBJ Parks and Recreation, Trail Mix) to plan, fund and construct trails, a multi-year, phased trail construction program would substantially increase community use and value for the area.

b. Mountain Biking

With the recent advent of Mountain Bike Parks, a combination of trail networks and bike skill development areas such as Pump Tracks and Jump Parks, mountain biking has become a popular summer-time activity at many ski areas in the U.S. and Canada. This can be seen throughout North America in places like Whistler, B.C. and Snowmass, Colorado, who are now famous for their mountain biking facilities. Even communities like Frisco, Colorado have built and manage downhill parks as public amenities that have broad appeal amongst residents and visitors. Development of these parks has allowed bike operations at ski areas and mountain resorts to evolve beyond lift-accessed technical single-track trail systems into areas that bring people of different skills and fitness into the sport, expanding the market appeal and financial viability of the operation.

As part of mountain biking operations, ski areas typically rent bikes and associated gear, as well as offer lessons and group tours.



Mountain Bike Trail Networks

A mountain bike facility must serve a broad range of ability and fitness levels. Like ski runs, mountain bike trails can be classified as novice, intermediate or expert. Some ski areas develop specialized trails for extreme riding and competitions. A mountain bike trail network can be developed in phases, while maintaining the balance of offerings for riders of different abilities.



Lifts can carry riders and their bikes to access downhill trail networks, while gentler base area terrain can be used for novice trails and skill parks. All trails should be designed with an average grade of 5%-10%. Trails should be constructed to minimize environmental disturbance and to limit erosion.

Mountain Bike Skills Development Area

A bike skills area usually includes a variety of natural obstacles such as rocks and logs, imaginatively constructed features like teeters and ladder bridges, and dirt jumps. These areas provide a place for riders of all abilities to hone their skills, making the technically challenging sport more available to the general public. Riders return to these areas repeatedly to improve their riding skills.

Bike skills areas do much more than mimic terrain found in nature and they're not a replacement for traditional trails. Rather, they serve as an additional outlet for riders, that's technically oriented, convenient, controlled—and a lot of fun.

It is important to note that lift serviced mountain biking requires very high visitation levels to cover the costs of operating the lift. Lift operation for Hooter, Ptarmigan or Black Bear, including patrol and ticketing would cost over \$1,000 a day. Porcupine would be a lower cost per day as patrol needs would be less. Using a van to transport riders to the top would be a cost-effective means, and would avoid the challenges of exposure to inclement weather inherent to chairlift use. However, the use of vans would not be permitted as the motorized vehicles are not allowed within the ski area with the exception of maintenance vehicles.

Again, because of the muskeg that covers the mountain, any trails at Eaglecrest must be “hardened” with a foot-deep gravel sub-base. This adds significantly to the cost of trail development, which could minimize the extent of a trail system at Eaglecrest. The high cost of building any trail at Eaglecrest also suggests the need for focusing on multi-use versus singular activity trails.

Fifteen percent of the adults surveyed in the telephone survey said they would use an Eaglecrest trail network for biking. Just under half (43%) of the 1,001 online survey participants said they would be very likely to bike at Eaglecrest if suitable trails were developed. Further, 68% of online survey respondents had biked on Juneau trails in the past 12 months. All of these survey results suggest the potential market for mountain biking at Eaglecrest is large, if suitable trails can be developed.

Strong interest was expressed during informal meetings with mountain biking proponents and in the online survey in downhill mountain biking opportunities.

The surveys gauged interest in purchasing lift tickets to access a trail network at Eaglecrest. Specifically, about one in seven (14%) telephone survey respondents said they would be very likely to purchase a \$20 to \$30 summer lift ticket for biking if it provided access to a well-developed network of trails. Among online survey respondents, about one-third (35%) would be very likely to buy a \$20 to \$30 lift ticket for lift-supported biking.

The online survey also measured interest in a bike skills park. Just over one-quarter (27%) would use a mountain bike skills park if it were development at Eaglecrest. No surprise that younger people expressed greater interest in a skills park; 39% of online survey respondents under 35 years of age would be very likely to use a skills park, compared to 12% of those age 45 to 64.

Planning for bike skills park development is already underway at Eaglecrest. Eaglecrest management has applied for \$50,000 in grant funding, under the State of Alaska Recreational Trails Grant Program, for the construction of a Mountain Bike Skills Park. The park would be constructed in the area of the existing tube hill and adjacent meadows just to the north of the tube hill. The park would include a variety of trail-linked features built with dirt, lumber, and existing rock and wood resources and would be designed to promote skill-building for mountain bike riders of all levels.

Mountain Biking Opportunities at Eaglecrest

- Develop base area (i.e., Porcupine area) Bike Skills Park with season passes. Note that Eaglecrest has submitted an application for funding a skills park under the State of Alaska Recreational Trails Grant Program.
- Develop a lower mountain “loop” by expanding the existing hardened trail.
- Develop upper mountain biking trails as part of a multiple use trail network.
- Investigate feasibility of lift service (Ptarmigan and/or Porcupine).
- Investigate feasibility of vehicle-supported mountain biking
- Partner with private sector organizations (i.e., Trail Mix) to construct on-mountain trail networks.
- Partner with private sector operator for commercial use—“Bike and Hike” or “Hone your skills at the Skills Park” tours.
- Excursions to the Bike Skills Park in the Porcupine area (and/or in the “old tubing area”) may have limited appeal to cruise ship passengers.

Advantages

- Can utilize natural mountain terrain and existing guest service facilities.
- Eaglecrest could become the community mountain biking center.
- Residents have expressed interest in “seasons pass” use of mountain bike trails.
- Porcupine area and the old tubing area would be very suitable to skills park development, and is easily accessed from the base area parking and facilities.
- Local trail organizations (i.e., Trail Mix) have expressed interest in establishing trails at Eaglecrest.
- Phased development is possible.

Challenges

- Limited market for “seasons pass” visitation (i.e., Juneau residents only).
- Soil conditions require additional base preparation for trail construction (additional costs).
- Typically appeals to youth market—not consistent with primary tourism market (i.e., cruise passengers)
- Mountain bike park operations require significant staffing and infrastructure (i.e., rentals, ticketing, patrol, instruction, lift operations) which must be offset by revenue from facility use.



Recommendations

While there is significant public support, there currently is no trail infrastructure to support a mountain biking operation at Eaglecrest. To the extent that Eaglecrest can partner with other organizations (CBJ Parks and Recreation, Trail Mix) to plan, fund and construct trails, mountain biking would substantially increase community use and value for the area.

Lift served mountain biking incurs significant operational costs as well as initial capital costs for chair modification to carry bikes, and would be very difficult to sustain on a consistent basis. Assuming a trail network is established and funding could be secured for the necessary capital expenditures, special events organized by the mountain biking community could include temporary use of the lifts for mountain biking access. Alternatively, lower capacity opportunities for on-mountain access could include using the mountain road to transport bikes and riders up the mountain, although this would require a change to the current non-motorized use ordinance.



c. Segway Tours

Segway tours provide a unique recreation activity for people of all ages and abilities. A “Segway” is a two-wheeled, personal electric vehicle that allows riders to maneuver and balance the machine while standing up. Typically used in urban environments, the development of Segway’s X2 machine opened up new opportunities to ride on a variety of natural terrain. People now enjoy Segway’s on beaches, bike trails, and paths. The maximum speed of the Segway X2 is 12.5 mph and can travel up to 12 miles before re-charging is required.

Segway tours especially appeal to the tourism market because they allow people to interact with the environment with very little risk or exertion, and are fun, fast-paced, and group-oriented. Similar to zip lines and alpine coasters, it is not everywhere that people have the chance to glide through nature, in a gorgeous alpine setting.

Tours can include some stopping, sight-seeing, and photo-opportunities. They usually cover 2 to 4 miles, which is usually enough to delight people, offer a variety of scenery, and balance their wishes for plenty of riding versus becoming tired of standing. Tours usually stick to gentle and moderate slopes.

Segway’s are used at several ski areas on trails that are also used by hikers and bikers. Segway’s are a very “low impact” motorized vehicle.

Segway tours would appeal to the Juneau cruise ship passenger, since they attract similar demographics (i.e., those in the 50+ age groups), do not require significant physical effort, and could offer participants an Alaskan “outdoor adventure” coupled with an educational experience.

Again, it is important to note that Eaglecrest is currently a “non-motorized” area. While Segway’s are very unobtrusive—they are quiet, battery powered, and very slow moving—their use at Eaglecrest is currently prohibited.

Survey research revealed that most Juneau residents support summer season commercial use of Eaglecrest that have minimal impact on local residents’ use of the area. A Segway tour would likely occur only over a relatively small portion of the lower hardened trail to the Treadwell Ditch bridge. As a relatively low-volume, quiet operation, and with the potential to generate revenue to support Eaglecrest operations, a Segway tour would probably have majority support among Juneau residents. Greater barriers might be related to changing the non-motorized status of the area. Based on telephone survey results, the majority of ski area (57%) users are opposed to changing the CBJ ordinance to allow motorized use in the summer.

Opportunities for Segway Tours at Eaglecrest

- Use the existing hardened trail down to Treadwell Ditch to create an interpretive tour that teaches about the flora and fauna of the region as well as the mining history and the original use of the ditch. Any future expansion of a hardened trail network in the lower area of Eaglecrest may be incorporated into the tour.
- Provide a unique experience to attract cruise passengers. Segway tours are very popular excursions; especially for the older demographic that is the typical cruise passenger visiting Juneau. There are about 500 tour operators world-wide, including 250 in the U.S., but very few of them are at ski resorts.

Advantages for Eaglecrest

- Segway’s require very little new infrastructure. In the case of Eaglecrest, Segway tours could be based off of Eaglecrest’s existing hardened trail.
- To get started, there is relatively modest capital investment needed, employees can be cross-trained from other operations, and equipment is durable and low-maintenance. The Segway’s themselves may be provided at no cost as part of a profit-sharing venture with the manufacturer.
- Tour groups are typically small (8 to 10 people) and would have minimal adverse visual or audible impact on other Eaglecrest users.

Challenges

- Eaglecrest is currently a “non-motorized” area. While Segway’s are very unobtrusive—they are quiet, battery powered, and very slow moving—their use at Eaglecrest is currently prohibited.

Recommendations

Similar to the existing zipline operation, a Segway tour at Eaglecrest has the potential to be an attractive and viable commercial enterprise. If supported by the board, the process of identifying a potential vendor for the tour opportunity should be initiated.

Currently Segways are not allowed at Eaglecrest due to the non-motorized use ordinance. If the Board of Directors decides to entertain a commercial vendor for Segway tours at Eaglecrest, and to make an exception to the non-motorized use ordinance at the area, then they would work with the Assembly to modify the ordinance language to allow such use.



d. Accommodations – Cabins/Huts

There are remote huts located in many mountain regions throughout the United States. These huts often occur as a “hut-to-hut” trail network, providing opportunities for backcountry skiing, mountain biking and hiking while staying in a safe, comfortable but “rustic” shelter. This kind of system has been extremely popular in Colorado with the 10th Mountain Division Huts, which consists of 30 backcountry huts connected by 350 miles of trails. They range in size from 3 to 20 beds, are equipped with wood burning stoves for heating and cooking, and other basics. Hut users are responsible for either melting snow for water in the winter or collecting water in the summer, as well as purifying it. Reservations are required, and costs are minimal. The huts are fully booked for months in advance during the winter. Other less established yurt style huts have been located in and around mountain towns. These can also be rented for a nominal cost for overnight excursions. The U.S. Forest Service also rents old lookouts and ranger cabins for overnight use.



The Dan Moller cabin is a very popular destination in the Juneau area and is often booked far in advance. This cabin, along with the Peterson Lake Cabin, has recently undergone a complete renovation to both the exterior and interior.

Survey research measured a high level of interest in cabins or huts at Eaglecrest. Nearly a third of telephone survey respondents (30%) said they would be very likely to use cabins or huts for overnight stay at Eaglecrest

Half of online survey participants said they would be very likely to use cabins or huts for overnight stay. In the cost were \$50 a night, approximately 15% said they would rent for a single night each year, 20% for two nights, and 10% for three nights. The remainder said they would rent a cabin for four or more nights each year.

Opportunities for Cabins/Huts Accommodations at Eaglecrest

- Be part of a greater Douglas Island hut-to-hut trail network.
- Provide overnight camping experience in an alpine setting.

There is a \$10,000 endowment to support building a cabin in the honor of Eaglecrest enthusiast and supporter, Matt Brakel. Areas originally considered for this cabin included Croyley Lake, the upper and lower cross-country loops, and near Dick’s Lake. This funding is considered fluid and may support a cabin anywhere within the Eaglecrest boundaries, or for other uses at Eaglecrest that fit with the original intent of the donated funds.

Advantages for Eaglecrest

- Would provide some overnight accommodations in the ski area.
- Receive income from rental of cabins/yurts.
- Would allow backcountry skiers and hikers the ability to experience Eaglecrest as part of a multi-day hut-to-hut experience.
- Would allow for small groups to more easily organize overnight trips into an alpine setting.
- Could be used as part of an outdoor learning center experience.

Challenges

- Cabins and huts would require additional maintenance.
- Additional operating costs would also be incurred.
- Hardened trail to any cabin site would be required prior to construction and use of a cabin or hut.

Recommendations

Year round use of cabins/huts in the Eaglecrest area would require the establishment of a multi-use trail network to provide access to users and for construction/maintenance, and funding would have to be found for the initial capital of constructing the cabins. Less remote cabins/huts, built within the base area environs, would be easier to construct and would likely be met with high demand. In either case, the existing use of other area facilities (i.e., the Dan Moller cabin) would indicate that revenue generated by use could offset operational costs. The board needs to determine if Eaglecrest should take on this additional operation, or turn it over to a commercial vendor or non-profit organization.

e. Accommodations – Recreational Housing

It should be noted that there have been discussions suggesting the establishment of second homes (i.e., small recreation cabins) in the Resort Development land classification area (i.e., within the base area environs) at Eaglecrest. There are a number of concerns with this proposal: market demand, utility infrastructure requirements (sewer/water), building on muskeg, utilizing terrain that is currently used for recreation (i.e., lower Nordic loop), and/or changing the experience of using this terrain by adding some type of housing.

Recommendations

Additional market research to gauge the depth of interest in recreational housing, and further planning analysis to determine physical feasibility must be undertaken before pursuing this use further. The cost of entry is high, and the area would first have to be rezoned to allow for this use. Eaglecrest would have to initiate a relationship with a third party developer to build and operate this housing.

f. Accommodations – Hostels

Hostels provide cost effective accommodations where individual guests or groups can rent a bed in a dormitory and share a bathroom, lounge and sometimes a kitchen. Rooms are often bunk-style which can be either coed or single-sex. There are often smaller private rooms also available for additional costs.



Hostels are generally cheaper for both the operator and the occupants; many hostels have long-term residents whom they employ as desk clerks or housekeeping staff in exchange for free accommodations. Hostels may be seasonal and shut down during periods of low use.

Example: The University of British Columbia Whistler Lodge is a 42-bed hostel, situated 3km south of Whistler Village and 1km north of Whistler Creekside. The lodge is owned and operated by the Alma Mater Society of UBC Vancouver and is available to both students and the general public at varying rates. The lodge offers such amenities as a communal kitchen and BBQ grill, a hot tub and sauna, pool table and video game machine, internet access and laundry facilities.



A hostel at Eaglecrest would allow for the ski area to have some overnight accommodation without the significant operational overhead and occupancy rate requirements of a full-service hotel. A hostel may be seasonal and shut down during periods of low use.

Opportunities for Hostel Accommodations at Eaglecrest

- Attract out of town visitors for multi-day visits (both summer and winter).
- Attract groups—teams, schools, clubs—to use Eaglecrest for multi-day activities (both summer and winter).
- Become an attractive training venue for regional sports teams.

Advantages for Eaglecrest

- Provide low-cost accommodations at the ski area.
- Would attract out of town groups to the mountain for multi-day visits.
- Could be operated seasonally, reflecting market demand.

Challenges

- Additional managerial and maintenance responsibilities.
- Utility infrastructure requirements (sewer, water)

Recommendations

A hostel at Eaglecrest would have to be built and operated by a third party entity, but would be a positive addition for the area. Further planning analysis should be undertaken to determine possible locations within the Eaglecrest base area, and to ensure that the existing operations at Eaglecrest are not adversely impacted by a future location of a hostel building.

g. Education

Ski areas are perfectly suited to be outdoor classrooms throughout the year for many different subjects. The most apparent opportunity is environmental education, utilizing trail networks to experience the unique alpine ecosystems. Students of all ages can have an up-close, hands-on experience with unique plant and wildlife species, and ecosystem processes. Indoor guest services spaces may be used as “classrooms” or meeting areas for classes and groups. Besides minimal signage, establishing outdoor classrooms requires very little investment, and curriculum may be driven by local educators and partners.

Given the importance of alpine ecosystems in the field of climate change research, ski areas are often candidates for this type of research. Research projects could also serve as demonstrations for visitors to inform them about environmental conditions.

Environmental research can also occur in very select, isolated areas of a ski area. These could range anywhere from basic science projects for an elementary school, to more advanced, multi-year research studies.

Eaglecrest provides a number of opportunities for environmental education, utilizing trail networks to experience the unique alpine ecosystems. Trail use would be limited to the existing hardened trail and the mountain road. As future hardened trails are created, the extent of use for educational purposes could increase.

Education could also encompass the arts, partnering with local groups and educators to provide classes in photography and landscape painting. This would have broad appeal throughout the community, as well as among tourists.

Opportunities for Education at Eaglecrest

- Use the classroom space in the proposed Learning Center as the headquarters for an educational program at Eaglecrest.
- Use the existing hardened trail to create an interpretive experience related to environmental education. Future expansion of the hardened trail network could also be utilized for outdoor education.
- Partner with local schools to provide environmental education at Eaglecrest as part of school curriculum.
- Explore research opportunities with the University of Alaska Southeast.

Advantages for Eaglecrest

- Increases the community use of the facility, especially youth and in general non-skiers—strengthens the connections between local schools and Eaglecrest.
- Uses existing lodge space; when built, the Learning Center’s classroom could also be utilized.

Challenges

- Until the Learning Center is built, there is not ideal “classroom” space at Eaglecrest from which to stage educational programs. The existing cafeteria seating area in the base lodge could be



utilized in the short-term, but only for the summer months. The cafeteria is not ideal, as it is too large for a classroom, and in the summer the zip tour operators are using the adjacent cafeteria space for their staging area which would be distracting for classes.

Recommendations

A more comprehensive trail network (Multi-use Trails) and classroom facilities (Learning Center) would need to be developed to optimize the opportunities for environmental education at Eaglecrest.

Enhancing educational opportunities at Eaglecrest is an initiative that would require specific board focus, to develop relationships with organizations whose mission is outdoor education (such as Discovery Southeast). Through this relationship grants could be sought for educational programs that would benefit the community. In concert with this, the board should continue to engage the schools in the community in discussions related to opportunities for environmental education at Eaglecrest

h. Events

Located in beautiful and scenic mountain environments, ski areas provide a unique venue for a host of special events. The outdoor spaces of a ski area's base area, the guest service facilities and parking infrastructure may be utilized for a broad spectrum of events: festivals, music events, arts & crafts exhibits, banquets and weddings, and small conferences and meetings.

There are already dozens of events that take place at Eaglecrest, from annual traditions like the Christmas Eve Celebration that started in the 1980s, to one-time events such as this year's Alaska Travel Industry Association's annual convention which over 400 people attended and 7 tents were brought in to supplement the Day Lodge.



Community Events

Spring/Summer/Fall	Winter
Discover Eaglecrest Day Mountain Bike Tour of Eaglecrest ATIA Community Night (one time event) JSC Open House	Annual Christmas Eve Celebration Learn to Adapt Awareness Day Big Brothers Big Sisters Day National Safety Awareness Week Books2Board Family Day Learn to Ski Weekend sponsored by Mendenhall Auto Subaru Winter Fireworks Spectacular UAS Day Keg Toss Contest Easter Celebration Annual Slush Cup Music on the Mountain Series
Winter Programs	
Women's First Tracks Program Book2Boards Orientation Juneau Ski Club Olympic Qualifier Race Series Women's Yes You Can	
Training Programs	
Outdoor Emergency Care Refresher #1 & #2 Lift Evacuation Refresher EMT Refresher Various Patrol and Instructor Pre-Season Training Days Employee Orientation Multi-Agency Avalanche Rescue Scenario	

Opportunities for Events at Eaglecrest

- Most of Eaglecrest’s current events occur from fall through late-spring, with a handful during the summer. Bringing more people to Eaglecrest in the summer for social, cultural and educational events would heighten the ski area’s role in Juneau as a public, community asset throughout the year.
- Being a public ski area, Eaglecrest is truly a community asset. To heighten this role in the Juneau community, Eaglecrest could use its existing Lodge and proposed Learning Center as a year-round venue for cultural events, festivals, banquets, and exhibits.
- Improvements to the existing lodge would increase Eaglecrest’s appeal as a rental facility for weddings, parties and other special events.

Advantages for Eaglecrest

- The outdoor “plaza” space outside the lodge, as well as the lower terrain of the Porcupine area, is well suited for gathering large groups during festivals and special events.
- Eaglecrest’s existing facilities (food & beverage, rest rooms, cafeteria seating area), and the Learning Center once it is implemented, may be used for indoor events, and to service outdoor events.
- Hosting events at Eaglecrest increases the community use of the facility.



Challenges

- Outdoor events are very weather dependent. Juneau locals are used to the often inclement weather and would not let a rainy day spoil a community event, but visitors from out of town who attend an event at Eaglecrest as part of a conference may have a different perspective.
- The current lodge is not well suited or appealing for weddings or banquets.
- In winter there is a limitation to staff resources to organize additional events

Recommendations

The management team at Eaglecrest should continue to seek out opportunities to use the existing facilities to host a variety of events that both support community use as well as generate additional revenue. As future facilities and activities are developed at Eaglecrest (like the Learning Center and/or Main Lodge improvements) opportunities for event programming will be increased.

B. EVALUATION OF FUTURE RECREATION USE

The successful implementation of the Eaglecrest Master Plan requires establishing a sound evaluation process within which decisions about future recreational land uses can be made. Potential uses may be either be facility related or activity related:

- **Facility:** A physical structure, building or built element which serves to host a use or activity. Facilities can be designed as sole purpose (to host a singular activity, i.e., mountain coaster) or be more multi-use in orientation.
- **Activity:** A type of recreational use that largely relies on existing infrastructure (buildings, parking, trails) for its function. These uses may require some additional and incidental infrastructure in support of the primary function.

Four major factors form a framework for this evaluation process. Each factor includes a number of criteria that can collectively help address the suitability of the proposed facility or activity for Eaglecrest.

Market – criteria that relate to the depth, scale and alignment of the potential recreation use within the local and tourism market. In other words, who are the potential users and how many potential users are there?

Operational – criteria that address how the proposed facility or activity might impact current operations at Eaglecrest or other potential future uses.

Financial – criteria related to the potential costs (capital and operating) and revenue associated with the proposed facility or activity.

Impacts – criteria related to assessing the impact of the proposed facility or activity on current users' enjoyment of Eaglecrest, and on the natural environment within which it is set.

Each of these evaluation factors are described in more detail below. Over time, additional factors may arise. The most important consideration in any discussion around future use of Eaglecrest is that all factors be measured, and consistency with the Eaglecrest vision, mission and values be insured.

The relative importance of each criteria and the resulting conclusions might be very different depending on what the overall objectives are for development/improvements. If, for example, the primary objective became to “preserve natural areas at all cost”, then the scale and magnitude of impacts to natural resources might be the primary criterion for consideration.

1. Market Factors:

It is important to evaluate the market orientation and demand of potential uses in order to gauge long-term fit and sustainability.

a. Market Demand

Market demand is a measure of the number of people who would be expected to use a new facility or participate in a new activity. Demand is measured in terms of total visits per year. The duration of a visit is not important in this analysis. With respect to Eaglecrest, market demand for a particular facility or activity can generally be characterized as either low, medium or high.

Low: Uses that may add fewer than 1,000 visits per year to overall visitation at Eaglecrest.

Medium: Uses that may add between 1,000 and 5,000 visits per year.

High: Uses that may add more than 5,000 visits per year.

It is important to note that low market demand doesn't necessarily indicate a potential use is ill-advised. If the potential use is desirable, low cost and low impact, it may warrant development.

b. Market Segment

Market segment describes whether potential users are Juneau residents or visitors. The visitor market could be segmented into cruise visitors, independent visitors and residents of outlying communities in the region.

Local: Proposed facilities or activities would be intended to primarily serve CBJ residents

Visitor: Proposed facilities or activities would be intended to primarily serve visitors to Juneau.

c. Seasonality

The seasonality of the use is also an important to consider. Some uses may be viable only during summer months. Others may be more “year-round”. An evaluation should consider the time period(s) when the use is operable.

Summer: Use operates during the May through September period (encompassing the cruise season).

Fall/Winter: Use operates during the November through April (encompassing ski area operating months).

2. Operational Factors

A key consideration in evaluating a potential use is the operational factors that may be influenced by the addition of the activity or facility. Two factors require consideration as part of this evaluation process:



a. Potential Operational Structure

Two potential operational models are anticipated at Eaglecrest:

Eaglecrest-operated: The potential use would be operated exclusively by Eaglecrest staff.

Joint-Venture: The potential use would be operated under a joint-venture agreement between Eaglecrest and a 3rd party. The agreement would clearly define operational requirements and cost-sharing between both parties.

b. Operational Alignment

The operational “fit” of the potential use (beyond costs) with Eaglecrest can be considered with three questions:

Use of Existing Eaglecrest Employees: Does the potential use and its operating model require new employees at Eaglecrest?

Use of Existing Facilities: Will the potential use require the use of existing Eaglecrest facilities?

Alignment with Eaglecrest Strategic Plan: Is the potential use in alignment with the goals and objectives of the current Eaglecrest Strategic Plan?

3. Financial Factors

Financial factors relate to the anticipated costs and revenues for the potential use. Three factors are considered:

a. Capital Cost

Capital cost is the initial development cost of the potential use. Uses which require development of new facilities would have higher capital costs than uses which utilize existing facilities. Capital costs can be characterized as either low, medium or high.

Low: Generally requires little or no investment of capital with the exception of necessary equipment purchases. The expected cost range for uses in this category would be in the thousands.

Medium: Requires some level of capital investment in the development of new or expanded facilities or for equipment purchases. The expected cost range for uses in this category would be in the tens of thousands.

High: Requires significant capital investment to support development of physical facilities, purchase of equipment, and extension of infrastructure, earthwork or other construction activities. Uses within this capital cost category could require hundreds of thousands in capital.

b. Operating Cost

Operating costs include labor, supplies, administration, maintenance and all other costs associated with ongoing operation of the proposed facility or activity. Some uses may be more intensive with respect to operating costs than others. Uses requiring significant new employment, building or facility maintenance, insurance or other factors may have higher operating cost. More “passive” uses may

require little operational spending. All costs are a function of costs to Eaglecrest. Costs borne by a 3rd party would be considered separately.

Low: The use generally requires little ongoing operational spending and operational costs are borne by existing operations with little net change.

Medium: The use requires additional operational costs though with little new labor costs. Such costs are generally restricted to purchase of supplies or replacement equipment, and general or periodic maintenance.

High: Uses that have significant ongoing operational costs including personnel costs. These costs may be large enough to warrant isolation of the use as its own profit/loss center.

c. Revenue Potential

Some proposed facilities and activities may generate new revenue for Eaglecrest while others may not. Evaluation of revenue potential should include both direct (i.e., ticket) and indirect sources (food and beverage). Revenue potential is partially a function of the anticipated participation level, pricing structure and market demand. It is measured as the expected increase in revenue relative to the 5-year average revenue at Eaglecrest (less contributions from the CBJ general fund). If the proposed use is part of a joint-venture, then the revenue should be defined by the anticipated amount to come to Eaglecrest per the agreement between the parties.

Low: The potential use does not generate significant direct or indirect revenue. The use may be seen as leveraging of other revenue, but in isolation, may only contribute incidentally. The use may also post a “loss.” Uses which generated less than \$10,000 in additional resort revenue would be classified as having a “low” revenue potential.

Medium: The potential use generates positive revenue, but the level of revenue is only moderate with respect to existing ski area operations. Uses that generate between \$10,000 and \$50,000 in revenue would be classified as having a “medium” revenue potential.

High: These are potential uses that generate a high level of revenue from direct and/or indirect sources. Uses that contribute more than a \$50,000 increase in revenue would be considered as having a “high” revenue potential.

4. Use and Impact Factors

All potential uses, whether activities or facilities, can generate impacts to the natural environment, and to the use and enjoyment of the resort area for other purposes.

a. Human Environment Impact Potential

Human environment impact potential measures the relative impact of the potential use on the quality of the human environment. This factor addresses the array of potential impacts to the Eaglecrest experience including crowding, noise, emissions (including smells), aesthetics, or safety concerns. Consistency with community values regarding Eaglecrest, as measured in Master Plan survey research, is also a very important human environment consideration.



Low: The potential use is highly compatible with existing uses and functions of the ski area and does not introduce significant traffic, noise, emissions or safety issues.

Medium: The potential use may introduce some impacts to the current human environment through the addition of noises, emissions, new traffic or circulation patterns, visual or aesthetic changes. The level of these impacts under this category would be noticeable to an existing guest, but not result in an appreciable loss in “quality”. Some mitigation of impacts may be required for specific issues (i.e., safety concerns), but potential use does not require significant mitigation.

High: The potential use would significantly impact the human experience in a way that is both noticeable and could impact the perception of “quality”. Uses having high impacts may need to include mitigation measures to offset the changes in the Eaglecrest experience. Such mitigations may include operational constraints (limiting hours of operation or area of activity) or design modifications (screening or noise enclosures).

b. Natural Environment Impact Potential

The high quality natural setting within which Eaglecrest is located is also of high importance to the community. Any potential use should identify environmental impacts to natural systems such as wetlands, habitats, waterways and regional viewsheds.

Low: The potential use avoids areas of high natural resource potential (wetlands, muskeg, habitats, riparian areas, steep slopes) and its operation does not contribute to a verifiable loss or disruption in habitats.

Medium: The potential use may have some minor impact to natural resources. Such impacts can be minimized through the design of the use or by limiting the operations of the use. Where avoidance is not possible, impacts should be mitigated to the extent practicable. Transient or temporary impacts to the natural environment due to operations of the use should be considered.

High: The potential use would have significant impact on the natural environment including extensive excavation, earthwork and clearing. The nature and scale of the use may result in impacts that cannot be fully mitigated on site. In such cases, the use may be required to commit to protection or enhance other areas where natural resources would benefit from such actions.

5. Evaluation

It is important to understand that in order for the evaluation factors described above to be collectively used to assess proposed new facilities or activities they must be considered against a specific objective. The criteria that best responds to the objective of enhancing year-round community use would not all be the same as those that respond to the objective of enhancing summer revenue generation. The objectives guiding the development of this Master Plan include:

1. Enhance winter season operations
2. Enhance year-round community use of the area
3. Enhance off-season (summer) revenue generation.

The Eaglecrest Board of Directors may identify other objectives as well. In any case, the process of evaluating project proposals in the future must be done on a case-by-case basis, guided by all of the factors identified and described above. Each project must be considered according to its own merits and unique circumstances. Of course, top priority projects would be those with low capital and operating costs and high visitation and/or revenue potential. But Eaglecrest faces decisions around a complex set of development opportunities, none of which are clear winners. Hiking trails would generate substantial new visitation, but are costly to develop and not within Eaglecrest’s internal funding capacity. Additional lighting for night skiing and maintenance of a terrain park would certainly provide additional recreational opportunities for skiers and boarders. However, both have certain costs and highly uncertain revenue potential. Other projects already identified in the planning process are equally complex in terms of their overall feasibility. Projects brought before the board in the future are likely to be similarly complex, requiring careful evaluation of all the potential costs and benefits.

C. IMPLEMENTATION PRIORITIES

For the very broad range of potential new facilities and activities identified during this master planning process, the Master Plan Project Team offers the following recommendations to achieve each of the three objectives described above.

1. Special Committees

Any special initiative that is beyond the purview of winter operations could be facilitated by the formation of a special committee, to help lead the process and engage members of the community who can provide invaluable knowledge, energy and expertise. While the board certainly needs to be the catalyst for making things happen at Eaglecrest, they could reach out and embrace community participation in moving initiatives forward toward implementation.

Any future initiatives related to winter operations at Eaglecrest need to rely on the resources and expertise of the winter operations team, and their understanding of the intricacies of the operating budget. An exception to this would be the establishment of a Learning Center (and associated lodge improvements), which is a significant project and will require the additional support of the board to move the process of design and fund-raising forward.

2. Testing the Waters

Given the limited population of Juneau, and the marginal visitation potential that may be captured by a cruise ship excursion, all of the Master Plan components (everything) have a limited ability to generate revenue—and certainly net profits. Many of the master plan components encourage community use of the area on a year round basis, and first and foremost Eaglecrest is a recreational park for the community of Juneau. As such, even though the economics are marginal, this doesn’t mean these concepts should be discarded. Rather, any future implementation of activities and/or facilities at Eaglecrest needs to carefully consider the balance between capital costs, operational costs, and revenue potential, as well as the extent of community benefit. In many cases, Eaglecrest can play an active role in developing the infrastructure for these activities, but in a specific case by case basis funding and in part operations should come from community participation.

When considering new activities/facilities, the Eaglecrest Board and management should always look for low cost ways to “test” the market and demand, to see if there is an opportunity to extend the offerings



of the area without placing undue burden on the existing operation. It is of critical importance that additional operations do not increase General Fund subsidy requirements as a result of increased operational costs.

Eaglecrest may employ a series of special events to introduce and encourage community use of some of the proposed activities/facilities articulated in the master plan, as well as create revenue-generating opportunities without undue operational costs. These special events could be organized utilizing community resources, to take advantage of community interest and expertise as well as supplement the limited staff resources at Eaglecrest. Hosting special events would allow Eaglecrest to “test the waters” and determine if community demand warrants more regular operation of a new activity, or provide a “new” operation on a limited basis. For example, while operating the Ptarmigan lift on a daily basis to allow for lift served mountain biking may be too expensive, this might occur on a few weekends during the summer as part of a larger mountain biking “festival” or event that is hosted by a local organization or businesses. Another example would be testing the interest in having a luge run by hosting a Luge Weekend at Eaglecrest, where a track could be prepared and visitors could use the Porcupine lift to access the run and experience luge.

Another concept that may be employed to guarantee a balance between revenue and operational costs would be to utilize a reservation system as a means of identifying the users prior to engaging operations. For example, a Scout group could “reserve” the skills park area for the day, paying a set fee for a certain number of users. In exchange, Eaglecrest could operate the lift, and perhaps in cooperation with local shops and/or mountain biking groups, offer rentals and/or clinics for the day.

3. High Priority Projects

The Master Plan identified a number of activities/facilities related to summer and winter use of Eaglecrest. The items below have been identified through this master planning process as having the potential to be high priority projects, due to their community support, visitation and/or revenue generating potential.

Pursuing the implementation of these projects needs to be a board driven effort, as leadership will be a critical part of moving forward with the Master Plan implementation at Eaglecrest. As noted earlier, initiatives related to the winter operations at Eaglecrest must be pursued by the winter operations team, while special committees should be organized to provide focus to new summer initiatives.

a. Winter

Terrain Park

A terrain park is a Master Plan component that has significant youth orientation, supporting Eaglecrest’s values of making recreation available to the youth of Juneau. Terrain parks often become a central focus for youth at ski areas, and foster participation in the sport.

Due to the inherent operational costs of maintaining a terrain park, there is an obvious need to find a balance between use and cost. Eaglecrest could start small and install a small terrain park area that doesn’t add undue burden of operational costs but would allow for a greater understanding of the demand for such features. Utilizing the Hooter chair area would allow for the possibility of combining terrain park use with night operations of some kind, as night operations could increase terrain park use

while conversely a terrain park could increase the popularity of night time use to the area. Also, as described earlier, special events could be used to expose the larger community to the park and encourage use.

Night Lighting

Night skiing opportunities are of interest to the community. Survey research indicates there is demand for night skiing and some willingness to pay for the opportunity. While a 20% increase in season pass prices would not be recommended, a season pass with a night skiing add-on might be an option.

Rather than installing more lights for night operations, Eaglecrest could test the marketplace by using the existing lighting supplemented by rented equipment and host a special event that includes night skiing/riding.

Learning Center and Main Lodge Improvements

Initial studies regarding the Learning Center, and associated improvements to the Main Lodge and the addition of the Operations Building for ski patrol, racing and Nordic, have already been completed establishing the need and overall costs associated with the project. Once funding has been secured, further detailed architectural design of these facilities will be undertaken. It is critical that the future design exercises include Eaglecrest management, to insure that the buildings achieve Eaglecrest's goals for this important facility.

Funding for these projects will require an outside source, as it could not be covered by the existing operating budget. The Learning Center and the Main Lodge renovations projects have already been submitted to the CBJ Assembly for funding via the Sales Tax CIP Fund. The Learning Center is one of the Master Plan components that has significant youth orientation, and thus supports Eaglecrest's values of making recreation available to the youth of Juneau. There are a number of revenue generating aspects to implementation of the Learning Center and the associated lodge improvements, including increasing visitation through introducing more beginners to the sport and producing more core Eaglecrest skiers, as well as increasing seasonal locker rentals and food and beverage seating space.

While the Learning Center has distinct benefits to the winter operation, as outlined in the February 2010 report, the Master Plan has identified a number of summer components that could use the Learning Center as a support facility. The additional event and classroom space could be utilized by many different user groups at Eaglecrest participating in many of the proposed activities. That said, the winter operational need is existing and near term, while summer use will be determined by the implementation timing of the components of the Master Plan. For example, once there are more trails established at the area there will be more opportunity and appeal for environmental education which in turn will trigger the need for the classroom facilities available in the Learning Center.

The improvements to the Main Lodge address the identified issues and shortages of space. Correcting these spatial deficits would allow for additional revenue generation: additional seating space would allow for more food and beverage related sales, and additional seasonal locker space would allow for an increase in the number of lockers available for seasonal rental. The improvements would also address the numerous structural issues, which need to be corrected at some point in the near future to insure the continued usability of the lodge.



An “Operations” Building, envisioned to house ski patrol, the Juneau Ski Club, and perhaps a Nordic center, requires further planning prior to pursuing funding opportunities. More clarity is required regarding the specific components and location of this building.

b. Summer

Multi-Use Trail Network

Development of a trail system for hiking and biking at Eaglecrest has a very high level of support from the community of Juneau. It is clear that trail development at Eaglecrest would generate substantial new summer season recreational activity at Eaglecrest among Juneauites. Further, with the relatively easy access to the alpine environment, the area would be popular with independent visitors as well.

The next step toward implementation of a multi-use trail network at Eaglecrest is to develop a carefully phased Trail Network Master Plan. Eaglecrest should partner with Trail Mix, the Nordic club, and Parks and Recreation to identify the range of opportunities for trails within the Eaglecrest area, as well as determine which trails should be developed first to have benefits for the largest number of users (i.e., trails that could be utilized for Nordic skiing in winter and hiking/biking/trail running in summer).

While there is no immediate revenue with trail development there are some longer term opportunities which have been identified in the Master Plan, including guided hiking/biking tours, Segway tours and high alpine hiking/sight seeing experiences, all of which may be viable cruise excursions. Trail development would also allow for access to be provided to remote cabins, which in turn would increase the use of the area and while not generating additional revenue the rental of these cabins could cover the cost of operations.

Once the Trail Network Master Plan has been developed and implementation priorities have been identified, Eaglecrest may begin to seek out opportunities for funding.

This process needs to be a board driven effort, as leadership will be a critical part of moving forward with Master Plan implementation at Eaglecrest. A special committee for trail development should be organized, including members of the board as well as interested members of the community who may provide invaluable knowledge and expertise.

Remote Cabins

Survey research measured a high level of interest in cabins or huts at Eaglecrest. Nearly a third of telephone survey respondents (30%) said they would be very likely to use cabins or huts for overnight stay at Eaglecrest.

While initial capital would have to come from an external funding source, the on-going operation and maintenance of a cabin could have a small revenue positive outcome for Eaglecrest. Considering a nightly rental fee of \$50, and assuming occupancy for 200 nights a year, a cabin could generate gross revenue of \$10,000 a year. (There would be no significant staffing implications beyond reservations and maintenance, which could be undertaken by Eaglecrest or a third party operator). It is important to remember that there is already a \$10,000 endowment available for building a cabin at Cropley Lake.

Realizing this opportunity is inherently tied to the development of the Trail Network Master Plan, since the process of identifying the location of trail networks throughout Eaglecrest would clarify potential locations for cabins that would be accessed via these proposed trails.

Mountain Bike Skills Park

Just over one-quarter (27%) of the online survey indicated they would use a mountain bike skills park if it were development at Eaglecrest. It is no surprise that younger people expressed greater interest in a skills park; 39% of online survey respondents under 35 years of age would be very likely to use a skills park, compared to 12% of those age 45 to 64.

If the \$50,000 grant funding comes through to build a mountain bike skills park, it is unlikely that there would be sufficient use and revenue generated to cover operational costs associated with staffing the park and/or operating the Porcupine lift. The park would be available for community use and would be available for a third party operation of some kind (i.e., a mountain biking skills development camp). Also, Eaglecrest could organize a special event around the skills park on a specific day, days and/or weekend. It would be critical that this type of event include community participation (shops renting equipment, mountain bike clubs offering clinics), which would supplement the experience and increase community interest and participation. Eaglecrest could operate the Porcupine lift and sell refreshments at the event, both of which could generate revenue to cover the costs.

High Alpine Tours

During the development of the Trail Network Master Plan, it will be important to consider the need for environmental preservation related to the existing high alpine trails at Eaglecrest. The existing trails to Dick's Lake and up to the West Ridge are already showing signs of erosion and environmental damage, and without further work they will continue to degrade.

Taking visitors to the top of Eaglecrest to enjoy the view and take a short hike amongst these trails also shows great potential for a unique cruise excursion. Using a van to transport visitors to the top would be a cost-effective means, and would avoid the challenges of exposure to inclement weather inherent to chairlift use. However, as noted previously, the use of vans would not be permitted as the motorized vehicles are not allowed within the ski area with the exception of maintenance vehicles.

To pursue this opportunity Eaglecrest, it must first be determined if there are any interested commercial enterprises that would operate a high alpine tour at Eaglecrest. If the board agrees to pursue such an opportunity they would develop a Request for Proposals (RFP) to solicit interest from potential operators and also work towards reversing the non-motorized ordinance.

Hostel

Providing some kind of hostel-like group accommodations with ± 40 beds would fulfill an unmet need for economy group lodging at Eaglecrest. The cost of hotel lodging is currently a barrier to visitation to Eaglecrest, especially by school groups from neighboring communities such as Haines, Skagway, Gustavus, Hoonah, Angoon and Kake who would be easily satisfied by group accommodations.

Determining the optimal siting for a hostel should be undertaken as part of the detailed site planning and design of the Learning Center project, to ensure that both buildings respond to operational needs



without negatively impacting the overall experience. In addition, the possibility of combining the Learning Center structure with a hostel (i.e., having an upper level to the Learning Center for the accommodations) should be explored as part of future planning and design exercises.

Operating a hostel would have to be undertaken by an interested third party venture. It must first be determined if there are any interested commercial enterprises or local organizations that would operate a hostel at Eaglecrest. If the board agrees to pursue such an opportunity they would develop a Request for Proposals (RFP) to solicit interest from potential operators.

V. GOVERNANCE AND PLAN IMPLEMENTATION

Section II. B. of the Master Plan document provided a discussion of the current Eaglecrest Vision, Mission Statement and 2008 Strategic Plan Update as developed by the Board of Directors, a summary of the operating history of the ski area, a description of the current operation, as well as identification of board and staff responsibilities. The purpose of this section of the Master Plan is to identify any governance, strategy or operational changes that may be necessary in the future as a result of implementing the Master Plan. In addition, this section also provides a framework for reviewing the implementation status of the Eaglecrest Master Plan in five year increments.

A. CURRENT POLICY ISSUES

During this master plan process a number of policy issues came to light that need to be addressed by the Board of Directors. While these policy issues are not directly related to the master plan, they are representative of the board's responsibility as a governing body that from time to time must review and act on policy decisions.

1. Beer and Wine Sales

One of the high-profile policy issues the board may be asked to address includes beer and wine sales.

Adding beer and wine to the Eaglecrest food and beverage service would generate additional revenue to support ski area operations. Currently, food and beverage service generates approximately \$150,000 in annual revenue. Based on ski area industry averages, the sale of beer and wine would generate another \$50,000 in gross revenue. Again, based on industry averages, profits on beer and wine sales would average about 45 percent, resulting in approximately \$22,500 in annual net income. It is more difficult to measure the indirect financial benefits of beer and wine sales, including the additional food sales that would result from people spending more social time at the lodge.

Survey research shows reasonably strong support from Eaglecrest users for beer and wine sales at the lodge. Based on telephone survey results, two-thirds (66 percent) of last season's Eaglecrest users favor or strongly favor the addition of beer and wine as part of the ski area's food and beverage services. One-third (34 percent) strongly favor beer and wine sales. Three-fourths (74 percent) of online survey respondents favor or strongly favor beer and wine sales at Eaglecrest, including 47 percent that strongly favor.

Juneau residents that are not users of Eaglecrest are less supportive of beer and wine sales. In fact, 57 percent on non-users oppose beer and wine sales, according to telephone survey results. Overall, the community is generally split on the issue, with 44 percent in favor and 49 percent opposed, a difference that is just at the survey's margin of error.

The policy challenge for the Eaglecrest Board of Directors is to weigh the benefits and potential costs of beer and wine sales. Benefits include modest additional income to support ski area operations as well as enhanced customer service and satisfaction for the majority of ski area users that would enjoy beer and wine sales at the ski area. The costs include potentially significant public and perhaps political opposition



to beer and wine sales at a community-owned recreation facility. Critics may note that Eaglecrest receives broad community support (including financial support) because of its focus on providing healthy winter recreation opportunities for Juneau's youth and alcohol sales would not be consistent with that focus. Others may express concern about mixing alcohol with the sometimes challenging wintertime driving conditions on Fish Creek Road. Those favoring the idea may note that Eaglecrest is among a very small minority of ski areas that don't sell beer and wine, and access to most other ski areas also involves mountain driving conditions. They may further note that alcohol consumption is already occurring in the parking lot and it would be better for all concerned to move that consumption to a more controlled environment inside the lodge. In any case, the Board of Directors will need to carefully review all of these issues and concerns as it considers beer and wine sales at Eaglecrest.

2. CBJ/State of Alaska Boundary

Another policy issue concerns the potential CBJ acquisition of State of Alaska land surrounding the Eaglecrest area. Eaglecrest ski area operational boundaries sit within a larger parcel of CBJ-owned land. Eaglecrest's operational boundaries mark the area that is actively patrolled by ski patrol and where avalanche control work is performed.

All CBJ land in the area is classified for recreational use and therefore closed to motorized use. A segment of Eaglecrest users would like the CBJ to secure ownership of some or all State land around the ski area, including the Mt. Troy area, the west ridge area, and Mt. Stewart. The concern is that increasing backcountry skiing activity around Eaglecrest, coupled with increasingly powerful snow machines accessing some of the same terrain from Dan Moller Trail, will create additional interactions and potential conflict between the user groups. On the other hand, snow machine users are protective of their current rights to access State land.

Proactive measures are not required of the Board of Directors to address this issue. Ultimately, CBJ Assembly action and approval would be required. However it is unlikely the Assembly would support acquisition of these state lands in the absence of the support of the Eaglecrest Board of Directors. (It should be noted that at this point it is unclear that these state lands are available for selection by the CBJ.) Should the board choose to engage in this issue it will want to carefully consider the wishes of the group of Eaglecrest users and supporters who would like to see CBJ ownership of these surrounding areas against the interests of the snow machine community.

3. Motorized Use

In recent years Eaglecrest has received two proposals to allow recreational and commercial motorized use of the area. The issue was first raised in 2007 when the Board of Directors considered allowing snowmachine access from the Eaglecrest area to the Mt. Troy area. After holding a very well-attended public meeting to gather input from the community on the issue, the board passed a resolution reaffirming the preservation of Eaglecrest as a year-round non-motorized recreational area. In 2009, Eaglecrest received a proposal from a private party to operate of summer season four-wheeler tour from the lodge to top of the mountain and back, via the maintenance road. The Board of Directors again held a public meeting to gauge community support and concerns. The board did not act on the proposal, which would have required a change in CBJ law. According to CBJ ordinance 67.01.090, operation of motorized vehicles is prohibited on CBJ land dedicated to park or recreation purposes.

The Board of Directors asked that the scope of the Eaglecrest Master Plan include an effort to clarify community attitudes regarding motorized use of the area, especially for summer season commercial uses; uses that could potentially generate revenue to support ski area operations. In the Eaglecrest Master Plan Telephone Survey, CBJ residents were asked whether they would favor or oppose changing the ordinance to allow motorized activities. As described previously in this report, the community is divided on the issue of motorized use of Eaglecrest during the winter. Half (49%) of Juneau residents oppose it, while 46% are in favor. Eaglecrest users are generally opposed, with more than half (58%) of those that skied or snowboarded at Eaglecrest last season expressing opposition to the use of motorized vehicles in the area during the winter season. Community opinion regarding summer time motorized use of Eaglecrest matches opinions about winter use. About half (47%) favor summer-time motorized use and about half (49%) oppose summer time motorized use. A majority of ski area users are opposed (57%) while 47% on non-users are opposed.

The issue of motorized activity in the Eaglecrest area requires no Board of Directors action. All motorized use is currently prohibited and the board relatively recently passed a resolution confirming the area's non-motorized status. Nevertheless, in the future, reasonable cases may be made on both sides of issue. For example, Eaglecrest is one area in the community that remains free of aircraft noise during the summer. Preserving that noise-free status may be the best way to maintain and enhance the value of the area to the community over the long-term. Alternatively, permitting the use of quiet, battery-powered vehicles for visitor-related excursions could generate additional revenue for Eaglecrest without the noise impact of internal combustion engines. With respect to winter motorized activity, very limited post season snow machine use of the area (for a single weekend festival for example) could build community support for Eaglecrest and potentially generate some additional revenue for the area, while limiting the disruption/displacement of post-season skiers to just a couple of days. However, many of Eaglecrest's season pass holders and most vocal supporters are likely to be strongly opposed to any motorized activity, even very limited activity.

The point of this discussion is not to offer master plan related recommendations concerning motorized use of the Eaglecrest area. Similar to the above boundary discussion, the issue is a matter of policy and entirely within the responsibility of present and future Boards of Directors. This master plan only informs the Board of Directors about current public opinion around the issue of motorized use and the potential complexity of related issues that might be brought before the board at some point in the future as it considers how best to find the right balance between preserving what is most valuable about Eaglecrest with broadening community use of the area and maximizing revenue generating opportunities.

B. EAGLECREST VISION, MISSION STATEMENT AND STRATEGIC PLAN

The current Vision and Mission Statement has been reviewed as part of this master planning process, as well as the 2008 Strategic Plan Update. At the present time it is recognized that the current Vision and Mission for Eaglecrest is relevant to the contemporary needs of the ski area operation. However, based upon the outcome of the master planning process it is evident that the 2008 Strategic Plan Update should be reviewed by the board and updated to address any new proposed improvements and strategies. Specifically, the Strategic Plan should be updated following the completion of the Master Plan. The schedule for the updating process should occur every five years.



C. OPERATIONS

As an operating entity, Eaglecrest has relied on the CBJ for financial assistance since its inception, recognizing that the market area population would never support a self-sufficient ski area operation. This condition has not changed and is not expected to materially change in the future. However, in recent years the ski area has been able to maintain an operating cost recovery of 70% while making improvements to the community facility through fund raising, sales tax revenues and grants. Future capital improvements will need to be funded in a similar way. While the board and management will continue to strive for an annual cost recovery of 70%, there may be occasions in the future where this cannot be met as a result of poor weather or changing market conditions. Certainly, throughout the ski industry, it has been shown that weather is the most significant variable affecting any ski area operation.

D. GOVERNANCE

1. Board Responsibilities

The responsibilities of the seven member Eaglecrest Ski Area Board of Directors are promulgated in the Juneau Code of Ordinances, Part II – Title 67. As the ski area operation continues to focus on providing a quality alpine ski experience during the winter, the Board will continue to represent the “best interests of the public” in its governance and decision making. Additionally, as the Board has acted in the past, any new proposed year-round operation or development opportunities will be thoroughly reviewed by the Board with input from ski area management. The Board will also continue to develop and update the Strategic Plan at an interval of every five years. Accordingly, the role of the Board will not change.

While the authoritative role of the Board may not change, some of the decision processes related to future development may change. Specifically, the Master Plan includes an important Recreational Use Evaluation framework to help guide decision making in order to determine if a proposal is generally compatible with the goals and vision for the resort (Section IV.B).

The seven board members are appointed by the assembly to serve for staggered three-year terms. As part of the appointment process for new board members, the board should consider an approach that seeks community members that are passionate about the initiatives and priorities that are outlined in the master plan. Accordingly, it should be the goal of the board to select new members that provides for broad representation from the community. Specific candidates should be targeted from the community based upon strategic initiatives contained in the five-year plan. While helping to guide the facility toward future opportunities contained in the master plan, the board must also continue to provide oversight and policy direction for ski area operations.

As noted previously, the board may also want to establish special committees from time to time in order to analyze new opportunities that are outside the typical purview of winter operations. In this capacity the board would lead the process and engage members of the community who can provide invaluable knowledge, energy and expertise related to a specific initiative. While the board certainly needs to be the catalyst for making things happen at Eaglecrest, they should reach out and embrace community participation in moving initiatives forward toward implementation.

2. Staff Responsibilities

The Eaglecrest staff is directed by the ski area manager who is responsible for carrying out the policies and direction established by the Board of Directors. The ski area manager will be actively involved in working with the Board of Directors as the Master Plan is implemented. Depending upon the types of new facilities or activities that are developed in the future, the ski area manager may need to hire and fill new management and/or staff positions to address future operational needs.

E. FIVE YEAR REVIEW PROCESS

Based upon current ski industry trends, board direction from the 2008 Strategic Plan Update and public input throughout the master planning process, the resultant Master Plan for Eaglecrest provides a general “road map” or vision for development over the next twenty years. Accordingly, the focus of the Master Plan is the continuation of providing a quality ski experience for the community and visitors, augmented by providing other “non-ski” year-round recreational offerings that are compatible with the operating philosophy of Eaglecrest. In order to implement the “vision” over time, it is important to recognize the dynamic nature of changing conditions. As a result, a specific process for reviewing the ongoing implementation of the Eaglecrest Master Plan will be established in five-year increments. Each of the elements noted below may not be relevant for examination at each five-year increment. Additionally, the board may find other elements that should be examined as a result of changing conditions or direction.

- Establish an Executive Committee from the board of directors to work with the ski area manager to evaluate Master Plan opportunities and report to the board and Assembly, as well as specialized committees with community members that can provide valuable input related to specific proposals under review and analysis.
- Establish measurable objectives for each five year phase and review to determine if they have been achieved
- Evaluate current recreation industry/facility operating trends
- Evaluate changes in local and visitor market conditions
- Review operation, staffing and financial needs
- Review capital budget for replacement and upgrading of facilities
- Revisit/update Master Plan components for consistency with market relevance
- Revisit availability of capital for undertaking desired improvements
- Evaluate opportunities for community fundraising and grants for purposes of implementing components of the Master Plan
- Board of Directors to review enabling ordinances for operating Eaglecrest to establish any need for change
- Update of Strategic Plan with specific actions for next five years



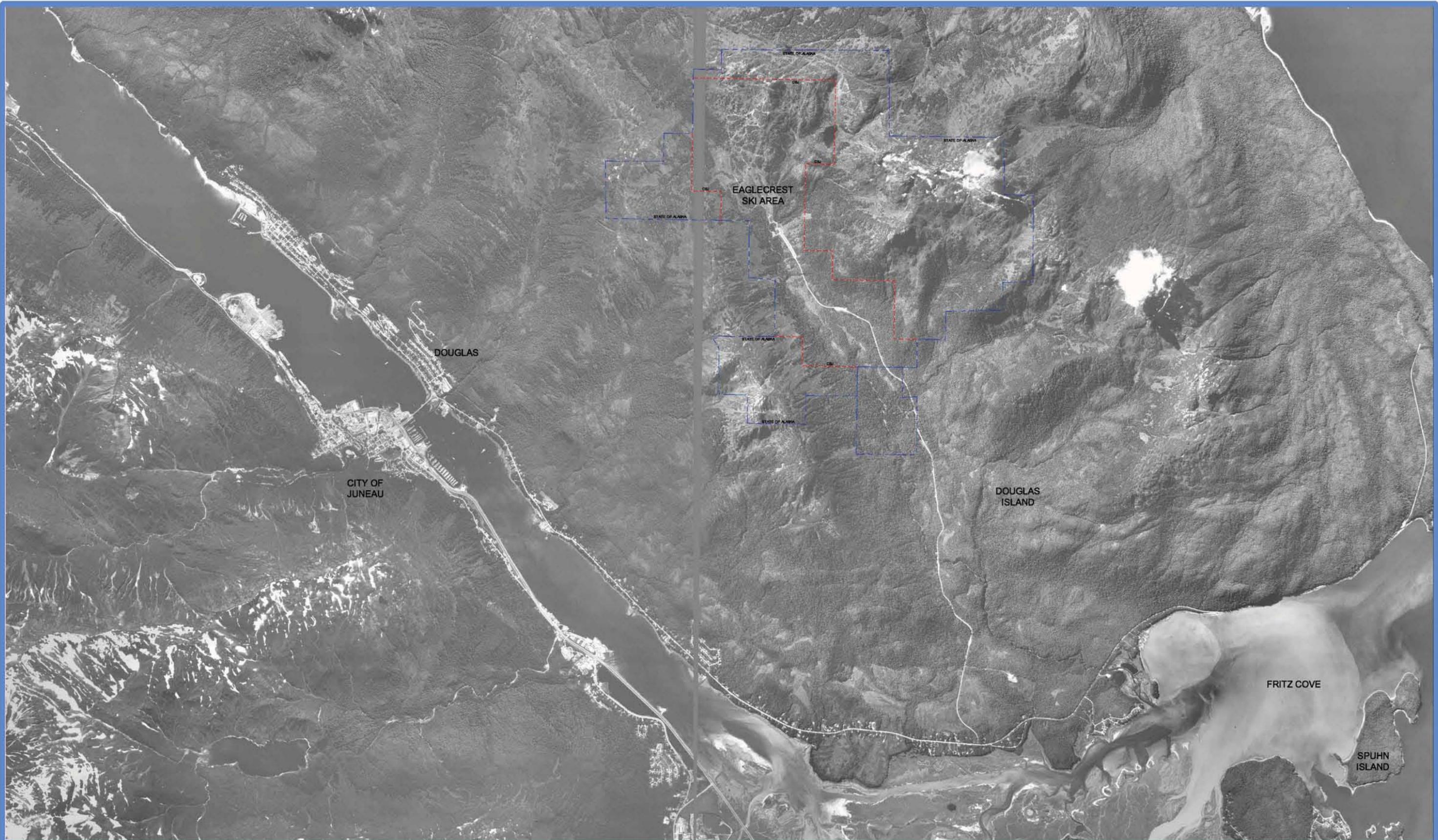
VI. FIGURES

FIGURE 1: OVERALL CONTEXT PLAN

FIGURE 2: EXISTING CONDITIONS PLAN

FIGURE 3: RECREATION LAND USE CLASSIFICATION AREAS

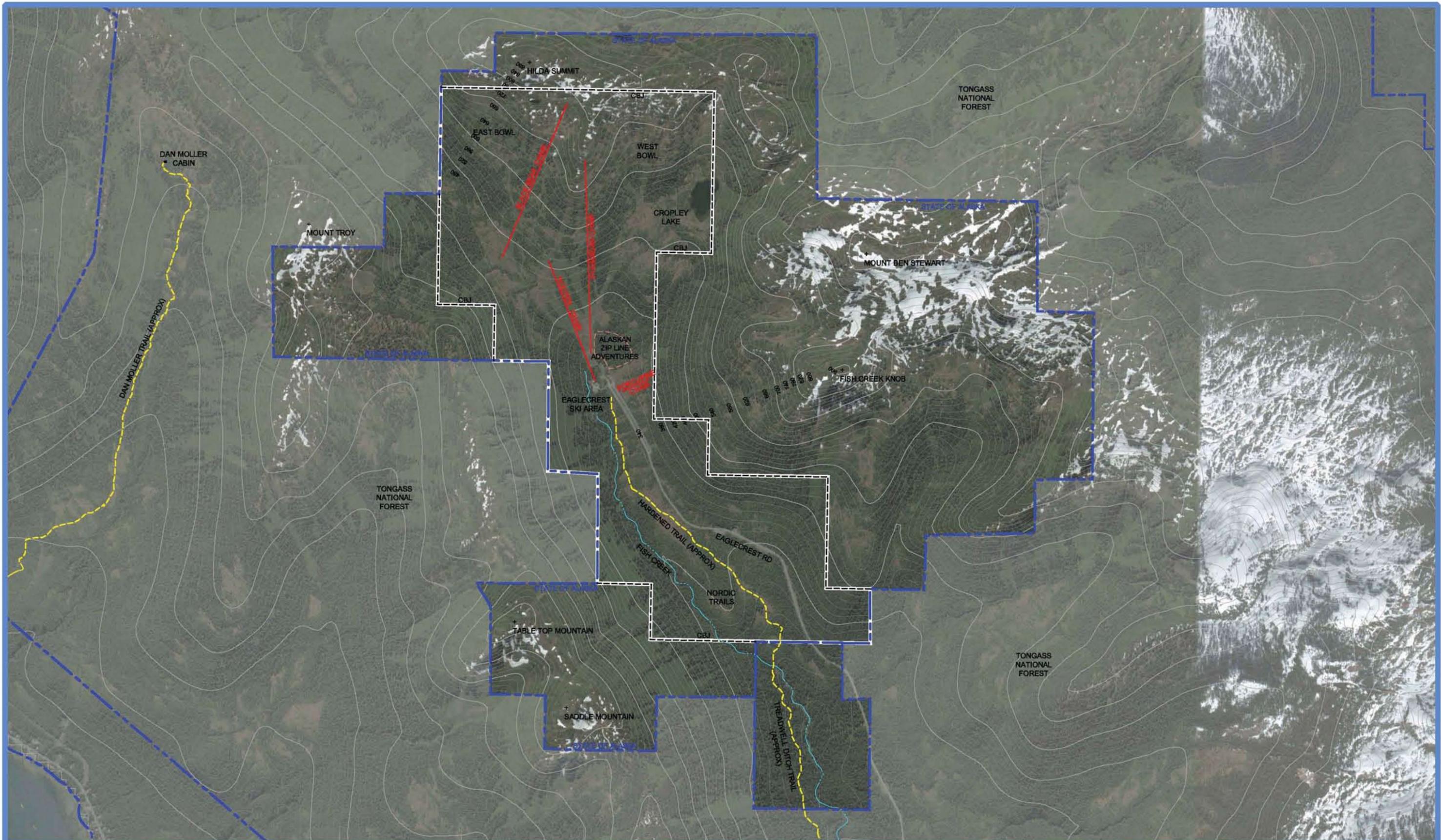
FIGURE 4: RECREATION USE PLAN



EAGLECREST SKI AREA MASTER PLAN

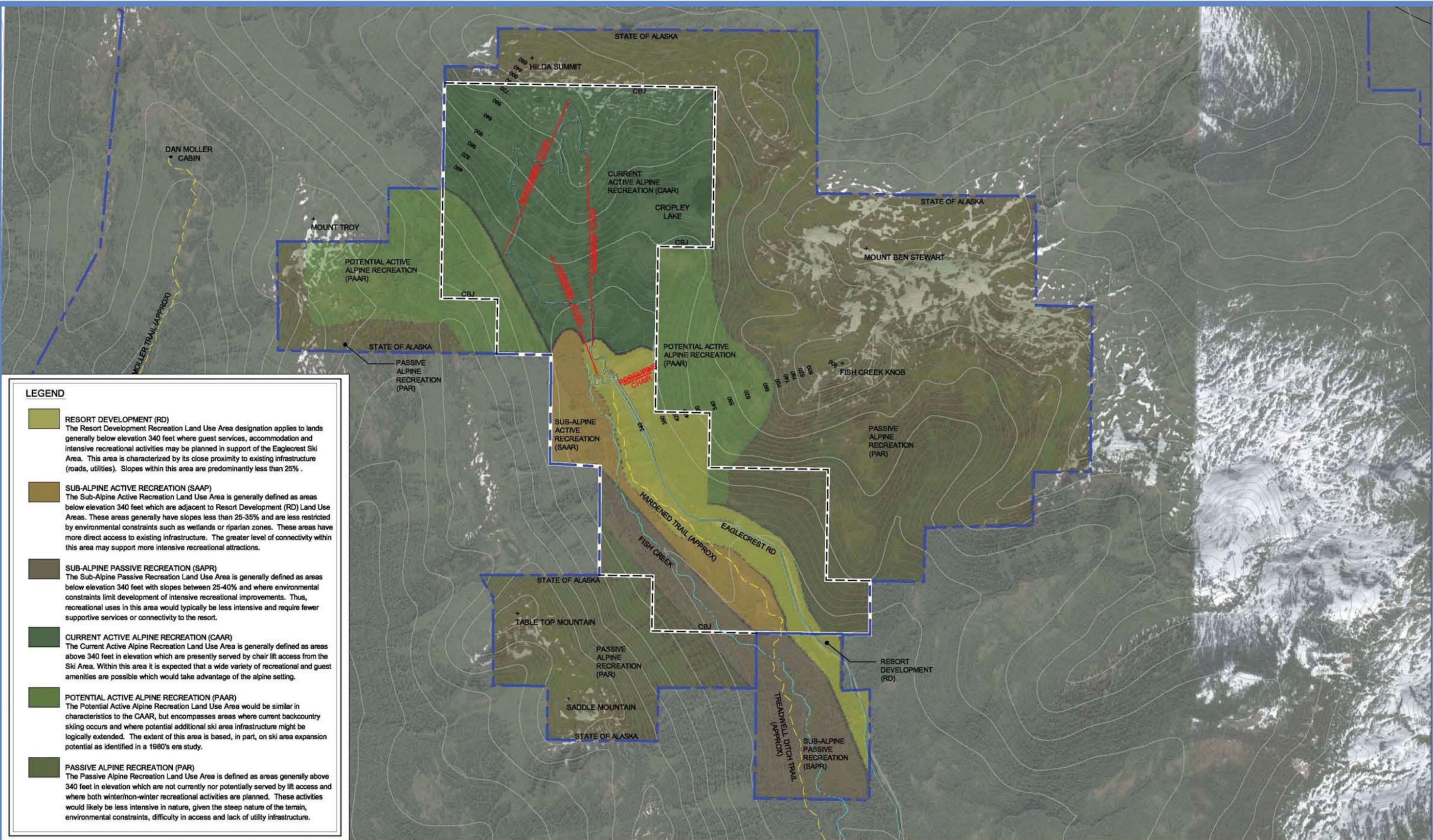
OVERALL CONTEXT PLAN





EAGLECREST SKI AREA MASTER PLAN

EXISTING CONDITIONS PLAN

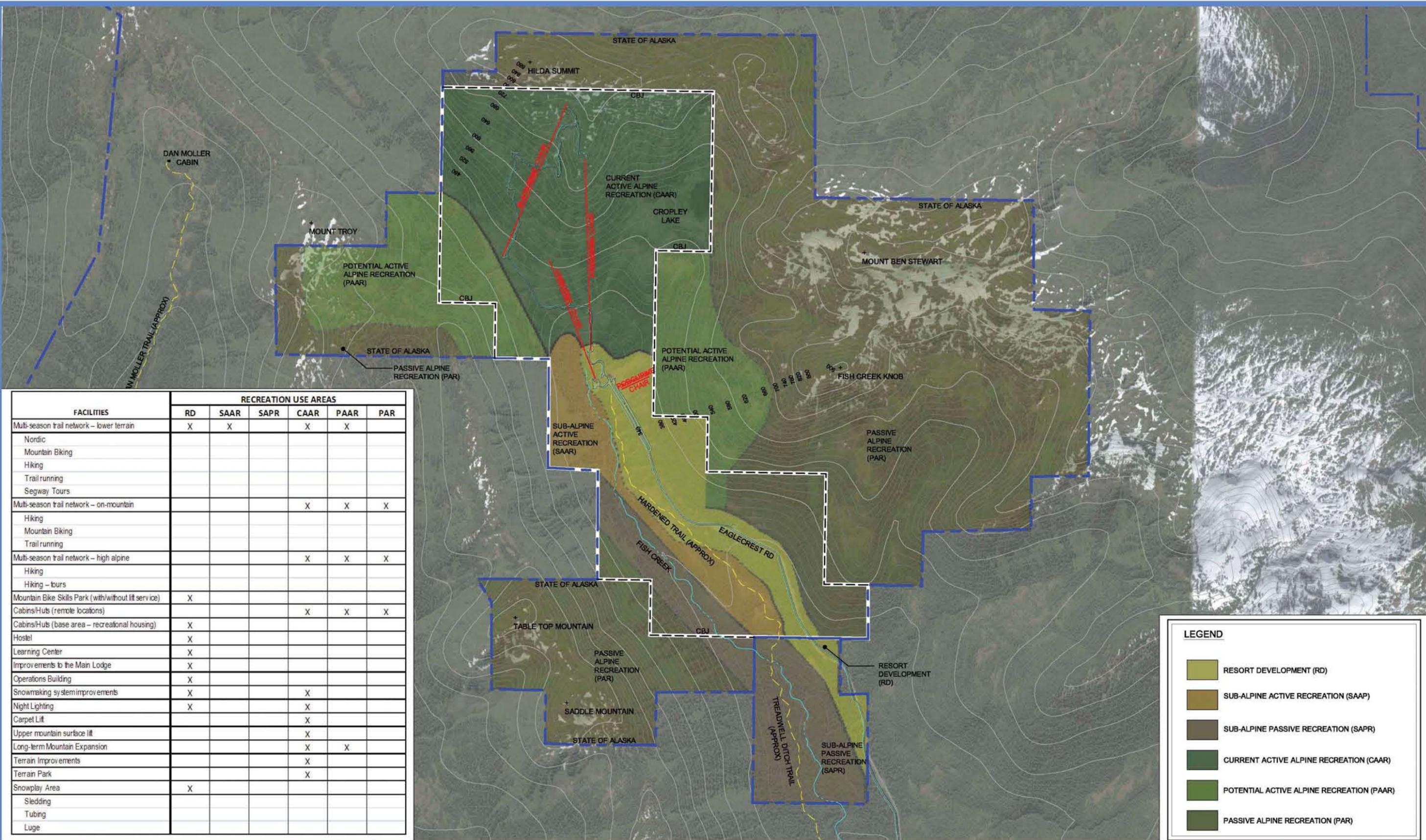


LEGEND

- RESORT DEVELOPMENT (RD)**
 The Resort Development Recreation Land Use Area designation applies to lands generally below elevation 340 feet where guest services, accommodation and intensive recreational activities may be planned in support of the Eaglecrest Ski Area. This area is characterized by its close proximity to existing infrastructure (roads, utilities). Slopes within this area are predominantly less than 25%.
- SUB-ALPINE ACTIVE RECREATION (SAAR)**
 The Sub-Alpine Active Recreation Land Use Area is generally defined as areas below elevation 340 feet which are adjacent to Resort Development (RD) Land Use Areas. These areas generally have slopes less than 25-35% and are less restricted by environmental constraints such as wetlands or riparian zones. These areas have more direct access to existing infrastructure. The greater level of connectivity within this area may support more intensive recreational attractions.
- SUB-ALPINE PASSIVE RECREATION (SAPR)**
 The Sub-Alpine Passive Recreation Land Use Area is generally defined as areas below elevation 340 feet with slopes between 25-40% and where environmental constraints limit development of intensive recreational improvements. Thus, recreational uses in this area would typically be less intensive and require fewer supportive services or connectivity to the resort.
- CURRENT ACTIVE ALPINE RECREATION (CAAR)**
 The Current Active Alpine Recreation Land Use Area is generally defined as areas above 340 feet in elevation which are presently served by chair lift access from the Ski Area. Within this area it is expected that a wide variety of recreational and guest amenities are possible which would take advantage of the alpine setting.
- POTENTIAL ACTIVE ALPINE RECREATION (PAAR)**
 The Potential Active Alpine Recreation Land Use Area would be similar in characteristics to the CAAR, but encompasses areas where current backcountry skiing occurs and where potential additional ski area infrastructure might be logically extended. The extent of this area is based, in part, on ski area expansion potential as identified in a 1980's era study.
- PASSIVE ALPINE RECREATION (PAR)**
 The Passive Alpine Recreation Land Use Area is defined as areas generally above 340 feet in elevation which are not currently nor potentially served by lift access and where both winter/non-winter recreational activities are planned. These activities would likely be less intensive in nature, given the steep nature of the terrain, environmental constraints, difficulty in access and lack of utility infrastructure.

EAGLECREST SKI AREA MASTER PLAN

RECREATION LAND USE CLASSIFICATION AREAS



FACILITIES	RECREATION USE AREAS					
	RD	SAAR	SAPR	CAAR	PAAR	PAR
Multi-season trail network – lower terrain	X	X		X	X	
Nordic						
Mountain Biking						
Hiking						
Trail running						
Segway Tours						
Multi-season trail network – on-mountain				X	X	X
Hiking						
Mountain Biking						
Trail running						
Multi-season trail network – high alpine				X	X	X
Hiking						
Hiking – tours						
Mountain Bike Skills Park (with/without lift service)	X					
Cabins/Huts (remote locations)				X	X	X
Cabins/Huts (base area – recreational housing)	X					
Hostel	X					
Learning Center	X					
Improvements to the Main Lodge	X					
Operations Building	X					
Snowmaking system improvements	X			X		
Night Lighting	X			X		
Carpet Lift				X		
Upper mountain surface lift				X		
Long-term Mountain Expansion				X	X	
Terrain Improvements				X		
Terrain Park				X		
Snowplay Area	X					
Sledding						
Tubing						
Luge						

LEGEND

- RESORT DEVELOPMENT (RD)
- SUB-ALPINE ACTIVE RECREATION (SAAP)
- SUB-ALPINE PASSIVE RECREATION (SAPR)
- CURRENT ACTIVE ALPINE RECREATION (CAAR)
- POTENTIAL ACTIVE ALPINE RECREATION (PAAR)
- PASSIVE ALPINE RECREATION (PAR)

EAGLECREST SKI AREA MASTER PLAN

RECREATION USE PLAN

APPENDIX 1:
EAGLECREST STRATEGIC PLAN (2008)

EAGLECREST SKI AREA STRATEGIC PLAN

2008 Update

Eaglecrest Mission and Values

Mission Statement

Eaglecrest Ski Area is a community-owned winter recreation area and a year-round destination for outdoor recreation and education, providing a wide range of affordable non-motorized winter and summer outdoor recreational activities.

Who we are and what we value

Eaglecrest is a community-owned recreation area with a primary purpose of providing affordable skiing and snowboarding opportunities to the residents of Juneau. The Eaglecrest area also provides summer recreation opportunities for residents and visitors. The operation of the Eaglecrest Ski Area will adhere to the following values, which are the result of a consensus between the board and ski area management:

- It is a priority for the Eaglecrest Board of Directors (Board) and Management to make skiing, boarding and other recreation available and affordable to Juneau's youth.
- Decisions for additional uses of Eaglecrest will be made in collaboration with the community.
- Eaglecrest's purpose is to enrich and improve people's lives by providing affordable outdoor recreation and experiences.
- Eaglecrest will promote the well-being of customers, employees and the community by adherence to a high level of environmental, health and safety standards.
- The Board and Management will guard and conserve its fiscal and infrastructure resources to insure stability and enhance future uses of the area.
- The Board and Management will seek revenue enhancement opportunities consistent with these values.

Eaglecrest Vision Statement

“By 2010, Eaglecrest Ski Area will be a broadly supported, year-round recreation center with appropriate infrastructure for both public and commercial use.”

Introduction

This Strategic Plan provides a brief history of skiing in the Juneau area and the development of Eaglecrest Ski Area. It also provides the Eaglecrest mission statement and vision statement. These statements guide the Board and Management in decisions regarding management and future development of Eaglecrest Ski Area. Finally, this Strategic Plan identifies strategies and infrastructure improvements that will help achieve goals.

Below is a chronology of organized skiing activity in Juneau up to the present.

History of Skiing in Juneau and Eaglecrest Ski Area

1930's

In 1932 a rope tow was installed on Sandy Smith's mining claim in the Upper Perseverance Trail area. The following year the Civilian Conservation Corp (CCC) built the Dan Moller Ski Trail and a rope tow was installed. The Juneau-Douglas bridge was constructed in 1935.

1940's –1950's

Additional rope tows were constructed in various locations along the Dan Moller Ski Trail. The need for road access to a ski area was recognized.

1960's

Planning began for a new ski area, with support from the US Forest Service. Originally efforts focused on the Steep Creek area near the Mendenhall Glacier. Funding was approved for a road and Bob Janes, Sr. and Craig Lindh were assigned to look at options.

1970's

Eaglecrest Ski Area was constructed through the hard work and dedicated effort of a number of community-minded individuals. Through the combined efforts of the Juneau Ski Club, Juneau Ski Patrol, Forest Service and the City of Juneau, a road was built up the Fish Creek valley using a congressional appropriation of federal highway dollars. Once the road was completed (circa 1975) the Forest Service designated this as a recreation area and advertised for a private concessionaire to construct and operate the ski area. However, there was no interest from the private sector. Community members came together to salvage the idea of a ski area and a bond issue was put before the voters to build a ski area to be owned and operated by the City. For the first five years the City Parks & Recreation Department operated the ski area, but this proved difficult since the ski area had specialized needs. The city and borough selected land in this valley under the Statehood Act.

1980's

An Advisory Board was created within the Parks & Recreation Department. An outside consultant was asked to produce a master plan for the ski area and look at management alternatives. The master plan recommended that the ski area be operated as an independently governed municipal enterprise. Following this analysis, the formation of a board operated ski area was put before the voters and approved. In 1981, the Assembly passed an ordinance establishing the Ski Area Board.

Mid-1980's

The City and Borough experienced budget difficulties due to a rapid decline in state funding brought about by the fall in oil prices. One of the recommendations at this time was to end the ski area's subsidy. In 1986 a Request for Proposals (RFP) was issued to have a private concessionaire operate the ski area. There were no responses to the RFP.

Late 1980's

In 1987, the Assembly struggled with the issue of whether the ski area should be an Enterprise Fund, similar to the Airport and Harbor Departments or a Special Revenue Fund, similar to Capital Transit and the Augustus Brown Swimming Pool. After lengthy discussion, it was decided that the ski area was a Special Revenue Fund.

1990's

In 1999, the Mayor's Fiscal Task Force mentioned the issue of privatization of the ski area as one consideration for balancing the city budget. The Assembly did not act on this recommendation, but the Board discussed the proposal in great detail (findings are discussed in the 2003 Strategic Plan). The conclusion of that analysis was that Eaglecrest should remain a Special Revenue Fund.

Recent Developments

In 2004, construction of a larger cafeteria seating area and a remodeled kitchen facility was completed. These improvements were, in part, responsible for increased food service revenues and customer satisfaction.

In 2005, voters approved a sales tax proposition that would fund (among other local projects) construction of a third chair lift at Eaglecrest. This new mid-mountain lift, once constructed, will enable Eaglecrest to open and remain open during low-snow conditions on the lower mountain. This is expected to add greater consistency and predictability to the ski season and to Eaglecrest budgeting.

In addition to sales tax revenues, construction of the mid-mountain lift required a \$100,000 match from other sources. Therefore the Board and Eaglecrest and Management implemented an aggressive fund raising campaign in early 2007 that raised a total \$225,000.

Also in 2007, Eaglecrest was awarded a \$700,000 grant from the Rasmuson Foundation, including \$200,000 for the mid-mountain lift, \$100,000 for replacement of the Platter lift with a chair lift and \$100,000 for construction of a multi-purpose corridor to the top of the mountain. The grant also includes \$300,000 (\$284,000 direct and \$16,000 challenge grant) for construction of a new ski patrol and ski club building.

Today, Eaglecrest is governed by a seven-member Board, which is appointed by the Assembly. Within the CBJ, Eaglecrest is a Special Revenue Fund similar to Capital Transit and Centennial Hall.

Strategic Planning

In order to provide long-term stability the Eaglecrest Board and Management will continue to explore year-round uses, consistent with the Eaglecrest mission and vision statements, to generate additional revenues. Winter operations will continue to be a strong source of revenues. Infrastructure improvements proposed will take into account synergies for year-round uses.

Key Long Term Strategies

1. Develop and nurture within the community a shared understanding of Eaglecrest's importance to the quality of life in Juneau and to the health, education and well-being of our youth.
2. Remain a community-owned recreation center.
3. Strive for annual cost recovery of at least 70 percent.¹
4. Undertake facility improvements that will allow the recreation area to operate in low-snow years and maximize revenues in normal snow years (mid-mountain lift is scheduled for construction in 2008).
5. Upgrade existing infrastructure and construct facilities for year-round recreational activities including commercial and public use.
6. Initiate fund raising campaigns as needed to support Eaglecrest development and operations.
7. Continue to pursue relationships with the private sector for summer use of the lodge and mountain facilities (Zipline and biking tour use of Eaglecrest facilities began in summer 2006).
8. Continue to promote and enhance Eaglecrest as a regional recreation destination.
9. Develop Eaglecrest as a center for youth outdoor recreation, with a focus on low-income families
10. Develop Eaglecrest as an environmentally responsible recreation area.

Potential Action Items

Since the majority of current revenues are raised during the winter, Eaglecrest will build on its strengths as a winter recreation area to develop a year-round recreation facility. The Board and Management have identified the following potential short-term actions that could be taken:

¹ Eaglecrest budgets are based on the premise that we collect revenues that cover 70% of the cost of operating the ski area. Unlike many other ski areas, we charge substantially lower prices for youth in elementary grades through high school. Youth make up close to 50% of our customer visits in a winter. Similar to other recreation programs in Juneau, Eaglecrest subsidizes the cost of youth programs with affordable lift ticket prices, season passes and middle school lesson programs.

Customer Service

- Offer incentives and pricing options to entice new customers to visit Eaglecrest and established customers to return more regularly.
- Provide more special events and opportunities for non-users to visit the ski area.
- Market the recreation area to outlying communities through partnerships with local lodging and transportation providers.
- Construct additional winter season lockers, increasing revenues while enhancing customer convenience.

Infrastructure Improvements

- Construct a network of summer hiking and mountain biking trails and collect fees for uphill transportation and trail use from both public and commercial users (grant application submitted in 2007).
- Bring electrical power to Eaglecrest. Retain existing diesel engines and diesel generators to provide alternate power when AEL&P is forced to switch to diesel power due to problems with Snettisham (\$1.4 million in State funding received in 2007, construction scheduled for 2008).
- Construct a bunkhouse and collect fees for overnight lodging to be used in both winter and summer for hosting youth groups, parties or other events.
- Convert the Eagle's Nest warming hut on the top of the mountain to a public use cabin and collect fees for overnight rentals.
- Establish partnerships with other organizations to build a network of public use cabins on the trail system and collect fees for overnight rentals.
- Harden the lower cross-country ski trails to improve skiing and facilitate cycling during the summer.
- Construct a new building to consolidate ski patrol and ski club operations (\$300,000 in funding received from Rasmuson Foundation in 2007 with construction set for 2008).

Funding Sources

The Eaglecrest Board and Management will continually assess fundraising opportunities, intended to garner additional financial support from residents, businesses and philanthropic organizations in Alaska and elsewhere. Creation of an Eaglecrest Foundation for purposes of fund raising will be initiated (501c3 status secured for a private, non-profit organization was secured in May 2008).

The Board and Management will continue to seek funds from a variety of potential sources. This could include Marine Passenger Fee revenue, the Sales Tax CIP Fund and General Obligation Bonds, funding from other federal and state sources, and funding from foundations such as the Rasmuson Foundation and environmental education foundations.

APPENDIX 2:
EAGLECREST MASTER PLAN
MARKET ASSESSMENT

Eaglecrest Master Plan Market Assessment

Summary of Market Conditions

This chapter provides an overview of conditions in the customer (user) markets most relevant to Eaglecrest, either today or potentially in the future. Juneau residents are of course the dominant market for winter season activities at Eaglecrest. Residents from elsewhere in northern Southeast Alaska and non-Alaska residents likely account for less than five percent of the skier and snowboarder visits to Eaglecrest.

A smaller but growing number of Juneau residents visit Eaglecrest during the May through October period to hike, bike, pick berries, hunt, picnic, even swim in the cold pools near the mountaintop. Summer time users of Eaglecrest also include cruise ship passengers and other non-resident visitors who participate in commercially operated zipline or Fish Creek Road biking opportunities. Though not located on Eaglecrest property, a sled dog tour and exhibit is also operated along Fish Creek Road.

With respect to the local (Juneau resident) market, the following key trends are relevant to the 20-year master plan:

- Juneau's population has been stable at around 31,000 residents over the past ten years. Based on State of Alaska forecasts, Juneau's population is projected to remain at about its current level for the next 20 years. In other words, the primary market for Eaglecrest services and facilities is not expected grow over the short term or the long term.
- Over the past 20 years the median age in the City and Borough of Juneau has increased from 32 years of age in 1990 to 35 years in 2000 and to 38 years in 2009. This aging trend is expected to continue and is consistent with national trends. The skiing/snow boarding population nationally is also aging. According to the National Ski Area Association the average age of skiers has increased from 33.2 years in 1997/1998 to 36.5 in 2006/07. More specifically, over the ten-year period between 1997/98 and 2006/2007, skiers/boarders aged 45 to 54 have increased from 14 percent to 20 percent of all ski area visitors and skiers/boarders aged 55 to 64 have increased from 4.6 percent to 9.2 percent.
- Juneau's per capita personal income, at \$48,062 in 2009, is higher than the state (\$43,062) and national average (\$41,223). This is relevant because higher incomes result in more discretionary spending on recreation equipment and activity. However, while income is relatively higher in Juneau, the income advantage is shrinking. In 1990, Juneau's per capita income (\$26,532) was 30 percent above the national average while by 2009 the differential had declined to 17 percent above national per capita income.

Regarding the non-resident visitor market, key facts include:

- Juneau receives an estimated 1 million out-of-state visitors annually, 99 percent of whom arrive during the summer months of May through September.
- Of summer visitors, cruise passengers represent the vast majority, at 876,500 visitors in 2010. Cruise passenger traffic is expected to total approximately 883,000 in 2011, increasing to 925,000 in 2012.

- Based on the most recent data available (2008), cruise passengers spent \$177 per person in Juneau, including an average of \$100 on tours/activities and \$70 on gifts/souvenirs/clothing, and \$7 on food/beverage . The per-person spending on tours in Juneau is higher than in other ports due to the large number of high-priced tours, especially flightseeing.
- The major cruise lines each offer around 40 shore excursions to passengers, more than any other port of call. (Passengers also have the option of purchasing tours independently, either before their cruise or after disembarking.)
- Among cruise travelers, Juneau is considered the “adventure” destination. Adventure-themed tours include rafting, canoeing, kayaking, biking, hiking, glacier trekking, dog mushing, fishing, zip-lining, and geocaching. Prices for these and other excursions range from \$70 to \$700.
- Competition for cruise passengers’ time and money is increasingly competitive – particularly since the 14 percent drop in cruise passengers in 2009. Concerned that passengers were overwhelmed by the number of tour offerings they have to choose from, cruise lines have reduced the number of tours that are offered to passengers prior to or during their cruise.

Eaglecrest Usage

Though Eaglecrest Ski Area has no way to measure the number of individual skiers and boarders who use the area each winter, seasonal visitation has been estimated at between 50,000 and 60,000 “skier-days.” Another measure of Juneau’s skiing/snowboarding market was provided by a 2003 McDowell Group household survey conducted for the City and Borough of Juneau (*Eaglecrest Ski Area Market Analysis*). The survey found that 31 percent of all Juneau households have at least one skier or snowboarder. The average number of skiers/snowboarders was slightly more than two per household, among skiing/snowboarding households. Expanding this data to Juneau’s total population resulted in an estimated market size of 7,300 skiers and snowboarders.

Because Juneau’s population at the time of that survey (31,000) is quite close to the 2010 population estimate of 30,711, it is reasonable to assume that the current market size is similar. However, since 2003, a variety of factors have likely affected the number of active skiers and boarders drawn from the local market, including economic conditions (especially the global recession of 2008-09), demographic trends, increasing competition for residents’ winter recreation time (such as the ice-skating rink, built in 2003), and the addition of the new “Black Bear” chairlift (which may have renewed interest among inactive skiers), and most recently the construction of the “Porcupine” lift in 2010, a development that significantly enhances the learning experience for beginner skiers and boarders. Ski area management has also employed a variety of learn-to-ski package and season pass pricing strategies to further tap the local market. Though not a measure of ski area usage, total revenues have increased to record levels in each of the last five years.

Summer season visitation to the Eaglecrest area is also uncertain, though anecdotal evidence indicates a significant increase in recreational traffic since construction of the maintenance road (which has pedestrian or biking access only) connecting the lodge to the mountaintop. Prior to road construction, there was virtually

no trail access to the alpine areas of the mountain. Today, a typical weekend day may see 50 to 100 hikers as well as a much smaller number of mountain bikers.

Summer time use of the Eaglecrest area includes a privately operated zipline tour, Alaska Zipline Adventures. The 3.5 hour canopy tour serves cruise and independent visitors. Prices for 2011 included \$149 for ages 13 and above and \$99 for children 9 to 12 years of age. Alaska Zipline Adventures utilizes the Eaglecrest lodge to host customers. Eaglecrest Ski Area earns a flat fee each season as well as percentage of gross revenue.

Cycle Alaska begins one of its biking tours in the Eaglecrest parking lot. Bikers ride down Fish Creek Road then several miles out North Douglas Highway. Cycle Alaska pays Eaglecrest a fee for use of restrooms in the lodge.

Non-Resident Market Analysis

Overview of Juneau Visitor Market

This section provides a brief overview of Juneau's visitor industry. Visitor markets are defined below by their method of transportation: did they travel to Juneau via cruise ship, airplane, or ferry? Although there is some overlap between these markets (such as when a visitor arrives by air and exits by ferry, or arrives on a small cruise ship and exits by air), this method is generally the most effective for defining visitors and measuring their impacts.

CRUISE VISITORS

In summer 2011, Juneau's cruise industry included 30 different ships making over 450 separate port calls. Most of Juneau's cruise ship visitors arrive via large ship (600-2,600 passengers) and spend between four and 12 hours in port before returning to their ship. A small number of cruise passengers also arrive via small ship, which range between 60 and 200 passengers. A related market is cruise ship crew members, a portion of whom disembark while in port

AIR VISITORS

Air visitors include a wide variety of visitor sub-markets: those visiting friends/family (VFRs), package visitors (including adventure travel packages and sportfishing packages), other vacation/pleasure visitors, and business visitors.

FERRY VISITORS

Ferry visitors arrive or depart Juneau via the Alaska Marine Highway System. They tend to be vacation/pleasure visitors who are on extended Alaska vacations, traveling to many communities while in the state. The ferry market includes both foot passengers and those traveling with a vehicle, sometimes RVs or campers.

FALL/WINTER

The three categories of travelers above (cruise, air, and ferry) are generally used to indicate summer season travelers: those arriving between May and September. The fall/winter visitor market changes substantially, with zero cruise ship passengers, a much lower volume of air and ferry passengers, and prevalence of business and visiting friends/family visitors over those traveling for vacation/pleasure.

CONVENTION AND MEETING

The convention and meeting market has some overlap with the fall/winter market and are part of the business travel market.

IN-STATE MARKET

The in-state market is primarily comprised of business travelers (including legislative-related travelers and convention/meeting attendees), those visiting friends or relatives, regional residents who come for shopping or recreational purposes, and a small number of other vacation/pleasure visitors. They are not included in the statistics below (volume, activities, and spending).

Visitor Volume

Juneau receives an estimated 1 million out-of-state visitors annually, 99 percent of whom arrive during the summer months of May through September (see table, below). Of summer visitors, cruise passengers represent the vast majority, at 876,500 visitors in 2010. Air visitors are estimated at 75,000, and ferry visitors at 18,500. Crew members off of cruise ships represent an additional 22,000 visitors (although each crew member makes multiple visits to Juneau, they are only counted once). The fall/winter season brings an estimated 15,000 out-of-state visitors.

Juneau Visitor Volume, 2010-2011

	Volume
Summer 2010	992,000
Cruise visitors	876,500
Air visitors	75,000
Ferry visitors	18,500
Crew members	22,000
Fall/Winter 2010-11	15,000
Full Year 2010-11	1,007,000

Note: Summer includes May through September 2010; Fall/Winter includes October 2010 through April of 2011.

Sources: Cruise Line Agencies of Alaska; McDowell Group estimates based on previous visitor studies.

VISITOR VOLUME TRENDS

Juneau cruise visitor volume has declined 15 percent from a peak of 1,030,100 passengers in 2008 to 875,600 in 2010. A relatively small but important segment of the cruise market, Cruise West, ceased operations in September 2010. They were responsible for 5,000 Juneau small cruise ship passengers in 2010, most of whom over-nighted in Juneau before and/or after their cruise. In 2010, the Alaska legislature reduced the commercial passenger excise tax from \$46 per passenger to \$34.50. There are expectations that in response, cruise lines may increase their future ship capacity in Alaska. Projections for 2011 indicate a slight increase over 2010. Cruise volume will not likely recover substantially until the US economy rebounds further.

Juneau Cruise Passenger Volume, 2000-2010 (2011 proj.)

	Volume
2000	640,500
2001	690,600
2002	741,500
2003	777,000
2004	876,200
2005	948,200
2006	951,400
2007	1,017,300
2008	1,030,100
2009	1,018,700
2010	876,500
2011 (projected)	882,500

Source: Cruise Line Agencies of Alaska. Projected 2011 volume based on percentage increase in lower berth capacity 2010-2011.

Juneau air enplanements show traffic peaking in 2007 at 296,834 before falling 13 percent to 257,710 in 2009. Traffic increased by 4 percent between 2009 and 2010. As of June 2011, year-to-date enplanements show a continuation of the rebound, with an increase of 3 percent. While these figures represent both visitor and resident travel, they are a general indicator of the overall travel market.

Juneau Air Passenger Enplanements, 2002-2010

	Volume
2002	264,759
2003	265,815
2004	273,152
2005	281,870
2006	288,682
2007	296,834
2008	284,555
2009	257,710
2010	268,020

Source: Juneau International Airport.

Juneau ferry passenger traffic posted its second-highest volume of the last decade in 2010, at 76,936 (volume peaked in 2008 at 81,642). Like air traffic, ferry data includes both residents and visitors.

Juneau Ferry Passenger Embarkations, 2001-2010

	Volume
2001	62,213
2002	70,514
2003	66,123
2004	67,095
2005	65,581

2006	65,269
2007	72,876
2008	81,642
2009	72,150
2010	76,936

Source: Alaska Marine Highway System.

Visitor Profile

AIR VISITORS

The following tables show characteristics of Juneau’s air visitors based on a survey conducted in the Juneau airport in summer 2008 for the Juneau Convention and Visitors Bureau. While the survey included passengers off of small cruise ships who had disembarked in Juneau and were flying out of the state, the results below are based only to the 236 non-cruise visitors.

The survey asked two questions regarding trip purpose. The first question asked visitors about the purpose of their overall Alaska trip. Half were traveling for vacation/pleasure, 36 percent were visiting friends or relatives, and 14 percent were traveling for business and pleasure. (Business-only visitors were screened out of the survey.) A second question asked visitors more specifically for their reason for visiting Juneau. A large portion (41 percent) were only passing through town, while one-quarter were visiting friends/relatives. Other reasons mentioned by 5 percent or fewer respondents, included “always wanted to visit Juneau,” Glacier Bay/glaciers, fishing, and part of tour package, among others.

Juneau Air Visitors: Trip Purpose, Summer 2008

	% of Total
Alaska trip purpose	
Vacation/pleasure	50%
Visiting friends/relatives	36
Business/pleasure	14
Business	n/a
Primary reason for visiting Juneau	
Passing through/air connections	41%
Visiting friends/relatives	25
Always wanted to visit Juneau	5
Glacier Bay/glaciers	4
Fishing	3
Part of tour package	2
Friend/relative recommended	1
Wildlife/sealife viewing	1
Boat/day cruise	1
Outdoors/wilderness	1
Other	5

Source: *Juneau Air Visitor Profile, Summer 2008*, prepared for Juneau Convention & Visitors Bureau by McDowell Group.

The most common activity among air visitors was shopping (47 percent), followed closely by Mendenhall Glacier (42 percent) and visiting friends/relatives (38 percent). One-quarter of air visitors said they did not participate in any activities in Juneau –likely the same visitors that said they were just passing through town.

Juneau Air Visitors: Activities in Juneau, Summer 2008

	% of Total
Shopping	47%
Mendenhall Glacier	42
Visiting friends/relatives	38
Hiking/nature walk	29
Museums/historical sites	21
City walking tour	21
Tramway	19
Wildlife viewing	15
Fishing	13
Whale watching/day cruise	12
City tours	9
DIPAC Hatchery	7
Flightseeing (helicopter)	4
Flightseeing (small plane)	4
Salmon Bake	4
Boating	6
Glacier Gardens	3
Camping	4
Brewery tour	3
Kayaking/canoeing	3
Shrine of St. Therese	2
State Capitol	1
Rafting	1
Other	10
None	25

Source: *Juneau Air Visitor Profile, Summer 2008*, prepared for Juneau Convention & Visitors Bureau by McDowell Group.

Juneau air visitors spent an average of \$398 per person while in town, including \$118 on lodging, \$87 on food/beverage, \$85 on tours and activities, \$58 on gifts/souvenirs/clothing, and \$50 on other expenses (such as transportation and entertainment).

Juneau Air Visitors: Spending in Juneau, Summer 2008

	Average Per-Person
Lodging	\$118
Food and beverage	87
Tours and activities	85
Gifts, souvenirs and clothing	58
Other expenses	50

Total	\$398
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Source: *Juneau Air Visitor Profile, Summer 2008*, prepared for Juneau Convention & Visitors Bureau by McDowell Group.

Over half of Juneau air visitors had traveled to Alaska previously, including 47 percent who had traveled to Juneau previously. The vast majority of repeat visitors (78 percent) traveled to/from Juneau by air on their previous trip, while 10 percent had traveled by cruise and 10 percent had traveled by ferry. Nearly half (46 percent) said they were very likely to return within five years.

Air visitors were most commonly from the Western US at 56 percent. Visitors reported an average party size of 2.5, average age of 50, and average income of \$101,000. Visitors were more likely to be male (63 percent).

Juneau Air Visitors: Previous Alaska Travel and Demographics, Summer 2008

	% of Total
Previous Alaska/Juneau travel	
Traveled to Alaska previously	57%
Traveled to Juneau previously	47%
Traveled by air last trip	78
Traveled by cruise last trip	10
Traveled by ferry last trip	10
Very likely to return within 5 years	46%
Demographics	
Western US	56%
Southern US	12
Midwest US	12
Eastern US	7
International visitors	13
Canada	3
Other international	3
Average party size	2.5
Average age	50
Male/Female	63/37
Average household income	\$101,000

Source: *Juneau Air Visitor Profile, Summer 2008*, prepared for Juneau Convention & Visitors Bureau by McDowell Group.

CRUISE VISITORS

The following tables show activities and characteristics of Juneau’s cruise market. Several different sources are used: a summer 2005 survey conducted for JCVB is the source for activity data, while the summer 2006 AVSP is the source for demographics. The 2005 survey collected more specific information on activities within Juneau compared to AVSP, while the AVSP collected more information on demographics. A third source is used for spending: a study of the economic impacts of Juneau’s visitor industry estimated spending for summer 2008.

The most common tour participated in by cruise passengers in 2005 was glacier tours at 42 percent. One-fifth (21 percent) participated in wildlife/marine life viewing (this includes whale watching tours). Other

popular types of tours included Mt. Roberts Tramway, city tours, and flightseeing. Seventeen percent of passengers said they did not participate in any tours. (A full list of excursions available to cruise passengers for summer 2012 can be found in the Appendix.)

Juneau Cruise Visitors: Activities in Juneau, Summer 2005

	% of Total
Glacier tours	42%
Wildlife/marine life viewing	21
Mt. Roberts Tramway	14
City tours	12
Flightseeing (helicopter)	12
DIPAC hatchery	9
Salmon bake	8
Glacier Gardens	7
Gold panning/mine tour	3
Rafting	3
Fishing	2
City walking tour	2
Flightseeing (small plane)	2
Museums/historic sites	2
Hiking/nature walk	2
Kayaking	1
Other	1
None	17

Source: *Juneau Cruise Visitor Profile, Summer 2005*, prepared for Juneau Convention & Visitors Bureau by McDowell Group.

Cruise passengers spent an estimated \$177 per person in Juneau in summer 2008. The largest expense was on tours/activities at \$100 per person, followed by gifts/souvenirs/clothing at \$70 and food/beverage at \$7. The per-person spending on tours in Juneau is higher than in other ports due to the large number of high-priced tours such as flightseeing.

Juneau Cruise Visitors: Spending in Juneau, Summer 2008

	Average Per-Person
Tours/activities	\$100
Gifts/souvenirs/clothing	70
Food/beverage	7
Total	\$177

Source: *Economic Impacts of the Visitor Industry in Juneau, 2007-08*; McDowell Group calculations.

One-fifth of cruise passengers in summer 2006 had traveled to Alaska before, with most of these visitors (58 percent) having traveled by cruise at least one way on their previous trip. One-quarter said they were very likely to return to Alaska. Cruise visitors were most commonly from the Western US, followed by the South, East, and Midwest. Nearly one in five visitors were from outside the US, including 7 percent from Canada.

Cruise passengers reported an average party size of 2.5, an average age of 53, and an average income of \$105,000. They were slightly more likely to be female (56 percent).

Juneau Cruise Visitors: Previous Alaska Travel and Demographics, Summer 2006

	% of Total
Previous Alaska travel	
Traveled to Alaska previously	19%
Traveled by air last trip	51
Traveled by cruise last trip	58
Traveled by highway last trip	11
Traveled by ferry last trip	3
Very likely to return to Alaska	26%
Demographics	
Western US	31%
Southern US	22
Eastern US	16
Midwest US	14
International visitors	18
Canada	7
Other international	11
Average party size	2.5
Average age	53
Male/Female	44/56
Average household income	\$105,000

Source: *Alaska Visitor Statistics Program V*, prepared for Alaska Department of Commerce, Community & Economic Development by McDowell Group.

Market Environment

Most of Juneau’s visitor activities are geared towards the cruise market, since they represent the vast majority of visitors. The major cruise lines each offer around 40 shore excursions to passengers, more than any other port. (Passengers also have the option of purchasing tours independently, either before their cruise or after disembarking.)

Juneau has distinguished itself among Alaska ports as the “adventure” destination. Adventure-themed tours include rafting, canoeing, kayaking, biking, hiking, glacier trekking, dog mushing, fishing, zip-lining, and geocaching.

According to cruise line contacts, Juneau’s tour environment is highly competitive – particularly since the 14 percent drop in cruise passengers in 2009. Tours are now competing for fewer customers, and cruise lines have responded by dropping a number of tours from their list of offerings.

Most of the tours offered by cruise lines are also available to independent travelers. Since the independent market is relatively small, few tour businesses cater exclusively to them. Exceptions include Alaska Discovery and Above and Beyond Alaska, which both offer overnight adventure packages.

The table below shows the more common tours offered by cruise lines. A more detailed list can be found in the Appendix.

The list includes three tours that already occur in the Eaglecrest area. A zip-line tour uses the Eaglecrest Lodge as a staging area, and the zip-line occurs on Eaglecrest property. A bicycle tour also uses the lodge for staging before passengers ride down Eaglecrest Road then on to False Outer Point. The third tour occurs adjacent to Eaglecrest property; passengers ride in wheeled sleds behind dog teams along a one-mile trail and visit a “musher’s camp.”

2011 Shore Excursions for Juneau Cruise Ship Passengers

	Approx. Duration (Hrs)	Starting Adult Price*
Bus Sightseeing Tours		
Mendenhall Glacier Explorer	2.5	39-49
Gold Panning and History Tour	1.5	59
Mendenhall Glacier and Salmon Hatchery Tour	2.5-3	49-50
Juneau Trolley	1	26
Boat Sightseeing Tours		
Whale Watching and Wildlife Quest	4	140-155
Evening Whale Quest	3.5	159-180
Mendenhall Glacier River Float	3.5	139
Steamboat and Mining History Cruise	1.75	49
Whale Watching and Mendenhall Glacier Photo Safari	5	199
Tracy Arm Fjord and Glacier Explorer	5-7	170-239
Flightseeing Tours		
Four Glacier Adventure via Helicopter	2.5	370
Glacier Adventure by Helicopter	2	345-399
Glacier Flightseeing Adventure	1-1.25	209-299
Helicopter Glacier Trek	4.25	420-449
Taku Glacier Lodge Flight and Feast	3-3.5	219-325
Fly-fishing Adventure via Floatplane	5.5	399-470
Adventure Tours		
Alaska Geocaching Adventures	4	194
Bike and Brew Glacier View	4-4.25	99-106
Juneau Sportfishing	5	224-229
Mendenhall Lake Canoe Adventure	4	150
Juneau by Jeep	4	179
Eaglecrest Tours		
Alpine Zip and Mendenhall Glacier Adventure	5	199-204
Bike & Tram Elevation Sensation	4.5	99
Sled Dog Discovery and Musher’s Camp**	2.75	139
Miscellaneous		
Gold Creek Salmon Bake	1.5	44-49
Mount Roberts Tramway	1-1.5	27-29
Rainforest Garden Adventure	2.5	39

*Some of the prices are offered in a range because multiple tour companies offer the same tour at different price points.
 **Occurs adjacent to Eaglecrest property.

Resident Market

Juneau Population

According to the U.S. Census, the population of Juneau in 2010 was 31,275 residents. This is a nearly 2 percent increase in population since 2000, with an average annual change of 0.2 percent. The population has been increasing since 2007, and there was a 2 percent increase from 2009 to 2010.

Population of City and Borough of Juneau, 2000-2010

	Volume
2000	30,711
2001	30,458
2002	31,003
2003	31,300
2004	31,130
2005	31,268
2006	30,822
2007	30,198
2008	30,405
2009	30,661
2010	31,275

Source: 2000 and 2010 U.S. Census, and ADOLWD Population Estimates.

The table below shows populations from selected Southeast Alaska communities. These communities were chosen due to their proximity to Juneau, and the likelihood of the residents using Eaglecrest when visiting Juneau. The closest communities of Haines, Skagway, and Hoonah had a combined population of 4,236 in 2010. The Haines Borough has a population of 2,508, while the City of Hoonah and the Municipality of Skagway each had a population less than 1,000.

Petersburg, Sitka, Wrangell, and Yakutat have a combined population of 14,860. While these communities are farther away than the smaller communities, all of them have regular, year-round Alaska Airlines flights to Juneau.

Population of Selected Southeast Communities, 2000-2010

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Hoonah	860	871	873	846	839	857	824	836	819	764	760
Haines	2,392	2,383	2,373	2,335	2,271	2,225	2,252	2,264	2,322	2,286	2,508
Petersburg	3,224	-	-	-	-	-	-	-	3,010	2,973	2,948
Skagway	862	838	844	843	873	834	855	843	846	865	968
Sitka	8,835	8,727	8,794	8,892	8,826	8,948	8,992	8,621	8,641	8,627	8,881
Wrangell	2,448	-	-	-	-	-	-	-	2,109	2,058	2,369
Yakutat	808	696	719	690	676	644	636	620	592	628	662

Note: Between 2000 and 2008, Wrangell and Petersburg dissolved the Petersburg-Wrangell Census Area, and formed Wrangell City and Borough and Petersburg Census Area.
 Source: 2000 and 2010 U.S. Census, and ADOLWD Population Estimates.

GROWTH PROJECTIONS

The table below contains ADOLWD population predictions from 2010 to 2030. (Note: The predictions were prepared in 2008, so the 2010 population will not match the 2010 U.S. Census population figures above.)

The City and Borough of Juneau is the only one of the selected areas predicted to have population growth from 2010 to 2030 with 0.1 percent average annual change, an increase of only 569 residents. The areas with the largest decrease in population are the Skagway-Hoonah-Angoon population (-917 residents), followed by Wrangell-Petersburg with a decrease of 884 residents. The remaining communities also all have decreasing populations, Haines Borough (-524 residents), City and Borough of Sitka (-306 residents), and City and Borough of Yakutat (-72 residents). The Southeast Alaska region as a whole is expected to decline by over 5,200 residents by 2030.

Population Projections for Selected Southeast Alaska Communities, 2010 to 2030

	2010	2015	2020	2025	2030	Avg. Annual Change 2010-2030
Juneau City and Borough	31,691	32,078	32,252	32,227	32,260	0.1%
Haines Borough	2,095	1,978	1,854	1,712	1,571	-1.3%
Sitka City and Borough	8,964	8,948	8,864	8,740	8,658	-0.2%
Skagway-Hoonah-Angoon	2,862	2,657	2,415	2,180	1,945	-1.6%
Wrangell-Petersburg	5,960	5,785	5,580	5,340	5,076	-0.7%
Yakutat City and Borough	646	644	624	601	574	-0.6%

Note: These predictions were prepared in 2008, so the 2010 populations are a prediction, and will not match U.S. Census 2010 populations in this document.
 Source: AKDOLWD, 2011.

Age

The population of Juneau has slowly increased in age from 2000 to 2009. In 2000, there were 9,204 residents age 0-19, and in 2009, there were 8,652, a decrease of 6 percent. Residents age 20-34 years decreased by 9 percent in the same time period, and residents age 35-59 years decreased in population by 4 percent. Residents 60 plus years in age increased 58 percent from 2000 to 2009. The median age in the City and Borough of Juneau has increased from 35.3 years in 2000 to 38 years in 2009.

Population Age Range of City and Borough of Juneau, 2000-2009

Age Range	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
0-19	9,204	9,023	9,155	9,254	9,046	8,899	8,583	8,462	8,441	8,652
20-34	5,972	5,695	5,798	5,871	5,658	5,679	5,278	5,303	5,484	5,414
35-59	12,751	12,846	12,939	12,932	13,072	13,140	13,248	12,568	12,315	12,208
60+	2,784	2,894	3,111	3,243	3,354	3,520	3,753	3,865	4,165	4,387
Median Age	35.3									38.0

Source: ADOLWD, 2011.

Income

According to the U.S. Bureau of Economic Analysis, Juneau's per capita personal income, at \$48,062 in 2009, is higher than the state (\$43,062) and national average (\$39,635). Juneau per capita income increased 19 percent over the 2005 through 2009 period, while statewide per capita personal income increased 18 percent, and national per capita personal income increased 12 percent.

Per Capita Personal Income of City and Borough of Juneau, 2005-2010

	2005	2006	2007	2008	2009	2010
City and Borough of Juneau	\$40,421	\$43,063	\$46,314	\$48,435	\$48,062	\$-
Alaska	36,770	38,835	41,196	44,414	43,212	44,174
United States	35,424	37,698	39,461	40,674	39,635	40,584

Note: 2010 data is unavailable at the borough level at this time.
Source: U.S. Bureau of Economic Analysis, 2011.

Physical Activity

The U.S. Department of Health and Human Services Center for Disease Control and Prevention, estimates the prevalence of diabetes, obesity, and physical inactivity among adults at the state and county (borough) level. From 2004 through 2008, the City and Borough of Juneau had the lowest percentage of adults who were physically inactive in the state, though the percentage increased from 14.2 percent in 2004 to 18.1 percent in 2008. The North Slope Borough had the largest percentage of inactive adults, ranging from 31.1 percent to 33.3 percent from 2004 through 2008.

Percentage of Adults Who Are Physically Inactive from Selected Boroughs and Census Areas, 2004-2008

	2004	2005	2006	2007	2008
Anchorage Municipality	20.0%	20.4%	19.6%	21.2%	22.1%
Fairbanks North Star Borough	19.3	20.5	21.0	21.4	21.4
Haines Borough	21.5	24.1	24.3	20.2	20.0
City and Borough of Juneau	14.2	14.9	16.2	18.9	18.1
Ketchikan Gateway Borough	19.5	21.7	22.8	28.1	27.5
North Slope Borough	31.1	30.8	31.8	33.3	32.3
Sitka City and Borough	17.4	18.0	19.7	21.0	21.7
Wrangell-Petersburg Census Area	18.4	18.9	20.2	23.1	24.6
Yakutat City and Borough	21.4	23.5	26.0	26.3	25.8

Source: U.S. Department of Health and Human Services Center for Disease Control and Prevention, 2011.

Activities for Juneau Residents

JUNEAU TRAILS

Hiking is a popular recreational activity for Juneauites and the community's visitors. Juneau has many miles of trails available year around to hike, bike, walk, cross-country ski, or snowshoe. Trail Mix, a local non-profit organization that constructs and maintains local trails, estimates there are over 90 miles of well-used, maintained trails in Juneau. Of these trails, some are planked, paved, or graveled, and can vary in length and

width. Among the more popular trails are Perseverance Trail, Rainforest Trail, Brotherhood Bridge/Kax Trail, Treadwell Historical Ditch Trail, Airport Dike Trail, Montana Creek Trail, West and East Glacier Trails, Herbert Glacier, Auke Lake Trail, Spaulding Meadows, along with numerous mountain trails. Along with these popular trails, there are game trails and other smaller trails in the forests surrounding Juneau. In addition to Trail Mix, maintenance of the trails is supported by the City and Borough of Juneau, the State of Alaska, and U.S. Forest Service.

Traffic of the trails varies depending on the time of year and the maintenance. For example, some trails see much less use in the winter while others keep a steady flow of users as long as the snow is cleared during the winter. In a study conducted by McDowell Group from June-August 2009, seven trails were selected and trail counters were put in place. High levels of usage were measured. For example, Perseverance Trail had roughly 70-130 uses per day, Rainforest Trail had 30-40 uses/day, Brotherhood Bridge/Kax Trail had 270-600 uses/day, Treadwell Historic had 160-230 uses/day, and the Airport Dike had 250-600 uses/day.

JUNEAU PARKS AND RECREATION

Juneau Parks and Recreation is responsible for operating many parks and recreation facilities and programs in Juneau. Facilities include, but are not limited to, Augustus Brown Pool, Diamond Aquatic Center, Mt. Jumbo/T. Miller Gym, Pipeline Skate Park, Treadwell Ice Arena, Zach Gordon Youth Center, and numerous shelters throughout the Juneau area. Activities supported by the Parks and Recreation Department include year-round youth and adult activities such as hockey (men, women, and youth), softball (men, women, or coed), volleyball (men, women, or coed), soccer (youth indoor or outdoor), and basketball (men, women, and youth).

Juneau Shore Excursions

For summer 2012, there are a total of 225 shore excursions offered by Carnival Spirit, Celebrity Cruises, Royal Caribbean, Disney Cruise Lines, Holland America Line, Norwegian Cruise Line, and Princess Cruise Lines. The list below only includes 97 of the 225 shore excursions, as some of the tours are the same tour offered by different cruise lines. Tours offered independent of the cruise lines are not included in this list. Some prices are not listed by cruise lines.

2011 Shore Excursions for Juneau Cruise Ship Passengers

	Approx. Duration (Hrs)	Starting Adult Price*
Alaska Brewing Company and Glacier Gardens	3	\$70
Alaska Canopy Expedition	3.25	182
Alaska Family Friendly Package	-	257
Alaska Flora and Fauna Package	-	385
Alaska Geocaching Adventures	4	194
Alaska Salmon Bake, Mendenhall Glacier, and Hatchery	4	90
Alaska Sightseeing Package	-	117
Alaska Sled Dogs and Musher Camp	2.75	136
Alaskan Halibut Fishing	5	326
Alaska's Whale's and Rainforest Trails	4.75-5	199-204
Alpine Zip and Mendenhall Glacier Adventure	5	199-204
Best of Juneau! Whale Watching Quest, Mendenhall Glacier and Orca Point Lodge	6.25	200
Bike and Brew Glacier View	4-4.25	99-106
Bike and Tram Mountain Adventure	4.5	99-119
Bottom Sportfishing Adventure	5	299
Brown Bear and Wildlife Viewing Expedition	5	449-474
Deluxe Mendenhall Glacier and Juneau Highlights	4	89
Deluxe Tour of Juneau	5-5.5	125
Discover the Mendenhall Glacier	2.5	40
Disney Exclusive Glacier Dog Musher for a Day	4-4.5	699
Dog Sled Summer Camp	2.25-2.75	136-154
Dog Sledding on the Mendenhall Glacier	2.75-3.25	349-605
Douglas Island Sea Kayaking	3.5	-
Enchanted Taku Glacier Lodge Flight and Feast	3.5-4	309
Evening Whale Quest	3.5	159-180
Extended Helicopter Glacier Trek	5.25	520-524
Fly-fishing Adventure via Floatplane	5.5	399-470
Four Glacier Adventure via Helicopter	2.5	370
Four Glacier Helicopter and Dog Sledding Adventure	3.5	600
Glacier Adventure by Helicopter	2	345-399

Glacier Flightseeing Adventure	1-1.25	209-299
Glacier View Bike and Brew	4-4.5	109
Glacier View Bike Tour	3.5	-
Glacier View Sea Kayak	3.5	100-199
Gold Creek Salmon Bake	1.5	44-49
Gold Panning and History Tour	1.5	59
Gold Panning and Salmon Bake Combo	3	80
Grand Tour of Juneau: Hatchery, Glacier, and Gardens	4.5	-
Guide's Choice Adventure Hike: Mendenhall Glacier	4.5	89
Helicopter Flightseeing and Guided Walkabout	3.5	395
Helicopter Glacier Trek	4.25	420-449
Helicopter Glacier Walkabout	3.25-4.25	370-399
Historic Gold Mine, Panning, and Salmon Bake	3	95
Historic Gold Mining and Panning Adventure	1.5	59-61
Historic Gold Panning and Salmon Bake	3	89
Historic Juneau Gold Mine Tour	3.25	72
Inspiration Charter: Alaska Salmon Bake	1.5	-
Inspiration Charter: Gold Panning Adventure and Alaska Salmon Bake	3	-
Inspiration Charter: Taku Glacier Lodge, Feast, and Flight by Floatplane	3	-
Inspiration Charter: Whale Watching and Wildlife Quest	3.5	-
Inspiration Charter: Alaska Salmon Bake, Mendenhall Glacier, and Hatchery	4	-
Inspiration Charter: Whale Watching and Wildlife Quest	4	-
Juneau by Jeep	4	179
Juneau City and Mendenhall Glacier	3	50
Juneau City, Glacier, and Salmon Hatchery	3	-
Juneau Deluxe City Highlights	4.75	107
Juneau Gold Mine Tour	3	65
Juneau Hatchery and Mendenhall Glacier	3	59
Juneau Sportfishing	5	224-229
Juneau Trolley	1	26
Mendenhall Lake Canoe Adventure	4	150
Mendenhall Glacier and Garden Tours	3.5-3.75	60-69
Mendenhall Glacier and Mount Roberts Tram	4	65
Mendenhall Glacier and Salmon Bake	3.5-4	82-95
Mendenhall Glacier and Salmon Hatchery	2.5-3	49-50
Mendenhall Glacier and Whale Quest	5.25	159-165
Mendenhall Glacier and Wildlife Quest	5.25	160-174
Mendenhall Glacier by Helicopter and Guided Walk	2.25	299-304
Mendenhall Glacier Canoe Adventure	3.5	99
Mendenhall Glacier Explorer	2.5	39-49
Mendenhall Glacier Float Trip	3.5	136-149
Mendenhall Glacier Guides Adventure Hike	4.5	79-90
Mendenhall Glacier Helicopter and Salmon Bake Combo	3.75	329
Mendenhall Glacier Helicopter Tour	2.25	329
Mendenhall Glacier Lake Canoe	3.5	159
Mendenhall Glacier River Float	3.5	139
Mendenhall Glacier via Helicopter and Guided Walk	2.25	300

Mendenhall Glacier, Cooking School, and Beer Tasting	4	79
Mendenhall Glacier, Salmon Hatchery, and Gardens	4.5	79
Mendenhall Glacier, Whale Quest, and Lodge Salmon Meal	6.25	199
Mendenhall Glacier, Salmon Hatchery, and Salmon Bake	4	79
Mendenhall Lake Native Canoe Adventure	3.5-4	-
Mendenhall River Float Trip	3.5	-
Mount Roberts Tramway	1-1.5	27-29
NCL's Freestyle Private Touring: Chauffeur-Driven Hummer	4	595
NCL's Freestyle Private Touring: Salmon Fishing Charter	5	1,299
Original Alaska Salmon Bake	1.5	39
Photo Safari by Land and Sea	4.75-5	198-204
Pilot's Choice Glacier Exploration	2.75	419-437
Rainforest Canopy and Zipline	3.25-3.5	179-186
Rainforest Garden Adventure	2.5	39
Rainforest Garden and Mendenhall Glacier Combo	3.5	69
Salmon Sportfishing Adventure	5	199
Steamboat and Mining History Cruise	1.75	49
Taku Glacier Lodge Flight and Feast	3-3.5	219-325
Taste of Juneau	4	120
Templeton Charter: Alaska Salmon Bake, Mendenhall Glacier, and Hatchery	4	-
Templeton Charter: Alaska Salmon Bake	1.5	-
Templeton Charter: Gold Panning Adventure and Alaska Salmon Bake	3	-
Templeton Charter: Take Glacier Lodge, Feast, and Flight by Floatplane	3.5	-
Templeton Charter: Whale Watching and Wildlife Quest	4	-
Town, Tram, and Trek	2.5	69-80
Tracy Arm Fjord and Glacier Explorer	7-May	170-239
Underground Juneau Gold	3.5	69
Walking Tour of Juneau	2	45
Whale Quest and Orca Point Lodge	5	168
Whale Quest and Salmon Bake Combo	5	185
Whale Quest, Mendenhall Glacier, and Orca Point Lodge	6.25	199
Whale Watching Adventure	3	139
Whale Watching and Mendenhall Glacier Photo Safari	5	199
Whale Watching and Salmon Bake Combo	5.25	179
Whale Watching and Wildlife Quest	4	140-155
Whales and Glaciers: Citizen Science Adventure	5	196-199
Whales, Bears, and Glaciers Adventure	6.75	399

* Some of the prices are offered in a range because multiple tour companies offer the same tour at different price points.

APPENDIX 3:
EAGLECREST MASTER PLAN
PUBLIC OPINION SURVEYS

Eaglecrest Master Plan

Public Opinion Surveys



Prepared for
Eaglecrest Ski Area
Board of Directors

Prepared by
McDowell Group Inc.



Eaglecrest Master Plan Public Opinion Surveys

*Prepared for:
Eaglecrest Ski Area Board of Directors*

PREPARED BY:



Juneau • Anchorage

January 2012

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Executive Summary

McDowell Group, along with SE Group and Jan Caulfield Consulting, was contracted by the Eaglecrest Ski Area Board of Directors to prepare an Eaglecrest Ski Area Master Plan. Survey research in support of the master planning process included a random sample telephone survey and an open-access online survey posted on the Eaglecrest Ski Area website.

The Eaglecrest Master Plan telephone survey yielded 449 responses from randomly selected Juneau area residents. Twenty-nine percent, or 113 respondents, used the ski area for skiing or snowboarding last winter season. Results of the telephone are representative of Juneau's adult population with a maximum margin of error of ± 4.5 percent at the 95 percent confidence level.

A total of 1,001 respondents participated in the Eaglecrest Master Plan open-access online survey. Unlike the random sample telephone survey, results of the online survey are subject to a self-selection bias and are therefore not representative of the Juneau population. Sixty-four percent of on-line survey respondents purchased a season pass last year and one-third skied or snowboarded but did not purchase a pass. The remainder of online survey participants did not use the ski area last season.

Current Community Use of Eaglecrest

The Eaglecrest Master Plan telephone survey clearly demonstrated Eaglecrest's popularity as a recreational asset for the community. Survey results indicate that almost half (45 percent) of all Juneau households have a member that skied or boarded at Eaglecrest at least once last year. Further, half (49 percent) of Juneau's resident adult population had visited the Eaglecrest Ski Area in just the past 12 months for reasons other than skiing or snowboarding, mainly for hiking but also for berry picking and sightseeing.

Development Priorities

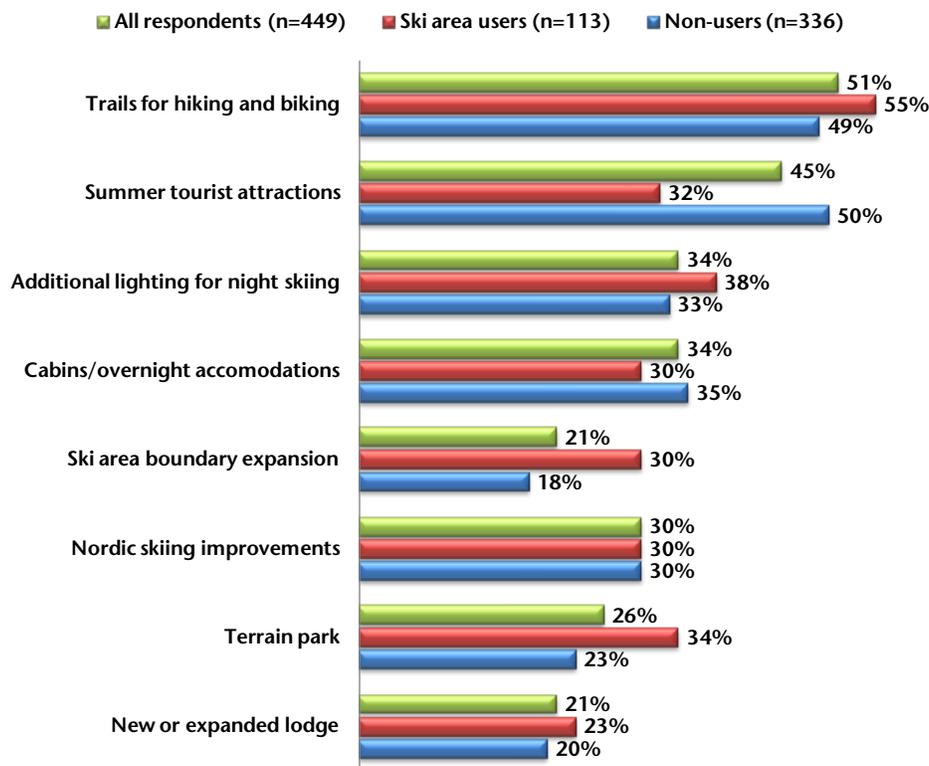
The study team, in consultation with the Eaglecrest Board of Directors, identified a range of development options for consideration in the survey research. Development options included the following:

- Trails for hiking and biking
- Summer tourist attractions to generate revenue
- Additional lighting for night skiing
- Cabins/overnight accommodations
- Ski area boundary expansion
- Terrain park
- Nordic skiing improvements
- New or expanded lodge

Importance of Development Options

- The addition of a trail network for hiking and biking at Eaglecrest was most often noted as important for Eaglecrest. Eighty-seven percent of Juneau residents rank this project as somewhat important or very important and the same percentage favor the addition of a trail network at the Eaglecrest Ski Area.
- The addition of summer tourist attractions to generate revenue is also of high importance to the community, rated as very important by 45 percent of residents. However, only a third of ski area users regard it as very important.

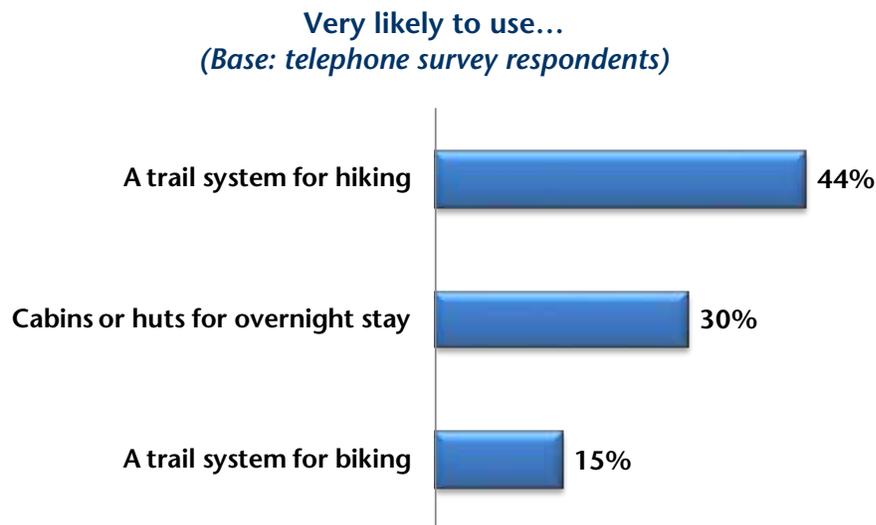
Eaglecrest Development Options: Percent Ranking Very Important
(Base: telephone survey respondents)



- Similar to telephone survey results, about half (52 percent) of online survey respondents rated the development of trails for hiking and biking a very important addition to the Eaglecrest Ski Area, more than any other development option.
- When phone survey participants were asked to designate the single most important development option, the addition of summer tourist attractions and trails for hiking and biking received the most responses, from 19 percent and 16 percent, respectively.
- Trails for hiking and biking and the expansion of ski area boundaries are most important among online survey respondents.

ANTICIPATED USE OF POTENTIAL NEW DEVELOPMENTS

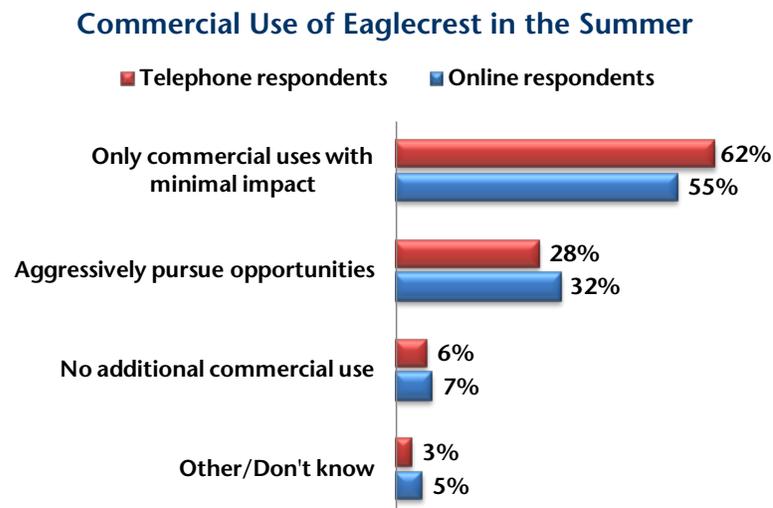
Juneau residents expressed varying levels of interest in using potential new facilities at Eaglecrest. Almost half (44 percent) of residents said they would be very likely to use a trail system at Eaglecrest for hiking. Nearly one-third (30 percent) of phone survey participants said they would be very likely to rent cabins or huts for overnight stay at Eaglecrest.



COMMERCIAL USE OF EAGLECREST

As part of the Eaglecrest master planning process, summertime commercial uses for the area may be considered in order to generate revenue to support operations. Juneau residents were asked for their opinions about commercial use of the area.

- The larger majority of both telephone and online survey participants agreed with the statement that Eaglecrest should only allow commercial uses that have minimal impact on local residents' use of the area, receiving support from 62 percent and 55 percent of respondents, respectively.



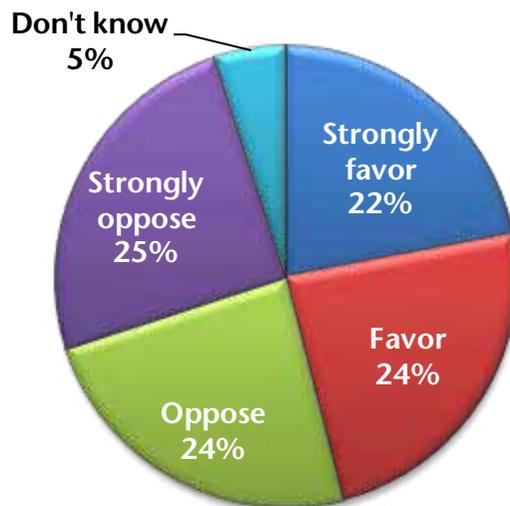
MOTORIZED USE OF EAGLECREST

Eaglecrest has received proposals to allow recreational and commercial motorized use of the area during the winter and summer seasons. Juneau residents were asked whether they would favor or oppose changing the CBJ ordinance to allow these activities.

Winter Season

- Telephone survey participants are virtually split on motorized use of Eaglecrest in the winter. About half (49 percent) oppose or strongly oppose changing the ordinance, while 46 percent favor or strongly favor it.
- Two-thirds (65 percent) of online respondents oppose or strongly oppose motorized use of Eaglecrest in the winter season.

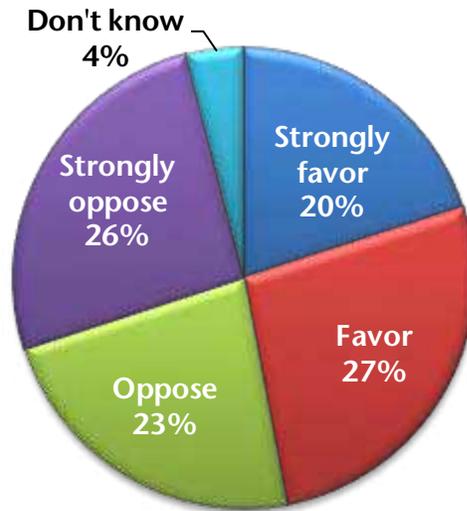
Motorized Use of Eaglecrest in the Winter
(Base: telephone survey respondents)



Summer Season

- Juneau residents are also divided on motorized use in the summer season. Again, 49 percent are opposed or strongly opposed to allowing motorized use in the summer and 47 percent favor or strongly favor the change.
- More than half (59 percent) of those that took the online survey oppose or strongly oppose summer motorized use of the area.

Motorized Use of Eaglecrest in the Summer
(Base: telephone survey respondents)

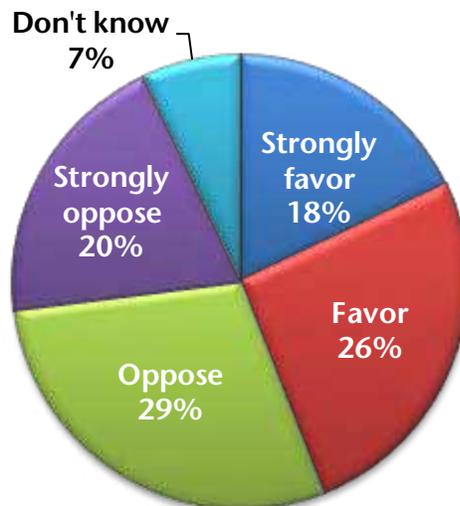


BEER AND WINE SALES

Sale of beer and wine may be considered as an addition to Eaglecrest’s current food and beverage services, in order to expand customer service and generate additional revenue.

- Almost half (49 percent) of Juneau residents that participated in the phone survey oppose or strongly oppose the sale of beer and wine at Eaglecrest. However, two-thirds (67 percent) of last year’s ski area users favor or strongly favor the addition.
- Three-fourths (74 percent) of online survey respondents favor or strongly favor beer and wine sales at the ski area.

Beer and Wine Sales at Eaglecrest
(Base: telephone survey respondents)

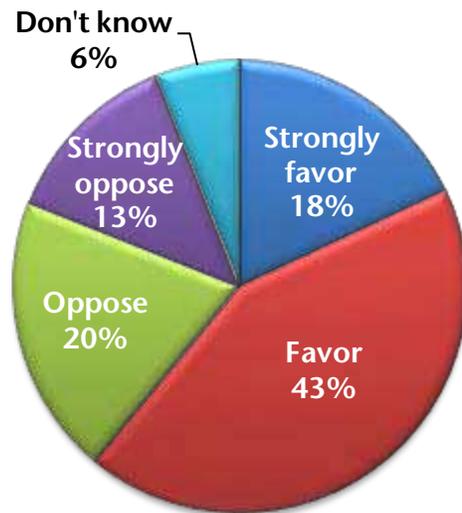


FUTURE BASE DEVELOPMENT

Survey respondents were asked whether they would support or oppose Eaglecrest base area development, including condos, restaurants, stores, and other commercial activity.

- Based on phone survey results, nearly two-thirds (62 percent) of local residents favor or strongly favor this kind of future base development at Eaglecrest.
- Online survey respondents expressed similar views, with 58 percent favoring or strongly favoring future base development.

Future Base Development at Eaglecrest
(Base: telephone survey respondents)



Introduction and Methodology

Introduction

McDowell Group, along with SE Group and Jan Caulfield Consulting, was contracted by the Eaglecrest Ski Area Board of Directors to prepare an Eaglecrest Ski Area Master Plan, exploring possible future development of the area. A key objective of the Master Plan was to measure public support for a range of potential multi-seasonal uses of the area.

The Master Plan focuses on near-term improvements as well as long-term projects that will enhance the community's use of Eaglecrest and potentially generate additional revenue to support ski area operations. Winter improvements include additional lighting for night skiing, a terrain park, and Nordic skiing improvements such as new trails and warming huts. Multi-seasonal projects in the area include the construction of a new or expanded lodge, cabins or other overnight accommodations, the development of a trail network for hiking and biking, a skills park for bikers, and the addition of summer tourist attractions to generate revenue.

Other issues included for public input were support for sale of beer and wine as an addition to the food and beverage services and support for a change to the City and Borough of Juneau ordinance to allow motorized use of the area in the summer and/or winter.

Methodology

Survey research in support of the master planning process included a random sample telephone survey and an open-access online survey posted on the Eaglecrest Ski Area website. The telephone survey was conducted from September 30th, 2011 to October 4th, 2011 and included a sample size of 449 randomly selected adults. The survey is representative of the overall Juneau population, with a maximum margin of error of ± 4.5 percent at the 95 percent confidence level. The analysis of telephone survey results focuses on two groups: those that used the Eaglecrest Ski Area for the purpose of skiing or snowboarding during the 2010 winter season (113 respondents, termed "ski area users" in this report), and those that did not use the area (336 respondents, termed "non-users").

The online survey was posted on the Eaglecrest website, www.skijuneau.com, and was available from October 4th, 2011 until December 1st, 2011. A total of 1,001 respondents completed all or most of the online survey. It is important to note that the online survey was an open-access, non-random sample survey therefore the results are subject to self-selection basis. Unlike the telephone survey, online survey results are not necessarily representative of the larger Juneau population.

Analysis of the online results focused on two groups: those that purchased a season pass in the 2010 winter season (586 respondents), and those that skied or boarded at Eaglecrest but did not buy a pass (332 respondents), and those that did not ski or board at Eaglecrest last year at all (83 respondents).

Survey Respondent Ski Area Use Profile

	% of Total Telephone	% of Total Online
Use of Eaglecrest last season	(n=449)	(n=1,001)
Did not use ski area last season (Non-users)	71%	8%
Used ski area last season (Ski area users)	29	92
Ski area user activity at Eaglecrest last season	(n=113)	(n=918)
Downhill ski	71%	74%
Cross-country ski	29	41
Snowboard	27	38
Ski area user pass purchases last season	(n=113)	(n=918)
Did not purchase a pass	61%	36%
Purchased a pass	39	64
Ski area user previous pass purchases	(n=67)	(n=332)
Purchased a pass previously	53%	64%
Never purchased a pass	45	36
Non-users previous use of Eaglecrest	(n=336)	(n=83)
Never skied/snowboarded at Eaglecrest before	56%	30%
Skied/snowboarded at Eaglecrest before	44	70
Non-users household previous use of Eaglecrest	(n=336)	(n=25)
No one in household skied/snowboarded at Eaglecrest last season	73%	72%
Others in household skied/snowboarded at Eaglecrest last season	27	28
Visited Eaglecrest for reasons other than ski/snowboard in the last 12 months	(n=449)	(n=1,001)
No	50%	17%
Yes	49	83
Don't know/Refused	1	<1

Importance of Development Options

Juneau residents were asked to rate the importance of a range of development options for the Eaglecrest Ski Area. Development options, developed by the study team in consultation with the Eaglecrest Board of Directors, included the following:

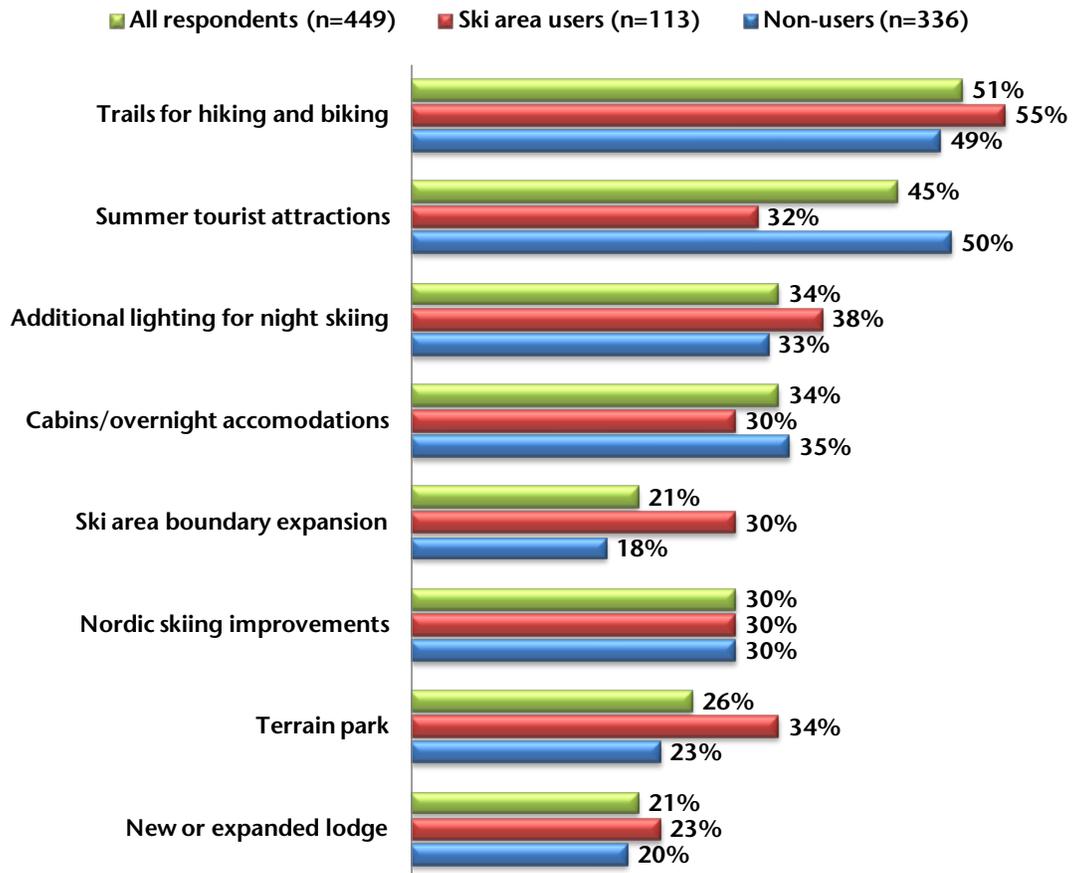
- Trails for hiking and biking
- Summer tourist attractions to generate revenue
- Additional lighting for night skiing
- Cabins/overnight accommodations
- Ski area boundary expansion
- Terrain park
- Nordic skiing improvements
- New or expanded lodge

Telephone Survey Results

- The development of additional trails for hiking and biking at Eaglecrest is the most popular development concept for both ski area users and non-users, receiving very important ratings from more than half (51 percent) of all survey participants. More than half (55 percent) of ski area users and 49 percent of non- users consider it very important.
- The expansion of summer tourist attractions in order to generate revenue is also viewed as very important from a large segment (45 percent) of Juneau residents. Interestingly, half of those that did not ski or snowboard at Eaglecrest last season believe this is very important, while just one-third of ski area users agree.
- One-third of phone survey respondents said additional lighting for the purpose of night skiing is very important. Opinions between last season's skiers and snowboarders and those that didn't use the area were similar. Thirty-eight percent of ski area users rank this a very important development option, as do one-third of those that didn't use Eaglecrest last season. Nearly half of survey participants (46 percent) between the ages of 18 to 34 believe additional lighting is very important.
- Eaglecrest development project options that are somewhat less important include the addition of a terrain park (26 percent rating very important) and a new or expanded lodge (21 percent). In both cases ski area users more often rate these as very important, though not significantly so.
- Not surprisingly, more than half (52 percent) of those that cross-country skied last season believe improvement to Nordic skiing options including new trails and warming huts is very important, while the rating among all ski area users and non-users was 30 percent.

- No surprise that ski area boundary expansion is more important to ski area users than non-users. Almost one-third (30 percent) of ski area users believe boundary expansion is very important compared to 18 percent on non-users.

Eaglecrest Development Options: Percent Ranking Very Important



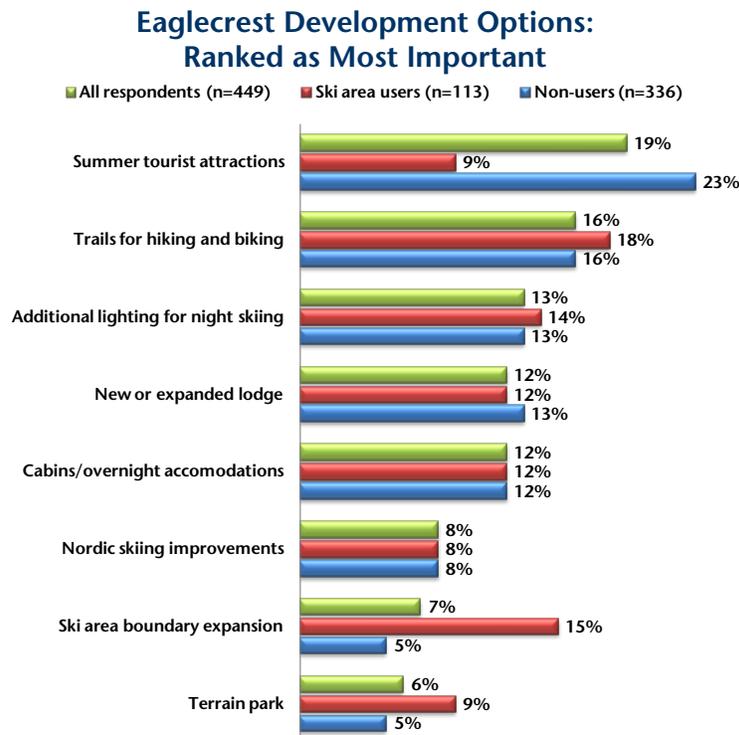
Importance of Eaglecrest Development Options

	% of Total n=449	Ski area users n=113	Non-users n=336
Development of trails for hiking and biking			
Very important	51%	55%	49%
Somewhat important	37	38	36
Not important	11	6	13
Don't know	2	2	2
Summer tourist attraction to generate revenue			
Very important	45%	32%	50%
Somewhat important	39	46	36
Not important	14	19	12
Don't know	2	2	2
Additional lighting for night skiing			
Very important	34%	38%	33%
Somewhat important	38	36	39
Not important	19	23	18
Don't know	9	5	11
Cabins or other overnight accommodations			
Very important	34%	30%	35%
Somewhat important	39	40	39
Not important	25	28	24
Don't know	2	2	2
Ski area boundary expansion			
Very important	21%	30%	18%
Somewhat important	34	38	33
Not important	32	30	33
Don't know	13	4	17
Nordic skiing improvements including new trails and warming huts			
Very important	30%	30%	30%
Somewhat important	40	45	39
Not important	19	20	19
Don't know	11	7	12
Terrain park with jumps and rails for skiers and snowboarders			
Very important	26%	34%	23%
Somewhat important	39	42	38
Not important	29	22	31
Don't know	6	2	8
New or expanded lodge			
Very important	21%	23%	20%
Somewhat important	45	45	45
Not important	26	30	24
Don't know	8	2	11

MOST IMPORTANT DEVELOPMENT OPTION

As a follow-up to the previous question, survey participants were asked which development option they believe to be the single most important and the second most important for Eaglecrest to pursue. On the whole, responses were reflective of the rankings discussed above.

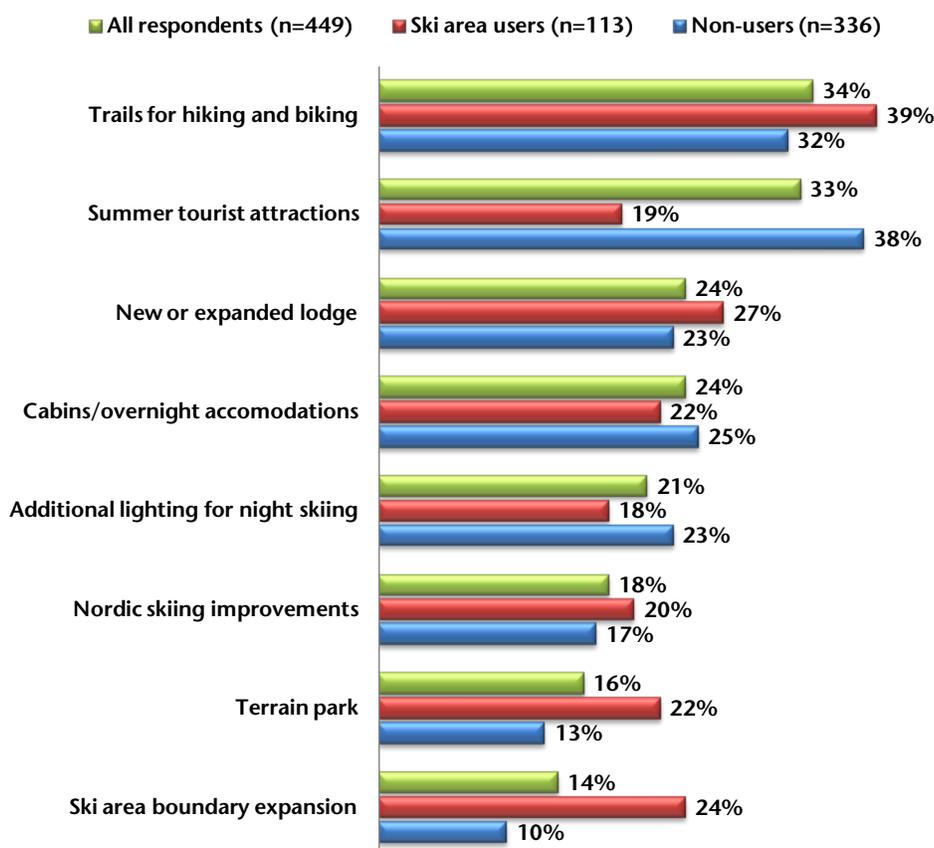
- The development of summer tourist attractions to generate revenue for Eaglecrest Ski Area is most important from one in five (19 percent) Juneau residents. However, just nine percent of those that skied or snowboarded at Eaglecrest last season are in this group.
- One in six residents (16 percent) believe the addition of trails for hiking and biking is the most important development option, with similar responses from both ski area users and non-users.
- Other development options, including a new or expanded lodge, the addition of cabins or other overnight accommodations, and the addition of lighting for night skiing are most important to equal numbers of Juneau residents. Each development option is most important for about one in eight (around 12 to 13 percent) ski area users and non-users alike.
- Although just 8 percent said Nordic skiing improvements are most important for Eaglecrest, one-fourth of Eaglecrest cross-country skiers expressed this opinion.
- One in six (15 percent) of those that used Eaglecrest last season said the expansion of ski area boundaries is most important. Among all residents, 7 percent believe boundary expansion is most important.
- The addition of lighting for night skiing is most important to almost one-fourth of survey participants between the ages of 18 and 34.



MOST AND SECOND MOST IMPORTANT

- One-third of Juneau residents rank the development of trails for hiking and biking at Eaglecrest as either most important or second most important. Thirty-nine percent of last year’s ski area users hold this opinion, as well as one-third of those that did not visit Eaglecrest last year.
- The development of summer tourist attractions to generate revenue also received most important or second most important rankings from one-third of survey participants. Thirty-eight percent of those that did not use Eaglecrest last season were in this group. In contrast, just 19 percent of those that skied or snowboarded at Eaglecrest last season agreed. Notably, nearly half (44 percent) of survey participants over the age of 65 believe this option to be of the highest importance.
- Nordic skiing improvements were ranked as most important or second most important for 18 percent of residents. Forty percent of Nordic skiers rank it as most or second most important.
- Forty-one percent of snowboarders last season ranked the addition of a terrain park with jumps and rails as the most or second most important project option. Among all residents, 16 percent ranked it first or second, with 22 percent among all ski area users.
- Although just one in seven (14 percent) Juneau residents rank ski area boundary expansion as the most or second most important development, one-fourth of ski area users give this project high ranking.

Eaglecrest Development Options: Ranked as Most and 2nd Most Important

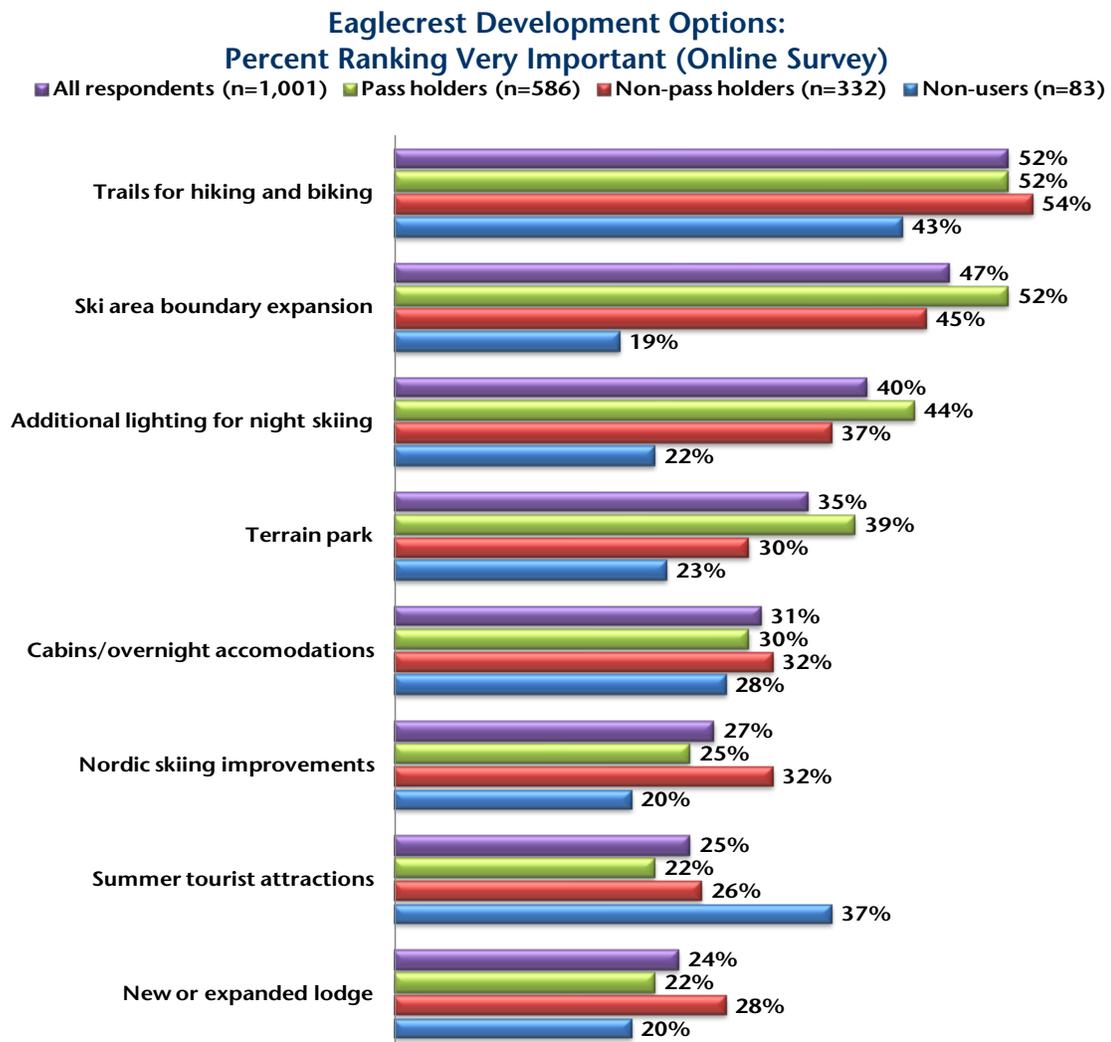


Eaglecrest Development Options: Most Important and Second Most Important

	% of Total n=449	Ski area users n=113	Non-users n=336
Summer tourist attraction to generate revenue			
Most important	19%	9%	23%
Most/second most important	33	19	38
Development of trails for hiking and biking			
Most important	16%	18%	16%
Most/second most important	34	39	32
Additional lighting for night skiing			
Most important	13%	14%	13%
Most/second most important	21	18	23
New or expanded lodge			
Most important	12%	13%	13%
Most/second most important	24	27	23
Cabins or other overnight accommodations			
Most important	12%	12%	12%
Most/second most important	24	22	25
Nordic skiing improvements including new trails and warming huts			
Most important	8%	8%	8%
Most/second most important	18	20	17
Ski area boundary expansion			
Most important	7%	15%	5%
Most/second most important	14	24	10
Terrain park with jumps and rails for skiers and snowboarders			
Most important	6%	9%	5%
Most/second most important	16	22	13

Online Survey Results

- More than half of the 1,001 Juneau residents that responded to the online survey agreed that the development of trails for hiking and biking at Eaglecrest is very important. Over half of pass holders and non-pass holders from last season ranked this project as very important.
- Nearly half (47 percent) of all respondents ranked ski area boundary expansion as very important, with just over half (54 percent) of pass holders expressing this opinion.
- Two in five (40 percent) online respondents ranked the addition of lighting for night skiing as very important for the Eaglecrest Ski Area, again with somewhat similar responses from both last season's pass holders and non-pass holders.
- In contrast to telephone survey participants, the addition of summer tourist attractions to generate revenue was less important to online respondents, receiving very important rankings from just one in four survey respondents.
- A new or expanded lodge was ranked very important by less than one-fourth of online respondents, making it the least popular development option.



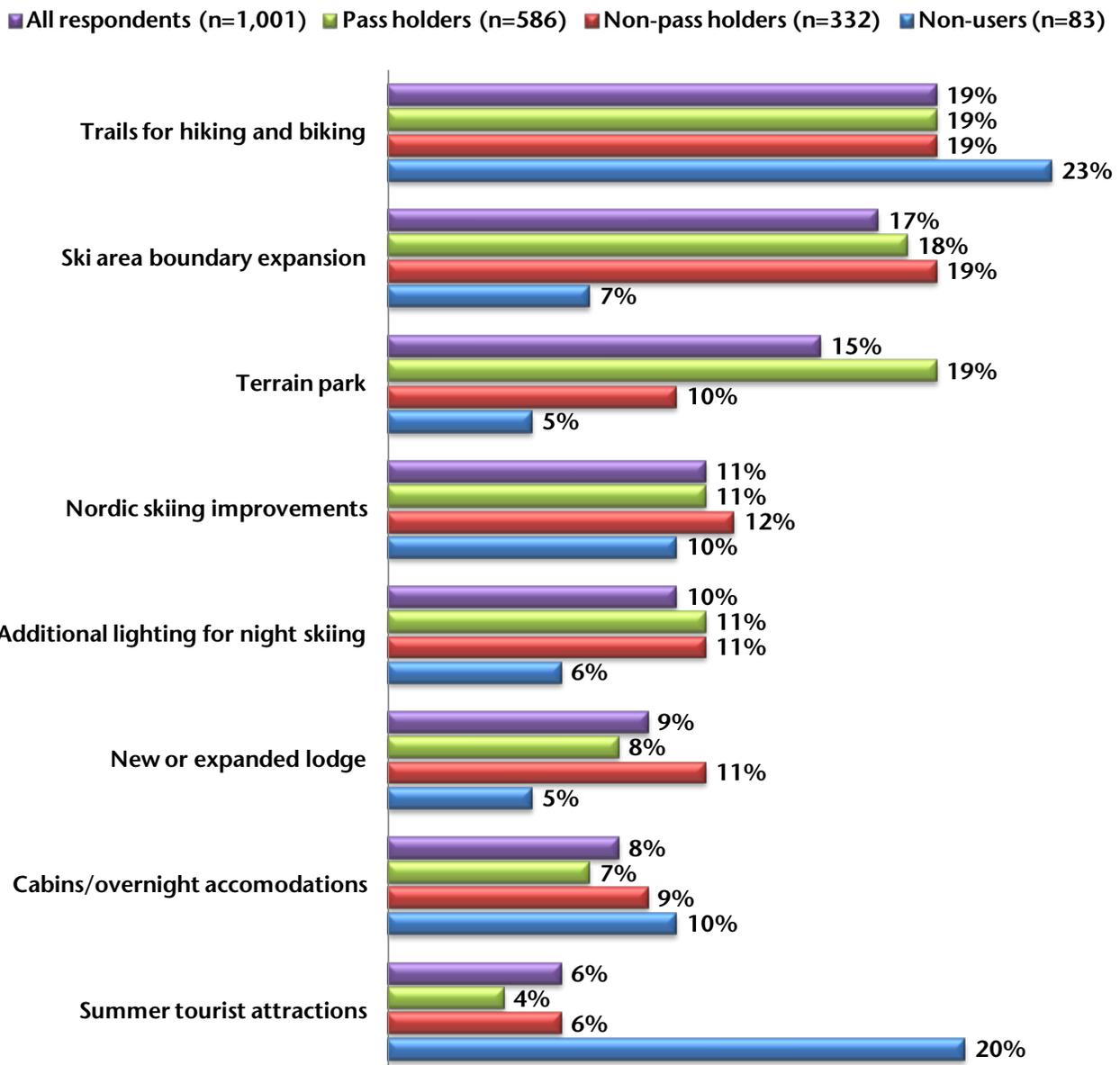
Ranking of Eaglecrest Development Options (Online Survey)

	% of Total n=1,001	Pass holders n=586	Non-pass holders n=332	Non-users (n=83)
Development of trails for hiking and biking				
Very important	52%	52%	54%	43%
Somewhat important	33	35	29	33
Not important	14	13	15	19
Don't know	1	1	2	5
Ski area boundary expansion				
Very important	47%	52%	45%	19%
Somewhat important	27	25	32	28
Not important	22	22	18	41
Don't know	4	2	6	12
Additional lighting for night skiing				
Very important	40%	44%	37%	22%
Somewhat important	31	30	32	31
Not important	25	24	26	30
Don't know	4	2	5	17
Terrain park with jumps and rails for skiers and snowboarders				
Very important	35%	39%	30%	23%
Somewhat important	32	31	34	31
Not important	30	28	31	39
Don't know	4	2	5	7
Cabins or other overnight accommodations				
Very important	31%	30%	32%	28%
Somewhat important	34	34	33	39
Not important	33	34	32	29
Don't know	2	2	3	5
Nordic skiing improvements including new trails and warming huts				
Very important	27%	25%	32%	20%
Somewhat important	38	38	38	40
Not important	31	33	27	29
Don't know	4	4	3	11
Summer tourist attractions to generate revenue				
Very important	25%	22%	26%	37%
Somewhat important	43	45	44	25
Not important	29	30	26	33
Don't know	4	3	5	5
New or expanded lodge				
Very important	24%	22%	28%	20%
Somewhat important	34	32	36	40
Not important	39	44	33	31
Don't know	2	1	2	8

MOST IMPORTANT DEVELOPMENT OPTION

- The development of trails for hiking and biking was most often noted as “most important” among projects for the Eaglecrest Ski Area. One in five (19 percent) online respondents expressed this opinion.
- One-sixth (17 percent) said the expansion of ski area boundaries was the most important development to consider. Responses among pass holders and non-pass holders were similar, with 18 percent and 19 percent ranking this most important, respectively.
- The terrain park received similarly high rankings from last year’s pass holders. One in five pass holders (19 percent) said this was the most important project. However, just one in ten (10 percent) users that did not purchase a pass last season consider this to be of highest importance.

Eaglecrest Development Options: Ranked as Most Important (Online Survey)

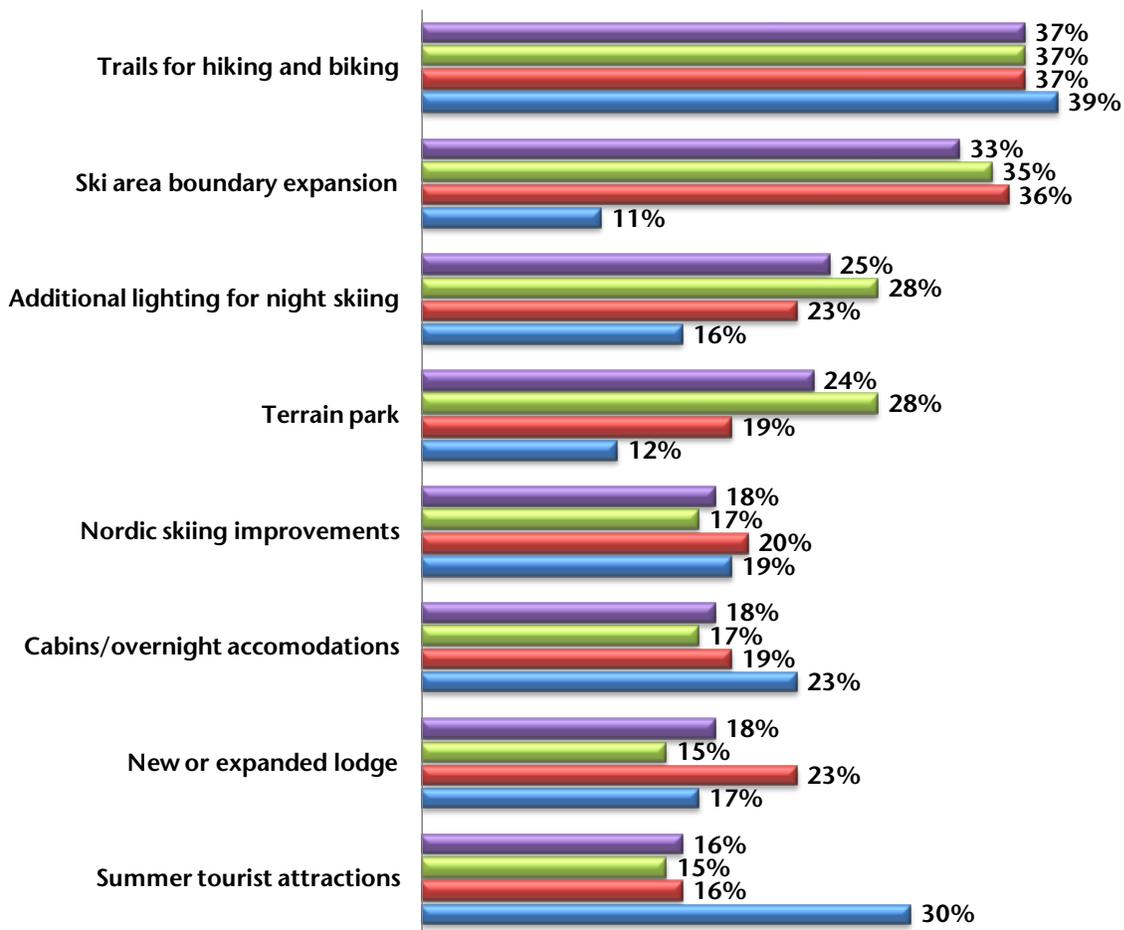


MOST AND SECOND MOST IMPORTANT

- Survey participants were given the option to rank possible Eaglecrest development projects as most important and second most important. Taking into account both responses, the development of trails for hiking and biking remains the most popular among online respondents. More than one-third ranked this option as either most important or second most important.
- One in three believe the expansion of ski area boundaries is either most important or second most important for the ski area, with 35 percent and 36 percent of last season’s pass holders and non-pass holders expressing this opinion, respectively.
- Other popular development options were the addition of lighting for night skiing and the addition of a terrain park. One in four online respondents ranked either of these as most or second most important. Although less popular among those that didn’t purchase a past last season, each project was given a first or second most important ranking by 28 percent of last year’s pass holders.
- Least important to those that took the online survey was the addition of summer tourist attractions to generate revenue, with just 16 percent ranking this as most important or second most important.

**Eaglecrest Development Options:
Ranked as Most and 2nd Most Important (Online Survey)**

■ All respondents (n=1,001) ■ Pass holders (n=586) ■ Non-pass holders (n=332) ■ Non-users (n=83)



Eaglecrest Development Options: Most Important and Second Most Important (Online Survey)

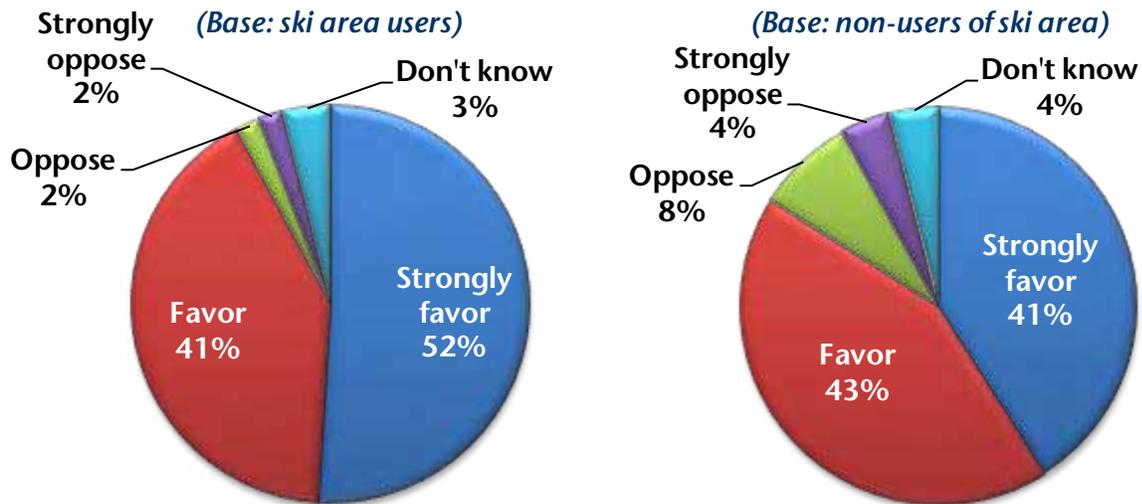
	% of Total n=1,001	Pass holders n=586	Non-pass holders n=332	Non-users n=83
Development of trails for hiking and biking				
Most important	19%	19%	19%	23%
Most/second most important	37	37	37	39
Ski area boundary expansion				
Most important	17%	18%	19%	7%
Most/second most important	33	35	36	11
Terrain park with jumps and rails for skiers and snowboarders				
Most important	15%	19%	10%	5%
Most/second most important	24	28	19	12
Nordic skiing improvements including new trails and warming huts				
Most important	11%	11%	12%	10%
Most/second most important	18	17	20	19
Additional lighting for night skiing				
Most important	10%	11%	11%	6%
Most/second most important	25	28	23	16
New or expanded lodge				
Most important	9%	8%	11%	5%
Most/second most important	18	15	23	17
Cabins or other overnight accommodations				
Most important	8%	7%	9%	10%
Most/second most important	18	17	19	23
Summer tourist attractions to generate revenue				
Most important	6%	4%	6%	20%
Most/second most important	16	15	16	30

Trail Network Development

TELEPHONE SURVEY RESULTS

- When asked if they would favor or oppose the development of a trail network for hiking and biking at Eaglecrest, the vast majority (87 percent) of phone survey participants favored or strongly favored the addition.
- Ninety-four percent of those that used Eaglecrest last season said they would favor or strongly favor this development project.

Development of a Trail Network for Hiking and Biking

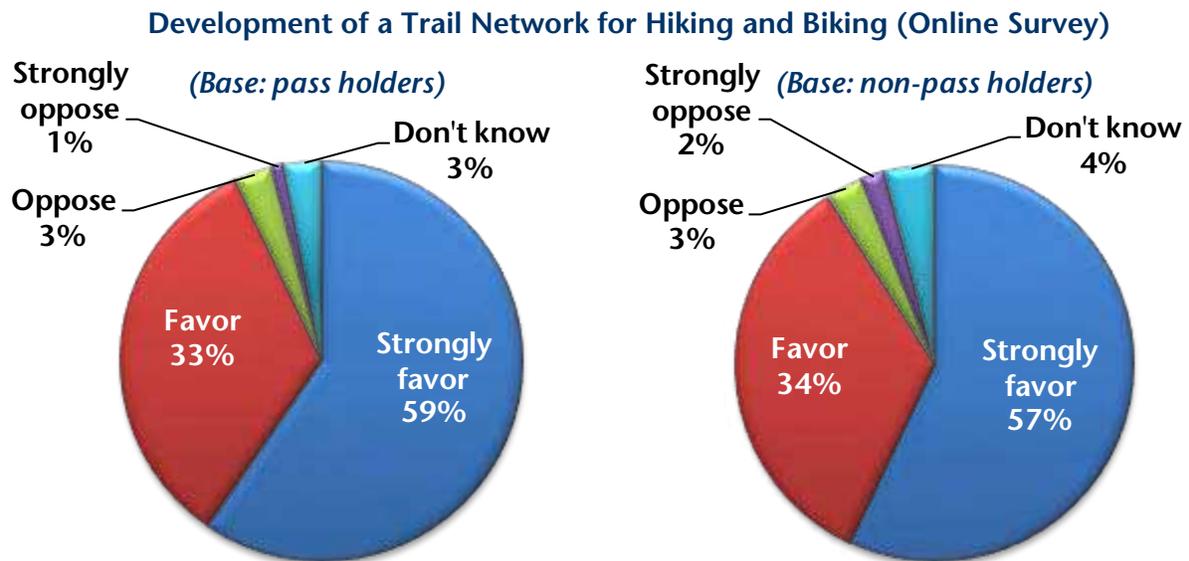


Development of a Trail Network for Hiking and Biking

	% of Total n=449	Ski area users n=148	Non-users n=336
Strongly favor	44%	52%	41%
Favor	43	42	43
Oppose	36	2	8
Strongly oppose	3	2	4
Don't know	4	3	4

ONLINE SURVEY RESULTS

- The majority of online survey participants strongly favor the development of a trail network at Eaglecrest for hiking and biking. Nine in ten said they would favor or strongly favor the project, with more than half (57 percent) strongly favoring it. Responses among both pass holders and non-pass holders are virtually the same.



Development of a Trail Network for Hiking and Biking (Online Survey)

	% of Total n=1,001	Pass holders n=586	Non-pass holders n=332	Non users n=83
Strongly favor	57%	59%	57%	45%
Favor	34	33	34	36
Oppose	3	3	3	6
Strongly oppose	2	1	2	6
Don't know	4	3	4	7

Current and Anticipated Use of Eaglecrest

Recent Activities at Eaglecrest

NON-SKI USE OF EAGLECREST

Telephone Survey Results

- Half of all Juneau residents visit Eaglecrest for reasons other than skiing or snow boarding. Three-quarters of ski area users visited Eaglecrest for reasons other than skiing/boarding, as did 38 percent of non-ski area users.

Did you visit Eaglecrest at anytime in the past 12 months for reasons other than skiing or snowboarding?

	% of Total n=449	Ski area users n=113	Non-users n=336
No	50%	24%	60%
Yes	49	75	38
Don't know	1	1	1

- In the past year, nearly half (46 percent) of those participating in other activities at Eaglecrest visited the area to hike.
- One-fourth of Eaglecrest visitors went for berry picking and one in five participated in sightseeing.
- In the past year, 13 percent of those that visited Eaglecrest attended an event.
- One in eight people that visited Eaglecrest were hunting in the area.

For what purposes did you visit Eaglecrest?

(Base: those that visited Eaglecrest for other purposes in the past 12 months)

	% of Total n=212	Ski area users n=84	Non-users n=128
Hiking	46%	63%	34%
Berry Picking	23	29	18
Sightseeing	19	9	28
To attend an event	13	12	14
Hunting	12	18	7
Biking	7	15	2
Zip line	6	2	8
Transport family or friends	5	2	8
Sledding	1	--	1
Other*	10	8	12
Don't know	1	--	1

*Verbatim responses are available in the Appendix.

Online Survey Results

- In contrast to phone survey participants, the large majority (83 percent) of online respondents visited Eaglecrest in the past 12 months for reasons other than skiing or snowboarding.

Did you visit Eaglecrest at anytime in the past 12 months for reasons other than skiing or snowboarding? (Online Survey)

	% of Total n=1,001	Pass holders n=586	Non pass holders n=332	Non-users n=83
Yes	83%	87%	80%	65%
No	17	13	20	35

- Eighty-five percent of those that visited Eaglecrest for other reasons said they went for the purpose of hiking within the last 12 months.
- More than half went berry picking in the area in the past year, including 55 percent of last season’s pass holders and 49 percent of non-pass holders.
- Other popular reasons for visiting the ski area were to attend an event, biking, sightseeing, hunting, sledding, transporting friends or family, and to use the zipline.

For what purposes did you visit Eaglecrest? (Online Survey)
(Base: those that visited Eaglecrest for other purposes in the past 12 months)

	% of Total n=829	Pass holders n=511	Non-pass holders n=264	Non-users n=83
Hiking	85%	87%	85%	65%
Berry Picking	52	55	49	39
To attend an event	41	43	36	43
Biking	37	43	30	20
Sightseeing	28	25	32	33
Hunting	20	20	19	22
Sledding	19	19	20	15
Transport family or friends	14	13	14	15
Zipline	10	12	8	2
Running	4	4	4	4
Other*	10	10	10	15

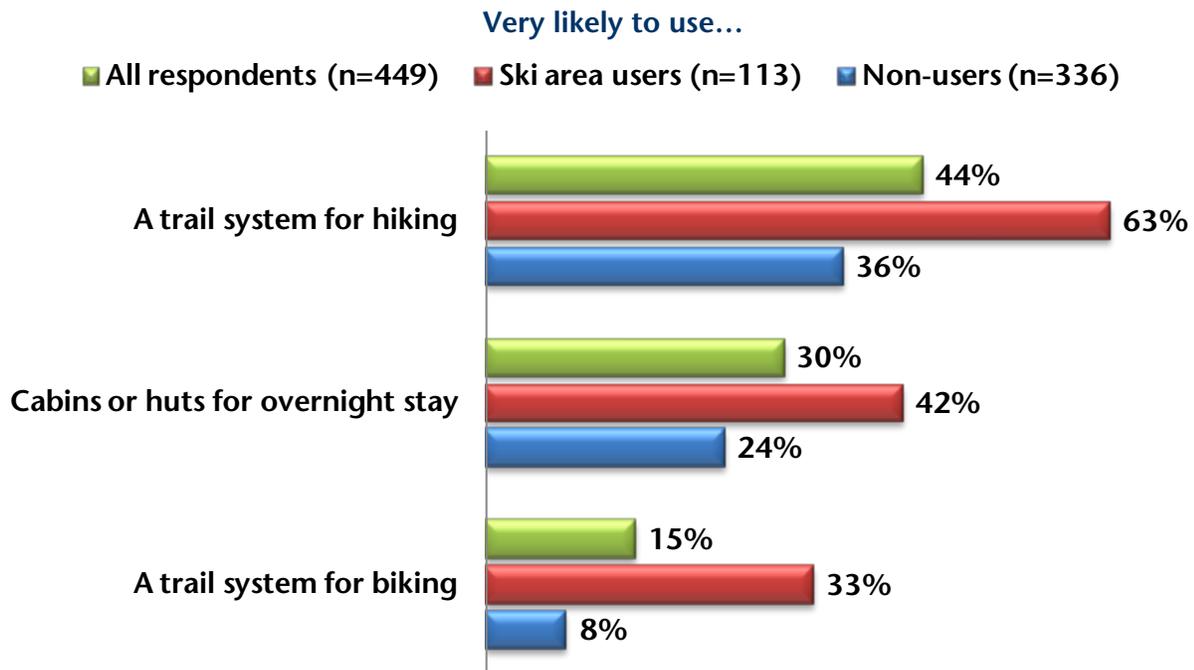
*Verbatim responses are available in the Appendix.

ANTICIPATED USE OF POTENTIAL NEW DEVELOPMENTS

Survey participants were asked how likely they would be to use various improvements if actually developed.

Telephone Survey Results

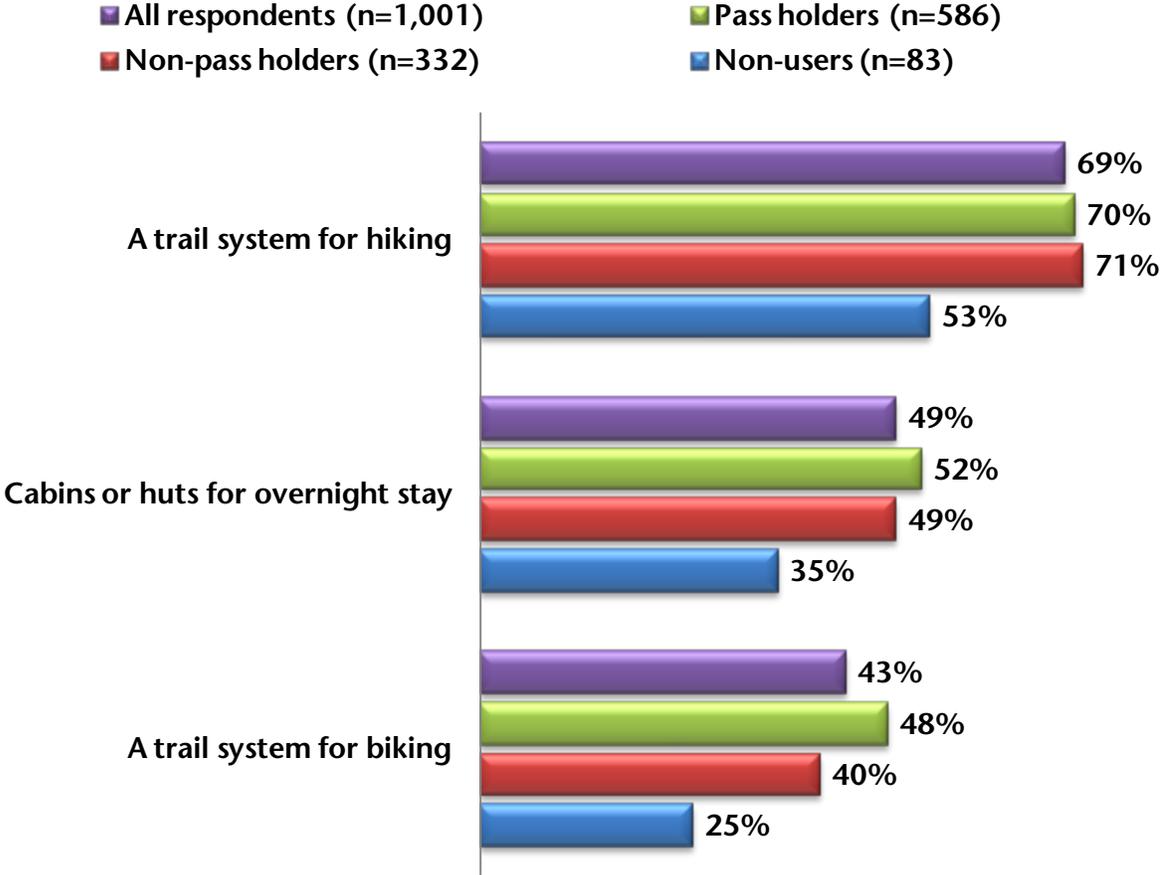
- Overall, 44 percent of survey respondents said they would be very likely to use a trail system at Eaglecrest for hiking. Two-thirds of those that skied or snowboarded at Eaglecrest last year believe they would be very likely to use a trail system for hiking, as well as one in three that didn't use the ski area last year.
- Fifteen percent of respondents indicated they would be very likely to use the trail system for biking at Eaglecrest. About the same percentage (14 percent) said they would be very likely to purchase a \$20 to \$30 summer lift ticket for biking if it provided access to a well-developed network of trails.
- Nearly a third of respondents (30 percent) said they would be very likely to use cabins or huts for overnight stay at Eaglecrest.



Online Survey Results

- More than two-thirds of online survey respondents (69 percent) indicated they would be very likely to use a trail system for hiking in the Eaglecrest area.
- Half of online survey participants said they would be very likely to use cabins or huts for overnight stay. In the cost were \$50 a night, approximately 15 percent said they would rent for a single night each year, 20 percent for two nights, and 10 percent for three nights. The remainder said they would rent a cabin for four or more nights each year.
- Among online survey respondents, 43 percent would be very likely to use an Eaglecrest trail system for biking. About one-third (35 percent) would be very likely to buy a \$20 to \$30 lift ticket if it provided access to a well-developed network of trails. Just over one-quarter (27 percent) would use a mountain bike skills park if it were development at Eaglecrest.

**Very likely to use...
(Online Survey)**



JUNEAU AREA BIKING ACTIVITY

Online Survey Results

An additional question, unique to the online survey, asked about participation in any biking activity on Juneau trails in the past 12 months. Additionally, respondents were asked if anyone else in their household had participated in this activity.

- Two-thirds of online respondents said they had biked on Juneau trails in the last year.
- Similarly, two-thirds stated someone else in their household had been biking on Juneau trails in last twelve months.

Bike Riding on Juneau Trails (Online Survey) (last 12 months)

	% of Total n=1,001	Pass holders n=586	Non-pass holders n=332	Non-users n=83
Survey respondent				
Yes	68%	73%	64%	51%
No	32	27	36	49
Household				
Yes	64%	67%	65%	46%
No	34	33	33	52
Don't know	1	1	2	2

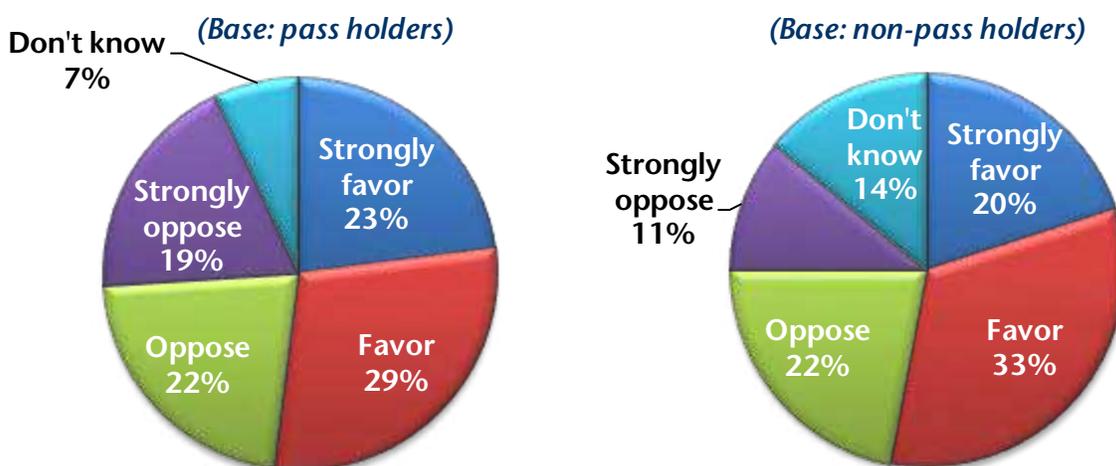
LIGHTING ON BLACK BEAR LIFT

Online Survey Results

Also exclusive to the online survey, survey participants were asked if they would favor or oppose the installation of lighting on the Black Bear lift in order to open Eaglecrest to beginner, intermediate, and advanced night skiing. Support for once-a-week night skiing was measured if it meant a 20 percent increase in the cost of a season pass.

- Just over half of online respondents favored or strongly favored the additional lighting despite the increased cost, with one in five strongly in favor.
- Consistent with overall responses, a little more than half of those that purchased a pass approved the additional lighting, with 23 percent and 29 percent indicating they strongly favored or favored the development, respectively.

Opinion on the Addition of Lighting on Black Bear Lift (Online Survey)



Opinion on the Addition of Lighting on Black Bear Lift (Online Survey)

	% of Total n=1,001	Pass holders n=586	Non-pass holders n=332	Non-users n=83
Strongly favor	21%	23%	20%	16%
Favor	30	29	33	27
Oppose	22	22	22	25
Strongly oppose	16	19	11	11
Don't know	10	7	14	22

BACKCOUNTRY SKI ACTIVITY

Online Survey Results

The online survey sought to gauge backcountry skiing participation during the last winter season, either in the Eaglecrest area or elsewhere in the Juneau area.

- Two-thirds of online respondents said they had participated in backcountry skiing last season, including more than three-fourths of last season’s pass purchasers and 59 percent of those that did not purchase a pass.

Backcountry Ski Activity Last Season, Eaglecrest or Elsewhere (Online Survey)

	% of Total n=1,001	Pass holders n=586	Non-pass holders n=332	Non-users n=83
Yes	67%	79%	59%	17%
No	33	21	41	82

CABIN USE

In an effort to better understand the market for cabins or other accommodations for overnight rental at Eaglecrest, Juneau residents were questioned about their Forest Service and State Parks cabin rental activity in the Juneau area in the past 12 months.

Telephone Survey Results

- One-fourth of phone survey participants said that they had rented a Forest Service cabin in the last year. However, forty-one percent of Eaglecrest users had reported renting cabins during this time, as compared to 19 percent of non-users of the Eaglecrest area.

Cabin Rental Activity in the Juneau Area (last 12 months)

	% of Total n=449	Ski area users n=113	Non-users n=336
Did not rent a cabin	75%	41%	19%
Rented a cabin	25	60	81

Online Survey Results

Recent Juneau Area Cabin Use

- In contrast to phone survey participants, the greater part (64 percent) of online survey respondents said they had rented a Forest Service or State Parks cabin in the Juneau area in the last year. Two-thirds of both pass holders and non-pass holders shared this response.

**Cabin Rental Activity in the Juneau Area (Online Survey)
(last 12 months)**

	% of Total n=1,001	Pass holders n=586	Non-pass holders n=332	Non-users n=83
Rented a cabin	64%	66%	64%	42%
Did not rent a cabin	36	33	36	58

Development Limitations

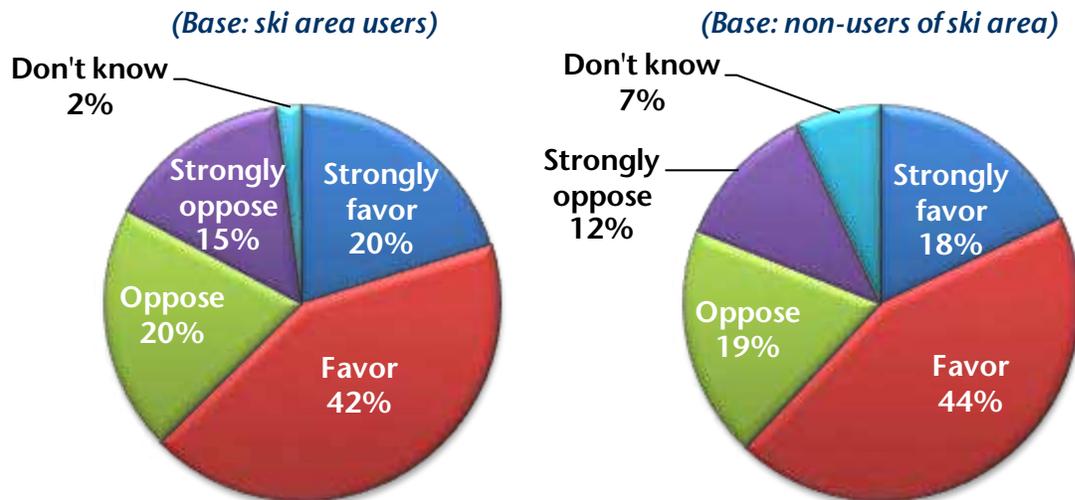
Future Base Development

Survey respondents were asked about their support for expanded Eaglecrest base area development, including condos, restaurants, stores, and other commercial activity.

Telephone Survey Results

- Nearly two-thirds (62 percent) of Juneau residents favor or strongly favor future base development at Eaglecrest. Support is equal among ski area users and non-users, with 62 percent and 61 percent, respectively, favoring or strongly favoring these developments.

Future base development: condos, restaurants, stores and other commercial activity



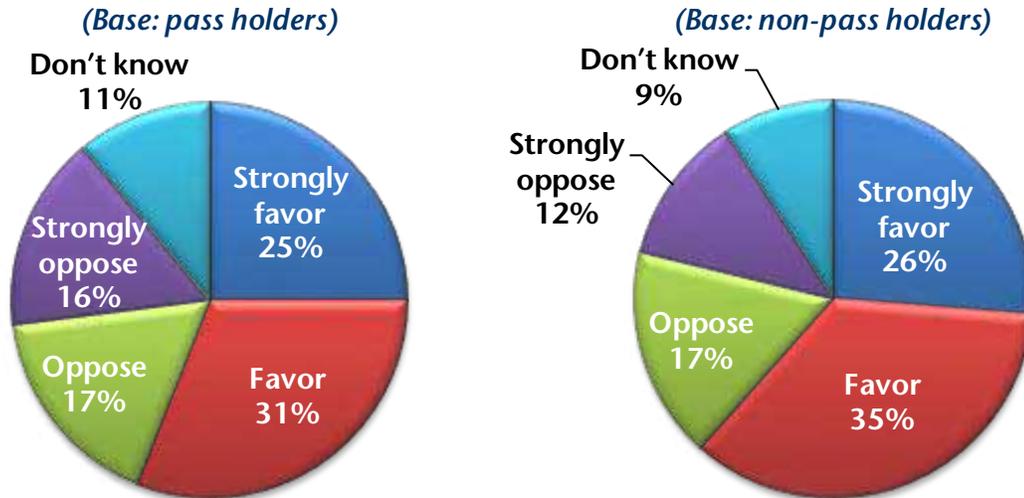
Future base development: condos, restaurants, stores and other commercial activity

	% of Total n=449	Ski area users n=113	Non-users n=336
Strongly favor	18%	20%	18%
Favor	43	42	44
Oppose	20	20	19
Strongly oppose	13	15	12
Don't know	6	2	7

Online Survey Results

- Online survey results are similar to phone survey results regarding future base development including condos, restaurants, stores, and other commercial activity. More than half (58 percent) of online participants favor or strongly favor base development.
- Both those that purchased a pass last season and those that did not showed similar responses, with one in four strongly favoring the new developments and one in three favoring them.
- One-third of those that took the online survey oppose or strongly oppose future base developments of this kind.

Future base development: condos, restaurants, stores and other commercial activity



Future base development: condos, restaurants, stores and other commercial activity (Online Survey)

	% of Total n=1,001	Pass holders n=586	Non-pass holders n=332	Non-users n=83
Strongly favor	27%	25%	26%	36%
Favor	32	31	35	24
Oppose	17	17	17	13
Strongly oppose	15	16	12	19
Don't know	10	11	9	7

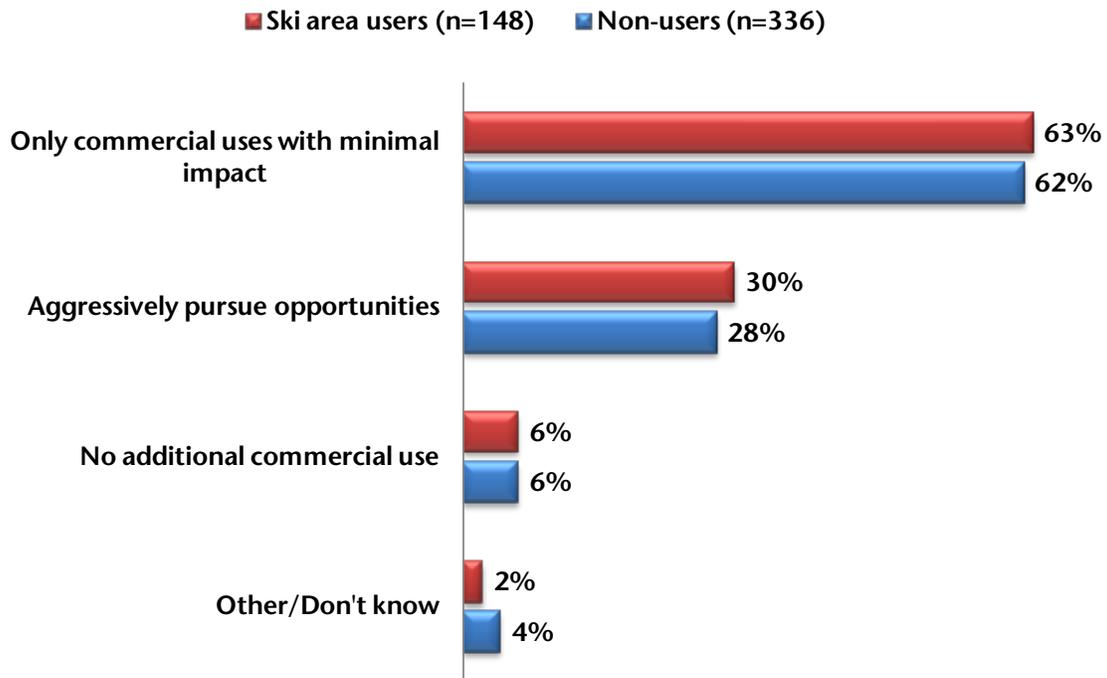
Commercial Use of Eaglecrest

Residents were asked for their opinion about additional commercial use of the Eaglecrest area, for purposes of generating revenue to support operations.

Telephone Survey Results

- Responses from both last season’s Eaglecrest area users and non-users were nearly the same, with 63 and 62 percent, respectively, sharing the majority opinion that Eaglecrest should only allow commercial uses that have minimal impact on local residents’ use of the area.
- Thirty percent of ski area users expressed that Eaglecrest should aggressively pursue commercial opportunities in the area, similar to the 28 percent of non-users that conveyed the same opinion.
- Just six percent of ski area users and non-users felt that Eaglecrest should not pursue any additional commercial use to generate revenue.

Opinions on additional commercial use of Eaglecrest



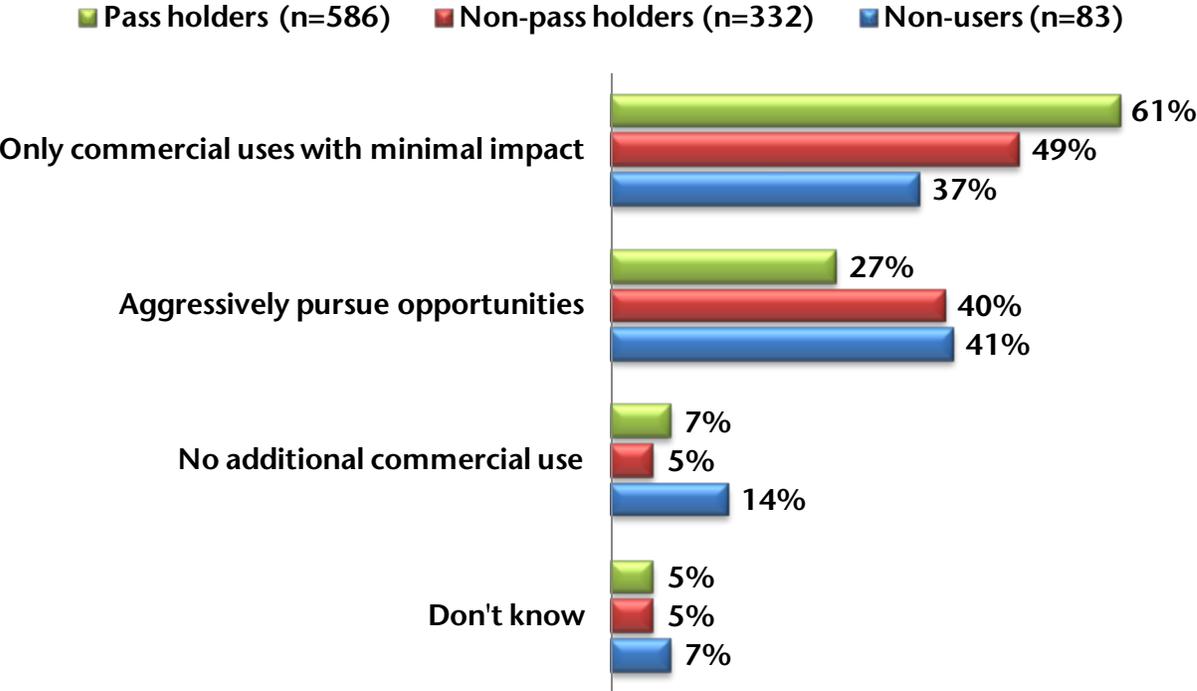
Opinions on additional commercial use of Eaglecrest

	% of Total n=449	Ski area users n=113	Non-users n=336
Only commercial uses with minimal impact	62%	63%	62%
Aggressively pursue opportunities	28	30	28
No additional commercial use	6	6	6
None of the above/Don't know	3	2	4

Online Survey Results

- Corresponding to phone survey results, more than half of online respondents feel Eaglecrest should only pursue commercial uses that have a minimal impact on the local residents’ use of the area.
- While nearly two-thirds of those that purchased a season pass last year hold this opinion, just under half on non-pass holders agree. Forty percent, or two in five, of non-pass holders believe Eaglecrest should aggressively pursue commercial use in order to generate more revenue for the ski area.

Opinions on additional commercial use of Eaglecrest (Online Survey)



Opinions on additional commercial use of Eaglecrest (Online Survey)

	% of Total n=1,001	Pass holders n=586	Non-pass holders n=332	Non-users n=83
Only commercial uses with minimal impact	55%	61%	49%	37%
Aggressively pursue opportunities	32	27	40	41
No additional commercial use	7	7	5	14
Don't know	5	5	5	7

Motorized Use of Eaglecrest

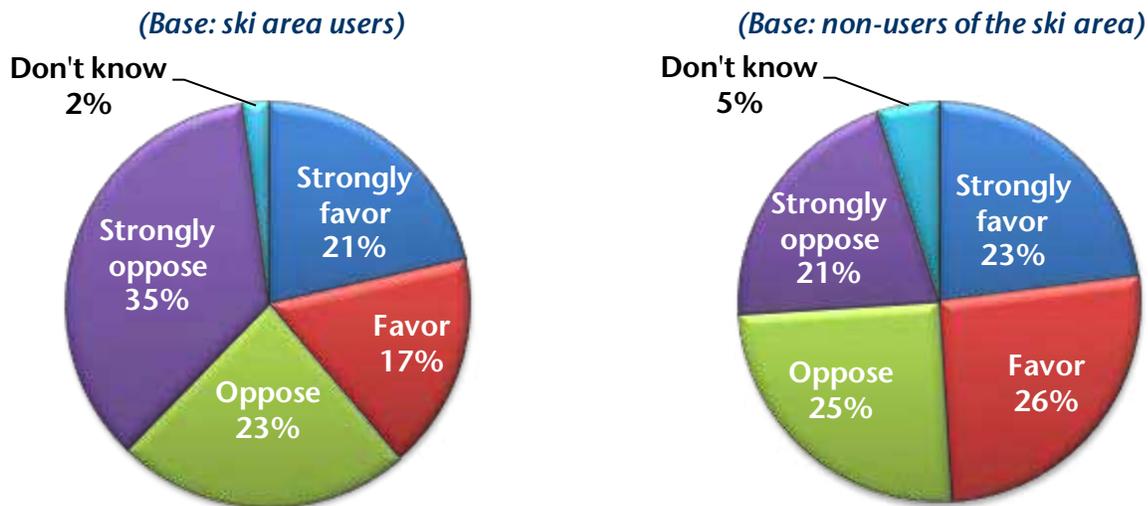
Eaglecrest has received proposals to allow recreational and commercial motorized use of the area during the winter and summer seasons. This would require a change in the City and Borough of Juneau ordinance on motorized use of the area. CBJ residents were asked whether they would favor or oppose changing the ordinance to allow motorized activities.

TELEPHONE SURVEY RESULTS

Winter Season

- Half (49 percent) of Juneau residents and more than half (59 percent) of those that skied or snowboarded at Eaglecrest last season expressed opposition or strong opposition to the use of motorized vehicles in the area during the winter season. One in three ski area users are strongly opposed to changing the CBJ ordinance.
- Thirty-eight percent of ski area users favor or strongly favor the use of motorized vehicles in the area during the winter season. However, half (49 percent) of those that didn't use the area last season favor or strongly favor a change to the CBJ ordinance.

Motorized Use of Eaglecrest in the Winter



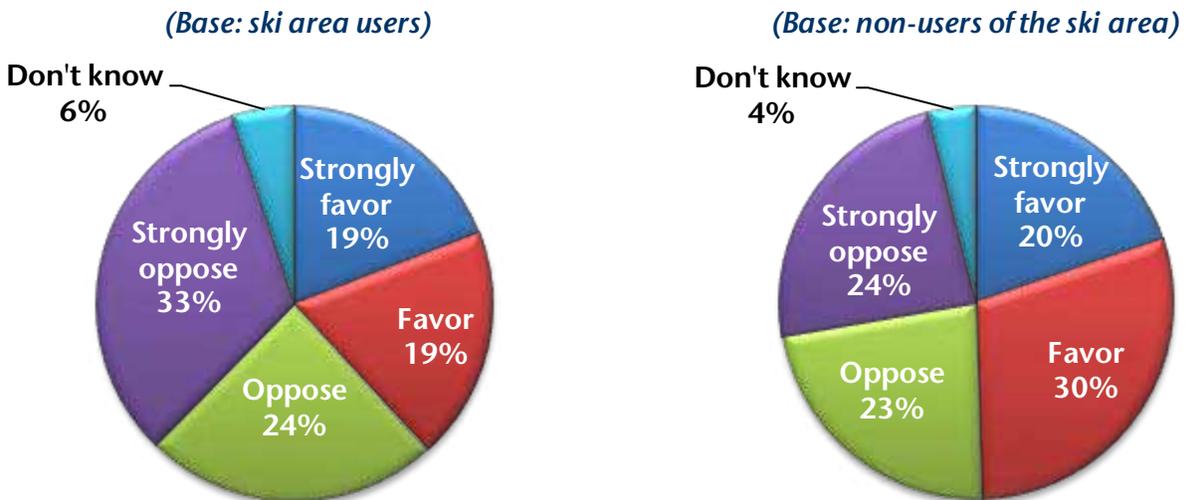
Motorized Use of Eaglecrest in the Winter

	% of Total n=449	Ski area users n=113	Non-users n=336
Strongly favor	22%	21%	23%
Favor	24	17	26
Oppose	24	23	25
Strongly oppose	25	35	21
Don't know	4	2	5

Summer Season

- Opinions about use of motorized vehicles in the summer season are mixed, with half (49 percent) of Juneau residents expressing opposition or strong opposition to changing the city ordinance and about half (47 percent) favoring the ordinance change.
- Half of non-users of Eaglecrest last year and just over one-third (38 percent) of those that did use the area favor or strongly favor the allowance of motorized vehicles in the summer.

Motorized Use of Eaglecrest in the Summer



Motorized Use of Eaglecrest in the Summer

	% of Total n=449	Ski area users n=113	Non-users n=336
Strongly favor	20%	19%	20%
Favor	27	19	30
Oppose	23	24	23
Strongly oppose	26	33	24
Don't know	4	6	4

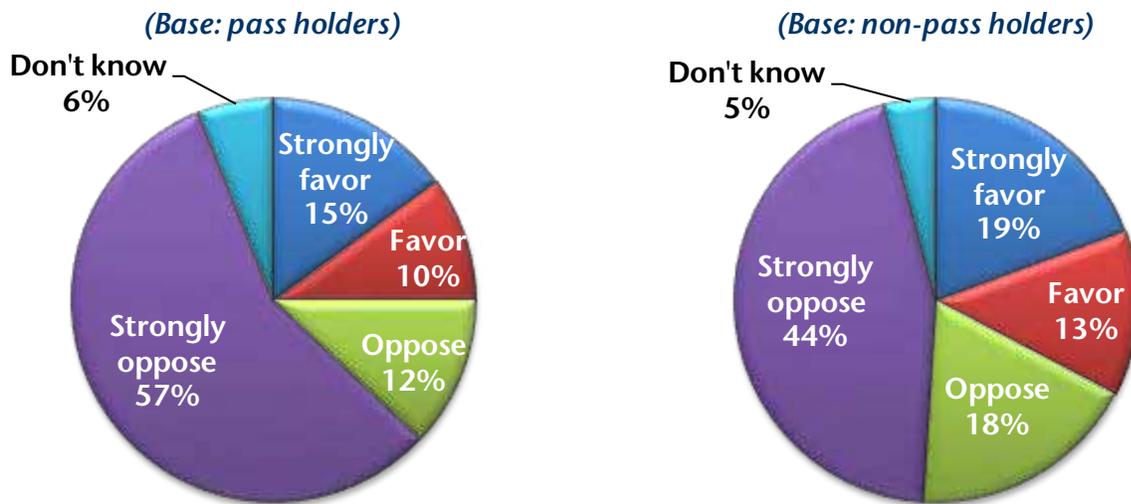
ONLINE SURVEY RESULTS

In comparison to telephone survey participants, opposition to motorized use of the Eaglecrest area was much stronger among online respondents.

Winter Season

- Two-thirds (66 percent) of those that took the survey online said they were opposed or strongly opposed to motorized use of the area during the winter season. Fifty-seven percent of those that purchased a pass last year are strongly opposed to changing the CBJ ordinance.
- Just one in four pass purchasers and one in three non-pass holders favor or strongly favor motorized use of the area in winter.

Motorized Use of Eaglecrest in the Winter (Online Survey)



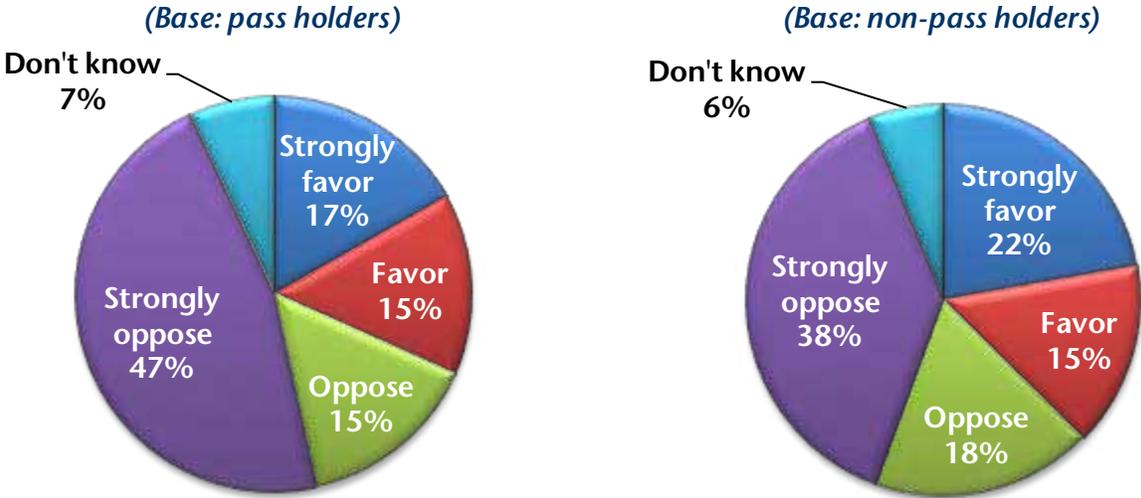
Motorized Use of Eaglecrest in the Winter (Online Survey)

	% of Total n=1,001	Pass holders n=586	Non-pass holders n=332	Non-users n=83
Strongly favor	18%	15%	19%	41%
Favor	11	10	13	12
Oppose	15	12	18	14
Strongly oppose	51	57	44	29
Don't know	5	6	5	4

Summer Season

- Although less so than in the winter season, the majority (58 percent) of online survey respondents oppose or strongly oppose motorized use of the area in the summer as well.
- Nearly two-thirds (62 percent) of last season’s pass holders and 56 percent of non-pass holders oppose or strongly oppose summer motorized use of Eaglecrest. Nearly half of pass purchasers conveyed strong opposition.
- One in three (35 percent) online respondents said they favor or strongly favor the use of motorized vehicles at Eaglecrest in the summer.

Motorized Use of Eaglecrest in the Summer (Online Survey)



Motorized Use of Eaglecrest in the Summer (Online Survey)

	% of Total n=1,001	Pass holders n=586	Non-pass holders n=332	Non-users n=83
Strongly favor	20%	17%	22%	39%
Favor	15	15	15	11
Oppose	16	15	18	22
Strongly oppose	42	47	38	25
Don't know	6	7	6	4

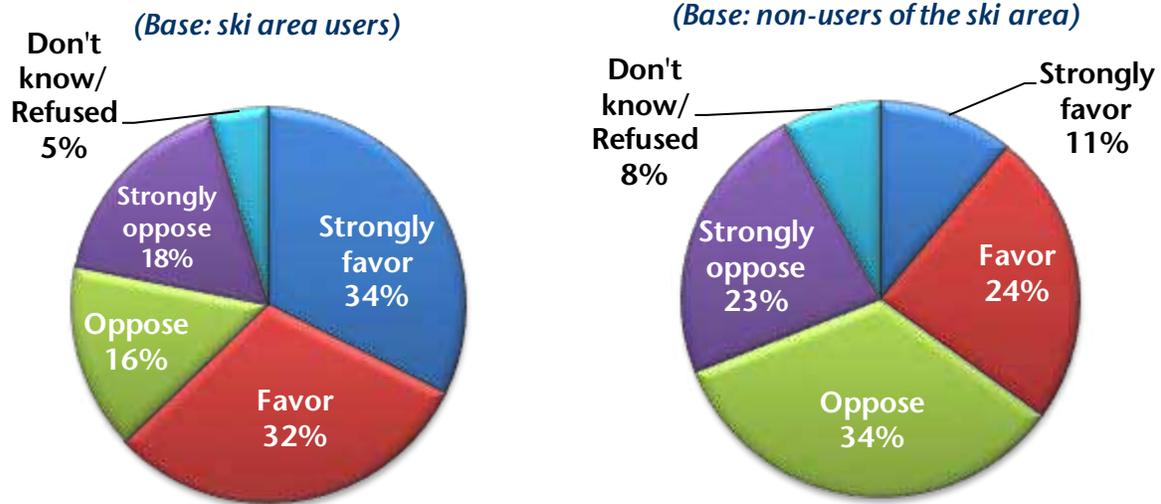
BEER AND WINE SALES

Eaglecrest Ski Area management may consider the sale of beer and wine as an addition to its current food and beverage services, in order to expand customer service and generate additional revenue. Juneau residents were asked if they would favor or oppose the sale of beer and wine at Eaglecrest.

Telephone Survey Results

- Half (49 percent) of Juneau residents participating in the phone survey said they would oppose or strongly oppose the sale of beer and wine at Eaglecrest. At the same time, 44 percent favor the new service.
- Nearly two-thirds of last season’s Eaglecrest users favor or strongly favor the addition of beer and wine as part of the ski area’s food and beverage services. One-third (34 percent) strongly favor beer and wine sales.
- Over half (57 percent) of those that did not use Eaglecrest last winter and one in three (34 percent) ski area users oppose or strongly oppose the service of alcoholic beverages.

Beer and Wine Sales



Beer and Wine Sales

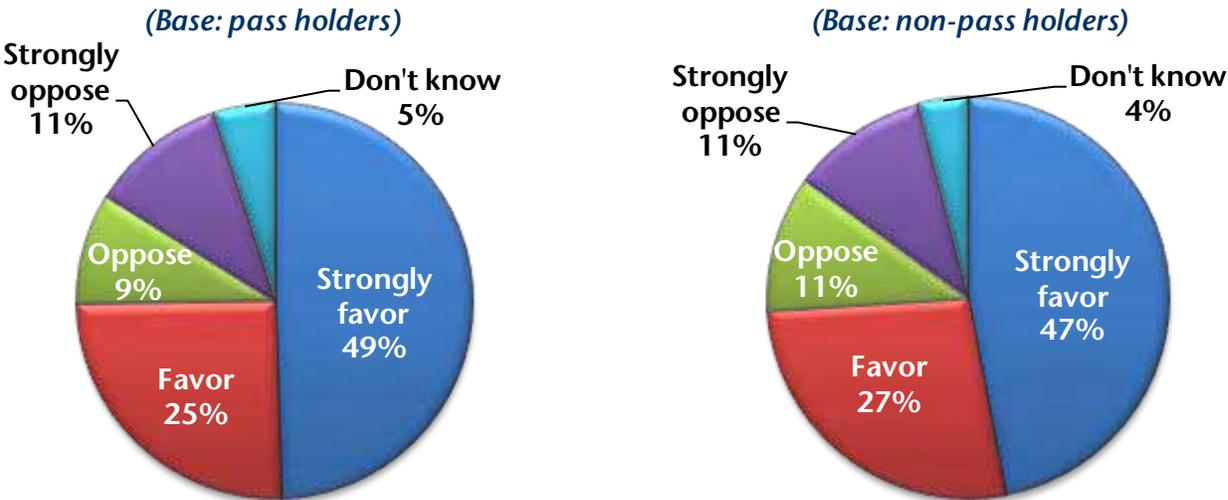
	% of Total n=449	Ski area users n=113	Non-users n=336
Strongly favor	18%	34%	11%
Favor	26	32	24
Oppose	29	16	34
Strongly oppose	20	18	23
Don't know/Refused	7	5	8

Online Survey Results

Online survey responses regarding the sale of beer and wine at Eaglecrest differed somewhat from telephone participants.

- Three-fourths of online respondents favor or strongly favor beer and wine sales at Eaglecrest, with similar opinions among pass holders and non-pass holders alike. Half of those that took the survey strongly favor the sale of these beverages.
- One in five oppose or strongly oppose the sale of beer and wine at the ski area.

Beer and Wine Sales (Online Survey)



Beer and Wine Sales (Online Survey)

	% of Total n=1,001	Pass holders n=586	Non-pass holders n=332	Non-users n=83
Strongly favor	48%	49%	47%	42%
Favor	26	25	27	28
Oppose	10	9	11	12
Strongly oppose	11	11	11	13
Don't know	5	5	4	5

Phone Survey: “Other” Responses and Open Answers

Question 8a: For what purposes did you visit Eaglecrest?

- Running. x7
- Snowshoeing. x3
- For work. x2
- To visit employees. x2
- Watching 4th of July fireworks. x2
- Exercising with dog. x2
- Accompany youth while parents skied.
- Bird watching for the purpose of listening to owls.
- Eat dinner.
- Photography
- Picnicking with friends.
- Riding a motorcycle.
- Structural analysis.
- Watch grandkids ski.
- Wildlife survey.

Question 18a: What is your opinion on additional commercial use of Eaglecrest?

- Commercial use should be considered but not restricted to local residents.
- Examine each proposal on a case by case basis, but allow for more local use.
- It should be expanded by balancing commercial and non-commercial use.
- It's not very important.

Question 31: Do you have any suggestions or comments for Eaglecrest to consider as the master plan is developed?

ACTIVITIES

Motorized Use at Eaglecrest

- I think the city should be very careful in limiting liability with any motorized vehicles allowed.
- A motor bike trail should be developed in one of the valleys.
- Allow ATVs at Eaglecrest.
- Allow more use of the area, allow 4x4 transportation.
- Allow motorized vehicles and make Eaglecrest use equal for everyone.
- Allow motorized vehicles or I won't be returning.
- Allow motorized vehicles.
- Allowing access for snow mobiles and also charging to bring in revenue.
- Have ATV trails or a park for ATVs and dirt bikes.
- I am not against motorized vehicles for summer or winter if it is not near the ski area.
- I am really interested in the motorized use since there is so little area now.
- Juneau needs a place for legal off-road vehicle use.
- Should take a serious look at accommodating motorized vehicles in a way that would not endanger skiers.
- Strongly in favor of motorized sports particularly the use of 4WD vehicles in the summer.
- We need areas for ATV or off road access in Juneau.
- There should be specifically designated areas for the motorized vehicles so it does not interfere with skiers.
- They need to consider off road vehicles being able to use their vehicles at Eaglecrest. They also need to develop some type of overnight lodging. It should not be limited to Juneau residents.
- Motorized development would be excellent as there is nowhere in the Juneau area to run 4-wheelers, etc. other than on private property.
- Motorized vehicles should have their own recreational areas, a very large area, but not Eaglecrest. The land exists and is a good draw for tourists.
- I agree with the use of motorized vehicles only if it is done with discretion.
- They need to open a section for snowmobilers.
- It would be a good idea to allow snow machines and four wheeler tours for a fee.
- A fabulous resource, focus on current recreational activities. Motorized use should not be permitted at all.

Trails

- Bike trails could be used for running. Use that as a selling point to get more support.
- Eaglecrest should definitely pursue summer mountain biking trails and lifts.

- There should be a trail from Raven around the west side of the Cropley Meadow to the top of the Porcupine Chair.
- There should be more hiking, biking, and Nordic trails.
- They should expand skiing and biking trails but should not allow motorized use of Eaglecrest.
- They should make it more user friendly for local residents who are hiking.
- Have separate trails for hiking and biking. Maintain safety if motorized vehicles are allowed, with minimal impact on environment.
- There should be a lift to assist downhill mountain biking and they should develop of hiking trails.
- More summer trails.
- Mountain bike trails for young people.

Cross-Country and Night Skiing

- Expansion of cross-country trails would be appealing to me.
- Expand night skiing options.
- Lights for night skiing would the way to go. That would increase the availability of night skiing and longer hours.
- I am very pro-Nordic; anything to encourage healthy activity that doesn't include motorized vehicle use.
- Longer linking system of cross-country ski trails. Add lighting for (SK) loop.
- There needs to be lighting on the cross country ski trails.

Tubing

- Bring back the tubing.
- Put in the tubing hill again.
- A kids/family play area for inner tube-sledding area for local children would be good.

Other

- I prefer minimal motorized development and minimized residential-type development. More summer access to hiking and biking.
- Need to expand the new lift. It didn't go high enough up the ridge. They should have put it up at least one more ridge. Eaglecrest needs another lift in Bowl off to west. They could also put a tow rope to top of the east Bowl.
- Need live entertainment such as local musicians, concerts, and comedians.
- Open a restaurant/bar to have a beer after skiing and when bands are playing.
- Need a bike skills park located at the Porcupine Chair.
- Alpine slide and trail riding on horseback.
- Development for people who do not ski would get more people up there.
- Extend the old trail and maintain it over the creeks.
- Have more events, such as Christmas parties and weddings, throughout the year when tourists are not around and provide bus service to these events.

- Aggressively pursue summer activities at Eaglecrest.
- Summer alpine tours should continue annually.
- It's great to consider other sources of income and to expand upon year round use of Eaglecrest areas. I suggest looking at ways to accommodate both motorized and non motorized activities.
- Open it to more of a variety of activities so as to include more people.
- Should include sporting clay during the summer and fall and during winter the biathlon.

FINANCING

Funding

- Eaglecrest should be self-sustaining and not publicly subsidized. x10
- CBJ should run the business and get their revenue from liquor sales.
- City needs to focus on operating revenue in summer with restaurants and ziplines.
- Develop packages for Southeast Alaska residents. Publicize more about the area. Don't make it commercialized.
- Development is good but it should be done commercially as much as possible without spending more tax dollars on it.
- The most important thing is that if Eaglecrest is self sustaining they should let the community know.
- The whole operation should be privately owned and run.
- Offsetting the tax subsidy with other revenue streams is great and should be encouraged. Expansion should be encouraged with a minimal impact. It would be nice to see Eaglecrest privatized. If the city is going to pay for Eaglecrest, students should be able to use it at a discounted rate.
- Eaglecrest needs to amend the sales tax to increase development.
- Eaglecrest needs to be sold to a private consortium.
- Eaglecrest should aggressively seek additional revenue to keep the ski area here in Juneau.
- Eaglecrest should be kept as a viable option for Juneau with commercial development to keep it funded.
- Eaglecrest should be more affordable for everyone and expand operations to be used year round.
- Eaglecrest should develop as much as possible commercially as long as it's not government subsidized.
- Expand to increase tourist revenue, but alcohol sales would be dangerous given road conditions.
- Get more commercial enterprises to generate more revenues and bring more people.
- I believe Eaglecrest needs to get on their own and off public subsidy.
- I always favor money opportunities that are environment friendly. Also there needs to be a place for people to ride snow machines.
- I am all for private development. The government should not be involved in developing these things.
- Run it by private companies rather than CBJ, like they do with the ambulance service, contract it out.
- Stop using tax payer dollars to build private industry. Should not impose taxes on others.

- The development should be done responsibly with the least cost possible to the borough and as little tax impact as possible.
- There needs to be revenue generated before expanding trails, lodge or cabins. It needs to be a revenue generator.

Ticket Pricing

- I desire to have continued special rates for locals.
- It is important to stay in the public domain so that people can afford it.
- Don't forget the locals as far as fees and prices while going after commercial users to bring in revenue.
- Keep lift ticket prices fairly stable and public input on all decisions related to Eaglecrest.
- Residents should get discounts and specials should be offered for residents and families.
- Should develop more ziplines and trails for off road vehicles, summer and winter vehicles. It should have different prices for residents. Also, the longer you have a purchased pass, you should get additional discounts.
- They need to keep the prices low for residents! We don't use it now because it is too expensive.
- They should make season passes more affordable for families. The funding should go to those residents who can't purchase season passes.

INFRASTRUCTURE

Roads/Bridge

- A better road is necessary.
- Build a bridge across the channel, so there would be less congestion on North Douglas Hwy. Also there would be less traveling time to get to Eaglecrest.
- Build a bridge from valley to across the bridge for easier access.
- Build a bridge to North Douglas.
- Build a larger RV park.
- Make sure Eaglecrest stays safe and ensure adequate road access to match expanded traffic. Keep motorized sports separate from other sports.
- Parking is an issue. If it could be closer it would be better.
- Roads to Eaglecrest should be improved and safer. Also, put up guard rails.
- They need to work on parking area.
- They should build a second bridge crossing.
- They should make the road safer by adding guardrails, for example.
- We should put in the second bridge crossing before spending a lot of money on Eaglecrest.

Lodging/Restaurants

- Add new lodge and improve Nordic area with huts.
- Expand boundaries and lodge.

- Beer and wine sales in an expanded lodge with overnight rooms.
- Have a full bar at the top of the ski lifts.
- Generally working pretty well as is. A restaurant would be nice. BUT Condos' tend to create special interest group by condo owners.
- I have always thought that alcoholic beverage sales would be good for a long time. It makes Eaglecrest more user-friendly. Also condos would make a great improvement.
- If lodging were built closer to top of mountain, it would increase the winter activity and bring families to Juneau in the summer months.
- If the lodge is re-configured and they have overnight accommodations then I would approve of the sale of beer & wine.
- It's a great idea to have hotels up there, but not condos.
- Need a sports bar at the top of the Ptarmigan lift.
- More of a lodge, maybe with concessions at the top of the mountain.
- Strongly support cabins. Area is large enough for reunions, weddings or events.

Transportation

- Make more available to tourist and develop more transportation services. Being 75 years old, I have slim to no opportunity to get to Eaglecrest without driving.
- Need more transportation to and from Eaglecrest.
- Provide buses for events like fireworks, etc.
- Needs more than one bus per day from the valley to Eaglecrest.

Other

- Cement tracks for carts where one cart goes down at a time. Whistler calls it a Nordic Track but for summer. You can take the lift up and sit upright in cart for safety.
- Consider people who can no longer hike up mountains because of limited ability or even in wheel chairs. Infrastructure to permit people to stop to rest, such as benches.
- Add more attractions to bring in revenue, more ski lifts, and more bathrooms. Have an in-board doctor, someone experienced on site so response time is quick.
- Light Nordic trails and build condos.
- Make Eaglecrest more handicapped accessible.
- Make it more accessible for elderly and handicap.
- It would be good for Eaglecrest to have more family friendly things like stroller access.
- Eaglecrest should consider having a recreational vehicle facility like an RV Park and toilet facilities for visitors.

CHARACTER/ENVIRONMENT

- A non-motorize, quiet atmosphere must be maintained. More of the mountain should be groomed and patrol needs to monitor the speeding out-of-control, rude skiers more often.
- Any development needs to be compatible with the environment.

- As long as environmental issues are considered, any improvement is great. I would protest if any improvements interfered with favorite berry patch.
- Development is good but it needs to have low impact on the area.
- Disallow helicopters and motorized vehicles.
- Don't over-commercialize the area.
- Eaglecrest is a beautiful area and should be kept as natural as possible.
- Eaglecrest is for the residents and should be treated as such. It's not a world class ski hill. It's not really meant to cater to outsiders.
- I am interested in protecting the animals and terrain before development.
- I favor development of Eaglecrest, but careful development to keep the character of the area as unchanged as possible. Allow deer hunting to continue.
- I feel it's a good Juneau recreational area. Some commercial use would be okay. But I would not like to see it turned into another commercial use area. I feel it would ruin it for Juneau.
- It is very important that the pristine area be protected. I use the area even when not open at night for the beauty and the peace.
- Just do it with care and thought. Would be nice to generate revenue, but I like it the way it is.
- Just leave it alone.
- Keep it as pristine as possible.
- Keep it wonderful!
- Need to keep it natural. No motorized vehicles.
- Please consider the environment, especially in planning for summer use.
- Somehow they also need to incorporate themes that reflect Juneau's indigenous use of the area.
- They can expand winter use without motorized vehicles. Lots of things can be done during the summer that does not degrade the natural environment. Include year round activities for tourists without degrading the natural environment.
- They need to be careful to not destroy the pristine of the area.
- They need to ensure the area stays natural when these changes are made. We need more residents wanting to go to do things at Eaglecrest.
- They should have careful planning so that they don't over-build and hurt the environment.
- They should keep motorized vehicles out and keep it pristine. They should not over develop Eaglecrest.
- Tourism is a good idea at Eaglecrest, but it should be relatively quiet, not for motorized use. It would diminish the experience for everyone. If motorized, only a lift would be acceptable for tourists and locals. Not for 4 wheelers.
- We live in a very beautiful area and we should not take all the trees and landscape away.
- When expanding, take the environment into consideration. Do it tastefully. I really love the area.

PLANNING

- Be open with the public on both input and planning processes.
- Commercial use can be considered with careful use.
- Bring before public for vote because people who use the facility should have a say.
- Consider the construction noise and the recreational vehicle noise. Do another survey of the people who live in the area about the noise.
- Don't do more than Eaglecrest can handle.
- Don't let money be the first motivating factor in developing the area.
- I appreciate that CBJ is looking to expand their options.
- If base area development is close to the highway, then yes they should develop more.
- It needs to be utilized more in the summer.
- It should be developed.
- It should continue to maintain current use. Create better access and parking areas for current users. Do not develop further which would increase taxes.
- Promote Eaglecrest as a venue for events as well as overnight stays.
- Some commercial action is okay, but not at the expense of resident use.
- The city should stop trying to expand at the expense of the community.
- They need to be careful to do what will cause the least impact on things already in place.
- They need to be very careful to define the mission and goals and review them often.

MISCELLANEOUS

- Eaglecrest should be open seven days a week.
- Expansion has gone very well - keep on!
- Go slow and carefully. Assess the impacts and do what you've been doing because it's great.
- Hold more community meetings.
- If I were younger I would use Eaglecrest. Keep it natural.
- Improve night time skiing, lighting, and hours and extend the skiing season past April if possible.
- Install bubble cover on chairs for winter warmth.
- It is poorly run. The hours are bad. It is managed in an adult manner. Don't run it like a business.
- Keep the noise level in mind. Expanding time of use is a good idea, especially for night skiing. I'm not a skier but I'm in favor of municipally owned resort.
- Limit access to the community.
- Mind safety. Add solar power use.
- Need better supervision inside the lodge and to run the chairlift in the summer. There should be a warming hut at the top. Keep Eaglecrest as natural and quiet as possible.
- Need longer ski season. Offer chairlift tours in the summer. Local reduced rates for the chairlift in the summer.

- Need to have a quality chef run the restaurant in the large lodge. Also, add conference rooms and have an area for bonfires and for sledding. I don't like the idea of condos. Keep the mountain bike trail separate from hiking. I would like to see some development of a few quality condos that are green.
- Need to keep in touch with people in Juneau and if it can be financed without jeopardizing what they already have, development would be fine.
- Specialized groups should not keep others from enjoying the area.
- The caretaker is doing a wonderful job. There should be more bathrooms closer to the base.
- The people of Juneau should come first, not the tourists.
- The plan should be developed to bring either part-time or permanent residents to Juneau.
- The use of the facility by responsible people is very important.
- They should stock the lake with king salmon. Cabin rentals are a very good idea. It could lead to staying for extended periods.
- Try to serve healthier food and don't waste food by serving smaller portions.

Online Survey: “Other” Responses and Open Answers

Question 8a: For what purposes did you visit Eaglecrest? “Other” responses.

- Running. x18
- Snowshoeing. x7
- Long-boarding. x5
- Dog walking. x4
- Running up Eaglecrest Road. X4
- Work. x4
- Camping. x3
- Camping on the ridge. x2
- Bird watching. x2
- Driving practice. x2
- Juneau Mountain Rescue training. x2
- Skateboarding. x2
- Trail running. x2
- Biking up the road, visiting for Discovery Day at Eaglecrest.
- Camping in Eagles Nest.
- Camping, viewing the solar eclipse.
- Finding a Christmas tree, fishing, fireworks.
- Clean up garbage.
- Discovery Day at Eaglecrest.
- Dog walking, scenic drive.
- Dog walking up the gravel access road and off-road.
- Downhill skateboarding. 90% of the reason I am ever at Eaglecrest. The main slope needs a nice access road. Alaska has all the terrain, but none of the pavement to really show of what it has.
- Fly RC plane in the parking lot.
- High School cross-country running practice (four times).
- Hiking with dogs, training with CCF /R special teams.
- I practicably live up there love it love it!
- I took my high school guy friend that I have not seen for 30 years up there to show him the past memories. I went up there for my friend Helen Johnson Davies services.
- I was up there long-boarding, after hiking all the way up the road, chilled in the main cabin and ate something then rode my long-board back down.
- I went there for refreshments, courtesy of the zipline.
- Just for drives and having fun.
- Late night car rides!

- Lugging, running.
- Mountain biking.
- Night-time photography, dog walking.
- Painting.
- Recreational litter cleaning.
- Relaxation.
- Road and mountain biking.
- Roller skiing.
- Running dogs.
- Running, photography, scenic enjoyment.
- Scenic enjoyment, photography.
- Search and rescue events, participated in planning for a potential mountain biking park.
- Snow Kited several times during and after area operation
- Snow mobiling.
- Snowshoeing and trail running.
- Snow-shoeing, camping, bird-watching.
- For solitude.
- Swimming, trail work, meetings, etc.
- Took my car mudding
- The Eaglecrest road offers the best long-boarding in town. We also hike to look at new features and lines, as well as look at places that downhill mountain bike trails should be.
- To attend training.
- To pick out the invasive plants.
- To pick up trash with the ski club last spring and this fall.
- To run the Eaglecrest road this summer
- Tour of dog mushing summer camp.
- Trail and off-trail running.
- Trained for running races on Eaglecrest (Fish Creek) Road. I ran up/down the road to train.
- Volunteered for bike race.
- Volunteer time to work on trails to possibly use for luge-sledding track and for snowshoeing.
- Dog walking, berry picking.
- Dog walking; walking/jogging the road.
- Work party, touring new manager candidates around the mountain.
- Work, volunteer work parties, special events.

Question 12: Are there any other projects you think Eaglecrest should consider pursuing?

ACTIVITIES

Motorized Use of Eaglecrest

- Allow snow machine use after season closure.
- Allow snow machine access through the ski area.
- An area for ATV.
- An area for snow machines during winter and ATV's during summer.
- Anything non-motorized.
- An area for snowmobiles.
- ATV trails and accessibility.
- ATV use.
- ATV/snowmobile trails.
- Come on! Snow machine access on a limited basis! Make a small area accessible to snow machines, charge a fortune for a snow machine access pass and keep people happy and make some money! I would pay \$1000.00 annually to access a ridge cabin with a four wheeler or snow machine; less if only accessible with one type of machine.
- Create an area in addition to the existing area for snowmobiling.
- Four wheeling. Allow trucks to go off-roading.
- I am in favor of any revenue generating projects that enhance or expand the area but do not include motorized vehicles (except to transport folks to the lodge area).
- I don't snowmobile, but develop a snowmobile/winter park like at Mt. Bachelor.
- It is important to keep the area free from motorized use such as snowmobiles and ATVs.
- It would be nice to have a trail system built for the use of ATV trail riding.
- Let snow machines use the mountain after lifts are closed.
- Maintain NON-motorized status of Eaglecrest surrounding areas.
- Making a trail for snowmobiles to use post season. I feel that people who ski and hike will not necessarily want all of the terrain to be available to snowmobiles. I feel like it would work out well for everyone to have the west side of the Log Jam be the access to out of bounds terrain for snowmobiles.
- Most important is to prevent the further encroachment of snow machines into the backcountry surrounding Eaglecrest. That's why boundary expansion is important.
- Motor vehicle access to top of mountain in summer.
- Motorized summer trail use!
- Open for snow machining before and after ski season.
- Open it up for snowmobiles and ATVs in the off-season!
- Open the area to motorized use during the summer.
- Open the area to snow machine usage in the spring after the lifts close.

- Open trail for snow machine to access backcountry.
- Snow machine trails.
- Snow machining after the ski season ends. Only people who want to night ski should have to pay the extra 20 percent increase.
- Snow mobile trails.
- Snowmobiling.
- Snow machine access.
- Snow machine access.
- Snow machine access.
- Snowmobile access.
- Snowmobile access after skiing has ended.
- Snowmobile events like hill climbs only after the ski season is over.
- Snowmobile racing.
- Snowmobile trail to State lands outside ski area.
- Snowmobile trails
- Snowmobile trails.
- Snowmobiling trail to get to North Douglas.
- Work out an arrangement with the snow machine club to allow their use of Eaglecrest after the area closes, especially if they're willing to pony up some money. Same goes for ATV access in summer by commercial guides, along the lines of what was proposed (and shot down) a couple of years ago. If these prove unworkable, then they could be discontinued.
- You should really consider opening it up to ATV's in the summer. Make trails, meeting places, and keep things inline. The ATV trails will also serve as skiing trails in the winter time.

Skiing/Snowboarding

- A lot of your skiers are racers. The current "race room" is not nearly big enough to accommodate the numbers. Check with the coaches to see how much growth they have had in the last couple of year. A race team building or an addition to accommodate the racers would be very helpful.
- A rope tow to the ridge from the Black Bear chair. Or a rope tow from the far Nordic loop back up to Black Bear opening lower east side of the mountain to alpine skiing.
- A ski competition for backcountry park and whatever else people do.
- Additional lift up Stewart. I believe this was part of the original Eaglecrest Plan.
- Allowing flips.
- Bring back night-skiing.
- Chairlift on backside.
- Definitely more lights on more trails for night skiing, or just to extend the hours during the winter. More season pass holders will come up for an hour or two after work if you're still open!! The ski team could have half day training and the ski school could have late day.

- Develop a connection of cross-country ski trails. This system should include a lit 5k for night skiing.
- Development of lift access to Hogsback or up Mt. Stuart.
- Easier slack-country access.
- Expanding ski area boundary to encompass Hog's Back Mountain and Mt. Steward (east side).
- I think Eaglecrest should connect the Nordic trails so that you can ski from the lower loop to the upper loop, and then expand the upper loop out the valley.
- I think Eaglecrest should get a lift on backside or a gondola going up Mt. Ben Stuart for experienced skiers/snowboarders.
- I would like to see a corridor created for people wishing to ski up the mountain (using skins) instead of riding the ski lift.
- It would be great if Eaglecrest helped to expand the Treadwell ditch trail into Douglas, so that you could ski into Eaglecrest from town. It is important to remember it is a ski area first.
- It's very seldom that both the upper and lower Nordic loops are groomed on the same day. It's usually one or the other. Both loops should be groomed every weekend, unless the snow cover is minimal. It would be great to have a trail connecting the two tracks.
- Keep Nordic skiing.
- Lit Nordic trails.
- Lit 5K Nordic trail.
- Lighting for night skiing on Nordic meadow trail.
- Lighting for Nordic skiing.
- Lighting of Nordic ski trails so a high school and masters Nordic ski program can develop.
- Lighting on cross-country trails.
- Lighting the lower Nordic track in the meadow just below the parking lot.
- Lighting on the cross-country course.
- Lights for Nordic skiing.
- More groomed trails for Nordic skiing: the current lower loop's terrain and grooming are terrific, but the 6k is severely limited. The upper loop is too hard for most people to get to and from. Hooking the existing trails in a grand loop from the top of the beginner hill through Cropley Lake and the meadows below it and then over to the upper loop would make a fabulous Nordic ski area.
- Night skiing more than one night a week (maybe three nights) for that additional 20 percent increase.
- Night skiing would be great, but it needs to be done holistically and not just one side of the mountain. Eaglecrest passes are already expensive for the value, so I would not want the cost of night included in my pass.
- The lighting should be for Nordic. There should also be a Nordic lodge.
- There should be an option of adding night skiing to a season pass or not. People who don't want to pay for it shouldn't. But there should be the option for night skiing.

- Very important would be dog-friendly Nordic ski trails. Girdwood is an excellent example. Far more open minded than the very much anti-dog attitude of the Eaglecrest nordic ski community.

Terrain/Skills Park

- Building a terrain park because the amount of people that come to Eaglecrest for jumps and/or rails is immense.
- A terrain park, and night skiing are HUGE! If you could do both, so you could ride the park at night, like you can at many other resorts, I believe you'd see a huge increase in night skiing participants (especially people working on weekdays, who COULD come up at night) and they'd come if you had a night park, just something more than groomers.
- Eaglecrest has been in serious need of a make-over in their "terrain park" situation. A park on Sourdough or by the east gullies would be perfect. if that park was lit I would pay 30% more for a pass.
- Extension of upper cross-country loop, and/or placement of a surface lift to aid backcountry skier to return to the Black Bear lift.
- I actually think you guys should really have a park with rails, boxes, and jumps because it would make you more money. More kids my age (15) would think it is cooler to go up there if you could see people go off jumps and such. Also you could host events and contests, which would bring a crowd and would involve earning money.
- I am a 41 year old skier who is very, very interested in a terrain park for freestyle skiers. I think the safety of the kids who are interested in the sport of freestyle skiing would be enhanced by a sanctioned and patrolled park. Please build the kids a park this year. The alternative is that the kids build their own jumps out of bounds.
- I think a terrain park would be a great investment for Eaglecrest because it'll be a fun place to go. It doesn't need a lot of snow so on the days that snow levels are minimal the terrain park would be a great place to hang out and a reason to go the mountain.
- A mountain bike park.
- A mountain bike skills park.
- A mountain bike skills park and downhill trail system.
- A PARK!!!! A park at night would be epic!
- Rails.
- I think if this place put even a tiny bit of effort in to building a decent terrain park with more than just one tiny little crappy jump it would satisfy a lot of Juneau's young ski community.
- A stash park.
- A stash park, similar to Jackson Hole. Make designated spots for people to build backcountry jumps. This would allow you to have a park that you didn't have to maintain and the youth wouldn't have to go out of bounds to build a jump.
- A superpipe.
- Terrain park = summer bike park as well. Everybody wins, a lot more interest, eventually passes

for fully functional biking in summertime. Better summer maintenance in preparation for winter.

- Terrain park, night skiing in the terrain park, and have an end-of-year snow machine event
Then just keep up the good work.
- Terrain park!
- Terrain Park!
- Volunteer terrain park committee.
- You need to purchase a Pipe Dragon, to have a snowboard half pipe. If you're going to charge more money for a lift ticket, like the lower 48, then you need to act like the lower 48, build a half pipe, and you will generate 50% more lift tickets because when its they will ride the half pipe! Build a half pipe for skiers and snowboarders, and watch the money pour in then expand operations.

Trails/Hiking/Biking

- A Nordic trail connecting to Treadwell - to Douglas, and a Nordic loop that is dog friendly.
- A bike trail that ties Eaglecrest to Bonnie Brea in order to use the lower mountain when snow levels keep the upper mountain closed.
- Allow for back-country skiers to access the Hilda Divide area without having to take a chairlift or go up a downhill run. It was a real shame to have obliterated the original trail that accessed this area.
- Bike trails.
- Bikes.
- Biking.
- Connect upper and lower Nordic loops.
- Consider running a lift in the summer for mountain bikers and develop a downhill park.
- Cross-country and downhill mountain biking facilities during the summer, including the option to run a lift or van to the top.
- Cross-country mountain bike trails. Loop around to the end of north Douglas highway
- Cross-country sprint loop for competitions. Backside lift and additional runs from ridge.
- Dedicated mountain bike downhill trails.
- Definitely a terrain park is needed. It would not be hard to get a park crew together to manage and maintain. Also, a well lit park for night riding, and expansion of back country.
- Downhill mountain biking.
- Dog friendly cross-country, summer mountain bike trails.
- Downhill mountain bike trails with a tram or lift to transport riders and bike to top.
- Downhill mountain biking.
- Downhill and cross-country bike trails.
- Downhill bike trails system for the summer. So necessary.
- Downhill biking trails, with banked turns, meandering routes, and run hooter on limited hours

in summer for chairlift assisted biking/ hiking. ALSO VERY IMPORTANT SERVE BEER AND WINE IN THE LODGE AND OR EAGLES NEST.

- Downhill mountain bike trails.
- Downhill mountain bike trails with lift access.
- Downhill mountain biking.
- Downhill mountain biking with chairlift access.
- Full night skiing.
- GET MOUNTAIN BIKING GOING!!!
- Hiking and biking trails are important for summer use.
- I couldn't vote for "additional lights for night skiing" because Eaglecrest doesn't use the lighting that is already installed for night skiing--use that first, add more later! A city league race series, brown bag races, etc. would help draw customers to the mountain at night. Only offering night skiing one night each week limits the appeal to many people.
- I understand a bike terrain park is being planned. I am very supportive of mountain biking improvements and would pay summer fees to have trails for mountain biking. A downhill trail would be nice.
- I would hope the mountain biking development would include substantial downhill and not just cross-country mountain biking.
- I would like to see downhill mountain bike trails and stunts. A great model to look at is the Carcross trail system, where the beginner and some intermediate trails are hiking/biking accessible. The more advanced trails have routes around stunts and technical terrain.
- I would love to see mountain bike trails cover the mountain during the summer. There are many mountain bike riders in Juneau that would benefit from a central network of trails. Plus many of the trails could potentially serve as Nordic ski trails for winter. Even connecting into the Treadwell ditch trail system (with improvements from other clubs and organizations).
- I'd like to see a trail from the Cropley flats to the top of the Porcupine chair.
- Make the lifts open in the summer time for downhill mountain biking access -- users could pay for a summer pass, or perhaps year-round access that includes winter ski access.
- Mountain bike trails.
- Mountain bike trails with shuttle/lift service to the top and a bike park at the porcupine chair!
- Mountain biking trails.
- Mountain biking in the summer would be pretty dang rad.
- Mountain biking trails.
- Mountain biking trails for summer use would be awesome!
- Mountain biking trails!
- Mountain biking trails! With the incredible terrain that Eaglecrest has to offer, if outfitted with bike trails, could become more than simply a winter haven for Juneau, but a year round recreational hot-spot that keeps Juneau kids out of trouble, and Juneau adults in shape and healthy.

- Mountain biking, with different difficulties of trails would be great for the community and for tourism.
- Mountain biking – downhill and cross-country biking trails.
- Snowshoe trails.
- Summer chair rides up Ptarmigan to open up alpine biking.
- Summer lift operation for downhill mountain biking.
- Trail running opportunities, downhill mountain biking course utilizing chairlifts.
- Would really like to see some bike trails built on the mountain for both uphill and downhill traffic. There are many ski areas that do this using various different business models. Most trails should be downhill specific and lift served 1-2 weekends a month. Sustainability would be an issue with all the rain.

Other/Mixed

- A ropes course for summer activities.
- A trials course for mountain bikers.
- A summer disc golf course.
- Allow vendors, more events, music, and beer. Let's celebrate winter and the fun, festive atmosphere we love.
- Alpine coaster, mono-rail, look it up on YouTube. Serious adrenaline rush. Plus the view of Alaska's great scenery. Guaranteed to increase revenue with the tourists during the summer months.
- Big mountain free riding contest like the North Face Masters.
- Bigger Terrain! Overnight stay, late night skiing.
- Clear out the snow on crappy lake for ice skating and put in the warming hut beside it.
- Continue to include everyone in activities, especially those who can't afford to ski.
- Development of area for other users such as snow machines and dog sleds. A winter park sort of arrangement for a diverse group of users.
- Eaglecrest would be a great location for a Wellness/Retreat Center.
- Expansion of outdoor lodging deck space to hold events and a bar for ski season. Also jumps and features for summertime biking.
- Expansion of ski area boundary to exclude motorized use (snow machines, ATVs, etc).
- Expansion/promotion of backcountry activities, further mountain bike development.
- Explore all options for additional revenue generating activities other than skiing--- including motorized use, alcohol sales, overnight accommodations such as cabins or yurts or others.
- Frisbee Golf Course
- A golf course would be awesome even a 9-hole course which would allow for a very memorable/scenic experience for cruise ship passengers. Think about it how many men would love to play 9 holes when his wife is shopping downtown. This would be a very profitable venture during the summer months. Also a lounge/pub in the Lodge would be great, live

music, fire place crackling, cold/hot drinks.

- Having something like the inner tubing back.
- I know that in the past Eaglecrest had a tubing area. I believe that if it was utilized and marketed in the right way it would be very successful. I have worked at a ski area where it was an amazing addition to school visits. By targeting grade K-3 to tube and 4-12 to ski you expose all levels of families to the area. And it is an entire family activity that requires no skill.
- I think increasing summer revenue by operating lifts for mountain biking and hiking should be looked in to (although there should still be opportunities for free recreation for those willing to hike or bike up from the base). As for the lighting issue, I am very in favor of night skiing lighting for the Black Bear lift; however a 20 percent increase is way too much money. The passes are already too expensive.
- It would be fun to have an adventure race or ski to sea type relay again.
- It would be nice to have Eaglecrest modeled after many ski areas nationwide. In the summer a favorite activity is the alpine luge. The attraction is also in numerous ski areas throughout the lower 48. This is a thrill seekers dream and we have a fantastic opportunity that is being wasted if we only focus on activities for hikers and bikers as the only outdoor summer enthusiasts!
- Juneau's population is aging. I'd like to see more cross-country trails, hiking/biking that is less challenging and works for elders/youngsters who have mobility/balance issues.
- Love the idea of summer mountain biking trails/lift access. A high speed quad chair lift would be especially nice.
- A mountain bike terrain park sounds like a lot of fun, and also trails for mountain biking. I'd even support a fee for this. I am very against any kind of motorized (ATV, snow machine) access at Eaglecrest. Thank you very much for your time, your hard work, and your support of Eaglecrest.
- Night skiing on the weekends would be a good thing, Friday and Saturday nights. Join this with the terrain park so it is lit up and it would bring a lot of people up to the mountain.
- Night skiing, summer mountain biking w/lifts, alpine slide, etc. Run lifts later as light increases
- No other projects, but in huge support of mountain biking trails as well as bringing night skiing back.
- Non-motorized activities for community members to participate in.
- Re-open the tubing hill or sledding hill. Snow biking opportunities.
- Snow machining, night skiing would be awesome, but it has to be done.
- Snow tubing hill for kids.
- Summer music festival. Perhaps around summer solstice.
- The following would be a HUGE waste of money and plainly put, the wrong direction for Eaglecrest. I agree with the lights and terrain park for the kids, other than that I think their silly. New or expanded lodge Cabins or other overnight accommodations.
- The mountain bike skills park located near the old tubing hill. Also, snow machine corridor access after Eaglecrest is closed.
- The size of space available at Eaglecrest is unlike any other area in Juneau, I would highly

recommend a winter and a summer festival, a music concert, a projection light show on the mountain, multiple reasons for fireworks shows to get families out and about, possibly even an expanded area for summer ATV tours to increase tourism revenue and give locals a discount to enjoy the same activities.

- There hasn't been night skiing for years at Eaglecrest. I don't think you need additional lighting but a terrain park where it is already lit. The season passes are already high for a family of four (with kids over 13). Night skiing was not profitable why light more terrain to run something not profitable at the expense of the season ticket holders.
- Tubing.
- What about a launch site for para-sailing, although not sure it's feasible. Definitely NOT projects with motorized vehicles (ATVs, dirt bikes, etc.).
- I would favor night lighting ONLY if it was open once on the weekend and once mid-week. There are enough tourist attractions in Juneau. Eaglecrest is one of the few places that locals can call "our own." Mountain biking trails added (there are NO trails in Juneau) or maybe slight improvement in Treadwell Ditch trail in cooperation with TrailMix.
- Yes, an artificial wave venue for when the mountain is closed to skiing.
- You could expand the ski area by offering catskiing.
- Youth Activities - organized for awareness of all seasonal opportunities - especially middle school age students; Citizen Science Activities - watershed, avalanche, plants, animal evidence, etc.

FUNDING

- A joint private-public partnership.
- Generate revenues from the widest selection of user groups to help keep operating cost under control making it affordable for all user groups to enjoy healthy outdoor activities.
- I favor all potential projects to help generate revenue and attract other community members to the facility.
- Partnering with other entities in the private sector to fund &/or operate some or all of the following: activities, shops, restaurants, hot tubs, cabins/hotels, rides/parks, etc. for increasing both revenue and year round activities. (Kind of like the state has done when developing fish streams & hatchery's to get more fish & revenue.)
- Selling land for development of a small ski village with space for a privately owned hotel, condominiums, dining venues, and retail space at the base of the lifts.
- Summer attractions should be run by the ski area not an outside interest giving the ski area a small commission.

Tickets/Passes

- Add another kind of seasons pass that costs 20% more and includes night skiing. Have an option rather than charging everybody extra so that the people who aren't interested don't have to pay extra money. I strongly favor night skiing, but only under the circumstances that those who will not use it will not be penalized.

- Develop hiking, biking, and climbing wall as a "summer adventure package" to include the zipline and perhaps a new challenge course too. This would be the best way to market summer activities to visitors.
- Eaglecrest should build a mountain bike park. Seasons passes can be sold in summer too! Examples can be taken from Alyeska and Stevens Pass, and of course Whistler. I for one would buy a season pass in the summer and will not buy one in the winter. You will always have a good season in the summer.
- Frequent skier cards like the Sunshine/Marmot card. Receive ALL the same discounts as a season pass holder! \$84.95 FREE skiing or riding on your 1st, 4th, and 7th day. The card is good at Banff's Sunshine Village or Jasper's Marmot Basin all season long. \$13 OFF regular priced lift tickets \$26 OFF regular priced lift tickets throughout November and May.
- It would be nice if season's passes were cheaper or if there were an option for a 2 or 3 week pass for students that are home for the holidays.
- The #1 reason I don't buy a seasons pass anymore is because the price. I would be more inclined to buy one year after year. The \$300-\$350 price was very economical and was worth my money to purchase. I honestly think more people would buy them year after year at this rate thus giving you the ability to better project revenue and costs year after year. I won't buy one again at the prices they are at.

INFRASTRUCTURE

Roads/Bridge/Parking/Transportation

- A 'second' crossing to make Eaglecrest closer for valley residents.
- Eaglecrest should have its own tow truck for prompt clearance of vehicles that cannot meet the road conditions.
- Expanding parking area near meadows for winter parking for cross-country skiers.
- Expanding parking lots; the overflow created dangerous situations last season.
- Expanding the road system, whether it's access to Ptarmigan, or something else. Make your business year round.
- Morning parking assistants to make people park appropriately in lot on busy days.
- Not sure how cost effective all the free buses might be - they look empty most of the time. Could city buses get folks out to the bottom of Fish Creek and then Eaglecrest buses take folks on up the hill? Or only run them on weekends?
- Please don't add more vehicles on the service road in the summer.

Lodge/Restaurants

- A bar. x2
- A bar in a new lodge would be a welcome addition to the area.
- A bar that is privately owned.
- Get a liquor license.
- Adding a bar to generate revenue and enjoyment.

- Eaglecrest needs a sports bar/tavern like every other ski area in the world.
- A comfortable brew pub with grilled food and beer.
- A liquor license. Eaglecrest is the only ski area in the world that doesn't have one. I know the city always tries to stop this idea, but bottom line: Eaglecrest will finally profit from change.
- A liquor license like every other resort in the world.
- Beer and wine license.
- Get a license for beer and wine.
- Pursue a liquor license for the lodge.
- Beer and wine sales.
- Beer at the lodge.
- Beer beverages for sale in lodge.
- Sell beer to generate revenue.
- Weekend beer garden, bonfire area, day use spots.
- The Lodge should develop an adult section to allow adult beverages. As long as adult beverages are legal and a part of our society there is no reason that responsible consumption should not be allowed at Eaglecrest. It would be a significant contributor to the bottom line and would be consistent with about any ski area in the country.
- Healthier and higher quality food/beverages should be served at the lodge.
- Healthier snack options in the day lodge.
- A "grandma" area in the lodge for baby sitters taking care of small children while parents are out on the slope.
- A small number of rental cabins, for example near Cropley Lake, would be great , but other than that, no overnight accommodations
- A restaurant.
- A restaurant and bar.
- Restaurant, hot tubs, nice cozy lodge for skiers and non-skiers alike. Business(es)/accommodations that can attract people who just want a nice place to go to, even if they're not into skiing. A nice place for people to wait or warm up. It would be nice to be more like a mini ski resort like Alypheska or Park City that outsiders could come and enjoy.
- A sports bar/ coffee bar area where folks can order food and drinks and watch a game or ski videos or have a view out to the mountain, and enjoy each other's company.
- Accommodations on the mountain and a beer/wine license.
- Alcohol and restaurants are a HUGE need, après' ski revenue is totally lost at the moment AND there are many who like the ski area atmosphere and don't the skiing is lower on the priority list who would come WITH a skier.
- Allow alcohol sales in the lodge. People are drinking in the parking lot anyway. This would provide a regulated venue to reduce over-consumption, and also capture some of that revenue. Definitely pursue a mountain-bike trail system, and provide hikers with trails to alpine areas! A cabin at Cropley Lake would be outstanding.

- Backcountry public use cabins in the subalpine linked by summer/winter (non-motorized) trail system
- Boundary expansion and an improved lodge would be wonderful!!! A better restaurant would be excellent as well!
- Build a better warming lodge at the top of Ptarmigan with the potential for a restaurant. You could also then use that for tourists in the summer to help generate revenue.
- Bunk House for seasonal employees, use by out of town school groups in winter. Mountain cabins for use by tour operators in summer, rented to public at other times.
- Cabins.
- Cabins, NOT condos!
- Concessions at the top of Ptarmigan.
- Condos.
- Developing the Eagle's Nest (coffee, snacks, cozy seating area to warm up).
- Development of the Eagle's nest into a larger lodge, with light food service. Overnight rentals of the Eagle's nest. Liquor license for both the main lodge and Eagle's Nest.
- Expand the Eagles Nest and offer food and beer.
- Food/beverage service at the Eagle's Nest.
- I think it would be great to have cabins we could rent. Cropley Lake is a wonderful location, as are other areas on the mountain.
- I would like it if we had some more overnight cabins. If not, just the main cabin with a stove that we can put wood into so we can dry things out. Because during pre-season it still gets super cold at night some times.
- If upgrading the lodge, consider a window viewing area away from the main food area for non-skiing parents to sit and watch their child in lessons on Porcupine. They can have food there.
- Concerning the improved lodge idea, improve the après ski environment (i.e. maybe a gas fireplace and either a liquor license or a BYOB policy, and better food services for after skiing).
- Initiating a long-term lease for the building of a hotel/restaurant/bar capable of hosting medium sized parties, weddings, meetings, and skier overnight stays.
- Install a bar.
- Lots for sale or long term lease that people could build their own cabins on. A wine and beer license for the lodge is maybe even more important.
- More local accommodations for out-of-town skiers/boarders.
- A mountaintop lodge.
- Overnight accommodations.
- Produce healthy delicious dinner to get night skiing popular. Having the option to buy a beer/glass of wine as well would also be an incentive.
- Renovate Eagle's Nest with a cafe and drinks.
- Rent out part of lodge for restaurant/bar. Eaglecrest could really take advantage of being

somewhere to get away from it all and have a decent bite to eat with an actual view (which doesn't exist). Rent it out to a business owner who has an entrepreneurial mind and can make it happen. Night skiing would make it possible to stay open later.

Lifts and Boundaries

- High speed chair lift.
- High speed quad lifts that go to extended boundary areas!
- I think that adding a new chair to the fruit bowl would be awesome. My biggest disappointment with the new Black Bear lift is that I don't feel that it opened up any new terrain or really did anything beneficial to Eaglecrest. It would have been so awesome if the bottom of the chair went out farther east closer to the Nordic trail it would have opened up so much more awesome and new terrain.
- I would like to see the old tow rope used on the Bunny Hill be installed above the Black Bear Lift to give access to the ridge. This would open up already established boundaries.
- If considering boundary expansion on the East bowl, put in a lift/rope-tow to get you to the top of the mountain and cat track to get you back to the lift at bottom. The biggest fail of the Black Bear lift is that it didn't really open up any significant new terrain from chairlift access. Biggest bang for the buck project: to expand the in-bounds riding area hands down! Character limits suck!
- Improve the existing chair lifts – more capacity and faster.
- Add a lift down the back side of ridge.
- Lift up grade over time.
- Add a lift up west bowl, heavenly area.
- Maybe update the lifts, i.e. the Black Bear Lifts are too close together and the unloading area is funky and the middle pole is awful.
- Modernize lifts.
- A Mt. Troy Lift!
- A new chairlift, something faster!
- Open lifts in the summer for hiking/sightseeing.
- Opening lifts during summer for hiking access.
- Platter access from Black Bear to the ridge traverse, expanding the boundary to include this area.
- Please expand the mountain further east and west.
- Putting a lift or two at Cropley Lake to service Heavenly Valley and Hog's Back Mountain.
- Repair/replace/retrofit of Ptarmigan lift. The number of times it is breaking down per season is getting too high. This should be a top priority to fix.
- Replace / improve the Ptarmigan lift with high speed / reliable service since it is the main lift where the majority of people use to get everywhere on the mountain.. I also think adding a lift over to the west bowl area since it gets used and could get used more to spread people out.
- Replacing the Ptarmigan chair with a high speed three or four person chair.

- Re-using the Platter Pull lift above the Black Bear Chair for easier access to the Ridge. Also it would be fun to have a once a week, mid-week night races open to general public and/or race league using the Hooter chair and the lights that are already in place. I would be more interested in lights off the Black Bear chair if it was an additional season pass option.
- A rope tow along ridge since you have a functional rope tow in storage!
- Rope tows perhaps on west sign line or high east. Thinning of trees in some locations within current boundaries for more tree-skiing options.
- Surface lift (poma) to access Heavenly Valley.
- Tow ropes to provide access for high east or the west ridge.
- Trying again to use the lifts in the summer to take tourists to the top of the chairlift and provide a hike up to the top of the ridge.
- Upgrade Ptarmigan to a faster lift.
- Upgrading the existing chairlifts.
- Upgrading to high speed lifts for Ptarmigan and Black Bear.

Other

- Add a luge-sledding track to the skiers' right of the Porcupine lift (see naturallugealberta.com for video). Lights for meadow for lower loop. Hut or yurt for lower and/or upper loop. Transport skiers to upper loop by snow cat.
- Snow shelter construction course or competition ("Quinzy", etc) with GPS coordinates for each so folks can find and use them. Upper loop cross-country trail maintenance – I couldn't find it, one year. Emergency shelter huts, with published GPS coordinates for each.
- Use the two mothballed surface lifts to: A. create a "return" lift for runs in the "Far East" terrain beyond Black Bear, and/or B. put a surface lift in West Bowl. If CBJ wants a new lodge, put it at the base of Black Bear so the area can open when there's snow at 1500 feet, not 1000 feet.
- A larger and nicer warming hut at top of lift that would serve hot drinks and soup.
- A learning center that would house snow sports school, rental/repair/retail, children's area, and meeting rooms.
- An uphill bike/hike route weaving into the access road and two interconnecting downhill bike routes. Expanding operation hours during the darkest couple of weeks in winter solstice with best snow and then extended hours at the end of the season for expanding daylight for after-work skiers.
- Add foot rests on chairs, develop R.V. sites.
- An easy way for Eaglecrest to expand its area would be to take the old rope tow, that was once the platter pole, and install it on the upper Nordic loop. This would open all of the trees below East Chutes out to the edge of the Fruit Bowl area. It would require a minimal investment in infrastructure and require a modest increase in the patrol sweep of the mountain at the end of the day.
- An expanded and updated Patrol facility, along with a joint venture with a race center for the Juneau Ski Club.

- Après ski pub w/ beer and wine license. Plowing the upper Nordic look to expand backcountry skiing opportunities. This trail is not groomed often making it difficult to hike out after skiing out of bounds. I think this could also fall under a safety priority.
- Better accessibility to terrain, better chairlift location.
- Better grooming for downhill skiing.
- Biathlon Range, hut to hut system, backcountry cabin near Troy and Stewart.
- Expanding upper mountain facilities.
- Groom Hilda Loop more. Don't groom main sloop so much. No more infrastructure. Take down ads on runs.
- Hike/ski-in cabins out of bounds for summer and winter use. Utilizing the chair lift for mountain biking in the summer i.e. ride chair to top, bike down.
- I think there should be multiple buildings at the ski area. One for the ski school with the rentals, one for the main lodge, one for the ski patrol & ski team & lockers in all of them. Maybe a small building and more parking near the Nordic ski area. I would agree to a 10 percent increase for night skiing (20 percent is too much for only one night a week).
- I'd like to see if there is any interest in very basic warming hut system set up in the alpine for alpine touring, for example from near Mt. Ben Stewart to Mt. Troy.
- It would be great to have a hotel, bar, and/or restaurant. This might generate revenues in all seasons. Also more downhill runs are always awesome.
- It would be interesting to open some of the public land for commercial use. Hotels, pubs, shops, etc...
- Juneau Ski Club/Ski Patrol have a building permit and land lease from CJB for a joint-use facility just below the Hooter Chair. It was ready to build: engineered plans, experienced local contractors and electricians, gravel/fill, etc, to do the project, however, the funding was taken back and the project was stopped by a CJB official. Let's get it back on track!
- Add a learning center.
- More grooming during the week. That would spread people out on the mountain more and make for more enjoyable experience. Summer tours should be quiet - no mechanized (ie, loud) tours.
- More lighting, open earlier, better chairs.
- More summer maintenance to trim low trees. Maximize the season with less hazards under the snow pack.
- A mountain roller coaster (as is being done at many European ski areas).
- Need a large outdoor area with covered stage and GIANT fire pit to support picnics, parties and events (ski and general) as well as an outdoor social area during ski days. People like being outside - look at everyone in the parking lot.
- Not necessarily a "new or expanded Lodge" but a new First Aid Room is needed with better access / egress / functional plumbing and restroom.
- Perhaps not grooming each run all the way to the trees (especially after an established snow pack). Even car-width strips of powder on Ego and Sneaky and other lower runs will make it

more enjoyable.

- Add a picnic area in or near parking lot; encourage use of lodge year-round for community events.
- Ptarmigan operating in the summer with marked trails for use. Water access for the snow maker fixed. Volunteer brushing on the slopes. More runs developed.
- Putting in a small bar at the top of the lodge that is open on weekends only and having the restaurant stay open later. To help curb drinking and driving a small shuttle bus could run every hour after 4 pm to the downtown area where people could pick up a cab to get the rest of the way home.
- Race training center!
- Regular slope maintenance to allow earlier opening and fewer hazards. Enhancements to facilities for race training, ski school and ski patrol/aide room. Rental/Repair shop enhancements.
- Replace diesel generators with electric.
- Snack shack or grill on the top of the mountain. High speed quad lift. Tow rope out the ridge.
- Snow making for Black Bear.
- Snow sports learning center.
- The lodge has to be maintained of course; expansion for more day lockers, at least; continue improving the Nordic trails in the lower meadow AND provide better link to and maintenance of the upper/Hilda meadows; bike trails for summer recreation would be used too.
- Switch to all-electric operation to reduce use of oil.
- Trail and drainage improvements to allow earlier open in winter with minimal snow. Upgrade or start over with a new Eagle's Nest warming hut at the top of the mountain.
- Use the snow making equipment more in early season, maybe invest in new machine.
- We really need to start brushing the runs in the summer, and install proper drainage so we can open with less snow at the base. As it is we often need three feet of snow to fully cover the brush on the trails, which is a ridiculous amount, and means there are a lot of obstructions early season.

OPERATING HOURS/SEASON LENGTH

- Cleaning of the actual ski area allowing for earlier opening and purchase insurance that allows the resort to actually have spring skiing season and generating revenue later in the year for the resort.
- Continue to let people access the area after hours to ski tour.
- Dose Eaglecrest back snow? If they did would it extend the ski season?
- Extend the winter season.
- I think Eaglecrest should have a longer season and have longer hours. Night skiing is the best skiing.
- Later closing time.
- Not a project - but a suggestion to improve services. Eaglecrest needs to revise its hours of

operation to be more flexible. During spring when snow is stiff in am and daylight is longer, the ski area should open later and close later.

- After Daylight Savings takes effect on the second Sunday of March 2012, the hours should shift to go from 10 till 5 to take advantage of the longer afternoons and the spring skiing on the sunny days. This shift would not affect the cost, and would have only minimal effect on the employees.
- Being open 7 days a week during the winter season. Having bowls open every day.
- Tree thinning for increased and improved ski terrain.
- Ways to extend the season when the snow permits.

PLANNING

- A balance must be maintained to preserve this area for locals and keep it non-motorized while creating ways to generate revenue. The zip line has been low impact for example. Overnight accommodations with hiking, even guided hikes, would be low impact.
- A larger national marketing plan.
- About three years ago, the Juneau Nordic Ski Club did a month-long survey of Nordic skiers, assessing what they thought was necessary. Kirk Duncan had the results of that tabulation. If you want it and he doesn't have it, you can contact Amy Volz at amy_in_jnu@yahoo.com.
- I would like to see serious conversations about moving the ski area to Lemon Creek. A tram could go from 300 feet to 2700 feet. This could also support a heliport at the top in the summer for glacier tours. This would cut down on helicopter noise for the rest of Juneau. We have had several colder years recently. But we still are not able to open by Thanksgiving. More elevation would really help.
- Instead of investing in new infrastructure, take better care of existing facilities.
- Instead of expanding the ski area, consider making better use of what we have. Trees around benches, Hang Ten and out east could be thinned for more skier use.
- Investment in bringing existing infrastructure up to speed.
- Keep accessible options for people with disabilities!
- Keeping the ski area an area and not developing a resort.
- No, I think Eaglecrest is just about as good as it can be. Short of raising it another 1000ft above sea level, I don't think it needs to be changed significantly, particularly if the change would bring significant extra cost.
- Quiet things. Please keep motorized stuff to a minimum!
- The most important project is to protect the area of Douglas Island northwest of Hilda Creek-Fish Creek from continued encroachment by snowmobiles and ATVs. Eaglecrest must plan with USFS, DNR, CBJ P&R, Goldbelt and Trail Mix for the opportunities and conflicts when Douglas Rd. Is extended.
- The place is great as-is. Just do regular maintenance/whatever the GM and other managers think is needed.

MISCELLANEOUS/MIXED

- Alpine sleds in the summer would be a great way to make money. The food offered needs to be healthier and better quality so you can keep the restaurant open in the summer. I would ski a lot more often if night skiing was available so I could come up during the week after work. Renting cabins on the weekend would make me more likely to spend the whole weekend skiing too.
- Consideration needs to be given to ensuring snow safety in the eastern areas of the ski area, i.e. High East, Fruit Bowl, as well as in Heavenly Valley and even possibly out to Hogsback. Great increases in the use of these areas increase the likelihood of an accident. Or, perhaps, some policing needs to be done to ensure that folks going to these places are carrying proper safety gear.
- Eaglecrest should allow for snowmobile access to back-country. There are snow mobiles (ski patrol) around me every time I ski. A single trail with speed limit would go a long way. Snow mobile rentals. If accommodations are built they should be similar to state parks cabins and placed on the mountain for rent in winter and summer.
- Fix up the Treadwell ditch through to Downtown Douglas for biking and walking (Nordic?), access to world-class kayak drops on upper Fish Creek and Lawson Creek.
- Free-skiing competitions on Hog's Back and sign line. A liquor license or beer and wine.
- A good restaurant with alcohol sales, night life, overnight accommodations and mountain biking trails with overnight alpine huts.
- Had a lot today but your survey didn't allow room. Expand, expand, expand. Add lighting, increase hours, get better instructors, better lifts, charge a reasonable fee to locals. Why are families unable to afford?
- I think Eaglecrest needs to work on cultivating the next generation of kids up there. I'd like to see a location for the ski team to wax their skis. I'd like to see mountain biking trails. I'd like to see terrain parks. Also, I like opening up to tourism during the summer.
- Improve Eagle's Nest! A nice cafe with a simple lunch menu would be fantastic. Any other project affecting the wider Eaglecrest area should be low-impact and focus on nature education and improving or maintaining natural habitat.
- It is a travesty to not have slush cup in order to save a few bucks like Duncan did.
- Keep the area non-motorized. Expand to include far east and at least Hog's Back if not Stewart in the boundaries.
- Get a liquor license, even if it's just for beer and wine. A new nest, and new aid room that is a little more out of the way. Regarding lighting for night skiing, for more than one night I would favor it, but 20 percent would be almost an additional 100 per person and if that's the case night skiing would have to be more than one night a week.
- Lots - but you are only giving us 400 characters which is too small a limit for adequate public input.
- More avalanche training (e.g. a beacon practice park).
- Mountain biking would seem to offer the best return on investment. Single-track trails for

cross-country style biking are cheap, and setting up a downhill bike park isn't terribly expensive. Charge a small fee for access or a larger one if riders wanted to ride the lift up. Also, installing some type of pub in the Eagle's nest would make a lot of money for the ski area.

- Nicer staff, but keep Tom, he makes me smile!
- Night skiing and cabins.
- No alcohol. Don't try to do too much. Do not create a more costly place to use. Do not add lights for night skiing. It will not be worth the cost. The usage will not be enough to offset the cost.
- Selling to a company that will actually develop the ski area instead of waste tax-payer money, serve alcohol. I would prefer that the parking lot drinking be brought inside and overseen by a responsible bartender. It would also generate considerable revenue.
- Side country guide services.
- Starting a policy to ensure everyone going out of bounds has beacon, probe, shovel, partner and sell those items in the shop. Also, selling beer in the lodge would increase revenue. Downhill bike courses are extremely popular at most ski resorts and extra revenue.
- Summer mountain biking shore excursion partnership – non -season revenue. On-site rental cabin village to increase long-term revenue opportunities. Fire pit lounge area installation at lodge.
- Support of the joint race training/ski patrol facility that was to be built with volunteers from the Juneau ski club and the national ski patrol. Former manager Kirk Duncan pulled the plug on this worthwhile project.
- The Juneau Ski Club needs a race training center. Eighty families served out of a 12' x 12' cubical. Imagine the support and numbers of young families with a proper facilities. The time has come.
- The old platter pole should be installed above Black Bear lift to give access to the West Bowl ridge. Also, the question about a 20 percent increase for night skiing is a poor question because I am in favor of night skiing but 20 percent is too much to pay for the privilege.
- Trails and bike trail expansion, serving beer and wine at the lodge, more community events, bands, family activities, outdoor propane heat lamps would be great, better decks.
- Trim bushes on existing runs and fill holes, especially on the run out at the bottom of the mountain. Also, need to replace twin culverts between lodge and base of Ptarmigan. Build mountain bike loop trail to Copley Lake and on up to Hog's Back/ridge/nest.
- When Eaglecrest built the Black Bear chair they created the first access road to the top of the mountains in all of Juneau. Considering the constant wind that hits the Eaglecrest area I think they should take advantage of the new road and build wind turbines atop the area to power the area and potential residential benefits.
- Yes, a race training center and ski patrol dual facility like the one that was planned to the point of construction before Rasmuson funding was pulled by the manager. Design, permits, money for cost overrun all in place. Five years work for nothing.
- Yes, Eaglecrest should make nature and sustainability education a priority like Grouse Mountain

has in BC.

Question 31: Do you have any suggestions or comments for Eaglecrest to consider as the master plan is developed?

ACTIVITIES

Motorized Use

- We should consider allowing the snow machiners access after the ski season and charge them for the access.
- Under no circumstances should motorized off road vehicles be allowed at Eaglecrest
- There are hundreds of hiking trails in Juneau. Motorized users pay taxes too. Charge us to use city land, WE WILL PAY! Eaglecrest loses money EVERY year, let us help this issue!
- The primary purpose of Eaglecrest should be defined in the plan as an all-season public recreation area whose major purpose is the outdoor, non-powered recreation activities of Juneau residents and visitors. The building or enlarging of structures other than hiking and biking trails should be kept to an absolute minimum footprint to support the non-motorized uses of local residents or visitors, except as noted below. Motorized travel at Eaglecrest by visitors and local residents should be banned absolutely in any season, except that I would support allowing snow machines during several alternate days per week, for example - allowing snow machines on Sundays, Tuesdays, and Thursdays, starting at say 12 noon on each of those days; tour operators should not be allowed to operate snow machine concessions at Eaglecrest, and facilities could be built to enable snow machiners to load and unload their machines. Use of snow machines would require a probationary period of 2 to 3 years or so during which its safety and impact to skiers and snowboarders would be evaluated before it is permitted on a permanent basis. ATV's should not be allowed at any time under any circumstance or in any season at Eaglecrest.
- The Eaglecrest Board should understand that it is crucial to maintain non-motorized recreation areas that are accessible in the Borough. Please keep the motorized toys away from Eaglecrest. Thank you.
- The closed days throughout the week can be available to snowmobilers. The Treadwell ditch can be accessed to allow machine riders. The groomers can be used to pack snow machine trails, (i.e. and repack snowmobile trails).
- Take advantage of a large group of men (mostly) who work for the mines and make a very good living that want to use their snowmobiles. There was a survey done about quality of life with the miners about a year ago where they mentioned they would like Juneau more if there was access to more snowmobile trails.
- Snowmobiling.
- Please stop the snobbery and welcome snow mobiles. Ski patrol snow mobiles bother no one and they are on the slopes. Their noise is minimal and a dedicated trail for back country access

would be even less. Welcome the diversity of recreation.

- Please, please, please keep it non-motorized. Motorized activity from a handful of people can ruin the experience of many, and management of motorized use should occur at the scale of watersheds. Your most supportive patrons and members of this community prefer to keep it non-motorized. This ski area is one of the reasons that Juneau is a great place to live, both during the winter and the summer, so it has incredible value for this community. You have done a good job so far with minimizing commercial impact to residents. Tourists have other options for getting up to the alpine - please don't let industrial tourism engulf Eaglecrest as well! Thank you for the opportunity to comment.
- Please let the motorized suggestion come true!!!
- Please do not overdevelop this community resource. Many people like the small-town feel the way it is. I think you would lose a lot of local support if there were motorized vehicle use in this pristine area. I hike there a lot in the summer and would not hike in the summer and may not buy season passes if motorized vehicles were allowed.
- Please do NOT allow motorized use of Eaglecrest in winter under any conditions. It would ruin it for skiers.
- Opening up the Eaglecrest terrain for motorized vehicles in the summer would be a dream come true. The amount of dirt bike riders in this town has doubled over the last year and the only place we are able to ride is the wet/salty beach of Echo Cove.
- Open to ATV and snow machines. Open this area for all users. More will come, eat, stay and spend money.
- ONCE AGAIN....ATV USE. MANY FOLKS OVER THE YEARS HAVE FOUND THERE OWN PLACES TO RIDE THESE MACHINES, AT THERE OWN RISK. I BELIEVE IT TO BE A SAD THING, THAT FOR THE CAPITOL CITY SUCH AN AREA DOES NOT EXIST.
- No snow machines!
- No motorized vehicles at Eaglecrest.
- No motorized use.
- No motorized use at Eaglecrest, including snow machines on the Eaglecrest side of Mt. Troy.
- No motorized activity. Keep it quiet. Would only use bike trails if they were easy - not very technical. Would love to be able to bike the Treadwell ditch but too many bridges out.
- My family and I will always strongly and actively oppose any motorized use of Eaglecrest, either in summer or winter. Our experience has been that no matter what rules are established, once an area is open to motorized use it is ruined for non-motorized users. It only takes one or two motorized users breaking the rules (not staying within established boundaries, excessive speed, etc.) to ruin it for the rest, and unfortunately there will always be those one or two who do that.
- Motorized vehicles would be fine in the winter if they stayed in designated lanes. I'd be in favor of vehicles gaining access too hard to reach areas for skiers and using Eaglecrest as a corridor. I am not in favor of vehicles tracking up snow outside of their designated lanes.
- Motorized recreation to not appropriate for the year. It bad enough that snow machines are

powerful enough to gain access to Mt. Troy and that ridge line. Just look at the damage and bad relations caused by the mix in the Dan Moller basin. The two just don't mix well. And it just takes a few bad apples. Also take a look at what is happening in Spalding Meadows. Snow machines are not respecting boundaries.

- Most important is to prevent the further encroachment of snow machines into the area.
- Let snow machines in and let the dirt bikes and four-wheelers come.
- Let snow machining happen.
- Keep the area free of ANY motorized activity. Eaglecrest is a gem. Don't let the motorheads ruin it for everyone else.
- Keep motorized vehicles OUT. One snowmobile or one ATV can cover exponentially more ground than one hiker or skier, so a tiny number of people can occupy a disproportionately high amount of the resources available (such as fresh powder). Also, the noise and tracks from these vehicles is highly disruptive to human-powered recreation.
- Keep it NON-MOTORIZED and for the community. It has become one of the last easily accessible spots for Juneau resident to gain respite/escape from industrial tourism!
- Just for those who own ATV's like myself to have a place to go trail riding would be great instead of having to pay for a ferry trip somewhere else. I would much rather spend my money at home in Juneau to ride instead of spending it somewhere else.
- It would be a great place to let snow machines and four-wheelers to ride.
- It is ridiculous that we are already bringing up winter motorized access. We JUST had this community discussion / debate two years ago when the snowmobile club wanted access to the ski area. It was soundly defeated, why are we bringing it up again so soon?
- Include snow machining trails in the area.
- I'm curious as to what you're thinking about for motorized use in summer and winter. Depending on what it is, and how it's managed, it could be a good thing. If poorly managed, it could be hazardous and a liability.
- If motorized vehicle use is allowed in one season it should be allowed in both.
- I would pay considerably, two or three times the price of an annual pass to use both a snow machine and four-wheeler at Eaglecrest. After 30 years there; its getting boring. My attitude would greatly improve if motorized access would improve. The lack of motorized access there I find incredibly frustrating. Makes me sick to my stomach in fact.
- I strongly oppose introducing motorized recreational vehicles to Eaglecrest. The character of the valley would change and many present users of Eaglecrest would stop coming, opting instead to hike, bike and ski in other areas of Juneau that don't have the noise, smell, disruption and potential dangers of snow machines and motorcycles. If the goal is to generate additional revenues for Eaglecrest, there are many other methods outlined in this survey that would better achieve that goal.
- I really feel that Eaglecrest could make sum mucho bucks off snowmobiles in the post season. After the lifts close just let us use a small trail to get around eagle crest to go ride the bowls back behind hogs back and up Stewart. You guys could make us buy a separate pass to do so

or, however, you see most fitting to regulate. I just really feel that this community is so heavily divided by between people who partake in motorized sports and those who don't, and unfortunately for us motor heads, it's the older generation that opposes motorized recreation and we all know the mentality of our lovely long-term southeast Alaskans is to stop at nothing to get what they want. Thank you for your time I am really excited for this new year, and am eagerly anticipating some greatly needed improvements to this awesome ski area!

- I am very strongly opposed to any development that allows motorized use (ATV or snow machines). I cannot state this strongly enough. I would even favor beer and wine sales above motorized use. The noise and pollution associated with motorized use in Juneau is just not worth it. Thank you for your time.
- I am a downhill skier and snow machiner. There is no reason we all can't get along.
- Hiking and biking trails during the summer would absolutely great. I would strongly oppose any motorized use of Eaglecrest during the winter or summer. For me this is a line in the sand I do not ever want crossed. I would fight it tooth and nail and rally as many people as possible to fight it. Don't go down this route. Keep it the same. The last time the board considered off season snow machine use the debate got very bitter and ugly. Do not go there. We love the peace and quiet of Eaglecrest and will fall on the sword protecting this quality of life issue. One machine ruins it. There are plenty of places for motorized vehicles.
- Expand the opportunities for non-motorized outdoor activities while protecting the incredible access to quiet wilderness areas. Do not allow additional motorized access.
- Eaglecrest provides relatively easy access to a back country experience year round to a vast majority of people (young, old, fit, not so fit). It's a safe place to go hike, bike, ski, etc. A place many who would not normally get this experience will go - solo women, young, old, etc. - because they aren't battling machines, are still close enough to humanity to get help if necessary, etc. Allowing snow machines, 4-wheeler, or other motorized vehicles would destroy this experience, making the area less safe and less enjoyable for those on foot or other non-motorized means of transportation.
- Eaglecrest belongs to the public...all of the public. Have a snowmobile hill climb and race event.
- Do not allow motorized use. At all. Ever. Thank you.
- Be open to the snowmobile enthusiasts in the area and work with them they deserve a chance to bring revenue in to Juneau via races of all sorts.
- Allow motorized recreation. Eaglecrest is all of Juneauites not just the select few skiers.
- Allow snowmobiling!
- Allow snow machiners to use the ski resort after the season.
- Allow snow machine usage within the Eaglecrest ski area after the lifts close for the year. Close the snow machine usage when the other snow machine trails close due to lack of snow. Thank you for the opportunity for input!
- ABSOLUTELY NO motorized use at any time at Eaglecrest!!!!!!!!
- A winter trail for snow machiners from a parking area to existing motorized recreation areas should be considered. A separate parking area for this trail would help keep user groups

separated. I do not support expanding motorized use to current non-motorized user areas. However, I think allowing a well organized backcountry snow machine organization to maintain a winter trail on an approved route starting at a higher elevation would be fair, and if done right consistent with a City run ski area providing recreational opportunities for taxpayers.

Skiing/Snowboarding

- Would love to see more cross-country ski trails.
- The primary goal of any activity should be to preserve Eaglecrest as a local SKI area.
- Remember that Eaglecrest is a ski area for the entire community, not a ski resort. Year round expanded activity is desired because the winter population using the area is tapped out. Charge more for an expanded light Nordic ski trail system.
- Regarding lights for night skiing, unless an organized group such as the Juneau Ski Club alpine racers were scheduled to use the courses during one night a week I doubt the general public would make it a feasible expenditure.
- Please stop requiring a leash on snowboards. The leash only straps the binding to the boot. If a malfunction happens the binding (strapped to the boot) will most likely come off the board. Thus, the leash is an obsolete function of safety.
- Please make any new trails for hiking and biking also suitable for Nordic skiing. There are very specific grade requirements for Nordic ski trails, or else it is impossible for most skiers to negotiate them going down. It's a shame the access roads to the Black Bear lift were made too steep to be usable. Contact the Juneau Nordic Ski Club for collaboration.
- Please consider lights and expanded Nordic skiing opportunities.
- Night skiing Wed-Saturday nights. Have city league racing Wednesday and Thursday nights, I have seen this kind of program dramatically increase user ship for night skiing. After racing people typically eat and drink as well.
- More groomed Nordic trails. Van/trailer options to bring bikes up the mountain.
- Maybe include lighting for Nordic?
- Make a terrain park for talented skiers and snowboarders! There are a number of people who would greatly benefit from having a park at Eaglecrest, especially on days when the conditions aren't prime. You would get more riding Eaglecrest on crummy days when they normally would just go home. You would also generate more income if people had this option and didn't travel out of state to ski park.
- Lighted Nordic trails.
- Light cross-country course.
- Leashes are ridiculous, and we hate them. Leashes were designed for step in bindings, which few people use anymore. They are unnecessary, and cause a lot of friction between myself and the Eaglecrest staff. I think that the overall operation would run smoother if they were no longer required. Just like they are no longer required at EVERY OTHER SKI AREA that I have been to in the last five years, including but not limited to: Whistler/Blackcomb, Grand Targhee, Big Sky, Baker, Steven's Pass, Mammoth, Hood(Timberline), Jackson hole, Park city, Brighton, Bridger, Sunshine, Grouse, Seymour, Moonlight. Seriously. The future is now.

- Keep Nordic skiing.
- If night skiing is considered, rather than raising season's ticket prices for everyone by 20 percent, I would suggest selling separate night-time only passes for \$100 - \$120. This is one of relatively few remaining "family-friendly" ski areas that provides a tremendous resource and service to the community. Consider the multiple benefits of the Eaglecrest area to the community, especially to young people, when considering the costs to CBJ. Finding low-impact ways to increase revenue is reasonable, but increased commercialization, especially condo development etc to attracts "ski tourists", will invariably lead to higher prices and will make Eaglecrest less affordable for local kids and young people.
- Eaglecrest is for rippers, we love our mountain and expanding it would only make things awesome!!! STOKED FOR THIS WINTER SEASON!
- Eaglecrest is a "diamond in the rough" with the potential to be a very attractive destination resort. I strongly encourage investigating resorts in Colorado that have become active during summer, fall and winter seasons. Personally, I would like to see expansion of mountain for additional downhill skiing and utilizing the resort for various summer activities.
- Along with night skiing you could use glow paint on the snow, that would make it fun and interesting. Being a person who has taught at Eaglecrest I have heard a lot of what teenagers want to hear you do.

Terrain and Skills Park

- Winter and summer parks are a must. The demand is raging, the young riders, bikers and skiers are the future money givers to the resort. It is time to consider what they need and deserve out of a ski area. Summer biking paths and skill parks are such a good source of income for the winter months.
- Well personally I have been born and grew up here doing almost every single thing at Eaglecrest: sledding, skiing, snowboarding, etc. What most I have favored was snowboarding. I became good enough to try the park out and just becoming skilled enough to go off the jumps and do tricks, and able to stay on the rails. But then they were taken away and the only time I get to work on my skills is when I go to other resorts to snowboard. And every time my friends and I try to get better with our skills at Eaglecrest we get yelled at and season passes taken away. In conclusion, I think if Eaglecrest put the money into making a park for us kids we would become better at our skills and possibly give us a chance to go pro.
- We strongly need a terrain park. All middle aged skiers and boarders would agree.
- We need a winter terrain park and summer biking available!!
- The park to be built this year. As soon as possible. Also maybe a natural park like in Colorado.
- Terrain parks and more lifts.
- Terrain park and night skiing to increase profits.
- Terrain Park!!!
- Terrain Park! Make the mountain more fun!
- Terrain park is needed.

- Terrain park is a must.
- Terrain park for kids. Please. I realize that the monetary expense is huge, but the alternative for these kids is to build jumps out of bounds. Please protect our teens by building them a terrain park. Please!
- Please, please, please make a terrain park!
- Please develop a beginner to advanced level mountain bike skills park within the next year. Continue to allow residents to access Eaglecrest ski area after hours. Thank you.
- PARK! FOR KIDS! You guys have done it in the past and every time we build a jump out of bounds it gets torn down. When we make ones in bound the ski patrol say we have a natural park and break it down but we honestly don't. A natural park for beginners.
- Mountain Bike Park., seriously! What can I do? Design trails, build trails, opinion, draft, campaign, present. Anything having a bike park would keep me in this area.
- Maybe putting together a parks and recreation biking camp similar for both mountain biking and road biking.
- MAKE THE TERRAIN PARK!!!! Keep the youth involved.
- Make a park.
- I know a lot if parents like me would send kids out to ski terrain parks in other ski areas, because of the lack of a good one here.
- Eaglecrest needs a terrain park again. It's a simple addition to the area that has in the past produced nationally recognized park, big mountain, and free-riders. The terrain park at Eaglecrest, even in it's often sorry state, have helped craft incredible athletes, as well as brought joy and purpose to many Juneauites winters.
- Definitely add a terrain park, I know so many of my friends/family that would love to have one out there. It would be a great addition to your ski area.
- Cut a new run for a terrain park, and build it for everyone not just experts. Build something cool for them too!
- Build trails for summer mountain biking, and real terrain parks for younger boarders and skiers. We need to keep them interested in being active. The days of just having a racing program for young upcoming kids is not enough. A rigid training plan for racing is not on everyone's plate. Kids want to work hard at personal expression in a terrain park that is built correct.
- Build a terrain park!!!
- Build a mountain bike park and trails and a jump park for skis.
- A quality terrain park! And potential snow machining!!!! A park at night, and the summer biking would be the best.

Trails/Hiking/Biking

- Would also like to see trails developed for snow shoeing.
- Turn into a mouton biking resort during the summer.
- The biking trails need to have input from mountain bikers. No mountain biker will consider riding on shot rock like they have used on the cross-country loop. Juneau bikers could be a

large revenue source and would help advocate for Eaglecrest and surrounding projects with the addition of improvements like downhill trails, running the lift in the summer, and a terrain park. It's important to remember that hiking trails and biking trails require different materials and methods to create. Please don't lump the two together. We are a large group of mountain bikers (a core group of 40 plus 30-40 "satellite" riders) who are avid mountain bikers, who are willing to help build, create, and maintain a terrain park and good trails.

- Some trails should allow skiers with dogs. Either a trail to Cropley Lake, or down at the bottom of the lower Nordic loop, or both! If Whitehorse can do it at its McIntyre Ski Centre, then Juneau should be able to do it too!
- Please, please develop mountain biking opportunities at Eaglecrest!
- Please make mountain bike trails a priority since I know many people who would use either trails and or jumps and skills park. There are not many good trails for downhill and Eaglecrest could capitalize on this and do well.
- Please incorporate dog friendly Nordic ski trails.
- Need mountain biking trails.
- Mountain bikers will build your biking trails for you for free. There are already enough directions to go when hiking but perhaps locals just aren't in the right mindset.
- Mountain bike trails that riders of all abilities and ages can access. From downhill bikes to cross country trial loops. That way the whole family could call Eaglecrest home during the summer.
- Make downhill specific mountain biking trails. They will create a summer user base that is as dedicated to riding as those who use EC in the winter. Downhill mountain biking has the potential to produce huge amounts of revenue for Eaglecrest and support local businesses. This city has the people and resources to have a huge downhill mountain biking scene. Please know that I represent a demographic that is less likely to advocate for themselves but that want these sorts of downhill mountain biking trails desperately.
- In the pursuit of mountain bike trails, separate trails for cross-country riding versus downhill riding should be considered. Additionally, as downhill mountain bikers will inevitably vary in skill level, separate trails for different skill levels should be considered.
- I'm not digging the idea of expanded trails for hiking. I love hiking Eaglecrest because once you're past the lodge, you can journey off the beaten path into the alpine. People who aren't man enough to journey off the trail should hike somewhere else.
- I would like to see development of downhill mountain biking trails.
- I hope that dogs will be allowed on the new trails; many Juneauites mountain bike and hike multiple times a week as a means of exercising their dogs (they also avoid the non - dog friendly trails and places.)
- I hike or ski at Eaglecrest at least once a week throughout the year. Please keep it as unspoiled as it is.
- Herbert River bike trail gets lots of us. Please look at a similar trail for Eaglecrest--not mountain biking but easy hardened bike trail.
- GET MOUNTAIN BIKING GOING!

- Develop Nordic trails and use them for hiking and biking in the summer.
- Build mountain bike trails using local hire and experienced bikers who have ridden in southeast Alaska. We have a whole different set of riding challenges due to the wet weather and the slime covered wood we regularly ride. Use local knowledge from our mountain bike base here in Juneau, many have traveled to bike parks in the US and Canada and have a vision of what Eaglecrest can become.
- A note about the biking, as you know, Eaglecrest has a lot of muskeg in the summer and mountain bikes can trash that in a hurry. I support a well developed, sustainable mountain bike trail system that won't just turn to slick mud in the rain. I do not support unleashing riders without such a trail investment. While I personally am unlikely to use a mountain bike skills park I think a lot of Juneauites would and that such a park would be an asset to our community's recreational opportunities. Also Eaglecrest should be careful about introducing small rocks like the ones that cover the new access road. Eaglecrest is by and large a ski-base friendly area compared to resorts in the Rockies and we should keep it that way.
- Increasing the number of additional trails will provide increased recreational use for all types of users. Additional trails for Nordic skiing, hiking, biking, will encourage more people to recreate at Eaglecrest, coupled with beer and wine options and rentals, Eaglecrest might be able to increase its monetary sustainability.

Other/Mixed

- Yes, when the funding for the race training center / ski patrol building was pulled, there was a promise to consider it in the master plan. I don't see it.
- Yes, please consider putting in an artificial wave machine, such as the flowrider, for off season use.
- With the development of Nordic areas and tracks, it would be great to have a dog friendly area for skijoring enthusiasts. I would use Eaglecrest a lot more and pay more if I was able to skijor with my dogs up there. Snow biking is becoming more popular, too. Eaglecrest should consider ways to support this as well.
- Whatever your plan, please take into consideration that Eaglecrest is very important for berry picking. I harvested about 3 gallons this year in a very poor berry year. I couldn't find the berries in any of my other spots. Please do not allow development to impact berry picking. And, if motorized vehicle use was permitted, it would potentially be the deciding factor to move elsewhere. Keep Eaglecrest non-motorized.
- We've lived in a lot of great communities with access to outdoor rec. and while I understand the need to generate revenue to pay for a lot of the amenities we'd like to see at Eaglecrest, I think it's a delicate balance to not commercialize it so much that locals won't use or enjoy it. We are huge downhill mountain bike fans (whole family - our daughter started on cross country trails on Galbraith Mountain in Bellingham, WA in front bike seat as soon as a helmet would fit her - 9 mo. old) We travel to ride. We volunteer on trail build days. We organize and promote community bike movie nights. And more.... Now that we're living in Juneau, we'd love to see Eaglecrest open up and this community have the opportunity to experience the full

range of mountain biking that has become a true love for us!

- We use the Eaglecrest area often and we are not downhill skiers. We hike, hunt, berry pick and cross-country ski. I love that it is so peaceful up there and the alpine is so easy to get to. It is a wonderful area.
- The survey does not ask about development of educational programs for all age groups, which could be a source of income that does not impact the ecology or natural beauty of the area. Three-season programs could be put together for college students, active retirees, bird watchers, and other groups, particularly if the plan to build cabins is pursued.
- The small ski area near where I lived in Idaho would have music festivals and wildflower walks during the summer. I'd like to see things like that.
- The fixed grip lift at Eaglecrest are not suitable for summertime operations and the underlying terrain further complicates summertime operations due to left eval issues. Any mountain bike or other summer use should not be based on the life system, use the roads instead.
- Thanks for the opportunity to comment. I'd love to see improvements on the Treadwell Ditch Trail at Eaglecrest. Maybe the north boundary could be expanded to include lower parts of the Treadwell. It would be great for cross-country, hiking, and mountain biking. As mentioned earlier, grooming should take place on all Nordic tracks every weekend, depending on weather.
- Thanks for doing a master plan. Priorities - use current resources to help raise sustaining revenues for Eaglecrest. Further develop opportunities for locals as possible, including trails/cabins, and also bike/terrain parks, but all non-motorized - it's a big sound echo chamber up there, and motorized traffic would have a larger-than-life impact.
- Terrain park is a must! And a snow machine event or two, would be a great way to get the community involved in a fun sport. Bring extra revenue in for Eaglecrest.
- Terrain park is #1 priority! Night skiing with a park. Summer commercial use (love the mountain bike idea, even if it's just 1-3 days a week) The Juneau Snow Machine club has been fighting for use at Eaglecrest forever. Now I'd love to see the Ordinance be dropped! But even just co-operating for an end of season event with the snow machine club would be terrific! Allow them to put on a sanctioned race, and other events, get the whole club together (in-a-heartbeat) and get some community members interested in the wonderful sport of snowmobiling.
- Terrain park development (relatively small facility) with both beginner and advanced features. Free-ski program (only organized racing is presently provided thru the Juneau Ski Club).
- Support the efforts of the Juneau Ski Club and the National Ski Patrol in building their race training center and new first aid facility. Regarding the development of cabins at Eaglecrest, I feel that cabin lots should be lottery selected for sale to private parties. Not CBJ operating rental cabins.
- Summer operations were tried before in the 80s. It failed miserably. There is not the demand for an expensive network of biking trails. However, I think they would be adequate demand a couple of loop hiking trails that could be used by both the public and commercially. An option of opening them up special biking events would make sense. Simple affordable overnight

accommodations would be well used and generate a little revenue. Selling a 2-4 week pass to snow machiners after the ski season closes in the spring could generate revenue and borders could be set up to still allow some areas for folks that like to hike and ski to use. Most importantly, I think the decisions made on the master plan should be open minded and be willing to explore all options no matter how controversial. It seems like a small, very vocal user group has had control of the policies that govern this wonderful public recreational area. It is important to listen to the wide spectrum of Juneau's citizens to help plan the direction of what Eaglecrest will be like many years in the future. Thank you for the opportunity to voice my opinion and good luck.

- Summer mountain biking and hiking trails please!! Beer and Wine in the lodge and upgrade the lodge!
- Provide opportunities to connect Eaglecrest to the "non-skiing" community, build bridges. Scout camp, day art camps or summer outings are ways to connect off season and help develop community ownership. Motorized ANYTHING will destroy the option of any other use or multi-use due to noise and air quality. It will eliminate the aesthetic uniqueness the valley. Keep focused on the mission to promote skiing such as continuing the schools skiing outings, and providing the buses to the mountain.
- Please keep your local customer base in mind in your decisions. These are the people that patronize day and year in and out, that make Eaglecrest viable, mainly downhill and Nordic skiers. There are reasonable options to pursue additional revenues, including summer activities for locals and visitors. The Single Track Mt. biking is a good idea. Linking the Eaglecrest trails with other Douglas Island trails, possibly hut to hut also a good idea, and eventually would build a reputation for the local trail options. Most importantly, it is important to eliminate the user conflicts that ALREADY EXIST in the Eaglecrest bowl, specifically motorized use. Eaglecrest needs to be expanded to include Mt. Troy, or all the State and City land on the Eaglecrest side of Mt. Troy. Mt. Troy, a traditional backcountry skiing area accessed from Eaglecrest, is being ruined by snow machine traffic coming over from the Dan Moller trail. This piece of land, including the area outside of the CBJ ski area boundary, was removed from the National Forest as part of the Community Recreation land selection that was to become Eaglecrest. Instead, it has become a never, never land, with increasing user conflicts. It is CBJ's responsibility to resolve this conflict, before it is too late and a loss for skiers. Thanks again for the survey.
- Please be more dog-friendly. Most of the dogs out there have better manners and attitudes than most of the people out there. Maybe consider a "pet pass" for the Tuesday/Wednesday down period for cross-country and the mountain. Owner would pay for the privilege and vow to pick up all waste. More money for you guys - happier pet owners - everybody wins.
- Plans need to be integrated. If night skiing will resume you need to have a lit terrain park to generate interest. Also if the terrain park was installed with dirt work it could double as a mountain bike trail and reduce winter operating costs (less cat and snow making work).
- No suggestions, but strongly in favor of mountain bike trails, night skiing and cabins around the area. Thanks.
- No motorized vehicles, please! Separate mountain bike and hiking trails, please!

- Night skiing with the terrain park on the weekends.
- Night skiing looks attractive on paper. It was tried on Hooter chair a number of years ago. Unfortunately, participation was generally low. This was due to Juneau's weather. During clear weather it tended to be cold and windy. Snow and rain hampered visibility. I do not believe the increase cost would be even close to covered by ticket sales and few season pass holders would ski at night. A good network of trails in the alpine might provide enough interest to run the chair during the summer. Guided hikes by local business could make an important contribution. Motorized use of the Eaglecrest area is a bad idea. It was proposed a few years ago and was met with overwhelming opposition and well articulated reasons why it was a bad idea. The same reasons apply to summer use.
- Night skiing and terrain park should be incorporated together and preferably on Fri/Sat nights with a late bus!
- MOUNTAIN BIKING PLEASE! NO CONDOS, RESTAURANTS (except grill already in lodge), OR BASE DEVELOPMENT--DON'T TURN IT INTO A CIRCUS!
- Motorized vehicles and terrain park.
- Motorized use during the summer would be dependent upon whether or not Eaglecrest pursues biking/hiking trails. Most people use hiking/biking/outdoor activities to "get away" from the hustle and bustle. Therefore, the motorized use should be restricted to an area away from proposed trails.
- Mardi Gras party on the mountain.
- Keep all activities non-motorized - no more commercial activities - expand cross country ski & snowshoe trails - add hiking trails.
- If the ski area was to remodel the ski area lodge, a great use of the area in the summer could be for wedding, meeting, parties, with a bar I know where I worked it brought in a lot of revenue in the summer months.
- IF summer lift tickets, are offered, and you do decide to make trails, please consider paving a few for gravity sports like, Downhill skateboarding, classic/street luge, gravity bike, etc. I would be skating said trails every available opportunity.
- If bike paths and hiking trails are developed keep them apart. Bikers and hikers don't mix. If motorized vehicles are allowed they need to be put into another area then close to the skiers. There is a lot of underdeveloped areas that could be used. As for the beer and wine. It will need to be controlled. No more than 2 drinks per person. The road is not exactly user friendly at times. Since there is already beer being consumed there Eaglecrest might as well reap the benefits. Although this is not exactly Eaglecrest area there is a spot that needs to have guard rails put in. It is as the bottom of the hill after the ess curve where the road passes over Fish Creek for the last time.
- I think that Eaglecrest should remain a motorized free zone, but opened up to hiking/biking/cabins (comparable to forest service cabin prices i.e. not \$50 a night)/skiing/and commercial zone with minimal impact on daily local use. I think that motorized traffic would affect commercial use and also local use while increasing risk of people getting hurt. I think that the idea of a hut to hut traverse or cabins is a good idea. It may make sense to create a

trail to Dan Moller cabin with other cabins in between. I think that another chairlift added to the Heavenly Valley area or West Bowl would expand the area that could be skied and also create a safer environment by becoming in bounds. I think that the idea of building mountain bike trails and parks is an excellent idea for commercial use and if done properly will not interfere with any hikers/hunters. Thank you for you for doing this.

- I think night sledding should be an option, that could be run by a local business.
- I think mountain bike trials would be very preferred and certain areas for some vehicles in the summer but none or a little in winter but it should be only a certain areas where snow machines can drive.
- I strongly favor commercial development of Eaglecrest year round that is non-motorized and allows for both local and visitor enjoyment. Opening the lifts in summer for hiking/viewing would be amazing.
- I know it is controversial and it seems to me it is highly opposed by the Eaglecrest Board; but I think a trial effort to snowmobile access or use after the lifts shut down in April should be explored to better determine demand and potential revenue. I have some concerns about allowing access during the ski season as I and my family ski and I would want to know more about use before I would support that; however, Valdez and Alyeska as well as many places down south generate income for their ski hills and their communities by hosting hill climbs in April. I also know that there are many backcountry users after Eaglecrest closes; and I want to be sympathetic to their use; but they do not pay anything and I think even a two week trial to explore revenue opportunities would then allow more informed decisions. Regarding boundary expansion, that would reduce the existing snowmobile access in our community and I would not support that as long as Eaglecrest opposes any snowmobile usage. I also question if boundary expansion is really more about keeping snowmobiles further away from Eaglecrest. I could understand why some would want to do that; but at least be honest about your intentions.
- I feel like a balance is key. Opening Eaglecrest for motor vehicles would be great in my opinion. I feel like a good balance for hikers and motor vehicle users would be to allow access for snowmobiles to out of bounds terrain through a trail up Log Jam and into Heavenly Valley.
- I believe motorized vehicles during the summer months would attribute a huge amount of income for the facility and contribute to greater expansions as well. An alpine monorail coaster going down the mountain would accelerate the income from the younger crowds and the more adventurous seekers during tourist season in the summer. I also think that more lights on the mountain would encourage more people to ride longer and more often, for those that work during the morning hours.
- I am completely in favor of further developing Eaglecrest for summertime recreation in the way of hiking and biking trails. I am totally opposed to even considering the possibility of changing the CBJ ordinance with regard to motorized use at Eaglecrest. Motorized recreational equipment is completely incompatible with hiking, biking, and skiing.
- Encouraging non-motorized commercial developments like Cycle Alaska, Gastineau guiding, restaurants at the summit (like tram but ride the lift instead) and the zip line are great. Cabins

also great.

- Eaglecrest should work with the Juneau Ski Team and the Ski Patrol to get the Race Training Center/Ski Patrol Building back on track and make its completion a priority project.
- Eaglecrest should be under no more pressure to increase revenue than the public pools, the hockey rink, or any other parks and rec facilities. The focus of Eaglecrest should remain in providing healthy/fun recreation opportunities for people of all ages year round at affordable prices.
- Eaglecrest is the only place where downhill mountain biking could easily be developed. Northern Washington and British Columbia are known for having some the best biking in the world. Eaglecrest offers very similar terrain and conditions. There currently aren't very many mountain bikers in Juneau, but there weren't very many skiers before Eaglecrest opened. It will offer an entirely new outdoors activity to Juneau. The current demand is not a good portrayal of the amount of interest and business it will generate. Build a terrain park! Eaglecrest offers amazing natural terrain, but we all know that the weather can make the majority of the mountain an unusable sheet of ice for weeks at a time. A nicely groomed terrain park can cause an Eaglecrest down day to be great. If you take a look at the modern trends in snowboarding and skiing, the industry is dominated by the use of terrain parks. It has been this way since the day Shaun White was born. Eaglecrest is turning away an entire market segment by not having a terrain park. There isn't much to do in the early nights of Juneau winters. Having night skiing once a week or even once a month would be great for the community.
- Eaglecrest is a year-round treasure for locals. We enjoy them for many quiet activities, including berry picking, photography, star gazing, animal tracking, plant identification, and solitude. Please do not adopt a plan that will increase the human footprint, including noise and light pollution, in the area! The area should be preserved for non-motorized activities only.
- Eaglecrest is a very important public asset. It has provided many years of healthy outdoor recreation opportunities for a wide range of the public. After 30 seasons at Eaglecrest I have seen many changes in its operations/public policy/customer service. Some have been positive and some negative. I think this is a very important time to make the best possible decision on what direction Eaglecrest takes. I truly feel that accommodating the widest range of user groups should be the goal. Of course that will be challenging but user groups must and can work together to minimize negative impacts on each other. It's called "compromising". A public recreational facility should strive to offer opportunities for as many user groups as possible, especially if generating revenue is identified as a priority. Somehow a few self appointed "Ski Czars" have bullied their personal vision of what Eaglecrest is to them is the best for all. I feel having an open mind and seeing the big picture has not been part of the decision making process at the ski area especially when additional revenue generating has become a priority. Keeping Eaglecrest recreational opportunities affordable should be the goal as every Public Rec. facility. Thank you for this opportunity and good luck.
- Eaglecrest is a great community ski area. I think that any future winter development should keep this in mind. Access to the backcountry is very limited in the Juneau area. This access should be maintained.

- Eaglecrest is a gem, balancing community with world class shredding. I favor development to insure Eaglecrest's viability but fear something may be lost if development trends towards large scale tourism. Love the biking idea if the summer operation could mimic the values of the winter operation.
- Do not even think about allowing motorized vehicles of any kind up there. Please bring back Slush Cup. People love it.
- Continue your free days for schools and beginners to encourage a new generation of skiers, especially cross-country activities because they are more affordable options for getting Juneau kids to enjoy the outdoors in winter.
- Allow for motorized vehicles. More rails for snowboards. I would also like to see mountain biking during the summer.
- Again look at Carcross's model for a mountain bike trail system. I am aware running the lifts would be expensive. I would be willing to ride/push to trails until popularity increased, or Carcross's mountain bike club have an ATV vehicle they use to haul bikes and riders to the top. Vans/ trucks also work as shuttles. Even organizing volunteers to drive a truck or van to the top on weekends would work. Build trails please!!!!

FUNDING

- With CBJ facing a \$7.5 mil shortfall over the next two FY Eaglecrest would be well advised to increase its revenue base from both winter and summer opportunities to lessen its reliance on the city subsidy. Snowmobile use at specific dates and times.
- Why the focus on generation of more revenue? The harbors aren't managed for additional commercial use, nor is the Parks and Rec Department, or town maintenance shops. Eaglecrest is owned by the city and should be managed for the citizens of Juneau. The season pass is a good value at the moment but also at the limit of what should be charged for access to a small ski area with three old slow lifts.
- The facility is owned by all the people. Offering multiple uses for multiple user groups and making it revenue neutral or some profit would be a great goal.
- The CBJ should open the area up for development and encourage private development by selling parcels of land, developing infrastructure and reducing regularly barriers. The CBJ should not be in any endeavor which competes with the private sector.
- The CBJ budget should be front and center in your deliberations. Thus, self-sufficiency should be your major goal. Had cabins / ski condos been developed 20 years ago, I strongly suspect the revenue picture for Eaglecrest would be quite healthy now. To expect continued community support (i.e. operating SUBSIDY) you should try to wean yourself off the taxpayer dime by maximizing your potential as a commercial destination - allowing private entities to lease space for shore excursions - rent cabins, etc.
- Summer commercial expansion should be operated by Eaglecrest not an outside interest paying only a small commission.
- Stick to core competencies. Eaglecrest will never be a resort destination. The snowfall isn't consistent enough and we all know the weather isn't the greatest. Treat it like any other city

recreational operation. Please consider costs associated with alcohol sales at the mountain, we don't want the increased revenue to be offset by drunk driving costs (direct and indirect). Overall, keep costs in mind. The mountain only survives because of the large number of state workers here (I should know, I am one) and the PFD. Let's not try to get crazy with adding all sorts of amenities and then turn around and jack up the price of passes. With respect to tourism, most coming here on cruise ships aren't the type to do much mountain biking or hiking. They stick to downtown and the glacier. Those who do travel independently or want to do adventurous stuff in the mountains are few and far between. No developer in their right mind would invest significantly to expand EC to accommodate the typical Alaskan tourist.

- Spread your costs out. The more people you have up at the mountain, the more you will make. Lower season pass prices and offer more services.
- Share the mountain, show it off and help it make some money.
- Sell it to a private investor.
- Private-public partnership. There are 100 investors who would put in between \$10,000 and \$100,000 apiece to own 51 percent.
- Primary goal should be to keep Eaglecrest functioning as a financially self-sustaining (but not-for-profit) ski area for local families. Also, have clear measures to help determine whether or not any change is meeting, and continues to meet, the expected goals of the change.
- Please keep in mind that one of the reasons Eaglecrest is such a great place is because it hasn't been so corporatized! Keep Eaglecrest a real family mountain.
- If you generate revenue from alcohol sales or summer tourist activities, savings should be passed onto locals. If Eaglecrest does open to motorized vehicles in the summer and or winter they should have to pay a fee to use the area just as skiers do
- I think there always needs to be balance between development that raises revenue and selling our city ski resort to the highest bidders. We do need to find more sources of revenue so that skiing is not just for the elite. The increase in prices for season passes and for lodge rentals has reduced our family's usage of Eaglecrest. We are only buying our son a season pass this year, and although we had our wedding reception in the lodge, we could not afford it for our daughter's graduation party. We should remember that it is our community resort and the revenue sources developed should be attractive to locals as well as tourists. Thanks for asking.
- I feel the city should not try to profit from this venture. The ski hill is a perk to keep people living here. If profits are earned from summer business, they should lower the ski season pass prices. Take care of your locals, ream the visitors. They expect it. I have friends planning a ski trip to Colorado, for two weeks. It's cheaper for them to buy a season pass than it would be to buy daily tickets. It's also cheaper than skiing here. I myself heavily considered a trip. It's almost cheaper to travel and ski than to ski here!
- Get with the program. The city should treat the resort like a commercial endeavor and build it up! If they can't do that - privatize it!
- Expanding existing services needs to take precedence over the creation of new "revenue generating" commercial schemes.

- Even though Eaglecrest has to sustain itself there are few natural spots in the immediate Juneau area that aren't touched by commercial tourism; it would be nice to try to keep this at a minimum.
- Eaglecrest has an opportunity to play a part in meeting many pressing needs in Juneau, namely diversifying the economy, promoting winter tourism, and adding to the housing stock (albeit through a niche market), as well as participating in mass-transit service to and from North Douglas. Eaglecrest should work with JEDC, CBJ Community Development, and Capital Transit (at a minimum) to ensure that those opportunities are taken, and not undermined in this planning process.
- Don't overspend.
- Do not spend money you do not have.

Tickets/Passes

- The season pass price already rivals those developed resorts down south. Lights add a valuable activity for our community in the dark months but a twenty percent increase is ridiculous. We need to find another source of revenue! Night add on? Night lift prices? You would be deterring a huge group of people who already scrape together to buy the overpriced season pass when in relation the lessons and day tickets are inexpensive. We need lights but raising the season pass price is not the solution.
- The price of the season pass is fairly high, even with respect to ski areas down south. I'd hate for it to climb any higher. Perhaps there's another way of paying for improvements than passing it on to season pass holders (day passes, non-early bird, summer business renters, etc).
- The Pre-Season Pass is too expensive. \$375.00 should be the highest price for the Pre-Season Pass.
- Summer profits should lower winter pass prices.
- Stop raising pass and lift ticket prices to pay for failed business ideas. Eaglecrest will never be a large resort that can offer alternative recreation opportunities. We need to focus on skiing and snowboarding.
- Rise prices slowly over time. My cost for locker and pass went up \$80.00 this season. (2011/2012)
- Policies regarding when Eaglecrest is open should take more consideration of season pass holders despite the fact that you already have our money. The decisions such as not opening earlier in winter if there is sufficient snow (like last year) and not being open during the week early and late in the season, don't consider the desire of season pass holders to get in as much skiing as possible.
- Lights on Black Bear would be great IF they did NOT raise season pass prices. Night skiing could have an added surcharge available with the season pass, or a per-use charge rated lower for season-pass holders. Eaglecrest is missing spring revenue by closing the first week of April. Skiers will turn out in hordes on a sunny beautiful day in spring. Season pass holders should not be expected to pay further for "extended" season dates. The lodge needs a bar area with food where people could watch the Super Bowl, NBA, soccer, etc. It needs a mountain warming

hut better than the nasty upper floor of the upper mountain lodge, which is cold, moldy, and disgusting. With a remodel it could be warm and welcoming. It could sell or vend drinks/snacks. It should have a heat source that would actually dry out your snow- or rain-soaked mittens & hats, and be a place to take a breather without having to go all the way down to the main lodge and back up the Hooter line. There could be a garbage can at the top of the lift handy to skiers & boarders. The Cheechako lift tower that stands in the middle of the run needs ultra-uber-mega-padding. It's currently insufficient. The main thing overall is that Eaglecrest is a place to get away from motorized vehicles of any and all types (except emergency and maintenance). It should be kept zoned for human-and gravity-powered activities like skiing and boarding, hiking, biking, zip line, summer scenic lift rides, etc.

- Keep tickets lower or about the same. I live out the road and it's already very costly to go to Eaglecrest.
- I WILL NOT PAY ANYMORE THEN \$500 FOR A SEASON PASS. And I know many others wont ether. Eaglecrest should be affordable for everyone! Open ski a ski/snowboard shop, sell alcohol, build cabins (I know I would defiantly rent them) do whatever you want., just make season passes affordable to the common person, and then just sell a ton items .If no one can afford the season pass then no one will have no reason to come up and spend their money on everything else (cabins, rentals, food...etc).
- Earn extra revenue by charging a backcountry pass or winter parking pass for \$75 per year.
- Eaglecrest's very basic lodge and lift operations allow for low cost skiing and accessibility for locals of most income levels (especially when combined with the ski swap). I think this is very valuable and I would much prefer to see that continue than to see Eaglecrest develop into a more expensive privatized resort that would cater to tourists or become a luxury for locals.
- Do something so that the season pass prices are not so outrageously expensive. I've lived in Juneau my entire life, am an avid outdoors adventurer and the prices of a pass hugely deter me from going to Eaglecrest.
- Cheaper season passes or allow people to help out and exchange work for cheaper passes.

INFRASTRUCTURE

Lifts and Boundaries

- I would like it if Eaglecrest leaves the boundary lines alone. Do not want them to include Mt. Troy as part of Eaglecrest. I am an active snowmobiler and we use Mt. Troy for are recreation park.
- Running the Ptarmigan chair for summer hiking and biking may not be cost effective. Please consider a less expensive alternative such as running a shuttle van and bike trailer up the mountain road.
- Running the chair in the summer will be too expensive. People should be riding up. If they can't ride up then it's too steep for them to ride down.
- Rope tow from Black Bear to top of ridge? Snowboard leash rule is stupid.
- Open up additional areas of surrounding terrain for inbounds backcountry access.

- Open Ptarmigan with an on-call skeleton crew for Tue. and Wed. powder days (4"+ top to bottom). No ski school. No food service. Close early. Get it before it melts!
- New lift up higher.
- New chairlift from Raven flats up to the top of Heavenly.
- More ski terrain! More lifts. Be like Alyeska.
- More lifts, faster lifts!!!!!!!!!!!!!!
- MORE fast chair lifts to east/west ridges!
- Make lift maintenance a bigger priority. Any lift downtime takes the value out of the pass. Remember a ski lift is "public transportation".
- I think Eaglecrest should use the lights that are in place off the Hooter chair for Thursday Night fun races for this 2011-2012 ski season.
- I am not sure what was meant by "expanding ski area boundary". Do you mean adding lifts? If so, where? If not, where do you anticipate expansion? Need more details!
- Hilda lift access?
- Expand the ski area to include a lift opening up terrain above Porcupine and far end of parking lot.
- Expand terrain with well planned lift network. Black Bear chair is a total waste of resources.
- Eaglecrest should expand its boundaries to include Mt. Troy. The area needs safer backcountry without snowmobiles.
- Develop more trails in the high elevations that have super reliable snow.
- Develop and add lifts (Stuart would be nice!).
- Detachable Quad Ptarmigan chairlift!!!
- Consider upgrading the Ptarmigan to a quad/relocate black bear to Mt. Troy.
- Consider the needs of the locals and make it affordable to all levels of income.
- Clear stumps on the ski runs to allow skiing with less snow.
- Be realistic. Take a good look at skier/snowboarder population trends in Juneau over the past decade plus. Relatively cheap enhancements, such as rope tows within the current boundary could really improve the area for current users without large additional operational costs that are associated with other proposals such as expanded boundaries.
- Acquire adjacent state lands on Hog's Back, Far East, Mt Troy, and Mt Stewart. Manage as non-motorized Eaglecrest Backcountry with daily avalanche forecasting by Patrol. Work to expand avalanche blasting/control work to Heavenly Valley, Far East, and Hog's Back. Eventually put next lift on Mt. Troy. Put in wide all-season tread on Mt. Stewart trail from Black Bear to th tree line. Keep day lodge for community use; if tourism businesses need space, have them construct buildings/additions we could all use.
- A new chairlift on Fish Creek knob (above Porcupine Chair) would vastly improve terrain for advanced skiers, improve access to exceptional backcountry terrain, and bring Eaglecrest to the next level in terms of a destination mountain. Great ski terrain should be the foundation of any good ski resort -- the best resorts in the world are the best because they have created the best ski experience.

Lodging/Restaurants

- Keep condo development at a distance. I'd hate to see too many changes mad to the lodge and lift base areas. Backcountry huts on Stewart or Mt. Troy would be great, but I don't see a big need for full cabins at the base area.
- Without a place to stay beer and wine should not be sold at Eaglecrest.
- The Eaglecrest road and alcohol are a very bad mix, I hope, in the quest for money, civic leaders keep this in mind.
- The building of 3-5 cabins accessible from either of the Nordic loops would be a great benefit to the area. I imagine they would be some of the most popular cabins in the Juneau area year round. After seeing how quickly the cabins went up this summer at Eagle Beach it made me realize what a quick and easy asset that would be to earn Eaglecrest revenue. Also, I am sure a large group of volunteers would be willing to help with the construction of them since everyone is proud of Juneau's community ski area and like to be a part of helping out.
- Put a couple of cabins on the top of the mountain so we could rent them out to go deer hunting.
- Please don't add condos. That I believe will kill the vibe of the locally owned municipal ski area. However, I feel rental cabins, a fine dining establishment, and continued expansion of the ski hill should be commended.
- Open up small lots of residential or recreational use land for sale along Fish Creek road so that I can buy one and build a cabin there.
- Nordic skiing at Eaglecrest is undeveloped and should be expanded because the potential is great and demand there. Selling alcoholic beverages runs counter to the safe, family environment that characterizes Eaglecrest (note: I enjoy beer and wine - just not at Eaglecrest). Please drop all considerations of selling alcohol at Eaglecrest.
- If the cabin price were in the 30-40 dollar range I would be more likely to rent them.
- If a liquor license is not an option for Eaglecrest, perhaps local restaurants (with liquor licenses) can take turns catering during night skiing events. Could be a win for the Eaglecrest, the caterer, and users, as well.
- I would really like to see beer and wine be available during the ski season, I think it would bring the skiing community together and create more revenue for the lodge.
- I think Eaglecrest needs a NEW lodge, not an 'expanded' lodge. My locker is in one of the existing expansions and it isn't a well heated area. The roof leaks and the layout is bad. A new lodge would be better and could be designed with commercial interests in mind.
- Get a wine and beer license, work on early season snow making capabilities
- For quite some time now - we have been wondering why there are no overnight cabins to rent at Eagle Crest.
- Expanding the lodge seems like a good idea. Add a bar/cafe area for more après ski chill out time. It is extremely crowded to find a lunch table in there when the kids come in from ski lessons and ski club sessions. With a big fireplace. It'd feel like a "real" ski area...and that is not a dis at Eaglecrest. I love it so much I got married there! But, it would be great to have more

of a sectioned hangout area. Also, for those of us who can't get on the list to get a locker!!!! A broadened area to get ready inside would be much appreciated. We'd rent a locker if we could ever access one, but have to use the two benches that everyone uses to pass through, bumping your head when you are trying to get your boots on, stepping on your toes because it is so narrow, you get the idea. Also, the coffee lady (love her and that venue!) is located in a total bottleneck area. Now that I think about it, lodge expansion and improvement is jumping up on my list.

- Eaglecrest needs a sports bar. This is the best way to generate immediate revenue. Expansion of the Day Lodge is also needed right away. We should improve the lighting on Hooter chair before we try to light Black Bear. I oppose the use of motorized recreational vehicles. I am in favor of more trails for non-motorized use, especially an improved trail to Cropley Lake.
- Eaglecrest is a great mountain and needs to be developed to its full potential. I think we need to start with a remodel and an addition to the existing lodge. I also think night skiing would be a good idea. Beer and wine would definitely generate a noticeable boost in revenue. Although, a liquor license is not easy to obtain.
- Definitely get a bar up there. Cabins would be great as well, but \$50 is a bit high, considering state/federal cabins are \$35. But, there is a big demand for winter cabin use, and Dan Moller is heavily booked. To a cabin would probably be pretty popular, summer and winter. The idea of having condos up there sounds really unappealing at first, but Juneau is so hard to find housing in, it might not be a bad idea. But, I don't think Juneau really has the mindset for "luxury dwellings" or anything like that. This certainly isn't Vail or somewhere like that!
- Bars might be a bad idea due to drunk driving on the already dangerous enough road. Also it might create problems due to intoxicated people on the slopes.
- Bar/cafe at top. Close enough to Juneau to not have to expand commercial facilities on site. Residential development on road to hill will increase property values everywhere around hill as long as density is kept low or at least the appearance is kept that way.
- Additional and much more comfortable accommodations in the lodge for non-skiers, less cafeteria, more boot and clothing drying areas, storage areas and healthier food options that are more ala cart, adding salads, beans and brown rice, more vegetables and less fried foods!!
- A new day lodge IS NOT needed, but if CBJ builds one it should be at the base of Black Bear lift so the area can open when there's snow at 1500 feet instead of 1000 feet. This would get the area making money earlier and keep it running in warm years.
- A lodge at the top of the mountain or build the ski patrol a station of their own.
- A restaurant with beer/ wine would be great-multiples, condos and retail would be disastrous!!!!

Other/Mixed

- Wind Turbines.
- The beer or wine question is a phrased too black-and-whitely. As Eaglecrest is currently configured, beer or wine sales would not be a good idea. People have to drive home, and alcohol isn't compatible with skiing. But if Eaglecrest had a mixed use zoning base area with

some overnight lodging or cabins, then alcohol sales would be acceptable. Also, the summer business question was a bit hard to answer. "Revenue" is not the whole financial decision making issue. And I don't know if Eaglecrest should "aggressively pursue" or "allow" whatever summer business venture it is that you are talking about.

- Summer trails! Cabins! Bar/lounge!
- Scale and quality of developments are important. I'd be for cabins that were modest (like State Parks and Forest Service, including on some of the other Douglas peaks, for peak to peak hikes). I'd be fine with some commercial and residential development at the base, if it helped Eaglecrest be sustainable, but not at a big or schlocky scale that would end up detracting from the family atmosphere. I'd like to see expansion of Nordic, and warming hut is fine, but don't need a fancy one. Thanks for asking.
- Ok, so the condo, restaurant, stores Idea is bad, bad, bad!! Cabins/huts I would be okay with. I think SOME tourist activity is okay, as long as the money goes towards Eaglecrest improvements. Thank you for allowing the public to voice their opinion!
- No motorized uses period. Expand trail system. Add overnight alpine huts. Add village with restaurant, alcoholic beverages and overnight accommodations.
- Maintenance of current infrastructure should come first before expansion. The worst thing about Eaglecrest is the fear that you just never know if that lift will keep running. There is world class terrain within a breath of the area. With a higher elevation than the base Snow cat, or other access, could open that up along with a back or side country small lodge that could make this a real destination area. As soon as Eaglecrest started showing up in ski movies and magazines as a result of that the rest of the area would be discovered. However, Eaglecrest will likely always need a subsidy and I'm ok with that. It's what makes Juneau great. Just as important as harbors, pools, and too many high schools!
- It is important to balance any development activities with the existing environment. Though it would be nice to have expanded facilities make sure that the existing infrastructure is adequate (parking and road) and the overall atmosphere of the ski area is not spoiled. Right now the ski area has a real "home town, laid back" feel to it and it is important to try to maintain that as development opportunities are considered.
- I think Eaglecrest needs to understand their clients. This resort is mostly comprised of locals. Consequently grooming needs to accommodate the skills of users. Moderate to advanced skiers and beginner to advanced snowboarders prefer less grooming in appropriate conditions. Seems like there are few beginners at Eaglecrest, so less grooming could save Eaglecrest money.
- I think cabins, condos at Eaglecrest will lead to parties with excessive drinking. (legal liability). Also a sense of elitism among the cabin/condos, haves & have-nots. As a public facility, Eaglecrest should protect and promote a safe, family- oriented, healthy, sports environment even if it takes more community support. Fundraisers? Buy a Big Bear light?
- I support projects that increase access across income levels for residents. Adding expensive lighting for limited night use is going in the wrong direction. Invest in programs that increase use without adding substantial additional expense to other users.

- I loved the event last spring with the relay race, beer garden, etc. I would be happy to see more of that. My kids are now on the mountain but I have several friends with young kids and feel that a play room, drop in child care type set up would be so nice for parents! I'm happy to see all the thought going into our amazing ski area!! Thank you!
- I love the strong community feeling at Eaglecrest. I hope that whatever develops that is maintained and I'm sure it will be because I know it is important to many people. I would particularly like to see development of cabins and trails at Eaglecrest so that I can get up there more often in the summer because it is such a nice area. I would get up to Eaglecrest more often in the winter if lift passes were less expensive, for me they are prohibitively expensive. At the same time I don't want too much development because I love the old-school ski area feeling Eaglecrest has. I hope that revenue can be generated in creative ways to hang onto Eaglecrest's unique charm but keep it affordable for all members of the community. Go Eaglecrest!
- I like the idea of commercial development, restaurants, condos, cabins. I do not like the idea of tour buses. Motorized vehicles should be prohibited in both the summer and winter. It is bad enough at Dan Moller and False Troy. By all means mountain bikers and hikers should be able to access the chair lifts in the summer. I would gladly pay 30 dollars a year for that privilege. As I get older access to the alpine areas becomes more difficult.
- I like the cabin idea - night skiing would be great to do again (once or twice a week would be awesome). Can't wait to get up there and ride again this winter!
- I frequent Eaglecrest at least twice a week during its time of operations in the winter. Each day, I run into at least a handful of people who have brought their own beverages (beer) to the mountain. It seems obvious to me that the incorporation of a bar-like establishment at Eaglecrest would be a reasonably profitable addition to the ski area. I feel like this should be taken strongly into consideration in the development of the master plan.
- I do not see Eaglecrest as an area that would support stores, etc., unless there was a condo rental development.
- Hire local professional trail-builders instead of importing hired hands from other regions. You will get a much better product. Also: Offer a "summit to sea" trail.
- Hiking/biking in the summer. Expanded boundary lines in the winter. Cabin rentals. Place for out of towers to stay. More dog friendly by putting up a few permanent critter proof trash cans. That should do it.
- Having terrain features will keep everyone safer.
- Expand rental and repair/ski school area. Make sure quality demo skis are available for people to rent.
- Eaglecrest should be more accessible to locals especially in price of lift tickets. Expand the student programs. Become more dependable (how do three lifts simultaneously break down?). Real food would be nice. Pay more to attract better employees, no one likes seeing half crazy, lazy and often very creepy people surveying your food or teaching a lesson to you.
- Don't forget the rental shop! They work their buns off to make sure everyone gets gear and they are working in a very cramped area with fairly old equipment. I didn't see anything in this

survey regarding the rental shop. Eaglecrest needs to keep it real, but also keep it safe, which means helmets for kids and solid well working gear for all, which I feel is sub-par at Eaglecrest.

- Definitely develop more runs on the mountain. More balanced grooming so that the bottom of the hill is not always so heavily groomed and more in the upper regions. Accurate reporting on the website of when the slopes are actually freshly groomed. A broadcast about 8 am of accurate snow conditions at that time, including which runs are hard pack, etc. Grooming before the chopped slopes become impossible to ski in the upper regions of the hill.
- Continue with the gate/open boundary ski policy. Aggressively enforce use of beacon, shovel and probe for these riders, much like Mt. Baker and Bridger Bowl. It is only a matter of time when some 12 year old is severely injured or killed because they are in a place they should not be. The likelihood this person has this equipment (several hundred dollars) is unlikely.
- Continue to manage Eaglecrest as a day use area with the exception of a small number of cabins. Keep the local feel and the rustic Alaska character while featuring downhill, backcountry and Nordic skiing, sledding, hiking, mountain biking, summer tour businesses like zipline but no motors and keep the numbers reasonable. Consider a few store outlets but keep them local and with the Eaglecrest spirit: Nugget, Foggy, Aurora Project. Improve the food by having a food court with e.g. Mexican/Filipino, organic healthy foods and traditional greasy grill. Continue to host weddings, memorial services, parties, and so forth. Do not serve liquor at the area as the road can be dangerous, but do allow rental customers to have a limited supply of beer and wine.
- Consider a surface lift (t-bar) from the top of Black Bear to Pittman's ridge. Improve parking at the lower cross-country meadow. Develop a new cleared traverse trail (below Willowah) that connects the East Bowl Chutes and the Fruit Bowl to the bottom of Black Bear Chair. Something that would allow you to ski all the lower glades before having to cut over. This might involve a couple of log bridges to get across the gullies.
- Commerce is needed, Nordic parking is needed, snowcat/heli is needed. Please don't oversell 'contracts' to corporate or multi-year bidders - maybe offer booths/spaces for short term business rentals and position them with visibility. Creative and inventive people need small steps. 10% increase for night skiing is reasonable, nothing more.
- Charge a small amount for use of mountain bike trails, not just a big charge for using the chairlift. If you install lights, manage night skiing flexibly, open it for \$15 when there's a good dump instead of rigidly having one night a week, or open the area from 7-10am when there's great snow. If you increase terrain, go higher to high east, better ridge access, or even across to mt Troy--there are already plenty of options that stay low and make you hike.
- Better lodge, better lockers, better restaurant, more mountain access!
- Better grooming of existing trails.
- Beer and wine is a must. Bike trails is a great idea. Have overnight/warming cabins on the mountain (one near Cropley lake, one on the east side, one backside). Get a high speed quad from the lodge to ptarmigan ridge. Keep up the good work and make sure the best little ski area in the world stays the best.
- Be careful not to construct summer use facilities (bike skills course, etc) that could interfere with

winter activities. If structures are to be built, please site them in areas that either will not be used for winter recreation or make the structures in such a way that groomers can pass over them. I have problems with the area near the lodge currently being considered for the skills course. The Porcupine lift has made that area accessible for winter recreation.

- Avoid as much as possible the disturbance of natural areas. Keep the Hilda Divide and Cropley Lake area as is -- no further development.
- A small covered area with a fire pit in the parking lot for post après ski beers and BBQ.
- Plan for the Douglas Rd. extension. Work on drainage, fill, brushing and smoothing the surface of Hooter runs so we can open with minimal snow. This is in the 1980s master plan and was never properly done. Not as glamorous as new lifts, but would good.
- One way drive in the parking lot.

PLANNING

- Yes, please consider the priorities of the users as opposed to long term management who tend to be out of touch with the priorities of the users.
- We love the fact that our ski area is not really a tourist attraction, and therefore is not too crowded in the winter. We also appreciate that the ski area must generate revenue in order to stay the way we like it. We would like to see it developed in a way that allows us to use it more (lights, and boundary expansion).
- Use of existing road to the top of the mountain for commercial use makes sense. Downhill mountain biking is now a huge thing for many areas. Many of us who have been to many of these other areas have seen what a positive effect these developments have been for the areas and the communities that surround them. Done right, these trails would attract locals, out of towners, and cruise ship passengers alike.
- To who ever is in charge of all this, you have a great opportunity to make Eaglecrest so much better. I was very happy to see all the future ideas you've come up with, it's very good to see some change for once. Thank you.
- This constant pursuit of ways to make Eaglecrest 'pay' for itself are in danger of destroying what makes it unique and a great place to ski. In Alaska, where winter is more than 6 months long, it is important to have winter opportunities to maintain active, and expanding cross-country ski trails from Eaglecrest to town would not only greatly improve the Eaglecrest experience, it would promote a healthy lifestyle. Also, Juneau has already sold most of town to commercial operations for the tourist industry. How about leaving something where the people from town, who pay for the area, can get away from tourists and have an experience without the constant drum of crappy retail stores and pseudo outdoor excursions.
- These are all great ideas that have been talked about for a long time. I hope that mountain biking, overnight huts, night skiing, expanded boundaries of the area, and the development of hiking trails will occur. Eaglecrest is an extremely special place to people in Juneau, and all over Alaska and the world. Let's improve it for the better so it can continue to be a great place to grow and ski!
- There are some commercial ventures that are important in order to support the area but at a

certain point if there is too much of that it detracts from the purpose of the use and the aesthetics of the environment. I understand the balance and hope the city does too. Thank you for the opportunity to share my opinion.

- The quiet woodland aspect of Eaglecrest is what attracts current users. Keep it that way.
- The possibilities are endless. Don't let over regulation stifle the opportunity that Eaglecrest has to become a multi-faceted operation with considerable upside! Let's make the most of what we have right here in our backyard and attract more opportunity for the people that want to stay in this town! Open Eaglecrest and use it as an example to the State of Alaska that with responsible and effective development we can open up more possibility in the Tongass Forest.
- The family and safe-for-children atmosphere is very important. Eaglecrest depends on families and kids for revenue, programs, and mission. Wouldn't want beer and wine service to damage that, but it can certainly fit in if controlled.
- Thank you for your efforts on establishing this plan and asking the public to contribute! I think it is really important to have a plan of attack, at least tentatively. Eaglecrest is and has been a huge part of my life. It is place to spend time in the outdoors with friends and family. One thing that I would really like to see make a comeback is night skiing! I have such fond memories of it, we would drive all the way from Auke Bay just for an evening of fun and great spaghetti feeds from the old cafeteria! Eaglecrest has great potential for being a year round recreational facility. People use it in the summer for berry picking, running, dog walking, etc. Downhill mountain biking is something that I have not had the opportunity to be really involved in, but as an ex-ski racer and avid bike rider it is very appealing to me and I think Eaglecrest is the perfect location to build trails and get people interested in pursuing the sport. The lodge looks so nice in the summer for the zip liner tours. Can you make it more comfortable and appealing in the winter as well. It would not take much to add a few couches, maybe even a wood burning stove to warm the place up a bit. Thanks for taking the time to consider our ideas.
- Strongly protect the tranquility of the area. Reduce motor pollution as much as possible. Stop building so much stuff! Really support Nordic trails so that people can experience the great benefits of moving self propelled, quiet recreation.
- Stop spending so much money on surveys and consultants. It would serve the community better to concentrate on the fundamentals of maintaining what we have instead of trying to grow your empire.
- Remember that the no development very vocal minority does not speak for all of Juneau and that most folks are not opposed to mixed use and commercial use.
- Remember it is community recreation first and foremost.
- Reach out to those who don't communicate via traditional media (newspaper, radio, public meetings). Consider using Facebook, flyers at skate and snowboard shops, and other non-traditional means to ensure garnering input from all users of the ski area.
- Public input is a long but beneficial process. I'd like to see a master plan open for public comment - it could provide some valuable fine-tuning. Details of commercial opportunities and guidelines would be good to see. Eaglecrest is currently a wonderful place for families'

and teens with the addition of alcohol and motorized vehicle activities the whole atmosphere would change (noise and impaired individuals) causing families to limit their activities as well as their teen's activities to the area.

- Progress & Expansion!
- Please do not increase motorized use! I have experienced very unsafe situations on Mt. Troy with Snow machiners high marking above skier skin tracks. I think that snow machining has an extremely large impact on other recreational uses in the winter, notably safety issues. However, increase motorized use creates a monopoly and has drastic impact on the overall experience of non-motorized use - sound pollution, unsafe avalanche danger, unsafe possible collisions, change of culture that allows the appreciation of natural beauty and non-motorized exploration (backcountry skiing). Additionally, many friends and family (including lifelong Juneau residents) were heartbroken to see how much the Dan Moller cabin was trashed due to winter snow machine use (graffiti, beer can litter, other signs of disrespect). Now that it's rebuilt, we feel trepidation that it will continue to be disrespected. Eaglecrest is a jewel for Juneau and provides an extremely value-adding quality of life resource for all ages. This is also important because it increases safe and constructive recreational outlets for youth and teens. It also provides a draw for adults who appreciate recreation to live in Juneau as opposed to other Alaska communities because of the unique opportunities and terrain offered (i.e. nice mix of backcountry and lift-service, good terrain, fun and inclusive atmosphere that encourages events such as dressing up in wigs and costumes, skill events, and generally mixing advanced skiers with beginners). Having lived in other Alaska communities and having grown up in Alaska I really feel strongly about how special Eaglecrest is. Another thing I'm concerned about is the commercial and retail development of Eaglecrest base area as a resort. Another reason Eaglecrest is so unique and appealing to many people is that it's atmosphere isn't commercialized or yuppy-ized. Compared to a day at Alyeska, it provides a more authentic experience that makes skiers in Juneau proud. Increasing commercial and retail development will inevitably raise prices and put a priority on private sector income as opposed to community recreation and appreciation of Alaska beauty. Because of the unique access issues for Juneau, having an easily accessible recreation area that promotes natural beauty over tourism and commercial profit is invaluable. Thanks for taking the time to ask for responses.
- Please continue an aggressive approach on this issue! Juneau needs to grow and expand. We are way behind the times here and have let old constraints stifle this community for too long. It is becoming a place people look forward to leaving instead of putting down roots! We need to offer more for the community, old and young.
- No need to change the area into a resort. I'm very happy about how things have been going the last few years.
- Move it to someplace like Lemon Creek where there is more elevation, and thus reliable snow. But, if that is not possible and we cannot ski, we should move the capitol to Anchorage.
- Mantra: Locals' Mountain in winter, supported by Visitors' Adventure in summer.
- Make this all happen in like one or two season. Twenty years is way too long to spread this out.
- Make it like a real resort style ski area. Our town needs something like that for winter months.

- Make it a family experience with multiple options.
- Make Eaglecrest more like a resort, like Alyeska.
- Make Eaglecrest a multi-use area for all residents in Juneau. Work toward making Eaglecrest a profitable enterprise that everyone can be proud of.
- Maintain the quiet enjoyment of the ski area and surrounding terrain.
- Look at other ski area plans (that are in line with what Juneau residents would like to see) to see what has been successful/profitable. Put those out to the community as examples for us to see. Thanks!
- Locals first. Tourists second.
- LISTEN to everyone. In the past it has always been very, very, very strongly sided with older skiers. Things are different these days and we need to break away from older skier mentality.
- Let's not put bikes into fragile alpine and subalpine habitats. Let's not over-commercialize the area or bring hordes for cruise ship passengers into the area.
- Less commercial, more local. The best thing Eaglecrest has going for it is the community. Don't lose that. Trading the home town character for another commercial resort would be a big mistake. Unworthy sacrifice.
- Leave Eaglecrest in a pristine and un-trampled way as much as possible.
- Kind of nice to keep it small, would hate to see it turn into Alyeska.
- Keeping in mind that this is a small town and that access to it from other places is expensive, I don't think it would be feasible to expand a great deal, other than some non-intrusive commercial summer use, such as the zipline.
- Keep/make people happy.
- Keep making people happy.
- Keep locals involved. This survey is a great idea. Don't go too big too fast. But, don't be afraid to make some changes. Do not completely hand over the area to tourists or motorized use (any special interest). It is one of the few areas to escape tourism. Keep ski passes affordable.
- Keep it sweet and simple!
- Keep it simple.
- Keep it reasonable, practical and timeless.
- Keep it local, keep it wild, keep it non-motorized.
- Keep it affordable; keep it about the kids and kids programs. Keep up the great work
- Keep it a skiing area! Not so big lame resort for tourist.
- Keep it a quiet place where people can enjoy alpine out-of-doors all year round.
- Keep it a community/family oriented ski area.
- Keep Eaglecrest Local!!! No condos, no motorized vehicles, we have one of the best local mountains in the world, let's keep it that way!!! Thanks for the opportunity to give input.
- Keep at it, thanks for the efforts.
- It's always going to be tough to make everyone happy. That being said, Eaglecrest is a great area that can be shared with others in Southeast, including tourists. Growth is a necessity.

Anyone who plays at mountain resorts in the lower 48 knows that growth is a double edged sword. I believe that the Eaglecrest area can adapt to allow expanded use and still keep it's charm.

- It was hard to choose which of the many priorities to list first and second. All the choices seemed quite important to pursue for Eaglecrest to remain financially healthy, and yet, it was hard since I had no way to compare costs and projected revenues.
- In the summer, we leave our houses and there are tourists virtually everywhere. Eaglecrest is a place that we can get outside and not be mobbed by tourists, I understand the zip lining is there but that's small compared to the glacier. I would like it to appeal to Juneau residents, more hiking and biking trails would be amazing. But I also understand we need to make money to fund this, so if we need tourists up there so we are taking their money and less of ours then we should definitely make it appealing to them too. With that maybe you could have an area where tourists can rent bikes or whatever. Thank you. Good luck figuring out the future.
- I'm really pleased with the existing operations at Eaglecrest, well, last year I got stuck on the lifts a couple times when they broke (brrr) and was a bit concerned that Ptarmigan could only be loaded every other chair, so I lost some confidence in the lifts. But otherwise, I think for a community the size of Juneau, we have a great resort facility. I appreciate that there is not a lot of traffic on the road up to Eaglecrest, as it is the best place for hill training for running and road biking events. That's my interest, so I would be bummed if summer traffic increased substantially. Also, I have hunted Eaglecrest in the past. It's the most accessible place to hunt, and especially not have to worry about encountering brown bears - so I am opposed to activities that would affect hunting on the front side of Eaglecrest. I enjoy my beer, but I think the winter road conditions on Eaglecrest are exciting enough without people tossing a few back before the drive down the mountain. Thus, I'm opposed to Eaglecrest serving beer & wine. Lastly, I think a disc golf course on Eaglecrest for the summer months would be a real hit. Possibly, a course could be designed to be compatible with mountain biking trails. But biking trails sound fun, so I'm in favor of one or the other. We have access to lots of great hiking around Juneau already - biking not as much. Thanks for seeking input on the master plan!
- I'm all for commercial tours and uses at Eaglecrest, however, there needs to be availability and allowable opportunities for locals to utilize the facility. The zip line appears to be a revenue generator for the ski area. However, they have taken the entire facility over for the tourist season and have made it nearly impossible to otherwise utilize the best facilities (most attractive for gatherings) for private events (weddings, parties etc...). Please think about keeping locals first while aggressively pursuing commercial operations.
- I would really like to see Eaglecrest reach its full potential. It would be ideal if the resort could fund itself, and receive very little financial support from the city.
- I think it's great and long overdue that Eaglecrest is looking at what other places are doing and how other resorts are being successful for tourists and locals. Eaglecrest is not being used to its full potential and to build up a resort area would increase and enhance everyone's experience and enjoyment. Eaglecrest is well known but it has the ability to be one of the best in the US

and possibly the world. The locals have been anxious for Eaglecrest to use the natural resources and enhance the year round access with activities. A huge market that Juneau has been missing which other states have huge revenue from is a tourist attraction of ATV-ing, to ATV in Southeast Alaska through the Alaskan wilderness would be the biggest attraction in Juneau.

- I think it is a great idea so our children can experience the thrill of going big.
- I think Eaglecrest offers a lot of promise for responsible development to increase revenue. By responsible I mean ones that have a limited impact on the terrain and enjoyment by locals. I think the zipline is a good example of it. Operating the lift in the summer could also be a good option, once the trails at the top are better developed. Offering beer and wine could generate revenue, but I worry about the road and ski safety it poses (but other ski areas do it, so it could be possible). I think developing condos and a little Alpine Village is unrealistic -- Juneau seems too isolated and the snow conditions too marginal. And the impact to the area would be so much greater. Thanks for listening!
- I really think using the resort in the summer would be a great resource for the community.
- I LOVE EAGLECREST. KEEP UP THE GOOD WORK!!
- I have no interest in seeing any further expansion of Eaglecrest at property owners expense and absolutely no interest in subsidizing the tourism industry.
- Emphasize changes that bring more of the Juneau community to Eaglecrest.
- Eaglecrest's best use is as a ski area. Efforts should be concentrated around this idea. This is its reason for existence. Skiing and snowboarding. Please no snow machines, condos, etc. Eaglecrest as it is, is one of Juneau's great strengths. All of us from different income brackets are able to enjoy this resource, which belongs to us and not more so to those of us who might be able to afford condos, equally. Thank you.
- Eaglecrest is very unique in its small town charm and how close the local crowd hold it to heart. I encourage and hope to see future development of the area, but also having it done with care so that we will always have a special place that's not like every single ski area in the country. I think the local interest should be put before commercial interest. We're the ones that make it a huge part of our lives, not just a getaway for one weekend a year..
- Eaglecrest is a lovely place for skiing and enjoying the wilderness. Unless commercial base activity preserves the character of the wilderness, it will become like so much of Juneau, catering to the almighty dollar. Keep Eaglecrest homegrown, non-motorized, family-oriented.
- Eaglecrest is a local ski area - I'd like to see it stay that way. We don't need shops or fancy restaurants. That said, I haven't been a frequent user. Mountain bike trails sound like a great idea, I just don't mountain bike.
- Eaglecrest don't you go changing!
- Eaglecrest should remain accessible but rustic with well crafted and locally produced amenities.
- Don't turn it into a "resort" area!!!
- Don't spend too much money or time on grandiose planning - the last master plan was never fully developed due to lack of funding. The ski area is already great - don't try to fix what's not broken. Keep it running well, keep the people there happy. Thanks for asking for input.

- Don't ignore public input. I say this because the city's docks and harbors department takes public input (like this survey) then ignores it and does whatever industry wants. Thanks.
- Do work, and do it quick. Eaglecrest is a diamond in the rough, so much potential.
- Do things one step at a time with the public's support. Keep sustainability in mind.
- Diversify the board or the people making decisions at Eaglecrest, they seem to only worry about the snow sports school. There are a lot of younger people in this town involved in the ski and snowboard industries with many good ideas about Eaglecrest. New blood with new ideas!
- Develop carefully and with environmental conditions considered. In the past, it seems that Eaglecrest just started digging. Also the experience is the reason for Eaglecrest. Creating another downtown would drive locals away and take away from the visitors' mountain experience. We will end up with more boarded up buildings.
- Continue to seek community input as the plan develops.
- Be open to develop.
- Be careful about the unintentional weighting of the tourist season development among. Non-users.
- ATVs are bad news. Snowmobiles should ONLY be used by ski patrol, period. Expanding lodge more important than cabins Eaglecrest is a ski "area" NOT a ski "resort" and should stay that way. Just as ski areas like Mt. Baker have prospered by offering nothing more than phenomenal, challenging terrain, Eaglecrest can attract world class riding and brand itself simply as an amazing ski area that is well managed whose three lifts (or five) access terrain that speaks for itself. The branding is not "We have condos too", it's "We've got the sickest terrain in Southeast Alaska".
- Alpine soil and plants are fragile. Trail development must be carefully organized and implemented. And users should be subjected to a mandatory orientation to protect that environment. I answered "No" for bike use because I am too damn old to do off road stuff.
- Allow private contracts for development - DO NOT try to manage or create businesses as an entity, let the private sector do what they are good at and develop retail, restaurant, accommodations, attractions, etc.
- Aggressively annex the State land adjoining the CBJ lands and include these in the Eaglecrest boundary. Manage all Eaglecrest as non-motorized area both winter and summer. Aggressively develop hiking/biking trails for summer non-motorized recreation and commercial use.
- After writing what follows, I think I would most like Eaglecrest to consider that more is not always better, that what seems like "progress" is sometimes a step in the wrong direction. For me, the most important element is the on-mountain ski experience, and in that respect I love Eaglecrest as it is. I can appreciate the desire to bring down costs and prices so that more Juneau residents can enjoy skiing/riding there, but I fear that expansion will detract from the simple purpose of allowing people to access the mountain. The lodge is fine; it certainly isn't worth incurring significant costs to improve. Adding a commercial/condo element to increase revenue could confuse the goals of the area. Expanding boundaries would increase costs only to cut into some of the only easily accessible backcountry terrain in Juneau, terrain which many

pass-holders ski on a regular basis already. I would very strongly oppose motorized use in the winter. Having snow machines in the Dan Moller basin severely the ski experience there (less so on Mt. Jumbo). I don't know who/what entity owns the various lands near the area and along the road approaching Eaglecrest, but I would like to know whether these lands might be available for purchase in the future.

- Actively increase the use of the area in the summer for tourists and locals.

MISCELLANEOUS/MIXED

- To keep the cost affordable to skiers and boarders, I'd favor economic developments (winter or summer) that help the bottom line. If beer is served, Eaglecrest would need to improve its evening bus service to be appealing to adults (not just a kid bus) and there would have to be a visible police presence to deter drunk driving. Finally, any development should come with education to help folks understand and appreciate the beauty and ecology of the Eaglecrest area.
- Include renewed pursuit of the formerly proposed ski patrol/ski club building, which would open significant space in the lodge up for renovation while providing responsible and reasonable preservation of patient dignity as well as improved service as well as specialized facilities for the ski team. Additionally, it would be great to see reinvestment as a theme of the new plan, Ptarmigan and Hooter both need an overhaul and it would be a good use of our money to keep them running smoothly.
- There should be food sold at the Eagle's Nest, even if it was just hot cocoa and hot dogs, it would do well. If there is going to be night skiing, the terrain park should be built on Ego so that you could watch people session the park, it's pretty boring otherwise. There has also been an explosion of people enjoying the backcountry, and I believe that is an issue that needs to be addressed too. Although I don't feel it is a problem, I believe that the master plan should reflect that there is an increased demand for backcountry access.
- The staff of Eaglecrest is an excellent team and you can expect great customer service. Jenifer Abbott is excellent and a true professional. Thank you!
- The food in the cafeteria is poor. How about some better quality and healthy options. Eaglecrest does a great job. There are a lot of events going on. I suggest you use email more to let people know about events. You get emails when people buy cross-country ski passes. You could use a program that allows people to opt out if they don't like getting these types of emails.
- The food is bad at Eaglecrest. The food and lodge atmosphere of old is what I miss most and one of the most negative aspects of the hill these days. I hope that the change from real food to microwaves and heat lamps are not examples of the kind of cost benefit analysis outcomes y'all are reaching. Keep it simple and diverse. Allow very limited snow machine access one, maybe two, overnight equipped cabins, back/side country guide services, mountain biking in the summer would be RAD. Lots of potential to become a destination for downhill mountain biking. No need to for condos, restaurants, and more tee-shirt shops because you don't have the clientele or the quality of consistent snow to support them. Focus funds elsewhere, like a warming hut mid-mountain with a few tap handles. Focus on the locals in the winter and

tourism in the summer. You've already got one tourist trap running out of the Eaglecrest, why not another.

- THANK YOU! I love Eaglecrest, it keeps me in Juneau.
- Thank you for undertaking this planning process.
- Thank you for seeking community input.
- Thank you for letting residents use the area and please continue to let people hike and hunt freely in the summer.
- Thank you - I appreciate being able to participate in this survey.
- Sometimes simple is best.
- Some of the questions were not clear: For example, I would support a restaurant, but not condos - lots of elements in that question. Night skiing should be considered, but in the past it failed due to limited days lit and small lit areas. If Eaglecrest is going this direction, they need programs to support night skiing (e.g., ski school, kids ski after school)- like Mt. Hood Meadows or Ski Bowl. I don't want my pass to increase in cost- the increases during the last several years are pricing some people out of a season pass. Pass prices are high for two lifts, but using non-motorized summer revenue to help lower pass/lift ticket prices is a great approach I support.
- Preserve the history and community feel of this place. Love the coffee lady. Keep her happy.
- Please maintain the wildness, especially in the summer. I walk my dog at Eaglecrest all summer and I love to see how happy having this access makes the locals. We have so little to ourselves in the summer, and Eaglecrest is a lovely little escape. Please do not allow motorized vehicles. This is stinky, stressful, and unnecessary. Thank you for the opportunity to have input!
- Please do everything possible to retain the unique community character of our ski area! NO-NO-NO to motorized use, winter or summer - that would destroy it! I am dismayed to see this come up again in the survey, after the trouncing that issue took in 2006. I have been using Eaglecrest, winter and summer, since it first opened and I don't think there's anywhere else quite like it. I helped build the Hooter chairlift and have worked winters at Eaglecrest in various capacities. Local uses, including the recreation development options listed in the survey should be encouraged. Improve the base area and parking lot for use in the summer: a great place for family, picnics, needs some upkeep and management presence to encourage this and not keggers/tailgate parties. Encourage use of lodge by local groups, nonprofits, private parties, for meetings, weddings, and all kinds of community events. Eaglecrest does not have to make money. We have plenty of for-profit tourism businesses in Juneau! It just needs to be well-managed and generate enough income from community and local users to pay its way. One other comment is that the area is relatively small and development of trails and such on the ground should be done with minimal disturbance to muskegs, meadows, lakes and ponds, and berry patches. Concentrate users in the already developed base area, make it nicer. Relatively fewer people will head uphill during summer if the base area has enjoyable places to use and hang out. Thank you for considering my comments.
- More visitors will come if the backcountry policies were changed to "duck ropes with your avy gear". More visitors will come if there is a SMOOTH park. People will come up on unattractive

days just because the park is fun., same with nights. A bar on the mountain would make money for improvements. Turn the bus into bio-fuel. Utilize the new Black Bear chair for earlier season as promised. Find a way to keep the mountain open until the snow melts. Push snow for a possible summer camp. commercialize the summer to make funds. Eaglecrest is our ski resort. Commercialize the summer time. Get more money from tourism so we can have a better time using it when the snow falls. Juneau's master plan is a road out, which means a lot more people coming in. Eaglecrest needs to think ahead and realize that other mountains run a place of business, not a drum circle. This is Alaska 2012 not Alaska 1972.

- More snow please.
- Limit commercial tourist use of Eaglecrest to activities that minimally impact the local user community. For example, the zip line operation (which I believe could fall into this category) shouldn't be allowed to take over the lodge in the summer at the exclusion of the non-paying user community. Also - season pass prices have gone through the roof over the past five years. Enough is enough!
- Keep the motorized vehicles out. Let me buy some land up there and build a cabin. Get a decent food service up there and sell booze. Already proved, night skiing doesn't make money. Upgrade Ptarmigan chair to run faster. I have been buying a pass there since 1976. Will move to Girdwood if you let the snow mobiles up there.
- Keep skiing affordable and keep Eaglecrest non-motorized! This is a great survey and I appreciate the public involvement in the master plan.
- Keep Eaglecrest economically viable by encouraging commerce year around. Bring back night skiing with lessons and racing groups.
- Keep developing opportunities for us to get more use out of our city owned and operated ski area, summer and winter. I just love going up there. Most often I snowshoe at Eaglecrest mid-week because there are no snow machines operating. More marked summer and winter trails would be at the top of my list, yet they don't pay the bills. So there development, Better Lodge services, Hike, Ski, Snowshoe, bike in cabins would get high usage. Ask the forest service for advice. Invite business and families to sponsor a cabin. I can think of 6-8 locations that would be accessible and out of the way as well as offering a beautiful place to stay.
- In addition to looking at additions, etc, look to improve what we have - better and more grooming - yes, even mid-week. We mid-week skiers buy full season passes and deserve more than just Easy Bowl/Williwaw/Otter Slide groomed. More patrols on the slopes to stop out of control and speeding skiers/boarders. Many older people have quit using Eaglecrest because of getting hit or fear of getting hit and injured. Rarely is there a patroller on the mountain doing "speed control". Make sure the ski school teaches the Good Conduct Code/Safety code in lessons, especially to school groups. Advertise fees for private party use of lodge for dinners, reunions, weddings, etc. People don't think about renting the lodge for a function because it's not advertised that it's available and at what cost. If mountain bike tours became popular, perhaps food service (preordered or catered) could be included to make use of the kitchen in the summer. A license to sell/serve beer and wine would also work with summer commercial use, since these people are driven to the ski area and would not be driving back

down the mountain intoxicated. Re alcohol sales during the winter, my concern is #1 - intoxicated drivers going down the road and N Douglas Hwy, and, #2 = intoxicated skiers/boarders on the slopes - and the risk to other skiers.

- I'm home grown. I was born and raised and Juneau and Eaglecrest has been a major part of my life. I love this place, but it's a bummer every year something changes for the worst. When I was young we had terrain parks and now they are non-existent. Like everything prices have gone up, but yet the service hasn't become any better. Things have also become stricter, in the past, snow machines were allowed up, but today are forbidden. I'd like to see those things change. Like I've mentioned before, I was pretty bummed out to see the placement of the Black Bear Chair. I saw it as an opportunity for Eaglecrest to grow and improve, but instead we just wasted hundreds of thousands of dollars on a chair that used to take 5 minutes (or less) to hike to. Already in the parking lot, you will find groups of people hanging out having a BBQ and drinking beers. Why not capitalize on it a little and open a bar? This would make Eaglecrest a little extra money but also make it a more popular place to stay and hangout, outside of just snowboarding and skiing. An environment like that would make having night skiing and social events more popular and fun for everyone. I've very excited to see what this new manager has to offer. It sounds like he has a lot of good experience for resorts down south and hopefully he can bring some of the goods up here in the Alaska.
- If you build it they will come.
- If Eaglecrest needs to generate revenue in the summer months, why not charge a fee for parking in the parking lot? I am strongly opposed to any options that would allow for use of motorized recreational vehicles in the area, but would not be opposed to paying a parking fee.
- I'd love to see the mountain used more year round to increase revenue to put money back into the mountain area. If it isn't going to be put back into the facilities or just raise the cost I see no benefit. I am strongly opposed to increasing season passes they are much too high for what you get. Down south they are much cheaper for early bird specials with more lifts and longer runs. I only buy daily passes since the price has went up so much and take the rest of my money and go down south during the holidays instead to enjoy their mountains. I am very much about supporting the community but at a reasonable price for the services and lifts that we get / have. Black Bear is usually broken and Ptarmigan has been unreliable as well the last few years. It discourages people from using the mountain.
- I think you guys should make a motorized vehicle area for snow machiners and dirt bikers that would help expand Eaglecrest and it might make a little money. EXPAND THE BOUNDARIES! I'm 14 years old and i have seen every part of Eaglecrest. I've been skiing since i was 2 and i love it i have been snow machining since i was 6 and I love that too nobody could hear us if we were at eagle crest for snow machiners and dirt bikers.
- I just wish Juneau was closer!
- I have several suggestions: The first is to put up more lighting on the lower mountain that allows for night ski on the lower mountain. The second is to put a small terrain park in on the lower mountain. This could be seen as a challenge to the modest terrain that is the lower mountain. A fun small park that would present a mentally stimulating challenge that would

keep the more advance skiers or boarders entertained at night ski. Third is to develop an after school program for the youth of Juneau. Have the buses pick the kids up from school and take them up to Eaglecrest and provide an instructional and fun environment that promotes healthy life styles and a love for the outdoors. This would bring in new generations of skiers and snow boarders to Eaglecrest and end the current conflict of choosing to go to school, or skipping school to ski. It would let the kids have their cake and eat it too. My last suggestion is to have promo or other fun night or day skis. Like "date night" buy one full pass get another at ½ price, or crazy 80's/ 90's bring out the straight skis, Mohawks, bright colors and get 10% off the ticket and have "Better off Dead" or "Ski Patrol" movie nights. Thank you for the opportunity for me to add some input. Overall we have a gem of a ski area. I want to thank Eaglecrest for putting up two new chairs in recent years. I hope that this momentum continues and we can all watch Eaglecrest grow.

- I have had a season pass for many years, except that last year I was injured and was only able to ski once at the end of the season. I am adding this here to let you know that although I only skied once last year, I normally ski many times at Eaglecrest.
- I favor night lighting to extend the ski day to 6pm. If you consider going later, I'd ask you to consider hooded lights to minimize light pollution/to protect night sky visibility. Commercial use provides economic benefits but also degrades the quality of life for the noncommercial user (local & visitor). For this reason I am hesitant to endorse further development toward commercial use at Eaglecrest. Please be very mindful of minimizing impacts to berry-pickers by commercial use. Also, us locals value Eaglecrest as a place where we can escape rampant commercial use, such as downtown. I could see supporting development of some low-key trails to protect the muskegs better and allow for mountain-biking, but keep them small. Motorized use impacts non-motorized users and should be prohibited. Snow machiners already have all of Douglas Island and wherever they can get to on the mainland. Please protect what little non-motorized user area remains. If you build a brew pub where it was comfortable to spend time and money, I think you'd have a lot more folks using your facilities. Look at your parking lot/attendance and then how many folks are not using your establishment as it currently is. If you were to create an atmosphere like The Hangar or The Island Pub, I think people would use it. This could also be a summertime attraction (I'll accept some commercial use in the lodge vicinity.) Thanks for soliciting local input.
- Good luck.
- Get going!
- First of all, great work on all the recent improvements! The Black Bear took a load off of Ptarmigan and lines were shorter which meant more skiing. Although our family is past beginning skiing, Porcupine is a huge improvement for all, especially snowboarders. I love Alaska zipline Adventures as summer customers. The business has made many improvements to the lodge (like painting it a nice green) that benefits the winter users. It is also a great business that tries to have minimal impact on locals. The zipline is hidden for the most part. Plus it is a blast to go ziplining. Maybe Eaglecrest could work out some deal that Eaglecrest ski pass holders be allow one discounted zip the following summer (\$55 zip??). Then more winter users will try zipping and gain a positive perspective on summer revenue opportunities. If

mountain biking trails were pursued for the segment of the population that would enjoy it, a lot of environmental factors will need to be considered. Most of the mountain is muskeg all summer and mountain bikes could tear up the environment. Eaglecrest is one of the reasons we live in Juneau and survive the winter. Excellent work and keep improving.

- Expand boundaries, sell beer and wine, add night riding, establish a terrain park with well maintained features, and develop mountain bike trails for summer use. The younger generations of Juneauites that move elsewhere to experience these options at other ski areas would be more inclined to work and live in Juneau. These additions would create a stronger community.
- Eaglecrest is one of Juneau's most important recreational assets. Many people choose to live/stay in Juneau because of the winter skiing and hiking opportunities (both lift-serviced and Nordic and backcountry) that Eaglecrest offers or enables. There are NO circumstances under which motorized uses, during either summer or winter, should be tolerated at Eaglecrest. The ski area boundaries need to be expanded as far as possible. Continuing to improve the ski and lodge facilities, as we have over the last several years, should pay revenue dividends from local residents and neighbors who ski, hike, bike, and run in the Eaglecrest Basin. Alpine skiers need more (& not more expensive) lockers, and the Nordic ski community could really use space to prepare and wax and store equipment as well. Improving trails for mountain bikers is a grand idea; those trails could perhaps be linked with ongoing Nordic ski-trail development. More GOOD food could be available in the restaurant, and more space is probably needed to eat on busy days.
- Eaglecrest is a true gem. I am from NH but I also have a home in Juneau. I have snowboarded Eaglecrest a handful of times and I truly think the residents of Juneau do not know the potential of what they have. After snowboarding all over NH, VT, and ME, I have seen firsthand of how much revenue can be generated from developing a true resort. Something to keep in mind is none of these ideas alone can make enough revenue to fully fund Eaglecrest the way it should be, but all of them put together can make for one phenomenal destination. Just think there is over eight feet of snow at the summit of the mountain, this is a really great place and I hope the borough moves forward with development.
- Eaglecrest is a community treasure. We are very fortunate to have this asset and I would like to see it promoted for more potential revenue generating uses. Multiple use can be managed to promote several other potential sports. I hope to see those opportunities exploited to continue to finance operations costs and to expand the facility to attract and retain community use and support.
- Don't raise season pass prices anymore. Season pass holders are your main users and supporters. Only add services if you can do so without upping the season pass prices. The focus of Eaglecrest should be to provide quality on-mountain recreational experience for skiers/boarders. Part of the experience may be to include the whole upper Fish Creek watershed in an expanded "Eaglecrest area," specifically include Mt. Troy and Ben Stewart/Fish Creek Knob area, in order to keep the backcountry a non-motorized winter travel area only. These are the most accessible backcountry areas we have and they are already crowded (it's all relative of course) compared to the old days. Organize and use volunteer groups as much as

possible to help build and maintain mountain bike trails. Sell beer to the masses that are too dumb to bring their own and maybe you'll make a profit one year?

- Continue to prohibit motorized use. Don't spend money to provide hardened bike trails. Don't be so diligent in grooming freshly fallen powder snow. Leave some slopes ungroomed until noon so there's more area for folks to get first tracks through undisturbed freshly fallen snow.
- Build a lodge for tourists to stay and ski in the winter and ride a crazy bike course in the summer! If it would bring in loads of cash and the income from the tourists could make it so locals don't have to pay so much. Sell beer too!
- Alpine sleds for summer, more sledding options in general, more night skiing, ski/snowboard movie showings in the lodge with beer/wine, more events in the summer time, better healthier food available year round.
- Again, I strongly oppose the use of motorized vehicles at Eaglecrest under any circumstance. I support thoughtful, planned, environmentally responsible development such as restaurants, condo's, housing, etc. Like Zermatt, it might be possible to use electric only vehicles if development occurs. Also, I would support increased transportation options (more frequent bussing) and a pay-for-use park and ride at the bottom of the hill. Thanks.
- Encourage us to carpool or bus, to reduce fuel consumption. Convert lifts from diesel to electric drive, eliminating diesel engines.
- Problem with survey for household of one should be n/a response available for others in household questions. Also option to refuse a question without survey requiring an answer. Forcing me to answer age and income simply means I give up.
- Operation Hours/Season
- Maximize the chances of opening the season before the school winter break in order to maximize revenue and enjoyment by the community.
- Longer seasons and longer hours!!!
- Eaglecrest needs to stay open for a longer ski season. Weekends only are understandable in month of April, but closing on April 15 is premature, better to stay open until April 30.
- After Daylight Savings takes effect on the second Sunday of March 2012, the hours should shift to go from 10 till 5 to take advantage of the longer afternoons and the spring skiing on the sunny days. This shift would not affect the cost, and would have only minimal effect on the employees.

APPENDIX 4:
SUMMARY OF PUBLIC WRITTEN COMMENTS

Eaglecrest Master Plan

Public Comments

Written comments were received via letter or email from 36 individuals or organizations regarding the Eaglecrest Master Plan during the planning process, prior to development of a Draft Master Plan for public review. Key points raised during the planning process are summarized below. The full text of written comments received during the planning process is also provided in this appendix.

Written comments were received from 18 people on the Draft Master Plan, which was available for public review in March 2012. These comments are also presented below, along with a summary of comments presented by nine individuals/organizations at a March 28, 2012 public meeting regarding the draft plan.

Summary of Comments Received During Planning Process

(submitted by November 30, 2011)

ACTIVITIES

Access to Alpine

- Construct a loop road to top; summer access to alpine
- Keep access road to alpine safe for bikers, runners, berry pickers
- Accessibility - Need additional accessible options for summer access to views and recreation opportunities at top of Eaglecrest - possibly occasional ATV/golf cart access or chairlift operations for fee.
- Accessibility - Provide access for disabled to high alpine.
- OK to use lifts for summer alpine access

Hiking

- Create hiking/running hardened loop in lower loop (work with Trail Mix); be able to host SE cross-country meet there
- Cropley Lake trail and other hiking trails
- Expand; more loop trails; trails quarry to fish Creek
- Fish Creek trail renovation; sea-to-mountain trail
- Harden more trails for hiking
- High priority for summer use for recreation & commercial use. Volunteers will help.
- Improve trail Fish Creek to Eaglecrest
- Improve trail system
- Loop trail (Cropley, up ridge, over to Hilda Meadow), as alternative to road for hiking

- Lower loop - harden the entire loop to attract more hikers/bikers who would use lodge as a base of operations.
- Ridge hiking trail
- Use Eaglecrest as hub for hiking trails through Fish Creek valley, back side of Douglas Island, connecting to end of N Douglas Highway
- Yes - support; logical trailhead for network of trails in area.

Mountain Biking / Skills Park

- Do not allow construction of any bike structures that would interfere with winter recreation uses. (Avoid tubing hill, which is used for sledding, and Porcupine which has much winter recreation potential)
- Downhill mountain bike trails supported by lift
- Downhill mountain bike trails supported by lift; network of bike trails connecting off-resort
- Expand trails (work w Nordic skiers); add trail connecting lower to upper loop and beyond.
- Fairly level hardened bike trail (like Herbert Glacier trail)
- Favor mountain bike trails and skills park; local need and enthusiasm, as well as cruise ship passenger use.
- High priority for summer use for recreation & commercial use. Juneau does not have an alpine trail accessible to bikes. Alpine road economical route to transport rock to develop trails on west side and downhill runs. Volunteers will help.
- More biking trails for locals
- Support mountain bike trail system. Local plus outside interest will make investment worthwhile; predict heavy use.
- Support mountain bike trail system. ORCA values variable terrain for all abilities and experience levels, including paths wide enough for adaptive mountain bikes.
- Want bike trails that are not paved or substantially improved/hardened. Do not want Treadwell Ditch Trail to become like the lower loop - keep rough for mountain biking.
Running lift, bike trails and terrain park would attract bikers.
Willing to pay a "season pass" price to ensure bike trails, without motorized use on the trails.
Willing to help start the trails, maintain, advocate for funding, etc.
- YES!! Downhill trails in East Bowl along new road; trail along ridge.

Terrain Park

- Build terrain park; could have moderate on Ego and beginner next to Stickleback above parking lot.

- Create learning-oriented terrain park. Shape it for minimal risk of injury.

Nordic Skiing

- Connect the lower and upper loops.
- Develop Nordic trails in Cropley Lake area and connect to existing cat track intersecting top of Logjam ski run. Higher altitude & more challenging terrain than lower loop.
- Extend upper loop trails into Hilda Valley (rudimentary trail, with bridges) to connect with other opportunities
- Improve lower loop to make it easier terrain; improve accessibility
- Improve Nordic areas for bikers, hikers, runners, skiers, snowshoers (lights, gravel on trail, upper loop access)
- Improve Nordic trails on lower and upper loop (also offer hiking, biking routes)
- Improve upper loop
- Improve upper loop for beginning skate skiing
- Light lower loop
- Light lower loop; expand meadow parking lot; provide warming/waxing hut or yurt at lower and/or upper loops. Provide transportation via snow cat to/from upper loop - on regular schedule and occasionally offer to Cropley Lake. Need to offer XC gear for rent.
- More Nordic; some lit trails
- Need beginner Nordic trails. Benefit for Nordic sit-skiers, for whom hills are a barrier.
- Nordic hut / waxing facility
- Want Nordic lodge / wax room
- Expand nordic trails - connect lower loop to Treadwell trail to Douglas; expand upper loop farther up drainage. Would pay double to 15km more tracked ski trail.
- Improve upper loop; expand; install lights
- Want short Nordic dog loop
- Would like lower Nordic loop to sometimes allow dogs (2x/week?)
- Want to have our dogs up there.

Night Skiing

- Add night skiing to Hooter trails
- Favors night skiing
- Lights needed
- Night lighting not a priority (extra use at night adds to grooming need)

- Night skiing for alpine

Other Winter Activities

- Luge sledding – Favor this for Eaglecrest. Rental shop could rent luge sleds. If luge riders were allowed to ride the Porcupine lift, that would also generate income. Occasional race to liven up the area.
- Snowshoeing - Snowshoe trail was built near lodge but not promoted. Promote it; rent snowshoes.
- Disc golf - Suggest 18 holes starting at Porcupine lift and ending at Hooter. Charge \$5 per person, with group rate for 5 or more. Noted that Anchorage's Hill Top Ski Area has had one summer experience with their disc golf course.

Motorized Uses

- "Lost a lot when we lost Dan Moller system to snow machining"
- Do not allow motorized use in ski area boundary (electric or carbon-based). Motorized use increasing on NW side of Mt Troy in past five years. Motorized and non-motorized uses are not compatible. Motorized use of EC alpine road will displace existing hikers and bikers.
- Do not allow motorized use. Snow machines are coming onto Eaglecrest side of Mt. Troy. Less and less area to avoid noise, smell and tracks. Motorized and non-motorized uses are not compatible; need totally separate areas.
- Do not want to see and/or hear motorized buses, 4-wheelers, etc
- Exclude snow machines from Mt. Troy; establish a de jur boundary for snow machines in the 3rd cabin drainage ONLY (nevermore on Mt Troy, never at Eaglecrest)
- Extend boundaries of non-motorized use
- Keep it non-motorized
- Keep motorized vehicles out of the area
- Keep NON-MOTORIZED
- Need improved boundary definition for non-motorized / motorized areas
- No ATVs or snow machines
- NO internal combustion engines!! Electric Segways on lower loop might be OK, but no mechanized recreation or tours on mountain. Impacts hikers. Snow machines ruin conditions for skiers and snowboarders.
- Strongly oppose motorized use in Upper Fish Creek Valley.
 - (1) Need to improve signs along full Eaglecrest boundary (not just patrolled area), so snow machines are well informed of non-motorized boundary. Supplement with education.
 - (2) In land use designations adopted in master plan, incorporate language in use area definitions that seeks non-motorized status for these lands (e.g., for areas

identified as "Passive Alpine Recreation" or "Potentially Active Alpine Recreation.")

- Strongly opposed.
- Motorized use (either gas or electric) of road to alpine will displace existing hikers and bikers.
- Support - Need a location for responsible motorized use.

Commercial Uses

- Allow only to extent it does not interfere with community use.
- Do not favor tourism uses.
- If tourism businesses need space that would compromise local use of lodge, have them participate in building new facilities (ski school/patrol facility) and use those in summer.
- Keep commercial use at a minimum.

FINANCING

Funding

- CBJ needs to fund Eaglecrest adequately. Important for mental health, physical healthy, youth, etc. It is an important city service, not a business - should be supported by City. Local use must remain top priority.
- Consider non-monetary values EC provides to our community - especially non-substance abuse alternatives for youth and young adults. All residents benefit from more connected, healthy and active community.
- Continue to ask CBJ to support Eaglecrest.

Revenues – Tickets – Marketing

- Costs - 2010-11 variety of tickets best yet; offer appropriate, not too expensive
- Keep Eaglecrest affordable.
- Attract non-Juneau skiers. Partner with stores, hotels to sell tickets; Advertise; discount weekends targeted to other SE Alaska communities.
- Strengthen outreach to new skiers; attract 20 and 30-somethings; downhill, Nordic, snowboarding

INFRASTRUCUTURE / FACILITIES

Ski Area Boundaries

- Aggressively pursue management of adjacent state lands; designate non-motorized. Protect NW side of Mt Troy, Hilda Valley, East Peak, West Ridge and Mt Stewart areas for non-motorized recreation. Should be top priority. Concerns with noise and destruction of ski opportunities.

- Boundary issue is one of the most important issues facing Eaglecrest, due to increasing in surrounding motorized use. CBJ should either: (1) obtain conveyance of adjacent lands in Upper Fish Creek Valley to Eaglecrest and apply non-motorized management; or (2) seek non-motorized management in adjacent lands (if they do not come under City ownership) Map provided.
- Expand boundary to exclude motorized vehicles (e.g. Troy)
- Extend boundaries to include all skiable terrain on Mt. Troy
- Should transfer all adjacent state land to CBJ ownership and manage as non-motorized Eaglecrest backcountry (non-motorized). Snow machining and backcountry skiing are not compatible.
Plan for changing use on backside of Douglas Island, if road to Point Hilda is constructed.

Cabins

- Construct public use cabins
- Construct cabin or shelter at Cropley or Upper Loop
- Construct cabins at Cropley, Upper Loop
- Construct public use cabins (year round)
- Construct public use cabins for year round overnight use, including cabins (Cropley, upper loop, lower loop)

Lodge / Learning Center

- Support construction of Learning Center at the Lodge. Include classroom space; design for summer & winter use.
- Improve lodge, add showers, provide facilities to host running camps, other youth camps
- Keep lodge available for rental for events. Provide services (café) and events in summer for locals and independent travelers.
- Need more seating in lodge
- Eaglecrest Lodge is technically accessible, but is not disability friendly. Lacks adequate and appropriate space for transferring from wheelchair to adaptive ski equipment. Access to chairlifts and lodge difficult. ORCA supports learning center and is vested in working with EC to make it a reality; asset for ORCA participants.

Lodging at Base

- Overnight lodging at base is unnecessary. Support local lodging & work to improve shuttle service for visitors.

Restaurant

- Neutral regarding beer and wine sales at Lodge.

- Generally opposed to beer and wine sales at Lodge, but understand that it would be a way to earn revenue for Eaglecrest.

Other comments re: Infrastructure / Facilities

- Improve upper mountain facilities; upper mountain will become more important as snow elevation rises with warming climate
- Install a covered picnic area
- Install a park area for community use
- Dislike cell phone tower; distracts from feeling of getting away from urban area
- Install cell phone tower at lodge; use revenue from cell companies for the ski area.
- Extend sewer infrastructure to Eaglecrest
- Need new trails signs
- Need quad chair
- Next lift – access Eagle Creek Pass or Mt. Troy; after that, Fish Creek knob
- Need new ski patrol facility

CHARACTER

- Keep family / friendly attitude
- Keep the "traditional uses" - the way we use it now (wide range of activities cited) and the relative quiet and opportunity for solitude
- Like it the way it is
- Love the resort; treat staff better.
- It is our neighborhood recreational destination; it's our backyard
- Neighborhood uses Fish Creek road for recreation; wide range of uses
- North Douglas residents appreciate Eaglecrest and Fish Creek Valley as their "back and front yard." Use area for walking, biking, berries, running, downhill and Nordic skiing, hunting and taking kids/dogs out on trails or the road. Use road and parking area to teach kids to bike. Accessible wild area.
- Safe place for neighborhood kids

OPERATIONS

Avalanche safety

- Fund daily ski patrol evaluation of avalanche forecast in backcountry. Use is heavy and it is high risk. Provide also on Far East and Heavenly Valley (short hikes) that are lift-accessed.

Environment

- Keep ski area equipment off of the muskegs.

Snowmaking

- Invest in snowmaking on lower mountain on trails by Hooter
- Much more needed
- Need better snowmaking
- Need better snowmaking (improve equipment).
- Rebuild Cropley Lake dam for more snowmaking water

Slope Improvements

- Make mountain more snowboard friendly; cut down old Treadwell ditch dam as you exit Hilda Meadows; glade the woods
- Need more routine brushing

Existing Programs

- Strengthen racing program.

Eaglecrest Access Road

- Keep speed and traffic low; dog walking.
- Keep traffic at a minimum.

Text of Comments Received During Planning Process

(submitted by November 30, 2011)

Subject: Eaglecrest Public Comment

Date: September 6, 2011 8:33:04 AM GMT-08:00

I have skied for years across North America at large resorts and local hills. Each ski area has its own niche due to its location. Eaglecrest is limited in what it can do but I feel there are areas in which can help it mountain grow.

The winter season is unpredictable for snowfall Southeast Alaska. With climate data showing an increase in average temperature over the past 30 years, the average snowline is also increasing. There are year to year variabilities on where the snowline averages in the winter. This snowline in my example is the elevation where there is below freezing temperatures and snowfall most or all of the winter season. The rest is a noticeable difference in snow depth +/- 100' in elevation. In my past three winters here, I have observed average rain/snow lines at 500' in 2008-09, 1,800' in 2009-10 and 1,600' in 2010-11. At the levels I just presented to you, Eaglecrest needs to invest in snowmaking on the lower mountain on the trails by Hooter (with the top of Hooter being at 1,675'). The Hooter trails can show numerous bare spots during the season as well as icy patches

after winter rain storms. A few snowmaking guns or towers would easily fix that.

Another benefit Eaglecrest could use would be to add night skiing to the trails around Hooter. Not every night but just for Friday and Saturday nights from the Christmas vacation through the Spring Break for schools. A way to support this would be to sell a separate season pass or charge a \$10 to \$15 lift ticket for adults and say \$5 to \$7 for kids. Some of the lights are in place but more would need to be added.

New trail signs are needed as well. Many of the current trail signs are old and faded making it hard to new riders to the mountain to know where they are going. I found this out in my first winter here when the mountain was stuck in a thick cloud. It will make it safer for novice and intermediate skiers finding their way around the mountain.

Eaglecrest can easily work our ticket deals to people outside of Juneau. The mountain should work together with local businesses such as grocery stores and hotels to help sell more tickets. It works in other areas where lift tickets can be purchased at grocery stores for a few dollars cheaper. As for hotels, they could work out a package deal with Eaglecrest combining lodging, lift ticket and rental packages. The key is to advertise it areas such as Anchorage, Whitehorse, Western Washington, and Western Oregon. On a related note, discount weekends for residents of other Southeast Alaska towns/villages could help bring in a few more customers. For example Sitka residents can ski for \$15 or \$20 a day on a certain weekend and Petersburg residents can ski for \$15 or \$20 on the following weekend.

Finally the winter season could use a terrain park. It draws kids who in most cases draw there parents to the mountain. There are a couple great areas for a terrain park. Ego used to have a park and it would be great to see one return. This area would allow for some moderately sized features. A smaller park for kids to develop park skiing/riding skills would be a great addition to the empty area lookers left of Stickleback, above the parking lot. It is very doable and would create several new jobs to develop it.

Please remember, Eaglecrest is not an Alyeska style "resort". It is it's own mountain.

As for bringing people to the mountain in summer, developing hiking trails on the summit would draw some people to ride the Ptarmigan chair to the top. Keep in mind, mountains that usually do this offer a summit restaurant, well developed hiking trails and interpretive signs.

If the summit lift did open in summer, mountain biking could be a possibility and putting in a small trail network to start things off would be doable. Trails could easily branch of and reconnect with the summit road. These single track trails on upper mountain would be easier to put in but the lower mountain with it's fragile muskegs would lead to high cost to put it. This is something I would love to see and it will take a lot of fundraising or even calling on volunteer work. Keep in mind hikers would have to stay off the biking trails that spur off the main road.

Subject: Eaglecrest Master Plan Comment

Date: September 6, 2011 10:39:10 PM GMT-08:00

Thank you for the opportunity to provide comments on the eaglecrest master plan. I am interested in seeing development of mountain bike trails on and around the Eaglecrest ski area. I would like to see development of downhill trails supported by the lift system. I also see a great opportunity

for Eaglecrest to be the starting point for a series of cross country mountain bike and hiking trails through the Fish Creek valley, trails to the back side of Douglas Island and connecting to the end of North Douglas Highway.

Subject: Master plan

Date: October 6, 2011 7:35:38 AM GMT-08:00

I support the plan for a summer mountain bike trail system. I feel the size of the mountain biking community here locally along with the potential for outside support will more than make the investment worthwhile. Given the lack of downhill riding areas within southeast Alaska, the potential for use is astronomical. Thank you for your time.

October 11, 2011

Thanks for your part in gathering, analyzing, and guiding the Eaglecrest 20-Year Master Plan and for requesting input from the North Douglas Neighborhood Association (NDNA). NDNA is a major stakeholder in this process and I submit our comments to the three questions (ideas/challenges/other thoughts) you posed below.

For your information, NDNA consists of approximately 150 active members and 600 households, spread over 13 miles along the North Douglas Highway. Our efforts are guided by a strong desire to maintain and enhance our neighborhood and the quality of life that has led us to live on North Douglas. We participate in CBJ comprehensive planning and other projects that affect not only our neighborhood but borough residents, most recently sewage expansion, the ATV Park and the second channel crossing. NDNA is involved with highway safety and False Outer Point area issues and summer litter clean up. We strive to keep North Douglas a safe, recreational destination for locals and visitors.

As you know, we live on a relatively busy highway: Eaglecrest and the Fish Creek Valley are our back and front yard. NDNA members highly value the close access to Eaglecrest, the year-round recreational opportunities, and the relative quietness of the Valley. Many agree the proximity to Eaglecrest is one of the main reasons we've chosen to live in North Douglas. Some neighbors use this area weekly and year-round, for walking, biking, berry picking, running, downhill and Nordic skiing, hunting and taking our kids or dogs out on trails or the road. The road and parking lot provide a safe, accessible area to teach our kids to bike, and we can access the alpine to walk, ski and snowshoe before/after work.

NDNA Masterplan comments listed below have been solicited in a few ways. I sent a request for NDNA feedback on our Yahoo group page and I have queried neighbors this autumn as I berry pick, bike or run in at Eaglecrest. I have listed each response numerically (which could represent one person or a family). As the process moves forward, we could consider meeting with you or another Master Plan representative to educate our neighbors and solicit more comprehensive input. I am also grateful to members who took the time to respond.

I do want to share a concern from one NDNA member with you and other stakeholders as we continue: "We would advise you that in our experience with the proposed ATV park, we came to realize that the CBJ is not here to protect our interests even when those are consistent with its own comprehensive plan. Rather, it is our responsibility, as stakeholders, to do that. And that is

what we expect: compliance with the plan, which recognizes our unique area of the Borough. After all, that is why most of us live here, and love it. “

Thanks again, Jan, and please don't hesitate to contact me with thoughts or questions. I am travelling a bit in Oct and November, but I am available on my cell (500-8112).

Sincerely,

North Douglas Neighborhood Association

Individual and/or family responses:

1. One of our main concerns is dog space. Where are dog owners supposed to ski in the winter short of driving 20 miles to Mendenhall? What about the new loop near the road below the lower loop sign -- making it a dog friendly loop? Or, introducing one or two days a week on the lower loop as dog friendly ski days?

I like the idea of lights - is there an insurance issue?

It would be great to be able to ski from the lower loop on Treadwell to Douglas. We also like the idea of expanding the upper loop back further. There's is so much skiable terrain. I'd pay double my annual pass for another 15km of tracked ski trail.

2. Eaglecrest could have mountain bike trails spread all over the mountain in the summer. Is there a way the nordic skiers could team up with local mountain bikers to add trail connecting the lower to upper loop and beyond?

3. Need traffic remain safe for bikers, runners, berry pickers

Park/picnic area/ north douglas community park?

Recreational destination... it's our backyard...

Like it the way it is

Improved boundary definitions for backcountry use/snowmachine use... it's been a problem... snowmachines coming into ski area boundary... clarity for snowmachines

Good cross country ... improve and invest in upper loop... expansion... a place where folks can get to snow when it's raining... lights

Disappointed in the 100 ft cell phone tower/facility... 4 employees... distracts from the feeling of "getting away from urban area"... value

Improving trail system

We want to have our dogs up there in summer/fall/spring...

Road to top a loop? For summer use

Cabins or shelter at Cropley or Upper Loop

Lost a lot when we lost Dan Mohler system for snowmachining

Upper Loop access improved for beginning skate skiing

4. More Nordic skiing; small bit of track with lights... we go when it's dark with head lamps

Hiking/running on trails... would like to see it expanded/finished as a loop;

keep it nonmotorized

Want Nordic lodge/wax room

Keeping speeds and traffic low... use it year round to walk my dogs

Covered picnic area

More trails... quarry to Fish Creek

Safe places for our kids

5. Traffic and commercial tourism at a minimum

6. Things important

- Continue to offer appropriate, not too expensive, lift tickets. The 2010/11 variety of ticket options was the best yet.
- Continue the "family or friendly" attitude, where users feel welcome and expect to find friends, along with friendly and helpful Eaglecrest staff.
- Rebuild the Cropley Lk dam for more snow making water.
- Strengthen the outreach to new skiers, no matter age, etc.-good prog with schools. How do you attract the 20 somethings & 30's? This includes Nordic alpine & snowboarding.
- Strengthen the racing program for all 3 groups & have a public rec racing league- could do this under the night lights for part of it.
- Continue to ask the community to support Eaglecrest financially, thru subsidies from CBJ if needed & such programs like selling chair placards, etc. End result: healthier, happier people.
- I am wheelchair-bound and it would be extremely nice to be able to get up to the high alpine in spr/sum, like I did with Lucy & JC in my vehicle as a one-time favor. I love the high alpine forsoights and solitude, but do not have the op to get there, so need an "Eaglecrest ap" for that. Could be ACC only tours via ORCA, supervised drive w/ EC staff, or summer lift op.

7. Responses:

- Opportunities to ensure the Upper Fish Creek Valley remains a destination for year round multi-sport nonmotorized recreation. **KEEP IT NON MOTORIZED** as current users will be displaced, it's unsafe and unfair. I value the quietness... it's a space to find Alaska away from the Highway
- Can we have a short Nordic dog loop?
- Improvement of Nordic area for bikers, hikers, runners and skiers, snowshoers (lights, gravel on trail, upper loop access)
- Add nordic warming hut /waxing facilities
- Improve opportunities for year-round overnight use including cabins (Cropley, upper loop, lower loop)
- Challenges are global warming- better snowmaking, improved upper mtn opportunities could help this

8. Other comments / information that you would like to share.

North Douglas residents use Fish Creek road/area daily to get away from the North Douglas highway for recreational opportunities including: downhill, Nordic and back country skiers, snow-shoing, hiking, biking, dog walking, running, berry picking, hunting, walking, exploring. Keep it nonmotorized.

9. Quad chair
public use cabins (year round)
more seating in the lodge
ridge hiking trail

10. Off hand, one of the things I would like to see is renovation of the Fish Creek Trail. It would be great to have a sea-to-mountain trail both for locals and visitors.

Another thought: people really like the Herbert Glacier bike trail. Is there some possibility at Eaglecrest for a fairly level hardened bike trail?

I spoke extensively with Kirk Duncan about some minor changes to the lower Meadow Loop X-C trail that would make it easier for young children and folks with disabilities or physical challenges to X-C with less chance of falling. Our community is aging and Eaglecrest should modify some of its options to make activities accessible for all.

I would like to see the Cropley Lake trail and other hiking trails back.

11. Global warming is an issue that faces the ski area- both downhill and Nordic.
Extend the boundaries of nonmotorized use.
Improve the upper loop.
Keep Eaglecrest affordable

12 I'm not sure where my concerns fit within your outline, but I'm mostly concerned about changes in Eaglecrest use that might occur over time. Currently, Eaglecrest, including the new road, is a quiet area, except for winter chairlift operations, of course.

Lots of people use Eaglecrest the same way I do. These uses include skiing, hiking, running, bird watching, berry picking, flower appreciation, bicycling, photography, zip lining, etc.

I think of these activities as the traditional uses of Eaglecrest. Except for the chairlifts, none of these activities require motorized equipment.

I don't have a problem with non-winter use of the chairlifts carrying townspeople and tourists to the higher slopes, but I don't want to see and/or hear motorized buses, 4-wheelers, or other types of motorized equipment in the Eaglecrest area.

I believe that people who now use Eaglecrest enjoy the solitude during their time spent there. The quality of traditional uses must be protected for future generations of Eaglecrest users.

13. Some thoughts include:

- Hooter mid-chair should be open
- much more snow making. much much
- no ATVs or snow mobiles
- harden a few more trails (in addition to the road) for non-snow seasonal use (more hiking)
- cabins for overnights; like the shrine or FS cabins

14. Extend the upper loop trails down into the Hilda Valley (rudimentary with bridges) to connect with other opportunities

15. I'm not excited about getting more tourists up there. I'd like mtn biking trails for locals.

16. A loop trail (Cropley Lake, up to ridge and over to Hilda Meadow) would be appreciated, as an alternative to the road for hiking.

Lights for xc skiing on lower loop

Night skiing for alpine

More routine brushing to allow earlier opening of all alpine runs

17. Suggestion: Extend the Eaglecrest boundaries to include all the skiable terrain on Mt. Troy; formally exclude snowmachines from Mt. Troy where they create hazardous conditions for the long-standing and pre-existing user group of skiers; establish a de jure boundary for snowmachines in the 3rd cabin drainage ONLY and nevermore on Mt. Troy or down into Eaglecrest.

18. Complete the sewer. All the way out ND and up Eaglecrest.

19. Lights for evening programs. Since we now have electricity.

20. I am a snowshoe and xc coach and use the area with teens for training. It is invaluable for both, giving us snow when there isn't any at sea level and easy access to alpine. It's safe and quiet in the autumn, and we value our jogs and Dick Lake swims. It would be great to work with Trail Mix to design/add a graveled lower loop (that is, loop the current trail in the meadow) so one day we could host a SE XC meet up there. This would mean some improvements to the lodge (showers, etc). We also host/coordinate running camps, and with improved trails (existing and access to Treadwell and Alpine) we could host a 2- 5 day overnight running camp at Eaglecrest (we currently use the Shrine or the Methodist camp). I would bet other organizations (City, Discovery SE, etc) would entertain the idea of youth camps up there as well.

I am also an avid Nordic skier (ski 40-50 days a season) and would like to see how improved trails on the lower and upper loop could be used in summer (biking/hiking) and winter (Nordic skiing/snowshoeing).

Add overnight cabins! Cropley, Upper Loop... this community loves cabins.

Keep motorized vehicles out of the area... expand the boundary to exclude motorized vehicles from areas they are creeping into (e.g. Troy).

I would like to see a better trail from Fish Creek up to Eaglecrest... improving the current DITS system.

Subject: one more NDNA

Date: October 12, 2011 6:23:22 PM GMT-08:00

One thing I hope is that the group understands is that mountain bike trails are not "paved" or wide swatches of ground that have been cleared and filled with shot rock. It would be a bummer if Treadwell Ditch Trail turned into a trail like the lower loop at Eaglecrest, in terms of mountain

biking. I honestly believe that there are a large number of people who would frequent Eaglecrest in the summer if there were trails, a terrain park, and the if the lift was running. Personally, we have traveled to various areas to utilize their downhill mountain biking such as Whitehorse, Whistler, and most recently, Carcross (we have to shuttle with trucks--there isn't a ski lift). We have a large group of 40+ people who cycle (pun intended) in and out of our biking group and I know that there are a number of similar groups. Speaking on behalf of our group, we would be willing to pay a "season pass" price to ensure that the trails were open to biking and there was no concern about motorized vehicles on the trails. We would be willing to help maintain trails, work to start them, promote Eaglecrest, advocate for funding...say the word. I filled out the McDowell group survey. What else can we do? Thanks for seeking us out!

Subject: EAGLE CREST PLAN

Date: October 30, 2011 1:40:42 PM GMT-08:00

MY COMMENTS ABOUT THE EAGLE CREST PLAN ARE FOR THE USE OF ATVS.AS YOU PROBABY KNOW THE PLAN TO USE THE ROCK QUARY AREA OUT IN NORTH DOUGLAS WAS REJECTED,THAT WAS A SHAME. THERE ARE SO MANY USERS HERE,SOME MORE RESPONSIBLE THAN OTHERS; THATS FOR SURE. I'M THINKING IF THERE WERE THOSE IN OFFICE WHO WERE RIDERS OR AT LEAST SUPPORTED THE IDEA, SOMETHING COULD GET DONE. I FOR ONE WOULD PROMOTE RESPONSIBLE USE. AND WOULD BE PART OF THAT PROCESS IE... PREPETORY AND USE. QUESTIONS: DO THEY PLAN TO HAVE QUAD TRAINING NEAR THE DMV.AND DOES PARKS AND REC HAVE ANYTHING TO CONTRIBUTE TO THE PROCESS.IT IS A SHAME THAT FOR THE CAPITOL CITY SUCH RECREATIONAL OPPORTUNITIES DO NOT EXIST. I HAVE BEEN AN AVID RIDER FOR YEARS AND KNOW IT CAN BE DONE RESPONSIBLY. IN TALKING WITH ROUGH RIDERS GROUP, THEY ARE BURNED OUT WITH TRYING TO MOVE THINGS ALONG.I WAS NEVER INVOLVED WITH TALKING TO THE CITY SO I CAN'T SAY WEATHER IT WAS APPROCHED WITH A PROFFESIONAL ATTITUDE,COMPREHENSIVE PLAN ECT... I AM HOPEFUL SOMETHING COULD BE DONE IN THE FUTURE IN THIS DIRECTION. ANY SUGGESTIONS ?

Subject: Eaglecrest Master Plan Comments 2

Date: October 28, 2011 8:09:05 PM GMT-08:00

I completed the Eaglecrest online survey, but I needed more space to flesh out the ideas I listed there. In addition to luge-sledding, the following are improvements that would make a difference at Eaglecrest.

Lighting for the meadow on the lower loop would allow x-c skiers to make use of the trails after work. With power lines directly across the road, it wouldn't take much to string a line to a half dozen light poles situated around the meadow. The lines could even be run under ground. It would be good to expand the meadow parking lot at the same time.

A warming/waxing hut or yurt at the lower loop and/or the upper loop would encourage skiers to spend more time at those venues and at Eaglecrest.

Transportation up and back from the upper loop could be provided by a snowcat with a cabin on the back similar to what snowcat backcountry ski operators use. A couple of regularly scheduled trips up and back on weekends could encourage more use of the upper loop trails. Some people might sign up for the cat ride itself. On certain days the snowcat route could be extended to Cropley Lake.

A snowshoe trail loop was constructed near the lodge a couple of years ago, but it hasn't been promoted. Often times you see non-skiing parents sitting in the lodge waiting for their children to finish their lessons. If Eaglecrest rented snowshoes, that would give these folks an alternative to sitting in the lodge. In that vein, if Eaglecrest wants to promote x-c skiing it will need to have x-c gear available to rent.

In regards to the mountain bike skills course I heard about today, I would caution against allowing the construction of any structures that could interfere with winter use of the area. The Porcupine lift has opened up a new area that can be used for winter recreation for skiing and luge sledding. The new parameters of the beginner area are just being discovered. I believe it would be a mistake to build any structures that wouldn't allow a groomer to pass over them. Taller structures should be built in an area that would never be used for winter recreation. The former tubing hill is also a popular sledding venue for Juneau residents.

For summer use, if the hardened trail on the lower loop was made into a loop (harden the x-c ski route that leaves the lodge and stays near the road and then circles the meadow to where it would link up with the present hardened trail) it would attract more walkers and bike riders who could use the lodge as a base.

Thanks for this opportunity to comment. Let me know if you have any questions about anything I've written.

Subject: Eaglecrest

Date: 10/25/11 9:22:52 PM

What I would like to get started at Eaglecrest is luge-sledding. Last year I cleared out a trail to the right of the tubing hill that was a lot of fun. A training track could also be laid out on the left of the tubing hill. This sport could also use the ski runs when skiers aren't present. All we need is for the groomer to pack out the track each week. Last year Martina and I packed it out with snowshoes and that was a lot of work.

Luge-sledding is a popular sport in Europe and in parts of Canada. To get an idea of what I'm talking about, go to www.naturallugealberta.com/ and click on Media then on Video. The first video (named types of luge/the sport of luge) breaks the sport of luge into three parts: 1) Luge-sledding 2) Natural Luge 3) Artificial Luge. As mentioned before, luge-sledding is what I want to start at Eaglecrest. It is done on a snow surface. There are still photos of the sport also on the site. If you go back to the home page and click on Sleds you will see photos of the types of sleds used for luge-sledding. At this time, Martina and I each have a Laser Luge. That's the lowest end of the sled spectrum, but we had a blast with them last year.

If you go to You Tube and search for "Gym luge race at the farm" you'll see a video of all ages enjoying a day of luge-sledding in Canada. We wouldn't have enough sleds for that many people and we would keep them farther apart and our run is a lot, lot shorter.

When you tire of the luge-sledding videos, check out some of the natural luge videos (just remember that's not what I'm hoping to get started). That's the next step up and the videos are exciting. They luge on a flat track that is usually iced. They install boards on the corners to keep you in the track. Just google natural luge or search for Natural luge on You Tube, or Natur luge as it's spelled in Europe. The German word Rodel is also used for luge. A Rodelbahn is a rodel or luge track.

I think luge sledding at Eaglecrest would open up a new, fun venue for skiers and boarders and non-skiers and boarders alike. The rental shop could get additional business if it bought some sleds and, if luge riders were allowed to ride the Porcupine lift, the ski area would generate some income from that. An occasional race would also liven up the area.

Subject: Idea for the Master Plan

Date: November 2, 2011 1:34:16 PM GMT-08:00

The idea is Disc Golf. Here in Anchorage that put up a Disc Golf course on top of the Hilltop Ski Area. This was there first summer doing it and it should some good results! I thought we could try and do the same thing. We could have a course of 18 holes that starts at the Porcupine lift and ends at lets say maybe Hooter. Charge people 5 dollars per person or have a deal for people that play with a group of 5 or more, like a "group rate." We also could have people deliver them food or what not made by the Eaglecrest kitchen. Although I don't know how effective that would be.

November 2, 2011

I would like to see the area developed for summer use. Mountain bike trails and skills parks would be a very viable and affordable way to achieve this goal.

Many areas have evolved their summer business in this manner and have proved very successful. With the local need and enthusiasm as well as the potential for cruise ship industry involvement, this seems a very natural direction for the area to go.

November 16, 2011

SAIL's adaptive recreation program ORCA (Outdoor Recreation and Community Access) is a year-round user of Eaglecrest. As an independent living center devoted to working with Seniors and people with disabilities, SAIL continually advocates for accessible and inclusive recreation within Juneau. We look forward to continued improvements at Eaglecrest, and are excited to be a part of the planning process.

The ORCA program utilizes Eaglecrest for a wide-range of activities. These activities include berry picking, hiking and biking in the summer, to our widely popular adaptive ski and snowboard program in the winter (thanks to the ardent support of the Eaglecrest Snowsports Program). As planning for the future of Eaglecrest continues, there are many opportunities to increase Eaglecrest's accessibility for people of all abilities:

Eaglecrest Lodge

While the day lodge meets ADA standards for accessibility, it falls short of being disability friendly. People who use wheelchairs, for example, find it difficult to maneuver through the narrowly crowded hallways, or find an easily accessible spot at a table for lunch with friends. The lodge also lacks adequate and appropriate space for transferring from a wheelchair to adaptive ski equipment. Further, access to the chairlifts and the lodge means navigating sloping terrain in slushy snow.

As discussion of constructing a Learning Center progresses, ORCA is vested in working with Eaglecrest to make it a reality. The small and often overcrowded day lodge is an overwhelming environment for individuals with mental or cognitive impairments. This type of center would provide a quiet and calm area for many of our participants to start their lesson or unwind after a busy day of riding. The current situation contributes stress and anxiety, thus interrupting the learning process for skiers and snowboarders with sensory regulation disorders. The Learning Center would also provide office space for ORCA and the Eaglecrest Snowsports School to keep files, meet with clients or family members, and store other confidential material.

Nordic Skiing Trails

Eaglecrest's Nordic skiing trails are another area for improvement. While the current trails provide excellent terrain for intermediate and advanced skiers, beginners have little trail that is adequate for learning. As almost all beginner Nordic skiers experience a steep learning curve, this can be exasperated for those with balance issues due to head injuries or other cognitive impairments. In addition, Nordic sit-skiers, who rely solely on upper body strength to push their skis, hills create yet another barrier. An increase in flat, beginner learning terrain will benefit all skiers, regardless of ability, and aid in the continued growth of the sport in Juneau.

Mountain Biking Trails

As discussion continues to support the expansion of mountain biking trails, ORCA values variable terrain for all abilities and experience levels. This includes trails for seasoned bikers, but also paths wide enough to accommodate adaptive mountain bikes. Most adaptive cycles have three or four wheels, thus requiring wider trails.

Access to the Eagle's Nest/Top of Eaglecrest Ski Area

While access to the top of Eaglecrest is possible for a wide-range of abilities in the winter time, summertime access is restricted to those that are able to climb the steep haul road to the top. While ORCA is not advocating for, or against, broad motorized use in the Eaglecrest area, additional accessible options would provide opportunities for all individuals to access the views and recreational opportunities from the top of Eaglecrest. These options could include occasional ATV/golf cart access or chairlift operations for a nominal fee.

As a frequent, year-round patron of Eaglecrest, ORCA values and is interested in the ongoing master planning process. We are grateful for the continued support we have received from Eaglecrest and are excited for further collaboration on increasing accessibility at Eaglecrest. Please feel free to contact me with further questions or information.

Thank you for your time,
Juneau ORCA Program,
Southeast Alaska Independent Living

Eaglecrest Plan Comments

Philosophy of Management and Funding

- The Assembly and CBJ management need to quit being so cheap, and fund the ski area properly. Eaglecrest supporters are sick and tired of them attacking our budget!
- Eaglecrest is our community's best mental health program, and should be invested in and subsidized as such. How many other mental health programs cover even part of their costs? Just give Eaglecrest the money it needs to serve the community!
- Eaglecrest is an excellent physical health program as well, a resource of increasing value as Americans are suffering more and more from illness brought on by inactivity.
- We can easily afford to do better by our children and neighbors. This community has plenty of wealth, and we have some of the lowest taxes in the country. It is long past time to drop out of the race to the bottom. We do not want to be the cheapest and shabbiest town in the region; charge the taxes necessary to provide proper services!
- The argument that not everyone uses the ski area is bogus. I have never used the hockey rink, do not use the ballfields, will never drive most of the back roads in the Valley, do not have children in school, and am unlikely to ever use the Valley pool. Yet I am happy to chip in my fair share. These are community resources, and those who are too cheap to pitch in for such community facilities as Eaglecrest should be ashamed of their selfishness!
- Eaglecrest is NOT a business and should not be run as such. It is a city service, fully deserving of community financial support.
- Tourism to help pay for community services is fine, but local use must remain the top priority! As a community facility, Eaglecrest facilities should be freely available at reasonable rates for local use, and tourism permitted only to the extent that it does not interfere with community use.

Manage Surrounding Lands as Eaglecrest Backcountry

- Transfer all the surrounding state lands from the original Eaglecrest selection into CBJ ownership and manage them as nonmotorized Eaglecrest Backcountry. Backcountry skiers and snowboarders need protection from the steady encroachment of snowmachines, which are displacing backcountry use from the gentler and safer terrain of what was formerly the "skiers' side" of Mt Troy onto the steeper, riskier terrain of Mt. Stewart, and they are threatening to invade that as well. Descending skiers have even been encountering snowmachines climbing up in the Far East area.
- Snowmachines are fine and their riders are great people; but their deeply-lugged tracks tear deep ruts that persist for weeks and destroy the snow conditions for skiing and boarding. A handful of sledders can track out more powder snow in an hour or two than hiking skiers and boarders do in weeks. And there is danger of collisions and triggering avalanches when sledders are mixed in with skiers and boarders.
- Snowmachiners have many places to go, but backcountry skiers only have two places left in Juneau that are within day-trip range: Mt Troy and Mt Stewart. Provide snowmachiners with trails to access areas from Lawson Creek south, and in the Mt.

Meek area so they have other places to go, but reserve these two absolutely essential backcountry spots for nonmotorized users!

- Provide funding for enough ski patrollers to get out and do daily fieldwork for an Eaglecrest Backcountry avalanche forecast. Usage is heavy in these areas, and it's only a matter of time before we lose someone to a slide there.
- Provide funding for patrolling and avalanche work in Far East and Heavenly Valley, including the Hogsback. These lift-accessed short "slackcountry" hikes are now used as heavily as most of the inbound portions of the ski area, often by young people and often by people with no backcountry training or gear. We are going to lose lives there if we don't do this as soon as we can.
- Plan for changing use on the backside if the road to Point Hilda is built. This access is likely to result in people descending to the road, or snowmachining up. It is Forest Service land that should be considered for addition to the nonmotorized Eaglecrest Backcountry management zone.

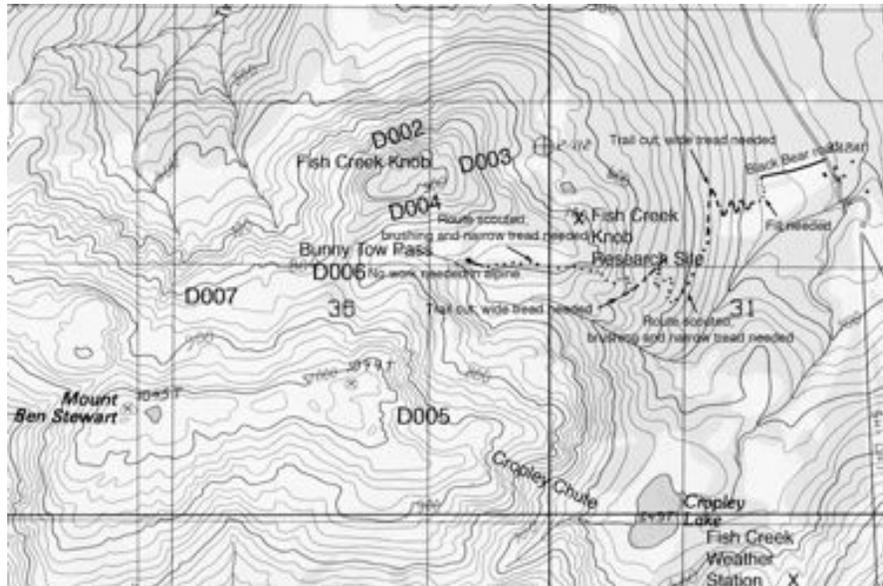
Slope Improvements

- Make the mountain more snowboard-friendly! Use snowcats to haul gravel in the spring to fill in below the Ptarmigan off-ramp so it is not so long and steep. It is especially hazardous now that snowboarders are being forced to ride with back feet out of their bindings. Grade the slope off the lift so everyone can coast to the East Bowl without having to go uphill.
- Cut down the old Treadwell Ditch dam as you exit Hilda Meadows below the Black Bear trail so there's no uphill grade there. Drive the cat or excavator up to do it in late spring on the snow so it does not damage the muskeg outside the area being re-shaped.
- Build a learning-oriented terrain park! Past terrain parks have been too expert-oriented; leading to a high injury rate. Design the park for building skills and use it as a snow sports school resource. Shape it for minimal injury risk, and have a progression of easier to more difficult features.
- Better snowmaking is badly needed. With global warming, it may soon become a necessity. The lower half of the mountain frequently has thin snowcover, limiting operations. Our ancient snowmaking system requires significantly colder and lower-humidity conditions than current systems do.
- Glading the woods is a great idea - low cost; adds lots of terrain; good off-season work for patrollers and lift crew.
- Linking the lower and upper cross-country loops is a good idea. There used to be an old cat road that served to link them, but the Trickster run wiped out most of it when it was built. A separated, lower-angle climb would be nice. There is one infrequent avalanche runout to be crossed though, at the bottom of Showboat.
- Put the next lift to Eagle Creek Pass or Mt Troy. This area has high enough elevation for good snowcover, lots of moderate terrain, and most importantly it has midwinter sunshine and protection from the Taku winds.
- The next lift after that should go up Fish Creek Knob. Though it would ruin one of my personal favorite backcountry spots, its open forests lend themselves to runs.
- Night lighting is not a priority. Nice idea, but all runs used day and night will become hard and icy with that much use. Will require lots of grooming to maintain quality. Cost is probably not worth it for the amount of use it would probably have.

Lifts in Summer; Mountain Biking and Hiking

- Use the lifts in the summer! For mountain biking, hiking, sightseeing, tourists, and locals.
- **STRONG YES** on mountain biking trails! This could be a great recreational opportunity, create summertime lift revenue, and reach a wider segment of the community. Include skills parks to build skills, and include easy trails for the non-hardcore. Downhill trails in the East Bowl along the new road can be easily connected to it, and a trail along the Ridge would be great too. Again, gravel and culverts can be preplaced by snowcat in the spring. Bikers are enthusiastic enough to pitch in and help spread gravel in work parties. This is something I would personally use a lot.
- **STRONG NO** on internal combustion engines! Electric Segways on flat trails like the lower cross-country loop might be okay, but no mechanized recreation or tours should be allowed on the mountain! Eaglecrest is already heavily used by people hiking for turns in the pre and post-season times. The parking lot this week has looked like midseason, and the ski area is not even open yet. There is no place for motorized use on the mountain. Snowmachines tear deep trenches that ruin the conditions for skiers and snowboarders for weeks; they are no more appropriate in a ski area than my truck with studded tires is on a gymnasium floor! Summer ATV use chews even graveled trails terribly, and imposes its noise, crowds, and stink unfairly on all other users.
- Keep ski area equipment off the muskegs! Careless driving of heavy equipment and four-wheelers has badly chewed up the old bunny tow lifeline and the area around the base of Ptarmigan chair. These areas have become swamps that are near-impossible to hike through, and which don't readily freeze and accumulate snow in winter. Put in fill on the routes that need to be traveled when snowless, and stick to them! Fill and culverts can be pre-placed in the spring by snowcat.
- Don't drive wheeled equipment on the snow in the pre and post-season! And be sure to leave a skiable surface behind tracked vehicles. It has not been such an issue this year, but early last season, four-wheeler ruts and frozen-in tracks from snowcats driven without their beavertails were major hazards to people hiking for turns.
- Build more summertime hiking trails. Until the road went in, there was not even one constructed trail to hike at Eaglecrest, other than the short cross-country loop which now connects to the Treadwell Ditch. Eaglecrest is a logical trailhead for a network of trails up the ski area, Mt Troy, Mt Stewart, along both the Troy and Stewart ridges to the northwest, and along the Treadwell Ditch.

- There is a winter backcountry route already brushed up Mt Stewart that needs treadwork in some sections (dashed lines), as indicated on the map below. Other portions are routed through muskeg that is good for winter travel but is being destroyed by too much summer and fall traffic. It needs a reroute on drier soil along the dotted lines, and a short gravel section to connect the road up Black Bear with the lower part of the trail. It and all the ski trails in the area also need to be formally designated for ski and snowshoe travel only in winter, as the skin track on it is too often being destroyed by thoughtless bootpackers.



Base Facilities

- The day lodge should stay available for local rental for weddings, memorials, parties, and meetings. If tourism businesses need space that would otherwise compromise local use, let them help build the ski school and patrol facilities, and use them in summer.
- Provide services and events for locals and independent travelers in the day lodge in summer. In conjunction with hiking and biking trails, we need a little cafe with good food and live music. And events like the fair that Friends of Eaglecrest put on a few years ago. How about bike rentals and mountain bike skills lessons? Plays and other performances? Arts events? A ropes course? Jazz and Classics concerts?
- Put a cell phone antenna system in the cupolas on the base lodge, or on a mast on top of it! Use the revenue from the cell companies for the ski area, and provide better communications in the base lodge and parking lot areas.

- Support the Snow Sports School. The new classroom space and any other help the ski school needs to make snow sports available to more of the community are great ideas. More riders means more revenue, and more community support. Be sure there is enough classroom space in the new building for things like avalanche and emergency medical courses, and design the facility for use as summer meeting and classroom space as well as for winter use.
- The Ski Patrol needs better facilities. The aid room is small and up a steep hill. It needs better separation from other lodge uses, and the Patrol needs space for meetings, gear, lockers, and training. The Ski Club also needs space, and both organizations have quite a bit of money from Ski Sales to help make such facilities a reality. Shared or separate, facilities should be built for both.
- Lodging is unnecessary. We should support local hotels, motels, and bed and breakfasts. Work with them to provide good shuttle service for out-of-town visitors. Eaglecrest will never be a destination resort for people outside our region because our weather is too-frequently terrible.
- I am neutral on a bar. It would be nice to hang out in after a nice day, it would greatly enhance revenue, and everyone hangs out and drinks beer in the parking lot anyhow; but it might still result in a little more drunk driving on the access road, and enough of us go into the ditch already without chemical assistance.

thank you

Subject: eaglecrest survey comments

Date: November 28, 2011 8:18:47 AM AKST

Eaglecrest should not allow any motorized vehicles. Snowmobilers have taken over Dan Moller valley, do not stay on their side of Spaulding Meadows, and come way down the Eaglecrest side of Mt. Troy. There are less and less places where non-motorized people can go to avoid the noise, smell, and tracks. Getting out into the peace and quiet for unpolluted exercise is our goal. I suggested to the motorized fellows that if they get the Blackerby route, they needed to give Spaulding back to us non-motorized folks. They were shocked. It was obvious that they just want it all.

These two forms of recreation are NON-COMPATIBLE!!

In Hatcher Pass and on the Kenai, they designate separate areas for each (one side of the road for each). Juneau needs to designate separate areas also. Do not add them to Eaglecrest. It just makes us non-motorized people go elsewhere.

Subject: Eaglecrest master plan comments, followup

Date: November 30, 2011 9:39:36 AM AKST

I attended the Eaglecrest planning meeting earlier this month, where you all relayed the results of the public poll. Very enlightening! Viewing the poll results hasn't changed my original answers much, but I was surprised to find so much more support for motorized use than I expected, which was kind of alarming. So I do want to reiterate my strong opposition to that. I was also surprised to find so much support for a bar--- OK, I wasn't too surprised I guess. I think in the poll I was opposed (not strongly opposed) to alcohol being served at Eaglecrest, but if eaglecrest has to bring in more money, I would MUCH rather see a bar than snowmachines; I mean, skiers and boarders are drinking anyway, so maybe eaglecrest can profit from that. Thanks for providing this additional forum for comments.

Subject: Eaglecrest Master Plan Comments

Date: November 29, 2011 11:48:49 AM AKST

Thanks for this opportunity to comment on the future of Eaglecrest (EC). The reason I now live in Juneau is because Juneau had a ski area in 1980. I grew up skiing and it was my passion, and I followed my passion, which led me to live in Juneau.

I have used EC since 1980. My major use of the area has been downhill/telemark skiing both on and off-season. I have been a season pass holder for more than 20 years with some years with 60 days of lift-assisted use. Backcountry skiing accounts for over half of my telemark skiing activity. Access to non-motorized ski terrain is one of my highest priorities and should be the EC Plans highest value to retain. I also used the area frequently in the non-winter months for hiking, hunting access and photography. With the construction of the alpine road my non-winter use has increased dramatically for Mt Biking and hiking. Mountain Biking is also a passion and hiking is an in-grown love that allows me to experience the beauty of nature in a quiet setting. I also use EC for Nordic skiing. I volunteered with the Nordic Ski Club for over 12 years working with EC

to improve grooming and increasing Nordic trails and Nordic use. I have brushed the Nordic trails for several years to improve the trails early and late season skiing. EC provides a unique Nordic opportunity of hilly terrain free of dog and hiker tracks. I have also supported EC several times by donating money to build the Porcupine Lift and equipment for Nordic grooming. I am heavily invested in EC and feel a great amount of ownership in the area.

Please take into account and retain all the values that make this the crown jewel of ski areas that has defined Juneau skier's quality of life. Listed below are my comments and concerns:

1) Do not allow motorized use, electric or carbon based in the ski area boundary. Motorized use in the Dan Moller bowl displaced numerous skiers to use Mt. Troy and in the past 5 yrs, motorized use on the NW side of Mt. Troy has been increasing. They are now encroaching inside the EC boundary, and this use will only increase with the advent of more powerful and lighter snowmachines. This use has displaced skiers to use the Mt. Stewart and EC areas more frequently. With the advent of Alpine Touring bindings backcountry use has exploded, making it very difficult to find unused areas to ski. I have worked as a land manager in the recreation field for the Forest Service on the Juneau Ranger District and worked on Off Road Vehicle issues for 20 years. In almost all instances motorized and non-motorized use are not compatible, usually with the motorized user displacing the non-motorized user. Motorized use of the EC alpine road either gasoline or electric will displace existing hikers and bikers.

2) Aggressively pursue management of the state lands adjoining the EC management area and designate it non-motorized use. Backcountry skiers want to protect the NW side of Mt. Troy, the Hilda Valley, East Peak, West Ridge and Mt. Stewart Areas for non-motorized recreation. This should be the top priority of the plan. Noise and destruction of ski opportunities from motorized users is increasing and is detrimental to non-motorized users. Backcountry non-motorized use had exploded and continues to increase every year, the plan should provide more opportunities for this expanded use.

3) Aggressively pursue development of hiking and biking trails for summer use in the EC ski area for recreation and commercial use. Juneau is a hiking town and is becoming more of a biking town. The advent of full suspension bikes has allowed bikers to utilize rougher roads and trails for recreation opportunities and has increased local use of bikes on most trails in Juneau. The use of bikes on the Herbert River Trail and the Treadwell Ditch has increased significantly due to improvements to the trail tread and installation of bridges. Juneau does not have an alpine trail accessible to bikes. The EC alpine road could provide an economical way to transport rock to develop trails on the west ridge and downhill runs at EC. Juneau has a very active hiking and biking community, many who are willing to volunteer to provide more hiking and biking opportunities by assisting with trail construction.

4) Develop Nordic trails in the Croypley Lake area and connect it to the existing cat track that intersects the top of the Logjam ski run. The terrain by Croypley Lake is very favorable for Nordic skiing and would provide a higher elevation area with dryer snow conditions and more challenging terrain than the Lower Loop. Climate Change will only continue to limit the Nordic opportunities at the Lower Loop. The Croypley area provides high elevation snow conditions, longer season period and more and gentler terrain than the Hilda Nordic Loop.

Above all please consider the non-monetary values that EC provides to our community. EC is the best mental health plan in our community. The benefits it provides our youth and young adults and all other ages is enormous! One has to consider what Juneau would be like without EC. What would the rates of alcohol and drug use, vandalism, and health ailments without EC? It is hard to

put a number on it but it would be staggering! How much is that worth, worth more than any amount of money can buy! EC should continue to be supported by the CBJ for these reasons. No public recreation facility pays for itself, the ball fields, Treadwell Arena, Swimming Pools etc. and not all residents use the facilities, but all residents benefit from a more connected, healthy and active community!

Supporters of Eaglecrest

Comments Submitted in Consideration of the Revised Eaglecrest Master Plan

November 26, 2011

Juneau, Alaska

The Supporters of Eaglecrest is an ad hoc organization formed to protect and promote non-motorized recreation in the upper Fish Creek valley.

For the purposes of this document written by the Supporters of Eaglecrest, the upper Fish Creek valley is defined to be of city, state and federal lands lying west of a north-south line bisecting the summit of Mt. Troy and extending west to Mt. Ben Stuart, on Douglas Island, Juneau, Alaska.

Supporters of Eaglecrest • 4456 Mountainside Drive, Juneau, AK 99801 • save.our.hill@gmail.com

Background

The Supporters of Eaglecrest (SOE) is an ad hoc group formed in response to a 2007 proposal by the Juneau Snowmobile Club that sought snowmachine access to lands in the upper Fish Creek Valley. Roughly 700 signatures were gathered and uncounted comments and testimony offered from individuals opposing the Snowmobile Club's proposal and opposing the overturning of the non-motorized status quo state of the upper Fish Creek Valley city lands.

These lands owned by the City and Borough of Juneau (CBJ) are classified as non-motorized and are guided by municipal code 67.01.090 (e). This CBJ code applies to the city's 1430 acres in the upper Fish Creek Valley and reads that "no person shall operate any motor-driven vehicle within any recreation area except on the roadways and parking areas designated for such motor vehicles and no person shall allow a motor vehicle owned or controlled by him or her to be so operated."

An extensive public debate ensued in response to the Club's proposal. Surveys were conducted, meetings held, public testimony taken, and the clear message sent to the CBJ assembly and the Eaglecrest Board of Directors was that human-powered outdoor recreation and the use of snowmachines are incompatible uses. The Snowmachine Club access proposal was denied and both sides came together in a still-ongoing attempt to find an additional, new location suitable for snowmachine use.

Comments submitted in 2007 by SOE urged the planning committee to strongly consider the following points:

- (1) maintain current municipal code(s) prohibiting the operation of motor-driven vehicles in the upper Fish Creek Valley;
- (2) partner with State of Alaska Department of Natural Resources and United States Forest Service land managers to incorporate into their land use plans, code(s) prohibiting the operation of motor-driven vehicles on Douglas Island north {and west} of Mt. Troy. Specifically, the codes should apply to the areas and elevations currently and regularly accessed from Eaglecrest for non-motorized recreation.
- (3) partner with State of Alaska Department of Natural Resources and United States Forest Service land managers, and groups representing motorized and non-motorized users, to identify and acquire access to new area(s) for snowmobile use other than on Douglas Island north {and west} of Mt. Troy.

Further, SOE comments stated that, "These provisions simply clarify long-standing precepts for the creation and development of Eaglecrest, and support existing uses. Ignoring these issues offers only more conflict. Resolving them will insure the continued growth and well-being of this important community recreation area."

Today

The strong message sent by the Juneau public ensured, in the 2007 decision, the integrity of the first point ((1) above) sought by SOE, the preservation of municipal code 67.01.090 (e). The upper Fish Creek Valley (i.e., land above some elevation that lies west of a north-south line bisecting the summit of Mt Troy, or UFCV) and Eaglecrest Ski Area should remain, by design in the new Master Plan, a quiet, isolated region where Juneau's many hikers, skiers, runners, bikers, berry pickers and others can recreate in a relatively quiet non-motorized setting.

Efforts of an ad hoc organization called the Alpine Working Group addressed the third point ((3) above) sought by SOE. The Alpine Working Group brought together a collection of snowmachine riders, backcountry skiers, trail organizations and land managers in an effort to test the Blackerby Ridge area for snowmachine use. Efforts are underway to determine if this area will be able to safely address the needs of Snowmobile Club riders.

The second point sought by SOE ((2) above) during the 2007 debate has yet to be addressed and we believe that the developing revision to the Eaglecrest Master Plan is the proper forum. SOE believes it imperative that the developing Master Plan: (A) maintain an explicit prohibition on motorized recreation on CBJ lands surrounding Eaglecrest (i.e., the UFCV as defined above), and (B) recommend specific changes in land management of UFCV lands for the long-term benefit of this valuable community resource, such as those we have suggested and discuss below.

Ownership in the UFCV is a patchwork of parcels, some city-owned, others state- or federally-owned. In the late 1970's CBJ selected 1430 acres from U.S. Forest Service lands previously conveyed to the State of Alaska for development of the Eaglecrest Ski Area. The existing boundary of the Eaglecrest Ski Area currently encompasses but 520 of these acres. Surrounding state lands totalling 2450 acres were originally selected by the state but not added to the city's holdings. According to the Juneau State Land Plan these two adjacent parcels of state land were selected from federal lands "for community expansion and community recreation including expansion of the Eaglecrest Ski Area." Management intent for these adjacent state lands includes that "facilities associated with Eaglecrest and its expansion may be authorized in this area in the future." This subunit, known as Subunit 8a25, includes the west side of Mt Troy and much of Mt Ben Stewart, two areas that have become very popular backcountry skiing locations.

Regarding recommendation (B) above, SOE strongly recommends that CBJ pursue, via recommendations in the Master Plan, either one of two concepts, both aimed at allowing for future ski area expansion or a buffer having the ability to maintain a quality non-motorized outdoor use corridor sought by thousands of local residents. The first option would be the conveyance of a portion of abutting state or federal lands to CBJ. Once conveyed, ordinance 67.01.090 (e) must apply as well to this additional acreage. The second option would be for CBJ to seek compatibility in land status with those lands directly abutting the cities holdings, in essence wrapping existing CBJ non-motorized lands with additional non-motorized acreage.

A map is attached to these comments indicating those areas that historically have and currently see dramatic growth in backcountry use. SOE provides this map to both visually

demonstrate where present human-powered recreation occurs on a regular basis as well as to improve communication about these places by providing common names used by outdoor recreationists.

In addition to SOE's main recommendations, above, we note that because the location of existing boundaries is unclear to UFCV users, widespread misperceptions exist as to what and where specific activities are permissible. This has led to conflict between skiers and snowmachine riders who believe, for example, that the orange-signs, which mark lands actively patrolled by the Eaglecrest ski patrol, indicate the boundary of CBJ lands and hence, the boundary of where snowmachine activity is permitted. In reality, all orange ski area boundary signs simply indicate the perimeter of that area where avalanche control is performed by the ski patrol, only 520 acres of CBJ's 1430 total acreage. We suggest that a short-term solution to this confusion is simply to improve signage.

In the near term, SOE strongly recommends that the true boundary of CBJ lands, the 1430 acres of lands presently managed under 67.01.090 (e), be clearly marked with proper wording that indicates that these CBJ lands are closed to motor vehicles. Hand-in-hand with this signing process should be an educational component that informs land users of the land status. The use on motorized vehicles on the west side of Mt Troy, as another example, should also be clarified with signage and/or education.

Finally, In your planning materials, a map entitled "Multi-Season Recreation at Eaglecrest: Recreation Use Areas", shows numerous land areas, under varied ownership, surrounded by a blue line. Encased in this blue line are new land-used designations, such as 'Passive Alpine Recreation' or 'Potentially Active Alpine Recreation'. SOE asks the planning team to incorporate language into the definitions of these land-use designations that seeks eventual non-motorized status of these lands. As stated earlier, possible methods for such status could be conveyance or cooperative effort on the part of land managers.

SOE believes the boundary issue to be one of the most important issues facing the Eaglecrest Ski Area. With the increase in snowmachine power, Eaglecrest is slowly being surrounded by motorized travelers, greatly diminishing the quality of today's non-motorized recreational experience. Further user conflicts and potentially dangerous accidents in the UFCV are real possibilities that can be controlled in the Master Plan .

Closing Comments

Recent demographics and development trends reported by ski areas in the lower 48 states can be included in the Master Plan to help explain the long-term approach to land management for the upper Fish Creek Valley; SOE can help with this as desired. In particular, public demand and the rapid increase of backcountry and sidecountry skiing has prompted many ski areas to expand their management areas to include this developing ski component as part of their missions. Back and side country access from within ski area boundaries is increasingly common and ski area managers nationwide are recognizing the importance of this asset to their businesses. The existence of these 'hike-to' ski runs is becoming a powerful draw for business at many ski resorts.

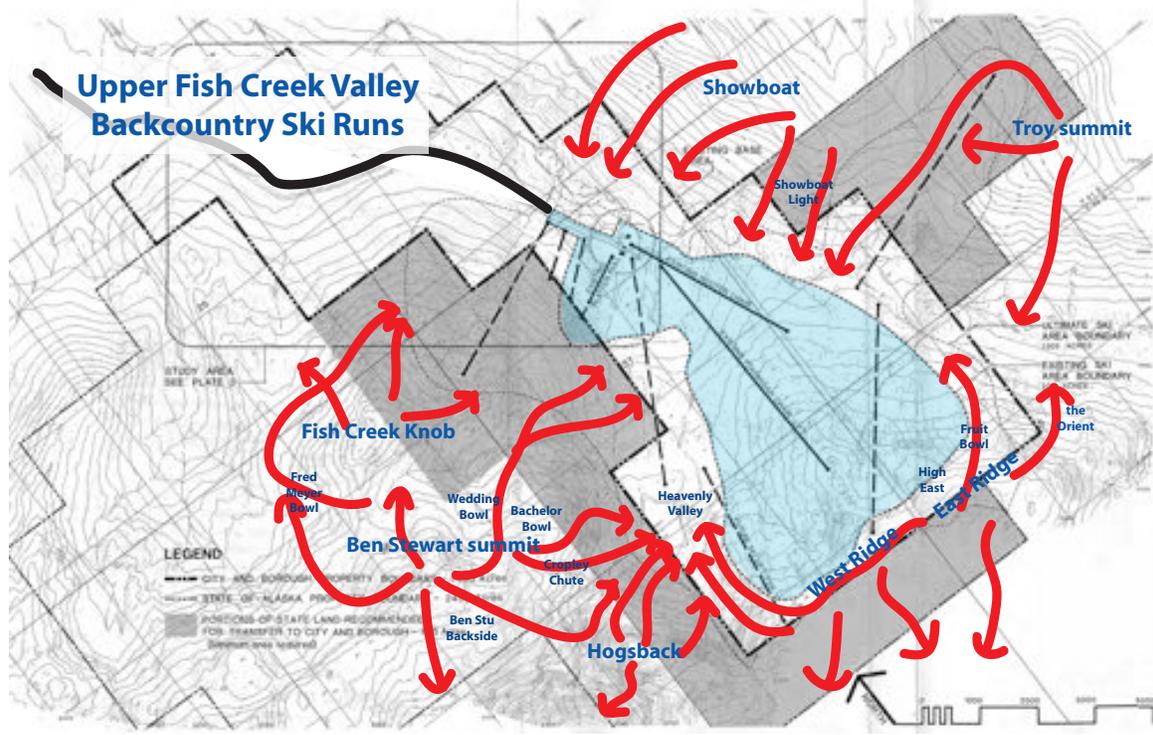
In addition, a push for 'green' ski areas has swept the west over the last decade. Advocating for quiet and resource-friendly skiing, numerous ski areas have or are now taking steps to provide a recreational experience free of the everyday stresses of normal life. By providing land buffers to separate motorized and non-motorized uses and by eliminating diesel power generation many ski areas now offer a silent hill where skiers can truly feel that they have gotten away from it all.

Rapid growth of Juneau's backcountry recreation population is well known to the many who venture beyond the groomed runs as well as those working to create a safe environment within the bounds of the patrolled ski area. Areas adjacent to Eaglecrest only occasionally visited from within bounds ten years ago are now often 'tracked up' within a day after new snowfall. This activity parallels national growth in the backcountry telemark and alpine touring industries and clearly illustrates Eaglecrest's need to be proactive in ensuring the maintenance of these areas for the growing population of users.

SOE appreciates the opportunity to offer suggestions for the new Eaglecrest Master Plan. We look forward to further discussions regarding these issues and are available at any time to do so.

Sincerely,

Supporters of Eaglecrest



Supporters of Eaglecrest

**Response to the
Eaglecrest Board of Directors
on the Juneau Snowmobile Club's
2007 Proposal for Eaglecrest Access**



Working to protect nonmotorized recreation in the upper Fish Creek valley.

**Response to the
Eaglecrest Board of Directors
on the Juneau Snowmobile Club's
2007 Proposal for Eaglecrest Access**

by

Supporters of Eaglecrest

May 15, 2007

Juneau, Alaska

The Supporters of Eaglecrest is an ad hoc organization formed to protect non-motorized recreation uses in the upper Fish Creek valley.

For the purposes of this document and other documents written by the Supporters of Eaglecrest, the upper Fish Creek valley is defined to be of city, state and federal lands lying between the summits of Mt. Troy and Mt. Ben Stewart, on Douglas Island, Juneau, Alaska.

Supporters of Eaglecrest • 1014 Bonnie Doon, Juneau, AK 99801 • save.our.hill@gmail.com

Introduction

The Supporters of Eaglecrest is an ad hoc group formed in response to recent proposals by the Juneau Snowmobile Club. These proposals which seek access to the upper Fish Creek valley lands surrounding the city-supported ski area have the ability to fundamentally alter the character of experience sought by thousands of Juneau residents. These proposals would, if granted, displace existing human-powered users and turn the entire Douglas Island backcountry over to snow machines. This would represent a massive transfer of recreational opportunity from an established and active user group to one that has no significant history of operating in this area.

The following pages explain our perspective and detail the on-the-ground truths regarding present use of these lands. The Supporters of Eaglecrest would also like to begin a discussion regarding the long-term health and integrity of Eaglecrest. It is imperative that our community begin taking a broader look at this important community resource and steps necessary to ensure its viability for future generations.

The proposals offered by the Snowmobile Club point to the pressing need to provide Eaglecrest with additional lands or land management authority allowing for future expansion, and a buffer that will maintain the quality of the outdoor experience presently sought by thousands of local residents.

Recent trends noted by ski areas in the lower 48 states should be included in our discussion and applied here at home. Rapid increase of backcountry use has prompted many ski areas to expand their management areas to include this developing ski component as part of their missions. Backcountry access from within ski area boundaries is increasingly common and ski area managers nationwide are recognizing the importance of this asset to their businesses. The existence of these 'hike-to' ski runs is becoming a powerful draw for business at many ski resorts.

In addition, a push for 'green' ski areas has swept the west over the last decade. Advocating for quiet and resource-friendly skiing, numerous ski areas have or are now taking the steps necessary to provide a unique recreational experience, one that is free of the everyday stresses of normal life. By providing land buffers to separate motorized and non-motorized uses and by eliminating diesel power generation many ski areas now offer a silent hill where skiers can truly feel that they have gotten away from it all.

Rapid growth of the local backcountry recreation population is well known to the many who venture beyond the groomed runs. Areas adjacent to Eaglecrest only occasionally visited from within bounds ten years ago are now often 'tracked up' within a day after new snowfall. This activity parallels national growth in the telemark and alpine touring industries and clearly illustrates Eaglecrest's need to be proactive in ensuring the maintenance of these areas for the growing population of users.

The recent Snowmobile Club proposals clearly indicate the threats present to the long-term health of Eaglecrest. Many of the areas experiencing tremendous backcountry user growth are the very areas now sought by snow machiners. And, with future development of the

north end and back side of Douglas Island, access to lands surrounding Eaglecrest will become increasingly easy. Steps need to be taken soon to protect the current and future value that Eaglecrest offers our community.

The Supporters of Eaglecrest urges the Eaglecrest Board of Directors and the CBJ assembly to:

- (1) maintain current municipal code(s) prohibiting the operation of motor-driven vehicles in the upper Fish Creek Valley;
- (2) partner with State of Alaska Department of Natural Resources and United States Forest Service land managers to incorporate into their land use plans, code(s) prohibiting the operation of motor-driven vehicles on Douglas Island north of Mt. Troy. Specifically, the codes should apply to the areas and elevations currently and regularly accessed from Eaglecrest for non-motorized recreation.
- (3) partner with State of Alaska Department of Natural Resources and United States Forest Service land managers, and groups representing motorized and non-motorized users, to identify and acquire access to new area(s) for snowmobile use other than on Douglas Island north of Mt. Troy.

These provisions simply clarify long-standing precepts for the creation and development of Eaglecrest, and support existing uses. Ignoring these issues offers only more conflict. Resolving them will insure the continued growth and well being of this important community recreation area.



Who We Are

Hikers

Alpine Skiers

Nordic Skiers

Snowshoe Hikers

Backcountry Skiers

Hunters

Who We Are

The Supporters of Eaglecrest has formed to coordinate efforts to protect the unique and special character of the upper Fish Creek Valley. Encompassing both city, state and federal lands, this inland island area is the destination of individuals in search of a non-motorized recreational experience. Such an area is increasingly challenging to come by as the number of backcountry users grows. With rapid increases in local air traffic and motorized recreation over recent years, the upper Fish Creek Valley has become to many a last holdout for human-powered play.

The initial aim of the Supporters of Eaglecrest is the protection of the non-motorized status of City and Borough of Juneau lands within the upper Fish Creek valley. These lands presently surround and include the Eaglecrest Ski Area. We work with a diverse array of groups and individuals, from the chairlift skier to the backcountry ski/hiker, from grouse hunters and blueberry pickers to snowshoers and Nordic enthusiasts. Our primary concern is that the “disparity between motorized and non-motorized opportunity and access is repeated on a forest-by-forest and state-by-state basis across the region. The result is a dwindling opportunity for skiers and snowshoers to find a quality recreation experience and escalating conflict between motorized and non-motorized user groups.”¹

¹ Winter Wildlands Alliance, *Winter Recreation on Western National Forest Lands*, July 2006, p1.

The mission of the Supporters of Eaglecrest reads as follows, "The Supporters of Eaglecrest advocate protecting the upper Fish Creek valley area for its value as a safe and quiet place for Nordic and alpine skiers, snowboarders, snowshoers and hikers. We support the existing City and Borough of Juneau ordinance prohibiting the use of motorized vehicles within this valley during any season."

Municipal code 67.01.090 (e) applies to the city's 1430 acres in the upper Fish Creek valley and reads that "no person shall operate any motor-driven vehicle within any recreation area except on the roadways and parking areas designated for such motor vehicles and no person shall allow a motor vehicle owned or controlled by him or her to be so operated."

It is also important to note the original management intent for the remaining 2540 acres of state-owned land adjacent to the 1430 acres of CBJ selected lands. Known as subunits 8a25 and 8a26, this acreage, while selected from Forest Service lands but not conveyed to the city, "**will be managed for recreation, communication facilities, and watershed protection for Fish Creek. Although an expansion of Eaglecrest is not currently proposed, facilities associated with Eaglecrest and its expansion may be authorized in this area in the future.**"²

The Supporters of Eaglecrest exist due to a very simple fact. Growth in the outdoor recreation industry has skyrocketed over the last decade. Today there are literally millions more on-foot backcountry users nationwide than just a decade ago. Juneau's population has grown in step with this national trend. Yet, our land area remains unchanged. There is only so much land available for our local population to share. A denser population of diverse users within the same acreage is all that is needed for conflict. Conflicts between snow machines and on-foot users are far from new and have reached the highest levels of our government. As far back as 1972, President Richard Nixon signed Executive Order #11644 in part to "minimize conflicts between various users" on public lands where motorized and non-motorized users interact. Today, with nearly 12 million snowmobilers and twenty million backcountry skiers and snowshoers (does **not** include alpine or chairlift skiers), our lands are ripe for conflict.³ Examples from across the nation point to user group separation as the only successful method of conflict avoidance.

The Supporters of Eaglecrest strongly agree with the need to keep motorized and non-motorized interests apart from one another. While on-foot recreationists may have little impact on those with motors, the opposite is true in nearly every instance. A small group of snowmobiles can completely alter and destroy all that on-foot recreationists seek: quiet, solitude, clean air, safe opportunities, untracked snow, a noise-free experience. These qualities can still be found in the upper Fish Creek valley. The Supporters of Eaglecrest encourages all land use managers to ensure that future generations will find them here as well.

² The Juneau State Land Plan, Ch.3, Policies for Each Management Unit, p. 3-153

³ See footnote 1 at p3.

Eaglecrest Operating Season

- 1,866 Season Passes and 12,104 day tickets sold for 06-07
- 45% skiers at Eaglecrest < 21 years old
- 47,000 annual skier visits (03-05 average)
- Juneau is home to nearly 7,300 skiers and snowboarders...23% of the population (2003)

Seasonal Use of the Eaglecrest Ski Area and the Upper Fish Creek Valley

Over the 2006-2007 season, 1866 season pass holders and 12,104 day ticket purchasers enjoyed the lift-served recreational benefits of the Eaglecrest Ski Area. Additionally, it is estimated that there were more than 200 Nordic ski pass holders paying for the use of both the upper and lower Nordic loops presently maintained by Eaglecrest and volunteers from the Juneau Nordic Ski Club. The Eaglecrest Ski Area provides the only chairlift-assisted alpine skiing in all of southeast Alaska. This unique status makes Eaglecrest not only a resource for Juneau residents, but residents from around the panhandle. It is not uncommon to see large school groups from out of town spending a weekend on the hill.

Eaglecrest and its unique location in the upper Fish Creek valley also provide unparalleled opportunities for backcountry skiing, a rapidly growing form of outdoor recreation where the skier uses his/her own leg power to reach the top of the ski run. Local interest in this form of skiing has skyrocketed in and around Juneau. Without a great deal of effort it is possible to ride the lifts at Eaglecrest and hike to a wide array of world-class ski runs. The surrounding mountain peaks have seen tremendous growth in visitation by backcountry skiers. It is not uncommon to encounter a dozen or more skiers and snowboarders at one time enjoying the untouched snows of one of the numerous

back bowls. Sadly, snow machine use has begun to displace skiers on the north side of Mt. Troy. On the adjacent fold-out page is a map that shows the more common backcountry ski runs utilized at the Eaglecrest Recreation Area. All of these backcountry runs are accessed from the ski area and it is a common sight from the chairlift to see skiers and snowboarders at nearly all of these locations on any given day.

The interest in backcountry skiing and the evolving equipment that makes it easy have essentially extended the ski season for hundreds of local skiers. During the season, the two days each week that Eaglecrest is closed can offer some of the week's best snow conditions. More people than ever hike up and from Eaglecrest each Monday and Tuesday, and many come to enjoy the slopes that will remain ungroomed until Wednesday morning.

According to a market study completed by the McDowell Group in May of 2002, Juneau is home to roughly 7,300 skiers and snowboarders. This number represents nearly 23% of the 2003 population of Juneau. The same study also determined that roughly 28% of all households in Juneau are home to a least one skier or snowboarder.⁴

Use of the upper Fish Creek valley and the recreational facilities at Eaglecrest are not limited to alpine and backcountry skiers. Nordic skiing has been available in the lower Hilda meadow for over 30 years. With the subsequent creation of the upper Hilda Nordic loop, this area's value to the Nordic community surged, especially during warmer winters when rain dominates at sea level. Both of these cross-country ski options draw thousands of Nordic ski visits each year. Other locations, like Mt. Troy, Table Mountain and Cropley Lake have been cross-country ski locations for decades.

Additionally, groups such as the high school cross-country team and weekend and mid-week hiking groups utilize Eaglecrest and the neighboring nordic facilities. It is not uncommon to see a group of 6-10 teens on snowshoes running the upper Hilda loop early in the morning or to see a group of 12 retirees exploring the slopes on their Wednesday hike to Cropley Lake.

⁴ McDowell Group, *Eaglecrest Ski Area Market Analysis*. Prepared for the City and Borough of Juneau, May 2002.

Shoulder Season Use

Date	Time	# Users
Wed 4/18	11am-5pm	38
Th 4/19	10am-5:30pm	65
Fr 4/20	11:30am-5:15pm	70
Sat 4/21	10:30am-5:30pm	135
Sun 4/22	9am-5:15pm	144
	TOTAL	452

321 DIFFERENT PEOPLE

The 'Extended' Season

The closing of the chairlifts at Eaglecrest does not signal the end of Juneau's ski season. In fact, to many skiers this event marks the start of the 'second season.' From the first snowfall to the last white patch on the ground, hikers, skiers and numerous others are out in search of snow-based recreation.

The number of backcountry visits over any time period can be challenging to determine, but recent surveys conducted by the Supporters of Eaglecrest indicate that upwards of 300 visitors, from skiers to dog walkers, may utilize the easy access to snow offered by Eaglecrest over the course of a weekend. During one 5-day period that we observed use at Eaglecrest, a minimum of 321 different individuals recreated in some way on city and state lands between Mt. Troy and Mt. Ben Stewart.

The table above offers a summary the data collected. It is important to note that the survey date is incomplete. We did not survey users at the Eaglecrest parking lot in most mornings or evenings. (See table above for survey times.) Also important is the fact that three of the five days listed were weekdays. Reports indicate that at the end of the work day many more people make their way to Eaglecrest to enjoy the spring conditions.

This high post-season use in the upper Fish Creek valley and at Eaglecrest is the result of quick and easy access to good snow and good skiing. It is often said that skiers can go anywhere. This may be true, but only in the context of time. A trip to the north side of Mt. Roberts can easily be six hours long. A day of skiing on Sheep Peak can swallow between six and nine hours. The same time frames hold true for mountains such as McGinnis, Cairn Peak or Thunder Mountain. For the majority of Juneau skiers who only have a few hours, the answer lies at the end of the Fish Creek Road. There are many early risers in Juneau who leave home between the hours of 4:30 a.m. and 5:30 a.m. in order to hike up the ski area, Mt. Troy, or Mt Ben Stewart to ski before work. More people are able to take an extended lunch hour and ski a mid-day run or two. These are the recreationists found in the parking lot surveys. After the work day is done is yet another opportunity for the ski, snowboard and snowshoers of Juneau to get to the hill for exercise, quiet and fresh air.

A second post-season study was also conducted. Each day at roughly noon, over the course of the middle two weeks of April, on closed days only, a Supporter of Eaglecrest drove through the parking lot and made note of the following: time, weather, number of vehicles and the number of people preparing to recreate. While just a snapshot of activity on the hill, we conclude that there were an average of 42 persons out on each of these days. Although not as comprehensive as the working-hours survey, this survey indicates that bad weather did not limit users. People were out each day, rain or shine.

The natural qualities that bless the upper Fish Creek valley attract many people who do not ski or snowboard. Both in-season and post-season, The Juneau Alpine Club can often be found on the surrounding snow slopes of Mt. Troy and Mt. Ben Stewart, either practicing climbing and rescue techniques or just tromping about outside. University of Alaska outdoor recreation classes can be found practicing snow climbing and snow rescue on the slopes of Mt. Ben Stewart. Avalanche safety classes are held at the base of both of the peaks and in the higher bowls. Search and rescue dogs are trained along the bounds of the Eaglecrest Ski Area or on the adjacent slopes of Troy and Stewart. Snowshoers and mid-week and weekend hiking organizations utilize these quiet areas for recreational pursuit. Lastly, teenagers can very often be found in droves, from the upper East Bowl to the lower ski slopes, building snow jumps from October to June. These young skiers and snowboarders were a frequent site this winter along the lower slopes of Mt. Troy and atop the east ridge.

Incompatible Uses



User Displacement

Nationwide, it is well-documented that when motorized and non-motorized recreation occur in the same area, the non-motorized group is displaced. The fundamental nature of motorized recreation quickly destroys the very basis of what on-foot recreationists seek during their outings. Rather than accept this degradation and attempt to cope with the effects of snowmobiles, skiers, snow shoers and hikers most often choose to go elsewhere. The combination of noise, exhaust, safety and uncomfortable social interaction provide little incentive to remain. Although the areas most enjoyed by both groups are commonly called "multi-use," they are essentially single-use as the opportunity for a quality human-powered experience is greatly diminished or even lost. Given the often one-way nature of the conflict between motorized and non-motorized users, it is not surprising that non-motorized groups may experience dissatisfaction with the visible environmental impacts, noise, and perceived safety hazards of ORV use. While the presence of just one snowmobile can affect any number of skiers and hikers, many skiers and hikers can have little affect the snowmobile rider.

The best evidence for this displacement locally centers around the Dan Moeller basin. Once the original Juneau ski area, this valley was once a prime destination for skiers and snowshoers. The dramatic increase in snow machine use in the Dan Moeller basin in the mid-1990's corresponds with a reflective drop in use by on-foot

recreationists. Similarly, very few skiers now use the Mt. Jumbo (Mt. Bradley) area due to the presence of snow machines. The simple fact is that motorized recreation is not compatible with human-powered recreation. Human-powered users are nearly always displaced.

The issue of displacement raises deep concerns about balance. The immediate question that comes to most people's minds is, "How much land should be allocated to one very small user group, in light of the exclusionary nature of this group's activity?" Generously assuming that there are 300 snow machines in Juneau with a population of 34,000 residents, we must ask ourselves how much land area this slightly less than 1% of the city's population deserves. If the SE Group and McDowell Groups are correct in estimating upwards of 7300 skiers and snowboarders in Juneau, then we are now facing a situation where potentially 23% of the population of Juneau would in some way deal with the impacts of a user group that is very much a minority. Although not all these skiers and snowboarders will be impacted, a situation where 1% of the population is adversely impacting a much greater percentage is poor public policy.

Noise

Nationwide, noise is regulated through executive orders, statutes, rules and ordinances from the highest levels of the federal government to small towns throughout the country.⁵ The snowmobile community acknowledges that snowmobile noise is a large enough problem that it is a threat to their pursuit.⁶

Noise is one of the primary factors in the displacement of other user groups. Under the best conditions, even stock four-stroke snowmobiles can be heard at distance of a half mile, and in less ideal circumstances the machines can be heard as far away as two miles. Despite the trend towards four-stroke engines, the proposal by the Juneau Snowmobile Club states that, "Most all sleds in Juneau are two-stroke snowmobiles." These two-stroke machines are far louder than their modern four-stroke counterparts. The social nature of motorized recreation exacerbates the noise problem. It is more likely to have a group of snowmobiles operating together, creating a disturbance far greater than that of a solitary machine.

Numerous studies have been performed to learn more about the nature of conflicts between motorized and non-motorized user groups. Once again, such studies point to the asymmetrical nature of the conflict. Where noise is often encouraged by the snowmobile industry as a tangible representation of power, this noise forces others to find quieter locations.

⁵ Executive Order 11644, Feb.8, 1972; 42 U.S.C.S.A. 4321; 36 C.F.R. 2.18; Blaine County Code, Title 5, Ch.2

⁶ Morris, "Snowmobilers Gather in NH to Discuss Noise and Other Problems that Threaten their Sport," The Union Leader (Manchester, NH) 9/13/98

Exhaust

According to a report by the Congressional Research Service, a typical snowmobile emits as much hydrocarbon in one day as a 2001 model automobile emits in 8-10 years of operation and may also emit as much carbon monoxide in an hour as the 2001 auto does in 1520 miles of driving.⁷ In fact, the emissions of the machines are cited by snowmobile publications as part of the allure. On Zeelinx.com a promotional line reads, "It's bumpy and noisy and smells of gasoline, but, hey man, snowmobiling is fun."⁸

The nature of local landscapes can trap exhaust pollutants, allowing them to sit at valley bottoms for long periods of time. While just one 2-stroke snowmobile can produce this effect, the combination of numerous machines in one area can produce offensive odor that can last for hours, especially in a situation where temperature inversion and a lack of air movement act to hold the exhaust in place. We have heard from local nordic skiers that the exhaust fumes sometimes collect across parts of the lower Hilda loop

It is commonplace to hear the argument from snowmobilers that their machines do not smell and that the effects of the exhaust are greatly exaggerated. A recent entry on the local Juneau Empire natural resources blog "The Muskegger" stated that one would have to have their head in the exhaust pipe to be able to smell the machine.⁹ Again, this perspective resonates with the one-sided nature of the conflict. Snowmobiles obviously move quickly away from their own emissions and they are much less sensitized to these smells.

Nearly all on-foot recreationists declare that the lingering smell of 2-stroke engines is one of the primary disturbances they are seeking to escape.

Tracks

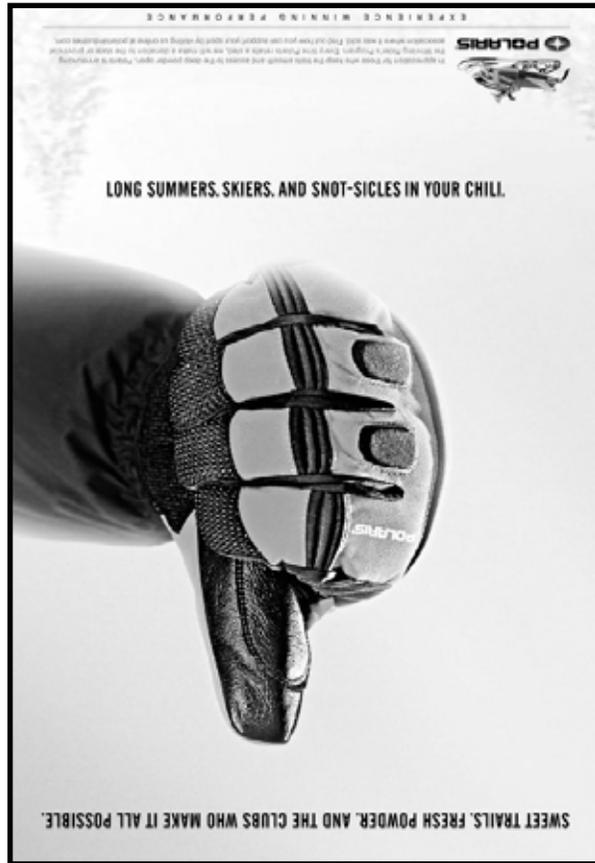
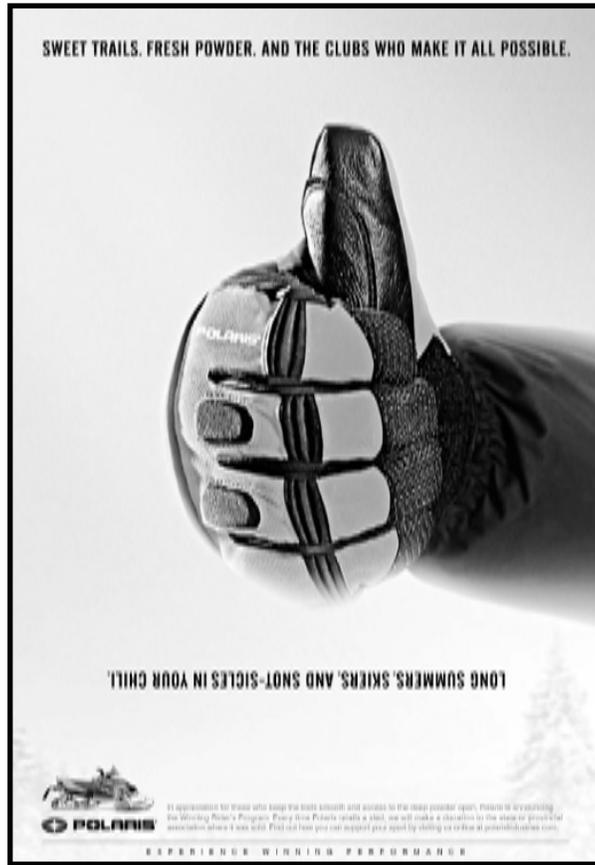
Snowmobilers and skier and boarders often seek the same resource...untracked snow. While local populations of backcountry skiers can enjoy making tracks on one slope for hours and even days, a small number of snowmobiles can completely track all of the snow in a very large area in but a fraction of the time. The impact on snow conditions of one snowmobile far surpasses that of backcountry recreationists. Attempting to ski in areas previously tracked up by snowmobiles can be frustrating and even dangerous. Having more horsepower and the ability to cover large distances quickly in no way gives one user group the right to a greater land area than another user group. This point is especially applicable in light of the gross difference in the size of these groups.

⁷ CRS Report for Congress, "Snowmobiles: Environmental Standards and Access to National Parks," December 5, 2006, p. 8.

⁸ See e.g. the promotion for ZeeLinX at www.zeelinx.com/List_2C1L38T3M5S10.aspx.

⁹ See www.juneaublogger.com/naturalresources.

Supporters of Eaglecrest



Full page advertisement by the Polaris Snowmachine Company in national magazines. Not the thumbs-down emphasis about skiers.

Safety is No Accident



Safety

Safety is a very important issue in 'multiple use' areas where different user groups come into contact with one another. In the case of mixing motorized and non-motorized users, the safety of the non-motorized group can be greatly compromised. Aggression and power are common hallmarks of the snowmobile industry which culminate in hostile marketing against skiers. (See the Polaris ad on the preceding page.) While such top-down messages do not promote irresponsible and unsafe behavior outright, they do represent the negative, conflict-ridden attitude that is common among many users.

Potential collisions are a very real threat to non-motorized users. Modern snowmobiles have upwards of 150 horsepower engines and can achieve speeds of over 100 mph. A snowmobile traveling a fraction of that speed will take a large distance to stop and the non-motorized user may have no way of avoiding a collision. There is considerably less danger to the motorized user as the mass of a snowmobile and its rider may be five times that of the non-motorized user. Furthermore, traveling at high speed can reduce a rider's awareness of the details of the surrounding landscape.

The potential for danger from avalanche increases exponentially when snowmobiles are introduced into the backcountry. One snowmobile on an unstable snowpack above slow-moving skiers can place the skiers in great danger. The weight of a

snowmobile and rider can trigger a slide long before the occurrence of a natural release. Skiers below may be completely unaware of the danger above. Snowmobilers are quick to point out that the number of deaths or injuries from snowmobile-induced avalanche or even collision are few. This low rate is more reflective of user displacement than a reflection on safety. In the majority of instances, non-motorized users are no longer frequenting the area busy with snowmobilers.

A recent entry on the Juneau Empire's Muskegger blog stated that skiers and snowboarders drink alcohol like everyone else. More important to note is that alcohol impaired fatalities in snowmobiling occur at a larger rate than any other type of vehicle.¹⁰ In fact, according to a 2006 State Troopers incident report, the 'Arctic Man' snowmobile race, held annually in central Alaska and cited in the proposal by the Juneau Snowmobile Club, required a contingent of 23 State Troopers to police. By the end of the event there were 13 DUI's, 45 minors consuming alcohol, 3 drug offenses, assaults on police officers and numerous arrests.¹¹

¹⁰ <http://www.cdc.gov/nasd/docs/d000901-d001000/d000977/2.html>

¹¹ Id.

Lost Ground

LOST ALREADY

- MT JUMBO
- DAN MOELLER

IN DISPUTE

- MT TROY
- SPAULDING

If the Snowmachine Club proposal is granted, they will have access to

**ALMOST ALL
of Douglas Island.**

Available Terrain and Local Displacement

All users of the backcountry surrounding Juneau are faced with the same geographic reality: only so much land is available for recreation. Southeast Alaska differs from interior Alaska and the open spaces of the western lower 48 states. Large unpeopled expanses of land just do not exist along the steep peaks and deep fiords of southeast. Hence, acreage to play is limited. Ideally, all user groups will be able to meet their needs with what is available. While Juneau's population remains small, the limitations on suitable land impose significant challenges for skiers and snowmachiners to find what they seek.

Land areas available for motorized or non-motorized recreation have changed hands numerous times over the last few decades. At any given time it seems that the motorized or non-motorized recreationists felt that the other side had more. Public perception of the balance of land areas has tipped back and forth.

In the mid-1990's the Juneau Snowmobile Club took steps to add the Dan Moeller basin to its list of easy-to-access locations. Snowmobile use did occasionally occur in this former home to local skiing, but was not so frequent that other user groups felt compelled to go elsewhere. And, of course, snow machines were then much less powerful and slower than they are today. Due to the dramatic increase in snowmobile use after the construction of a new parking area and improvements to the access trail, backcountry ski use of the Dan Moeller basin has been greatly reduced.

Attempts to quantify such displacement are challenging. Cabin log books at both the Dan Moeller cabin and the Spaulding Meadows' John Muir cabin are poorly maintained. In recent conversations with Forest Service recreation staff, the Supporters learned that squirrels and the need for fire starter have virtually eliminated these recordings of public use. Vandalism has

also played a role. A record of complaints is thin as displaced users do not seek an official ear to register the discontinued use of a place.

It is the anecdotal evidence that speaks loudest to the shift in use of these contentious areas. The Supporters have been cc'd on many emails to the Eaglecrest Board and the Juneau Assembly during the comment period for the Snowmobile Club proposals. Of the 60 letters copied to the Supporters, the majority mention displacement in regard to either Dan Moeller, Spaulding Meadows, Mt. Jumbo or Mt. Troy. Displacement of local users is a very common theme.

Since the shift in users to the Dan Moeller basin, the balance has seemed to develop. While numerous individuals on both sides are either still upset with the change or feel that more is needed, the issues of access and terrain availability have sat quietly, until recently. Greater horsepower machines have allowed motorized users to cross from Dan Moeller over the summit of Mt. Troy. Originally eyed by the developers of Eaglecrest more than 30 years ago, Mt. Troy has been a heavily utilized beginner to intermediate backcountry ski destination for all this time.

To many, the use of snowmobiles on the west side of Mt. Troy has shaken the stable balance. The loss of Dan Moeller as a quiet and safe ski destination was one thing, but adding Troy to the losses has been commonly viewed as a violation. On top of these feelings of anger and loss come the proposals by the Snowmobile Club seeking additional access and additional terrain. How can one minority user group displace a much larger group? How can 1% of our population indirectly dictate where and how nearly 23% recreates? Is our financial support and voting power not enough?

Most on-foot recreationists in Juneau believe that too much has been lost to motorized recreation already. An unspoken compromise was broken when snowmobiles began crossing over Mt. Troy and descending past the skiers on its western slopes. The fact that many of these areas are open to motorized recreation is too frequently cited as the primary reason why snowmobiles should be there. It is common to hear motorized recreationists declare that these lands are designated for motorized use. This statement is not concrete. Motorized use of these lands exists by default, not design, and is solely a function of the general policy that if an activity is not prohibited, it is permissible. That policy may be changing, which would alter that status of these lands, but until it does, we acknowledge that snow machines are not prohibited from using the areas in question. That does not mean, however, that snow machine use should be encouraged or that the land use status of these area should not be questioned.

In 2001, the US Forest Service completed the Juneau Offroad Vehicle Planning Process in which numerous land areas around Juneau were evaluated for their potential as motorized recreation areas. **The study concluded that on the northwest side of Mt. Troy and on Mt. Ben Stewart "impacts to non-motorized recreation users would be high. Non-motorized users would be displaced due to motorized use." Further, the study concluded that "motorized and non-motorized use would create conflicts and possible safety issues."**¹² This planning process involved numerous local residents and extensive public input. Findings were inconclusive for lands surrounding Eaglecrest and the decision was made to not declare these areas "motorized." This decision to not displace non-motorized users on both Mt. Troy and on Mt. Ben Stewart was in part a response to the existing uses of the area, notably on-foot backcountry use.

¹² U.S. Forest Service, Juneau Area Offroad Vehicle (ORV) Planning, updated July 27, 2001, available at <http://www.fs.fed.us/r10/tongass/junoorv/mttroy.html>

Operating Season Impacts



Snowmachines could surround Eaglecrest all winter long!

The Sleeping Giant

One of the Snowmobile Club's proposals seeks an in-season corridor through Eaglecrest along Fish Creek in order to better access Mt. Troy and the Hilda Valley. There are numerous problems with this proposal: completion of total displacement of skiers from Mt. Troy; adverse impacts to nordic skiers using the upper loop; greatly elevated noise levels throughout the valley, including within Eaglecrest's boundaries. In addition to these more obvious problems, there is another huge problem inherent in giving the Club access to this area.

If snow machines are given a corridor that takes them through the Fish Creek Valley and into the divide between Fish Creek and Hilda Creek, they will not be confined to Mt. Troy. This is because they can circle around to the backside of Douglas, outside of CBJ and Eaglecrest boundaries. And, if snow machines have access to these areas, they can access High East, the west side of Pittman's Ridge, Hogsback and Mt. Ben Stewart. This is not conjecture, as it occurs now by good riders who can, presently, descend from Mt. Troy. These are areas now experience heavy use, both in-season and post-season. This outcome is a sleeping giant hidden in the Club's proposal.

Does the Board really want to see snow machines ripping up areas just outside the ski area's boundaries? How are paying customers going to react as they wait patiently at the top of the Ptarmigan chairlift for the ski patrol to complete avalanche control work and open the trail

to Pittman's Ridge, having to see and hear snow machines track up all of the areas just out-of-bounds? The corridor the Snowmobile Club seeks would likely result in snow machines using all of the high ground surrounding Eaglecrest, not just Mt. Troy. This would fundamentally alter the nature of skiing at Eaglecrest and be an enormous impact on the experience sought by so many.

We have chosen not to discuss the issue of enforcement in our comments, since that implies snow machine riders will violate established rules. Also, we do not want to imply that if enforcement were successful, there would be no conflict between these two groups.

At What Cost?

- 
- **LOSS OF TICKET SALES**
 - **LOSS OF GOOD WILL AND COMMUNITY LOYALTY**
 - **LOSS OF VOTER FAITH**
 - **CONFLICT**

Our Diverse Community

Eaglecrest is just one piece of Juneau's unique package of city-assisted recreational and community facilities. Eaglecrest, the pool, the ice rink, numerous sports fields, Centennial Hall and the Zach Gordon youth center all work together to provide a diversity of healthy, recreational, cultural and socially-engaging options for people of all ages. These amenities make Juneau a very attractive place to live and raise a family, greatly improving the quality of life for Juneau residents. This diversity of recreation is undoubtedly a deciding factor for many in choosing Juneau as their home.

In order to maintain this diverse and attractive character, the City and Borough of Juneau, backed by its voting population, has chosen to fund and support this wide array of benefits that so many residents enjoy today.

It is imperative to note the success of the Eaglecrest Ski Area in its ability to cover the majority of its annual city subsidy. With only an average five-month operating season, Eaglecrest ranks near the top of the list. The ski area has on average covered 65.8 percent of the costs incurred with the exception of some recent poor snow years.¹³ In comparison, the Augustus Brown swimming pool's average cost coverage is roughly 40%. The average return on Centennial Hall's annual subsidy is roughly 35%.

¹³ SE Group, *Evaluation and Recommendation for Eaglecrest Ski Area*, March 21, 2005, p12

A Foundation of Community Support

Skiers have been enjoying Juneau snow for over 75 years and skiing has a long and passionate history of community support. In 1976, the Eaglecrest Ski Area began its operation under a special use permit from the US Forest Service. In the late 1970's the City and Borough selected 1430 acres from U.S. Forest Service lands previously conveyed to the State of Alaska for development of the Eaglecrest Ski Area. The existing boundary of the Eaglecrest Ski Area currently encompasses 520 acres. Surrounding state lands totalling 2450 acres were originally selected by the state but not added to the city's holdings. According to the Juneau State Land Plan these two adjacent parcels of state land were selected from federal lands "for community expansion and community recreation including expansion of the Eaglecrest Ski Area." Management intent for these adjacent state lands further reads that "facilities associated with Eaglecrest and its expansion may be authorized in this area in the future."² This subunit, known as Subunit 8a25, includes the west side of Mt Troy and much of Mt Ben Stewart.

In 1976 the first of two nordic loop trails was constructed in the lower Hilda meadow. Private citizens and individuals representing the Nordic Ski Club funded and built the trail. In the late 1970's a similar volunteer effort with assistance from Eaglecrest gave birth to the upper Hilda loop trail. Not until the mid-1990's did money from Eaglecrest aid in improving and lengthening this nordic trail system. Both Eaglecrest and members of the Nordic Ski Club currently work to maintain the trails and to plan for additional kilometers of trail to accommodate the rapidly growing interest in the sport.

In 1988, Juneau voters passed a Parks and Harbors sales tax measure which included funding for the Eaglecrest tubing hill. Snow tubing was introduced in an effort to bring additional numbers of nonmotorized users to the area and to offer a greater array of options to families not yet introduced to skiing. In October 2002, voters approved general obligation bonds to fund a variety of capital improvement projects, including expansion of the Eaglecrest ski lodge.

In October 2005, voters approved a temporary 1% sales tax increase to fund additional capital projects, including the purchase of a third Eaglecrest chairlift. This new lift is intended to provide a longer ski season during warmer winters as its base will sit nearly 400 feet higher than the current elevation of existing lifts. When granted this capital improvement money, an additional \$150,000 was left to be raised by Eaglecrest. Seasons pass holders and others were contacted as part of a grassroots fundraising campaign. The latest reports suggest that this lofty financial goal was quickly met and exceeded, an impressive show of community support and skier loyalty.

Since its inception, the Eaglecrest Ski Area continues to grow and diversify. Efforts to reach out to families, out-of-town groups, individuals with special needs and developing ski racers from around the state continue to grow and expand the user base of Juneau's only city-assisted, outdoor, winter-recreational facility.

The growth and success of the Eaglecrest Ski Area would not have been possible without the contributions of thousands of individuals. Countless volunteer hours and abundant financial contributions from across the community continue to make Eaglecrest a diverse and unique family-focused recreational outlet. Organizations such as the Juneau Volunteer Ski Patrol, the Juneau Nordic Ski Club, the Juneau Ski Club, ORCA Adaptive Ski Program, the Friends of

Eaglecrest and now the Supporters of Eaglecrest have worked long and hard to make Eaglecrest what it is today.

In light of the proposals placed before the Eaglecrest Board of Director and management, it is critical that we ask at what cost should such radical changes be made? In place today is a healthy functioning recreational system built atop thirty or more years of the blood, sweat and tears of a large sector of our community. What do these proposals offer that is enticing enough to disturb such a strong and supportive foundation? Are these proposals so enticing that risking voter support is acceptable? Is potential income from these proposals likely to offset possible losses incurred from the loss of local loyalty? How would Eaglecrest be affected if the time and efforts of its countless volunteers were scaled back by a significant percentage? If families grow tired and frustrated from conflict, noise, exhaust and safety concerns will they experience user group displacement first hand? Could we be turning away the next generation of season's pass purchasers? Has an honest cost / benefit analysis been performed to determine just how the balance may be tipped?

Endless Controversy

Allowing snow machines access through Eaglecrest and into the upper Fish Creek Valley and the adjacent backcountry will generate endless controversy between motorized and human-powered users. Snow machines will not only displace existing users from large portions of this area but will also impact the experience of those who ski, board, and hike within and outside Eaglecrest's boundaries. Confrontations, incidents, ill will, and complaints between the groups are inevitable. Who is going to referee these disputes? The Eaglecrest Board? The staff at Eaglecrest? How much board and staff time will have to be committed to dealing with clashes between snow machiners and current users of the area? Who is going to pay for the staff time that will be required to mediate these conflicts? Why would the Eaglecrest Board even consider creating a situation where two incompatible uses are placed in proximity to one other, thus assuring continual conflict and controversy between competing groups?

As it now stands, the line between motorized and human-powered users is, for the most part, clearly and brightly drawn. Snow machines are allowed to operate in several areas, but cannot access the upper Fish Creek Valley through Eaglecrest. Their use of this area is relatively minimal and so is the level of conflict. We encourage the CBJ not to alter this equilibrium.

Eaglecrest and the upper Fish Creek valley comprise a magnificent area for human-powered winter recreation. The benefits of the ski area itself are well-known. We hope that our presentation has shed additional light on the current and rapidly expanding use of the backcountry surrounding Eaglecrest and the need to maintain this area for non-motorized use. The upper Fish Creek valley offers unparalleled opportunities for vigorous recreation in a tranquil and serene environment, and is truly a gem for those who access these slopes. The Supporters of Eaglecrest encourage the Eaglecrest Board to recommend expanding its management focus to include this entire area. We will work with you toward that end. Our basic message is simple: snow machines are not compatible with human-powered recreation in the upper Fish Creek valley and the proposals by the Snowmobile Club should be denied. Additional recommendations follow.

Summary

The Supporters of Eaglecrest urges the Eaglecrest Board of Directors and the CBJ assembly to:

- (1) maintain current municipal code(s) prohibiting the operation of motor-driven vehicles in the upper Fish Creek Valley;
- (2) partner with State of Alaska Department of Natural Resources and United States Forest Service land managers to incorporate into their land use plans, code(s) prohibiting the operation of motor-driven vehicles on Douglas Island north of Mt. Troy. Specifically, the codes should apply to the areas and elevations currently and regularly accessed from Eaglecrest for non-motorized recreation.
- (3) partner with State of Alaska Department of Natural Resources and United States Forest Service land managers, and groups representing motorized and non-motorized users, to identify and acquire access to new area(s) for snowmobile use other than on Douglas Island north of Mt. Troy.

Attached are copies of several documents that we believe are useful in evaluating the Snowmobile Club's proposals. Also attached are copies of the signatures of nearly 700 individuals collected during the last three weeks of April. Signature collection was not limited to voting age persons as we believe that the opinions of our younger generation are important in this debate. The people who signed their names agree that the existing non-motorized ordinance in place on city lands in the upper Fish Creek valley should not be altered.

The Supporters of Eaglecrest thank the Eaglecrest Board for taking the time to review these comments and recommendations. We would be happy to answer any questions you may have.

Text of Comments Received on Draft Master Plan (submitted by March 30, 2012)

Subject: Draft Eaglecrest Ski Area Master Plan Comment

Date: March 30, 2012 3:40:25 PM GMT-08:00

I would like to congratulate everyone who has put time and effort into creating the draft Eaglecrest Ski Area Master Plan. It's an impressive document! I agree with most of the projects/activities outlined by the Master Plan.

Here are some additional quick comments:

- Local use should remain a top priority
- Strongly favor non-motorized use in upper Fish Creek basin – motorized use would change the character and feel of the area forever – it's a sanctuary to be treasured right now – keep it that way!
- Strongly favor the development of a terrain park – I believe it would be a great asset and draw for Juneau's youth and may attract additional skiers/snowboarders to Eaglecrest. (I believe if youth under 18 would have been included in the telephone survey, the terrain park development option would have ranked much higher). There is also strong parental support who would be willing to contribute as volunteers and/or financially to make a terrain park a reality, and hence should be considered as 'assets' in a future cost/benefit analysis. Mount Sima in Whitehorse has a terrain park – I hope Eaglecrest can do the same!
- Strongly favor the Learning Center and Main Lodge improvements

The development of a multi-use trail network seems to me the most important summer improvement and should receive highest priority.

Thank you for your consideration!

Subject: EAGLECREST PLAN COMMENTS

Date: March 30, 2012 2:43:21 PM GMT-08:00

It's all about the snow.

The proposed Master Plan is a good start – sane, comprehensive and cautious. It keeps the focus on being a ski area for locals. The goals are sensible, modest and achievable without soaking the taxpayers, particularly if we get volunteer support.

I agree with most of the draft plan recommendations. I agree that some points need further study, but the first thing to study is future precipitation and temperatures at Eaglecrest. Snow (or lack of it) controls everything else.

This season saw a record snowpack in the base area, but will the next 20 years will be similar? The last 20 years have seen February ski area openings and "Pineapple Express" storms that rained the ski runs back down to muskeg. Worldwide temperatures are rising and Alaska's temperatures are rising faster. Climate models suggest Southeast Alaska will get both warmer and wetter. Having the Black Bear lift (base elevation over 1500 feet) gives the area some insurance, but the other three chairs start near the lodge around 1000 feet, often below the rain line.

Will Eaglecrest be a viable ski area if the average temperature rises two degrees and/or El Nino ocean currents return? Can snowmaking open the lower mountain earlier? How much should we spend on base area improvements when we may need to close the area -- or move the base uphill?

We need to ask these questions now.

I'm no expert on future weather, but these people do exist. And there is a wealth of Eaglecrest area data ranging from late 60s Forest Service studies by Craig Lindh and Bob Janes to FAA wind/temp data streamed live in 24-hour real time. Not to mention field studies by UAS, Eaglecrest's ski patrol and independent avalanche specialists like Bill Glude.

What I'd like to see is something like this: UAS students (possibly assisted by local NWS and NOAA ringers) develop computer models for Eaglecrest's future climate. Or maybe we pay outside specialists to do it. Either way, we need to forecast the snowpack(s) we'll see in the future, establish the point where climate would make Eaglecrest commercially unviable and what the odds are that will happen.

Maybe we'll find everything's just fine. Maybe the base needs to move up to Black Bear. Maybe Eaglecrest needs to move out the road. The better the forecasts we have, the more time we'll have to prepare for these and other changes.

Eaglecrest is a huge community asset, arguably our biggest and best public park (and the one least-affected by the cruiseship lobby). It's the reason hundreds of people stay here during the winter. It's a place where kids cuts can cut loose.

If you live in Juneau during the dark months, you need a reason to be here. Skiing, snowboarding, snowmachining, Nordic skiing, climbing, hunting and fishing all give people a reason to live here.

Eaglecrest and Alyeska had the most consistently good conditions of any U.S. ski areas this past season. If you had backcountry gear (or a snowmobile), you could have found good snow and manageable avalanche conditions to ride over 90 percent of last winter. As snow gets rarer in the lower 48, snow conditions here become more of a deciding factor in drawing skilled, healthy workers here.

Follow the snow.

p.s. – Give the old platter to the Juneau Ski Club so they can move it to the bowl above the Goldbelt Tram on Roberts and have slalom and slopestyle courses there in May and June.

Subject: Master Plan Comments

Date: March 30, 2012 11:27:47 AM GMT-08:00

Dear Planners,

Many thanks for your hard work in pulling together the draft Master Plan for Eaglecrest. This is an ambitious project and one that has the potential to reach deeply into the lives of many Juneau residents. As Juneau's primary source of outdoor winter recreation, Eaglecrest offers a substantial segment of our population a safe and healthy outlet for playing outside during what many consider the "indoor season".

As spokesman for the Supporters of Eaglecrest (SOE), an ad-hoc organization of skiers and outdoor enthusiasts committed to the preservation of non-motorized recreation within the upper Fish Creek Valley, of which Eaglecrest is a part, I will only comment on the issues that this group is primarily concerned with.

After giving the plan a good read through SOE finds itself at a bit of a loss. The issue of backcountry and sidecountry activity has garnered very little attention in this draft plan. If a dollar value could somehow be attached to this tangential component it is very likely that the situation would be different. This is understandable given the economic climate in Juneau and the pressures that are often placed on city-subsidized operations like Eaglecrest. Despite its unquantifiable nature, backcountry and sidecountry use of lands surrounding the CBJ lands in the

upper Fish Creek Valley is skyrocketing. Such increases in use by non-motorized recreationists, from the summit of Mt. Troy across Eaglecrest to Mt. Meek, have surprised long-time users and forced some to seek more distant options within the valley. Likewise, snowmachine activity is on the rise. Violations of the city's non-motorized ordinance have become commonplace, with snowmachine activity just above the base of the Black Bear chair and just beyond the edge of the East Chutes on a fairly regular basis. Protection of the environs surrounding Eaglecrest should be a component of any long-term plan as the use of these areas has a very real impact on daily ski area use.

Noise from such the presence of snowmachines, both in violation and not in violation of the ordinance, bothers some skiers enough to keep them from enjoying the Black Bear side of Eaglecrest, pushing them to the other side of the mountain. It can only be assumed that further displacement of paying skiers is likely unless the body of snowmachine riders respects the current CBJ land boundary. As an unmarked boundary, it is quite likely that there is little to no knowledge of its exact location. Instead, it appears that many riders believe the boundary to be the signed patrolled "in-bounds" acreage. This not only creates unwanted noise pollution, but a very real safety hazard for those skiers choosing to ski just beyond the east chutes. Just this last weekend, snow machines were highmarking in the middle of the Fruit Bowl, just beyond the eastern edge of the East Chutes, in an area used by many skiers on a daily basis.

SOE proposes a near-term solution to this situation which should be added to the Master Plan as a high priority item. We offer this in addition to our previous submitted comments asking that the plan address the possibility of either CBJ acquiring surrounding land areas or working with State and Federal land managers to develop a more comprehensive recreational plan for the valley, one that embraces nonmotorized recreation at its core. Obviously this is not a direct revenue-generating issue, but over the long-term, Eaglecrest's protection of its audible environment as well as the preservation of a safe skiing environment can only help to secure what essentially are limited season pass and day ticket populations. While snowmachines are presently permitted on state land to the north of the Black Bear Chair, they are not permitted on the city land to the east of the present patrolled ski area boundary. SOE requests that an agreement be reached between the Eaglecrest Board of Directors and the Juneau Snowmachine Club that makes clear the precise location of non-motorized city lands and the mutual understanding of the city's ordinance regarding the prohibition of motorized activity within this area. Such an agreement would essentially follow up on earlier decision made that prohibits the use of snowmachines within upper Fish Creek valley lands.

SOE strongly believes that much of the value of recreation in and around Eaglecrest is inherently due to the non-motorized environment. Like wintertime users, summertime hiker, bikers, dogwalkers, etc also benefit greatly from a lack of noise pollution in the upper Fish Creek valley. SOE asks that potential money-generating activities that would require an ordinance change or acceptance to this rule be denied. Eaglecrest currently sits at or near the top of the list of city-subsidized activities for repaying a majority of its subsidy. A city-supported program like Eaglecrest that offers such health and well-being benefits to so many needs to be recognized for these values and not be held to the fire in order to cover its full subsidy.

SOE supports the implementation of a summer recreation pass system versus the noise and commotion caused by vehicles on the road transporting bikers or the like. 500 people purchasing a \$50 summer pass would quickly generate \$25,000. The revenue would require very little administrative overhead and no additional infrastructure.

One incentive to increase sales of such a summer pass would be to provide the opportunity for

passholders to ride the chairlift, with bike, during one of a number of specified times throughout the week or on the weekend. Utilizing the lift as a means to facilitate bike tours makes great sense as the system is already in place. With a minimum of personnel required for operation, the lift could be run every few weekend hours to bring both tour groups and local riders to the Nest. Utilizing the lift eliminates any ordinance changes while providing a new revenue stream at very little cost. No public process, no vehicles necessary, no road alterations, no noise.

SOE strongly agrees with the statement from page 87 of the Draft Plan which reads, "Eaglecrest is one area in the community that remains free of aircraft noise during the summer. Preserving that noise-free status may be the best way to maintain and enhance the value of the area to the community over the long-term."

Thank you for the opportunity to comment.

Subject: Eaglecrest Master Plan Comments

Date: March 30, 2012 11:25:51 AM GMT-08:00

The proposed winter expansions may not be economically feasible at Eaglecrest due to Juneau demographics and limited winter visitation. Season pass prices have climbed significantly the last several years and continued increases will eventually reduce sales.

- **Night skiing:** Increasing pass prices 20% may cover the cost. However, very limited terrain is accessible and season pass holders would gain little.
- **Additional lift service:** Season pass prices will have to increase to pay for capital and operation costs. The black bear has reduced the occasional weekend lines on Ptarmigan but did not expand skiable terrain. If the skiing demographic had been provided an accurate cost/benefit, the Black bear may not have been built.
- **Lodge expansion and education center** is sound. However, the overall limited use during an entire season is not cost effective. Infrastructure dollars are better spent on overnight lodging or year round housing.

Winter operations that can generate revenue or enhance the ski area without raising pass prices:

- **Sale of Beer and Wine:** Alcohol sales at ski areas are common. Many skiers/riders regularly 'tailgate' in spirits without Eaglecrest profiting. Contracting in similar manner to the coffee shop could provide alcohol sales.
- **Real Estate development:** Infrastructure improvement, such as electricity, has created opportunities for small scale real estate development. Juneau's housing crisis requires additional land for development and the area west of the parking lot and road are well suited for this growth. Overnight lodging and a few condos will benefit Eaglecrest and could help develop water/sewer. The CBJ's planning department and CBJ commissions, dedicated to affordable housing, could provide assistance.
- **Regulating CBJ Lands:** Backcountry skiing is the largest growth sector in the ski industry and Eaglecrest abounds in this asset. However, the Eaglecrest Board has long ignored the arising conflicts with motorized and non-motorized users.

Snow machiners for several years now, cross Hilda creek traversing the upper cross country loop and access the Fruit Bowl and many other CBJ recreation lands which border eaglecrest's patrolled area. Forming a second non-patrolled area adjacent to the established ski area boundary, denoted with a few maps and signage, would help. These 'machiners' are breaking CBJ law and at minimum, signage at the Dan Moller gate could educate them. USFS Juneau Ranger District may be agreeable, please see attached map.

Backcountry use continues to grow beyond adjacent patrolled areas. Mt. Troy is a popular for snowshoers, Xcntry and backcountry skiers etc... . The current USFS map denotes but doesn't mandate Troy as non-motorized. Signage at minimum will assist in educating motorize users of the boundaries. Furthermore, most of Troy is CBJ land. Assembly action could gain entitlement to this land. However, a more simple approach would be for a cooperative management agreement with the USFS.

Summer Use:

Summer time use has grown since the road to eaglesnest was constructed. Many existing trails branching from eaglesnest are increasing accessed. Ben Stewart in particular and a few other places trail significant degradation has occurred. Trail planning and management is what is needed.

A small overnight cabin that could be rented year round, similar to the Forest Service cabins. The cabins would need to be close enough to the lodge so that it could be accessed in a maximum 2 hour hiking time, but isolated for tranquility. The cabin may bring additional users and secondary revenues.

Subject: eaglecrest master plan comment

Date: March 30, 2012 10:42:39 AM GMT-08:00

I would like to see Eaglecrest in the future as follows:

- 1) I am not opposed to some development for wintertime activities, but I am completely opposed to allowing motorized snow sleds in the area.
- 2) I would like to see summertime development of mountainbiking opportunities that take advantage of the ski lifts, but I have mixed feelings. I would like to have the number of cruise ship tourists limited. The cruise ship passengers have already overrun most of Juneau and made it an intimidating place for most locals. I would hate to see many tourists above the Eaglecrest parking lot.

Subject: eagle crest comments

Date: March 30, 2012 8:40:37 AM GMT-08:00

Thank you for soliciting input. I would like to see a lighted Nordic trail for evening skiing somewhere in Juneau. Most of us work all day, and it's dark at night for most of the winter. Perhaps just lighting the meadow loop up at Eaglecrest would suffice, or locating a trail/tracK closer to the base of the road for better access. Mostly, I ski at the campground. I would use Eagle crest more if there was a lighted trail and a more extensive trail network. I agree

with the plan to connect the lower and upper loop. I would also like to see a bike path along the road that could be used for Nordic skiing during the winter. Something along the lines of the bike path out in the valley. My concern with mountain bike trails into the back-country would be invasive species transfer via bike tires. This has happened in many mountain bike trails in the lower 48. I would use the trail if it's built – but I would like the CBJ/Eaglecrest staff to look into how other places manage against invasive species in public trails and incorporate that in their plan. I support Eagle Crest. It's a wonderful facility, and we are so LUCKY to live in a community that can support such a fine recreational facility. I would also like to see a more progressive price structure that would allow people of lower income levels to ski more as it is a public facility. I am not talking about myself, but how many folks from Geneva Woods use Eaglecrest?

Subject: Eaglecrest

Date: March 30, 2012 7:20:13 AM GMT-08:00

Comments to the Eaglecrest Draft Master Plan

I would like to thank the McDowell Group, SE Group, & Jan Caufield for their work on developing the draft Master Plan. Eaglecrest is an incredible asset for the Juneau community. I agree that first and foremost Eaglecrest is a winter recreation area. That needs to continue to be our main focus. However “off season” activities and developments can certainly enhance Eaglecrest in the community as well as improve the winter experience.

Terrain Development within the Ski Area Boundary

I agree with the recommendation that many opportunities exist for improving the ski experience within the ski area boundary. Trail conditioning during the summer months to include (but not limited to) tree limbing, cutting down trees, creating additional gladed areas and dealing with drainage issues needs to happen on a regular basis. In addition, the creation of hiking trails and biking trails can assist with this needed trail conditioning. There are so many hidden “trails” within the ski area boundary that need to be improved upon and signed. Terrain Development needs to include adequate signage so skiers and snowboarders know where they are going and where they are.

Nordic Terrain

In my opinion Eaglecrest either needs to get in the Nordic Business or out of the Nordic Business. I am in favor of growing the Nordic Business at Eaglecrest. In order to do this, Eaglecrest needs to offer Nordic rentals including skate and classic skiing. Currently there is no money in the operational budget to purchase Nordic Rental Gear. There is also no space in the current Rental facility to either store Nordic gear or to properly set up guests with Nordic gear. It is difficult to grow Nordic business without being able to offer gear rentals. Snow shoe rentals could also be an attractive option but again resources and space issues make snow shoe rentals impossible. The Eaglecrest Snowsports School does offer Nordic lessons; group, private, and special workshops. Most of the time lack of proper gear is the barrier to learning to Nordic ski. Our current Lower Nordic Trails are also difficult for first time skiers as well as Nordic skiers with disabilities. Nordic skiers also need to realize that grooming of trails, signage for trails, etc. does cost money and that trail fees and season passes are necessary to grow a Nordic area. Operationally, Eaglecrest needs to have the funding for a position to check trail tickets and provide Nordic skiers with information. While the Juneau Nordic Club does offer some help with volunteer labor, in my

opinion Eaglecrest should provide pay staff to check tickets and provide necessary guest service needs. Using the Upper Loop without improving access makes no sense to me.

Night Skiing

Night Skiing is a great option to increase winter revenue but the current lighting is not adequate to support a cost effective night program. Additional lighting in the Porcupine Learning area and the Hooter area is necessary. Lighting on Black Bear chair would certainly be an attractive option as well. If additional lighting on the mountain were installed, Eaglecrest could offer a host of afterschool ski/snowboard programs, night time lesson programs, and race programs. There is not money in the current operating budget to provide additional lighting. Additional funding would also need to be provided to cover additional staff to run lifts, patrol, snowsport school, food service. Under the existing budget any night time operation results in overtime in most departments. I do believe with the proper lighting a nighttime operation at Eaglecrest could make financial sense.

Lifts

I feel the number of lifts we currently operate is adequate to meet our demand. I do feel the Master Plan should include the addition of at least one conveyor lift. Currently the Snowsports School uses indoor/outdoor carpet laid down on the learning area. This carpet makes it easier for guests to side step or walk up the slight slope of the learning area. Often snow conditions make the carpets difficult to use, they are slippery when snowing or wet. While they aid students in walking up the hill and do teach some skills they still require students to work and use energy which could be better spent learning to ski or snowboarding.

Lift and facility maintenance

The Master Plan should address the ongoing maintenance of lifts and facilities. Our current lifts are not new and will continue to need ongoing maintenance to insure they operate safely. The Day Lodge and other buildings need frequent painting, roof and other repairs.

Summer

Hiking Trails

The development of hiking trails at Eaglecrest would greatly enhance the “off season” experience at Eaglecrest for locals as well as visitors. This development could also help with the annual trail conditioning of the runs that enhances the winter experience. Development of trails is not in the current operating budget so funding sources would need to be identified and it does make sense to me to work with organizations like Trail Mix to find these funding sources as well as develop the trails. With the addition of the service road to the top of the mountain, Eaglecrest has seen an increase in summertime use by the community and visitors. Folks are currently hiking the mountain, venturing off the service road and creating their own trails. I believe developing a network of hiking trails is necessary to preserve our fragile environment. The unimproved trails will continue to see use, erosion and damage to the fragile terrain will happen. That is why I believe hiking trail development should be high on the priority list. This development should begin as soon as possible to insure the Alpine environment we all treasure is not lost.

Hostel/Bunk House/Cabins

Some sort of accommodations at the mountain whether it be a hostel, bunk house, or cabins would indeed be an asset. These facilities must make sense financially and operationally.

Considerations for water and sewer must be taken into account. I would like to see Eaglecrest continue to explore these options.

Learning Center

Rental Shop

- Current Rental Shop is over capacity with equipment and people. The flow through the rental shop is confusing and congested. At peak times the shop is crowded and has long wait times. The confining space makes it difficult to insure our guest have properly fitted boots, understand the use of their equipment, and even have the correct equipment.
- Eaglecrest has seen an increase in young guests, 3-6 year olds. These youngsters require extra room and assistance when fitting equipment. Our current design is often overwhelming to these folks.
- We would like to consider Nordic Rental equipment but currently do not have the space to make it work.
- NSAA has determined the rental experience is very important to beginner conversion, identifying two important factors: crowding/wait time and proper fit of boots.

Repair Shop

- Eaglecrest has the only full-service repair shop in Juneau. The current space is inadequate to meet the needs of the area. In addition to barely having enough space for the equipment needed to service skis and snowboards, we have very little space for guest equipment in need of work. Our limited space also increases the turnaround time to our guests.

Retail Shop

- Eaglecrest operates a small retail area that includes soft-goods, logo items, and wax and other accessories. The revenue we generate in retail goods has increased over the past few years. We are over capacity with goods to sell and cannot stock the products our guests are asking for due to our lack of space.

Lesson Registration

- Our current Lesson registration area is inadequate. Our counter space is limited and difficult for staff members to adequately serve the guests needs. The space is crowded and often has long lines right before lesson times.

Kids Learning Area

- We have seen an increase in our 3-12 year old programs. Ideally children lesson drop off should be inside out of the weather. This gives parents and instructors a better location to discuss student needs, children don't have to stand out in the cold while they are waiting to be grouped and students are able to develop a relationship with their instructor and other children in a warm and comfortable environment. An inside area also gives children a chance to walk around in their gear in a comfortable environment. Currently Eaglecrest does not have inside space for lesson drop offs.
- Children often need a break during their lesson. Our current hot cocoa area in the Day Lodge is small and over crowded. During peak times we often have to ask guests to move from tables so we have a place to put students. It is a long walk from the beginner area to the cocoa area and restrooms are downstairs.

Location of Beginner area –

- Our current beginner area is located uphill from the rental shop. As the season progresses this hill gets steeper. Ideally the beginner area should be a short flat walk from the rental shop and restrooms.

Day Care

- Eaglecrest currently does not have a day care. This should be included in a new learning center.

Meeting/Training Space

- A learning center would include a meeting room or rooms that could be used for staff training, meetings, presentations etc. Currently Eaglecrest does not have a meeting room. Space for staff training is limited especially when the mountain is open.

Adaptive Area

- Currently guests who need to be fit for adaptive equipment either do this in the middle of the great room which is crowded and noisy or outside which can be difficult location as well. The Learning center would house an area where these guests could be set up for their lessons.

Ticketing

- A Learning Center would allow Eaglecrest do put all ticketing/sales together so there is “one stop shopping”. Currently guests need to visit different locations to meet their needs.

Office space

- The Learning Center would house administration office space. Currently we have limited office space in the Day Lodge.

Snowsports School Locker Room

- Current location in the Day Lodge is small and over capacity.

Subject: Eaglecrest Master Plan

Date: March 29, 2012 4:12:42 PM GMT-08:00

Just some general comments on the master plan.

No motorize activities

Add Luge

No alcohol sales

Lodge needs expansion

Subject: my eaglecrest comment

Date: March 28, 2012 8:14:31 PM GMT-08:00

I would like eaglecrest to remain non motorized. I noticed sno machines on the upper nordic loop and the east bowl over the last two days, (very dissapointing). I heard from others that they were in bounds the ski area on the runs and on hogs back and cropply chute. I am not anti sno machine (at this time) but I would like eaglecrest and the surrounding area where skiers like to hike to remain non motorized year round. There are few places in Juneau where folks can find peace and quiet as Juneau is quite a noisy place in general.

I support mountain huts for ski touring surrounding eaglecrest.

I supoort mountain biking and summer trails @ eaglecrest.

I support beer and wine @ eaglecrest.

Date: March 28, 2012 10:00:16 AM GMT-08:00

Dear Eaglecrest Board of Directors and others involved in the draft strategic planning process,

Here are some brief comments on the draft strategic plan. First, I want to commend the effort and express my sincere appreciation for the many oppourtunities provided to involve and hear back

from community members. The process has been very open and informative; the draft plan looks very well crafted, is comprehensive in its exploration of potential uses at Eaglecrest and does a tremendous job at capturing the value of Eaglecrest to Juneau's community. I strongly support the draft plan's key findings, especially the first one that outlines that any future change to the area be consistent with its current mission statement. The board will have to make some difficult decisions with this plan as a guide and I think these findings will help provide a strong foundation for those decisions to be based upon. (I am always hopeful that Eaglecrest will remain a non-motorized area!)

I appreciate seeing reference to the \$10,000 endowment for a cabin at Cropley Lake, I think some additional clarification is needed here. This endowment was originally provided to the Friends of Eaglecrest for a cabin to be built in the honor of Eaglecrest enthusiast and supporter, Matt Brakel. While the Cropley Lake was an area originally considered it was by no means meant to exclude other possible cabin sites – it was just one of the main areas originally considered. Other areas were also considered including the upper cross-country loop; a site just above Dick's Lake and also a site on the lower part of the lower cross-country loop (with thoughts this could be a handicap accessible cabin). There are many considerations that need to be examined on placement of a cabin in the Eaglecrest area and this endowment should be considered in support of any of those. As this endowment is currently addressed in the draft plan (pg. 68) it sounds as if the endowment can only be used for a Cropley Lake cabin – please make changes to this to reflect that this is fluid funding for a cabin anywhere within Eaglecrest boundaries or for other uses at Eaglecrest that fit with the original intent of the donated funds.

My last comment is to suggest adding the idea of a dog pass for those folks who use the new dog friendly cross-country trail. This trail is wonderful and I am very thankful to all involved in its creation and maintenance!!!! I try to use it most days I am on the mountain. My dog is so happy on that trail and it makes me feel better knowing she gets a good run in the snow before I play on the mountain. I am willing to help pay for this and think other dog owners would be too. The revenue gain would not be much but could help support the grooming that happens on this trail, installation of a refuse container and poo bags and hopefully help offset additional costs for other possible dog friendly trails developed in the future (for example a link from the parking lot on the upper side of the road to the dog trail???).

Thanks again for the opportunity to review the draft plan and provide additional comments. Great work! We are so lucky to have Eaglecrest in our community!!!!

Subject: Ecrest MP comments

Date: March 27, 2012 8:27:29 PM GMT-08:00

I applaud Eaglecrest Board of Directors, Eaglecrest Staff and Jan Caufield Consulting for putting together such a comprehensive, thoughtful master plan. As the master plan notes Eaglecrest is a unique ski area with many unique challenges and opportunities that other similar ski areas do not have. I feel that many of the proposed potential expansions to winter and summer operations that work elsewhere, may not be economically feasible at Eaglecrest. Winter operations changes that are not economically feasible are:

- **Night skiing:** increasing pass prices 20% might cover the cost, but who really wants to pay an additional 20% to ski a couple nights a week on the Hooter and possibly Black Bear chairs? Most skiers prefer to ride and ski the Ptarmigan Chair and already feel that the pass price is high as it is given the 5 day/week operation, relatively short season (~80

days), and the fact that the ski area really has only one chairlift that access the mountains good skiing (Black Bear does not provide access during weekdays and does not open up any additional terrain that wasn't skied from Ptarmigan before its existence).

- **Additional lift service:** Additional lifts mean additional operational and maintenance expense in addition to capital expenditure of chairlift construction. This will also drive pass prices up (see above comments regarding pass prices). It took ~30 years for Eaglecrest to add the Black Bear chair lift and let's face it, the installation was terribly short sighted. Rather than expanding ski terrain or giving Eaglecrest an additional solar aspect so that sun could actually warm up slopes in the spring, the decision regarding placement of chair was based primarily on the economics of not increasing the patrolled ski area boundary. The only boon brought by the chairlift is reducing load on Ptarmigan (when Black Bear running) and providing easier access to East Chutes. The additional cost of expansion of the ski area boundary coupled with capital, operational, and maintenance costs of a new chairlift make installation of another lift impractical.
- **Lodge expansion and education center** (at least in our current economic climate): The idea is sound and could generate additional revenue that might even offset the additional operation and maintenance costs associated with increasing built square footage, but it is doubtful that such a project would be endorsed by Assembly given our current debt burden and long list of other capital projects. If it were to move forward perhaps the ski rental and lessons could move to expanded education center facility while the space where they currently reside could be converted to storage lockers...

I believe Eaglecrest should focus on the following improvements to winter operations that will enhance revenue or enhance the ski area without raising pass prices such as:

- **Sale of Beer and Wine:** While I am not a avid drinker, I believe that sale of alcohol at ski areas is commonplace and many skiers and riders regularly imbibe in spirits when at Eaglecrest without Eaglecrest profiting the activity. I realize this is a contentious question that has been around for years, but selling alcohol in Juneau is not against the law. If the fact that Eaglecrest is city-owned and operated is an issue, why not just lease the right to sell alcohol at Eaglecrest to a 3rd party in a similar manner that the coffee shop operates? The sale of alcohol will increase revenue; period. This is a no-brainer.
- **Real Estate development:** Again, this is a common practice at many ski areas that keeps them in the black. Now that electricity is provided to Eaglecrest, it is even more feasible for some small scale real estate development at Eaglecrest. The area west of the parking lot and road appear to be well suited for such development. Many individuals would be interested in condo purchase at such a location and these could in turn be available as winter lodging for visitors to the ski area. While Eaglecrest will never become a destination ski area, there are a fair number of visitors from SE Alaska or on their way to Haines that spend time at Eaglecrest and are forced to find off-slope accommodations. Granted, any real estate development would have to be done cautiously, but if done correctly could end up being an enhancement to the ski area and a source of additional revenue.
- **Expansion of CBJ Lands:** Backcountry skiing is one of the biggest growth areas in the ski industry and Eaglecrest has an awesome array of world class backcountry skiing surrounding it. However, Eaglecrest has long ignored this asset. This is similar to an ostrich sticking its head in the sand. Eaglecrest should establish two ski area boundaries: the first being the normal patrolled and controlled ski area that currently exists, the second should be a boundary that defines non-motorized use. Eaglecrest should market the incredible access to backcountry skiing that it offers and should request the CBJ Assembly to acquire through the city's entitlement to federal land adjoining lands in popular backcountry ski areas such as: Showboat, Mt. Troy, Fruit Bowl, Heavenly

Valley, Hogsback, Copley, Wedding Bowl, Ben Stewart, Fish Creek Knob, Fred Meyer Bowl and over to Twin Culverts drainage. As popularity of backcountry use, both non-motorized and motorized increase, it will be important for Eaglecrest to acquire these lands to protect their backcountry skiing/riding asset.

- **Glading:** Let the volunteers do it in coordination with Eaglecrest management. Encourage it; it makes for better skiing.

Summertime use is a tougher sell as many of the proposed activities, for instance mountain biking, require costly infrastructure development and fairly high use to offset the operational costs. The median age of Juneau's summer visitor needs to be targeted when considering economically feasible summer uses as this is the target demographic, not Juneau locals. While enhanced trail systems would be great, these are not going to bring in the tourist dollars, especially when competing with hikes in the Mendenhall Glacier area, whale watching, or riding the tram to the "top of Mt Roberts" (or so they say). There might be an opportunity for some revenue if Eaglecrest were to develop a trail and a small overnight cabin that could be rented year round, similar to the Forest Service cabins. The cabins would need to be close enough to the lodge so that it could be accessed in a maximum 2 hour hiking time, but isolated enough so that the user would feel that they were getting a real Alaskan wilderness experience....this might make a little money.

Summer use should not alter the non-motorized use policy at Eaglecrest.

The only other thought I have on summer use is that it would be sure nice to have a golf course in Juneau and wouldn't it be a perfect fit for the summer tourist demographic?

Thanks for providing the opportunity to review the draft master plan and provide feedback.

Subject: Eaglecrest Draft Master Plan

Date: March 26, 2012 12:39:21 PM GMT-08:00

Perhaps marketing winter sports to youth could be more aggressively promoted. With the new Porcupine lift, the machinery is in place to help grow youth participation. Does the plan sufficiently promote the virtues of winter sports and Eaglecrest to the student population? Efforts exist, but more aggressive marketing to youth would be one reasonable strategy.

Subject: RE: REMINDER - Eaglecrest Master Plan - Public meeting & comments due this week

Date: March 26, 2012 12:08:41 PM GMT-08:00

Is it too late in the process to add something about paragliding in the plan? I made written comments at the first public meeting but they were probably the only one submitted.

Regards,
Juneau Eagles Paragliding Club

Subject: Eaglecrest comment.

Date: March 26, 2012 9:28:12 AM GMT-08:00

Thank you this opportunity! I am 30yr resident of Alaska. I have skied 45yrs in the Cascades, Colorado Rockies, Montana, etc. Please don't expand and turn Eaglecrest into some destination resort. It would only raise prices, problems, etc. And NO alcohol to be sold on site. The ugly American is alive and flourishing these days they don't care whom they effect, so let'd not encourage them. One thing to add could be some low cost, bunkhouse style accomodations right up to some 4 person cabins with wood heat, shower, but no kitchen. Keep em' cheap. Juneau is not growing and it's general attitude towards develepment should mean little expansion but very modest. I see some fundraisers in the future as I don't believe taxpayers should be forced to support. Thank you.

Subject: master plan comment

Date: March 22, 2012 9:36:57 PM GMT-08:00

this comment relates to the learning center/lodge expansion development priority. in the discussion i've heard on this, the primary reason to do it is to increase the number of trial users who return and who will become the dedicated skiers and boarders of the future. this 'trial and conversion' strategy is explained in the body of the report, but i very much doubt that it was in the minds of survey respondents.

it reminds me of the black bear and porcupine lifts---everyone was excited about black bear and the porcupine beginner lift was very secondary. but it has been much more important to eaglecrest's financial picture than black bear. it has brought in new users and greatly benefited the snowsports school.

i know it's tricky because it's impossible to say what respondents were thinking, but if it's possible to note that the survey results don't necessarily reflect the development strategy behind the learning center, it would be helpful. the lodge/learning center project is competing for 1% sales tax dollars this year, and it would, in my view, be misleading for the master plan to report that this is a low priority for eaglecrest. it's just too easy to scan the survey results and conclude the public doesn't care about this. it might not rank high in the list of what amenities i might like to have personally, but it's fairly essential to the area's financial viability into the future.

thanks for listening!

Subject: Jinkies! Zombies!

Date: March 11, 2012 10:51:03 AM GMT-08:00

There is a threat to the survival of Eaglecrest. A new gimmick, the snowboard, has arrived and it's wild eyed adherents are ripping down the mountain, scraping away the fresh snow destroying the perfectly formed moguls and crashing into skiers with regularity...oh no, that's not quite right. You see snowboarding saved Eaglecrest. Just when skier attendance began a terminal free-fall and Eaglecrest was seen as the a doomed playground for the elite, snowboarding breathed new life and snow worship into a segment of the population that didn't know and didn't care Eaglecrest existed.

Well, at least we can be sure that nothing like that will ever happen again. Hmmmm, let me see, it already IS happening: 'Crazy', they are called, 'insane', 'nincompoops' . Swarming UP the slopes like so many ...jinkies! Zombies! Skimo Zombies!

Skimo is an alpine discipline. It is short for ski mountaineering. It is not just a method of back or side country access, but an end unto itself. Finally, the vanguard has arrived and it is all about the up. I know, I know it is weird, and some of it's adherents have dreadlocks, but really, the Eaglecrest Master Plan has nothing to fear and everything to gain from embracing this increasingly mainstream sport. It brings users seeking fitness in an alpine setting, and racers seeking to make their mark on the fastest times up the hill. The users want the security of groomed, managed and patrolled runs, even if they are using them in off hours. They do not want to be outlaws pursuing their activity under cover of darkness dressed in camouflage and leaving their dead and injured behind. But surely this will increase our liability and interfere with mountain operations such as avalanche control and grooming, not to mention the cars in the parking lot when the plow needs to clear spaces for paying customers. How many Zombies are there? Check Appendix 4, p. 7 of the Eaglecrest Master Plan exactly 321 as of the date of survey, and our swarm is growing. Like Lenin said in "What is to Be Done?" Outlawing the activity will only make it grow, our only choice is to co-opt and encourage Ski-mo if we are to control the explosive growth in this sport. Instead;

1)Eaglecrest should consider designated up hill routes that access the Eaglesnest during working hours and up and downhill routes that minimize the disruption to AC and grooming operations during off hours.

2)Eaglecrest should include at least one Ski-mo race in it's series of events during the year to gauge the fitness of the skimo zombie army and determine it's weaknesses. Zombies love the cardboard downhill- but what kind of a message are you sending here?

3)Eaglecrest should create an 'after hours' or "Twilight Pass" which Zombies can purchase to help defray the costs incurred by the area as a result of zombie activity.

Under current practices Eaglecrest policy pushes rule abiding ski-zombies into the back country, when avy conditions are considerable to high. Eaglecrest needs to take a lesson from the 'Nanny-State' and offer an in bounds alternative.

While Zombies are easily discouraged by shotguns or their favorite food: Brains, Let's give them some incentive to follow rules and crack open their wallets to pay to play. like it or not Skimo Zombies are here to stay.

Eaglecrest Master Plan Comments 3-28-12

General

Master Plan includes a lot of good information and ideas but does not seem to focus on a strategic operation plan or order and method of implementation.

Comments

Prioritize master plan goals and potential improvements in order of priority and financial ability to achieve. Outline financial plan and desired schedule to achieve capital improvements.

Eaglecrest should be maintained as a community resource to be shared but not catered to commercial interests.

Primary emphasis should be ongoing financial plan for keeping Eaglecrest open during the winter. Operations and maintenance for existing facilities should be first priority.

Second most important goal should be to expand the Eaglecrest boundaries to protect and preserve nearby land areas for future winter and summer use.

Preserve the current non-motorized use designation.

Terrain park is an important element for local youth and future of winter sports. Consider within existing operational abilities and parameters. Utilize volunteer club/labor to build and maintain. Charge extra (park pass) to cover construction and mtce of terrain park.

Terrain park should be sited on lower mountain elevations accessible from top of Hooter lift and lighted to provide night-terrain park skiing. Night skiing will only be viable if done in conjunction with a terrain park.

Consider building fixed terrain park features to minimize grooming and allow features during low snow years.

Summer use should not be focused on tourism or commercial revenue generation.

Summer hiking and biking trails are very important – work with Trail Mix and others to get these constructed. Create a parking or trail pass fee to help cover trail costs and mtce.

Expand existing lodge / build new learning center structure within 5 years.

\$6.6 million this yr

Consider expansion or constructing new lodge facilities at top of mountain.

Summary of Comments Regarding Draft Master Plan (Presented at March 28, 2012 Public Meeting)

1. Individual

- Well-organized report, but doesn't seem strategically arranged. Would like to see a cohesive itemization of capital project priorities / schedule for achieving that, in the format of a strategic Master Plan.
- Number one priority is to keep Eaglecrest open – it is a public facility, the community is lucky to have it. While revenue is important, must also note that other public facilities (e.g., pool, ice rink) do not make money.
- Work on expanding boundaries to protect nearby land areas for winter and summer use, including Mt Troy, Mt Ben Stewart and Fish Creek knob.
- Keep Eaglecrest non-motorized.
- Terrain park important feature for youth – it's an operations element, not a master plan element. Put it in the yearly operating budget. Consider building fixed terrain park features to lower the annual cost of developing and maintaining the park.
- Summer use – focus on community use (not commercial revenue generation).
- Like proposal to expand summer hiking and biking trails; consider public fees for trail use.
- Expand lodge and build Learning Center.
- Consider additional facilities on top.
- First – preserve and protect.
- Second – make improvements in responsible manner.

2. Trail Mix

- Summer hiking and biking trails very strongly supported in public surveys.
- Support a trails plan for Eaglecrest – on-the-ground reconnaissance and potential routings. Trail Mix happy to work with Eaglecrest on future trail planning for summer hiking/biking and winter Nordic skiing.
- Funding is the challenge. Ambivalent about suggestion (made here this evening) to ask public to pay for trail use.
- Expensive place to build trails (muskeg). Trail development in stages is realistic.
- The more specific trails are outlined in a plan, the easier it is for Trail Mix to get grant funding to build.

3. Individual

- Like to see strategy of how to carryout the various proposed ideas; set priorities and discuss how to accomplish them.
- Make a plan for how to involve private parties in development of actions (e.g. residential, hostel, hut-to-hut, restaurant).
- Embrace low-impact commercial uses to generate revenue. Favors “rather benign public vehicles” bringing people to the top of the mountain.
- Question – How did we generate forecasted revenue for beer & wine sales? Answer – used model used by other areas to forecast expected revenue. It is in the approximately \$20-\$40,000 revenue, not \$200,000. Noted that Kirk Duncan is a nationally recognized expert on food/beverage service revenue at ski areas, and he was consulted.
- Suggest consulting with Juneau restaurants to develop revenue estimate – would that be a useful comparison?
- Nordic skiing – Favor connecting lower to upper loop, since the upper loop appears to be relatively unused.

- Develop a “feeder hill” where kids learn how to ski very cheaply at another, more accessible site (e.g. in the Valley) – put platter pull and tubing device there. Expect high use, revenue, and new wave of skiers and boarders. Make this a high priority.

4. Individual

- Highly recommend the Learning Center – expand opportunities for Eaglecrest. Concerned families with young children stop coming to the area.
- Highly endorse looking at ski to sea options – long distance Nordic trails and ski/hike.
- Favor huts, cabin rentals.
- Favor night skiing.
- Existing lodge rental fees – costs have gone from \$200 to over \$600 for lodge rental. Rentals have consequently dropped. Consider lowering rent to generate more revenue and to increase community use.

5. SAIL-ORCA, Nordic Ski Club (member), Southeast Road Runners (president)

- Lodge remodel and Learning Center need to be very accessible, not just Americans with Disability Act (ADA) minimums, but with consideration of what is really required to transfer skiers from wheelchair to ski, etc.
- Lodge meets baseline ADA standards, but that really isn’t adequate – people with disabilities don’t feel comfortable and safe in the facility.
- Access to top of mountain – Can we offer motorized trip up to see the view on selected days in the summer, for those who are not able to walk or bike up?
- Nordic skiers – Increase Nordic trails and facilities. Current parking doesn’t work well for people with disabilities. Need expanded trails and accessible parking to beginner terrain. Provide waxing hut. Nordic Club should participate in making these improvements happen. Nordic Trails returns revenue, isn’t as expensive to maintain.
- Southeast Road Runners – Expand running/hiking/biking trail system. Some additional trails of the width and hardening of the existing lower loop trail.

6. Individual

- Supports key finding that Eaglecrest is first and foremost a winter recreation area. New improvements must not interfere with that mission.
- Luge sledding (on snow surface) and natural luge (on snow with ice layer) should be promoted at Eaglecrest. Lugging is done on flat surface free of obstacles, no banked turns. Google “Natural Luge Alberta” for more information. Safe sport. Successful at other ski areas. Director of USA Luge in Lake Placid is excited about luge in Alaska; would come to Juneau and help set up a luge weekend. Suggest beginner luge sledding be accommodated at edge of present tubing hill. If structures are put there, please leave space to groom snow for this sport.

7. Individual

- Nordic skier, snow boarder, season pass holder for several years.
- Glad to see Nordic highlighted as having public support; it needs more support at the ski area.
- The draft plan refers frequently to the need for “more studies”. Concerned that money will go out to more planning rather than implementation. Not a lot of substance in this draft – What are we actually going to do?
- Do not have Segways at Eaglecrest. Alaska is a lifetime trip/destination; not like anywhere else. Packed trail on lower loop is fine for hiking – people don’t need a Segway to use this trail.
- We need trails that serve our community, because we are the people who use it.

- Keep Eaglecrest non-motorized.
- Nordic – homegrown survey several years ago (about 110 skiers). All but 10 had paid for a pass. They pay their way.
- Sheldon Jackson campus in Sitka was donated to Sitka Fine Arts Camp. Sitkans have put in thousands of hours of work. Could this be an example for Eaglecrest? We have a community four times as large as Sitka; surely we can find volunteers to help with projects during the summer.
- Need to substantially improve the signs for downhill and Nordic ski trails. Important for beginners and visitors.
- Support connecting the lower and upper Nordic loops.
- Consider single use pass on Hooter for access to upper Loop.

8. Individual

- Hired to take care of two jumps on Ego this season. Thank Eaglecrest for keeping that up.
- Favor more growth of terrain park features – appreciated by young skiers and boarders.

9. Individual

- Area is seeing opportunities for using volunteers in summer – clearing some trees. Good clearing down to muskeg (e.g. lower Hilary’s race course).
- In fall, Eaglecrest looking at clearing vegetation on Raven.
- More emphasis to assist race clubs – race center for Alpine skiers. Racing program is growing.

APPENDIX 5:
JUNEAU NORDIC SKI CLUB MEMO

To all participants in the McDowell Eaglecrest nordic long-range planning meeting:

It was good to meet with all of you last month and talk about our vision for the 20 year plan. We have marked our trails and proposed trails (to the best of our ability) on a series of google maps (below) that will hopefully make it easier to visualize and discuss options amongst ourselves and others. JNSC has advocated for many of the proposed upgrades and additions to the nordic area at Eaglecrest for many years, and the board and membership would love to see them realized.

It is easier to see some of the google-Earth images if you view them at 200 or 500% in Word.

Thanks for inviting all of us to the meeting, Jim. I hope it wasn't too chaotic - it usually gets that way when you get a room full of passionate nordic skiers!

Jim, please let us all know how we can stay involved in the process.

Bart Watson
President
Juneau Nordic Ski Club

Upper Loop/ Hilda Valley extension

The existing Upper Loop Trail is in red. The proposed extension into the Hilda Creek Valley is in purple. The trail is a rough approximation at best, in that a cloud was sitting on this area when the Google photo was taken.

The proposed extension would parallel upper Hilda Creek and could potentially open up a great view of Stephen's Passage. The capital expenses would be minimal if we use club volunteers to cut the trail. The work will consist mostly of clearing short stretches of wooded areas to link existing meadows. The extension could initially add two or more kilometers of trail. Thinking 20 years out, this extension could eventually be linked all the way down to the proposed road at Hilda Creek. If hardened, it would be a fabulous mountain bike and hiking trail as well. JNSC (as well as many alpine skiers) would like to see the west slopes of Mt. Troy closed to use by recreational snow machines to make the Upper Loop and Hilda Valley a quiet, non-motorized recreation area.



Cropley Loop & Connector Trails

This area would make a really outstanding loop. It is mostly meadow and would require minimal capital expense for trail work. The loop would be approximately 2.5 km. long. The (very light) purple trail is the proposed connector between the upper Porcupine Chair area and the proposed Cropley Loop. This route goes through a heavily forested area and will need to be studied further to estimate a cost to develop. The trail could go all the way around the lake when avalanche danger is low.

The green trail is the Cropley to Upper Loop Connector trail. This trail crosses several alpine runs, a fairly common practice at other alpine ski areas, including Silver Star and The Summit at Snoqualamie to name a couple, and could certainly be done safely with proper signage. Many of us have skied across this route and once you are out there, it doesn't feel any more dangerous than crossing the street - you just watch for traffic and cross the run. The connector trail is about one kilometer long, all on existing trails and runs. The only capital expense would be for a half-dozen or so signs.



Lower Loop, Lower Valley, Humpy Trail

White: Existing Lower Loop.

Blue: Proposed Humpy Trail with extension to the trailhead across the street from the proposed nordic lodge. Part of this trail, closest to the lodge, is already in but needs to be widened and improved. Extending the trail to across the road from the new nordic parking lot would make for an excellent gentle loop. JNSC would like to see this trail designated as a "dogs allowed" trail to serve the sizeable group of pet owners in Juneau's nordic ski community who currently aren't welcome with their dogs at Eaglecrest. An abbreviated "dog cut-off trail" could be used to keep dogs clear of the Porcupine Chair runs.

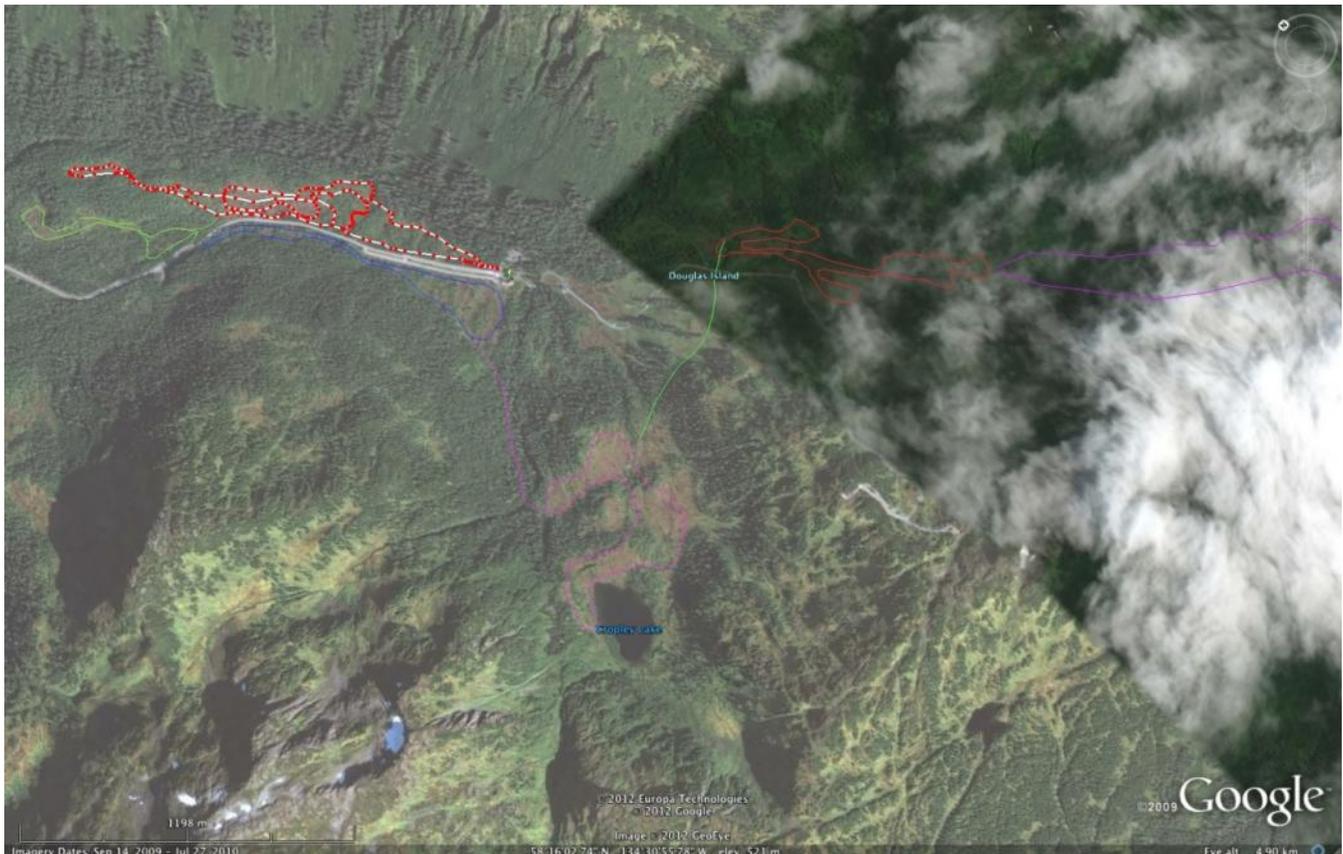
Green: Existing Lower Valley trail. This trail could use some minor upgrades, possibly a small permanent bridge over a little creek if Eaglecrest isn't comfortable driving its Pisten Bully across our log bridge. Eaglecrest has begun grooming this trail in the last few weeks and it is a great addition to the trail system.

Purple: Proposed "alternate" route. The capital expense would be minimal since JNSC volunteers could cut the trail. This trail connects some small meadows and would make an interesting alternative to the regular loop.



Entire Proposed Trail System

All of the existing and proposed trails and facilities. A skier could depart from the nordic lodge and ski approximately 24 km. of trails, returning to the lodge almost without skiing the same trail twice. These trails could be hardened, as a single track or to full width similar to the existing lower loop hardened areas, to make a great mountain bike/ hiking circuit, filling another important Juneau recreational need. A couple small warming/ overnight huts could be added in the Cropley Lake and Hilda Valley extension areas, greatly enhancing the use of these trails that are more distant from the base lodges .



Additional Facilities

Nordic Trail Entry by A-Frame

We propose the construction of a covered staircase to welcome skiers to the nordic area and get them safely from the parking lot and day lodge down to the A-frame and start of the trail. A rough estimate of the cost is \$5,000. The current access from the day lodge parking lot is both hidden and treacherous. A stairway would not only help to get people to the trailhead, it would serve to announce that the nordic program is a part of Eaglecrest, and not just an afterthought.

Small day lodge for nordic area

A day lodge, separate from the existing alpine lodge, is needed to anchor and grow the nordic program at Eaglecrest. One possible location would be at the new nordic parking lot. It has a great view overlooking the valley. The pad is already in place in the form of the level gravel, and construction vehicles can drive right to the site. Power poles run adjacent to the site. There are countless options for an appropriate building. For example, Icy Straits Lumber could put together a kit for us. They make some beautiful timber frame buildings:

<http://www.alaskawoodproducts.com/timberframestructures.html>

JNSC could possibly form a crew led by volunteer carpenters (a la Project Playground). If it turns out to be too expensive to service the building with water lines, it could have composting toilets like the Eagle's Nest lodge. In fact, the Eagle's Nest may be about the right size. We could probably construct the lodge for approximately \$100/ sq. ft. with volunteer builders at, say, 1,000 sq. ft. for \$100,000. It is likely that we could get some major donors to support a project like this, and maybe leverage a Rasmussen matching grant. The 4H Nordic Ski Club and the JNSC Youth Development Program both strongly advocate building a nordic facility to use for their programs.

Wax Room

For many years, Eaglecrest nordic skiers have advocated for the addition of a ski waxing facility. For practical and cost reasons, this room should be built as a part of the nordic day-lodge building. Depending on the final design of a day-lodge, this room could be built beneath or beside the main room of the lodge.

Dedicated Grooming Equipment

To upgrade nordic skiing at Eaglecrest it will likely be necessary to purchase a dedicated nordic grooming machine and equipment to supplement Eaglecrest's existing Pisten Bully. The existing machine is too heavy for nordic track grooming, especially in wet, heavy snow conditions. Here are a couple of potential machines that would be appropriate for Eaglecrest's existing and proposed trails:

<http://www.pistenbullyusa.com/en/products/pistenbully-paana/standard.html>

<http://www.alpina-snowmobiles.com/>

Trail Lighting

JNSC members have long expressed an interest in lighting the Lower Loop trails to allow for after-work/ after-school recreation opportunities. With Eaglecrest connected to the grid, this is now an achievable goal. There are many possible ways to light the track, from lights on power poles, as many nordic areas do, to cheaper alternatives using lower-to-the-ground poles and LED lights. Further study will be needed to estimate cost of this project. With our months of short winter days, the JNSC feels that making Eaglecrest's ski trails available to users in the evening hours will be a great addition to outdoor recreation opportunities in Juneau.

APPENDIX 6: TRAIL MIX MAPPING

Eaglecrest Ridge--Cropley Lake Hiking-Biking Loop Trail

Downhill Mt. bike trail
(blue trail)

Douglas Island

Eaglecrest Ski Area

© 2011 Google
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Imagery Date: 9/13/2009 2005

58°16'09.47" N 134°30'54.88" W elev 459 m

Eye alt 1.66 km



Hilda Point Trail

Eaglecrest Ridge--Cropley Lake Hiking-Biking Loop Trail

Downhill Mt. bike trail
(blue trail)

To Dan Moller Trail

Douglas Island

Eaglecrest Ski Area
Eaglecrest Ski Area

Mt. Ben Stewart Trail

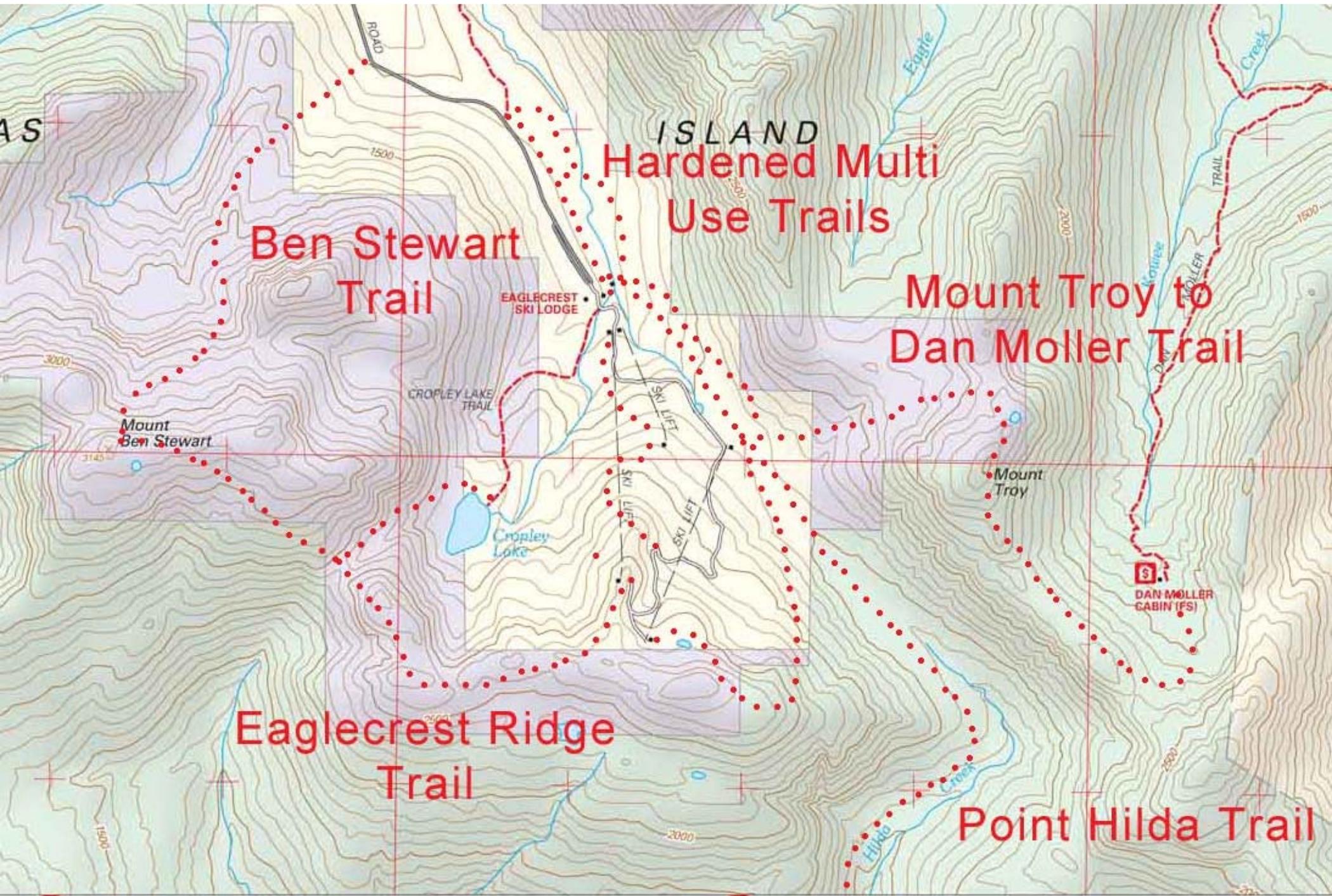
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© 2010 Google

Imagery Date: 9/13/2009 2005

58°16'09.47" N 134°30'54.88" W elev 459 m

Eye alt 1.66 km



**ISLAND
Hardened Multi
Use Trails**

**Ben Stewart
Trail**

**Mount Troy to
Dan Moller Trail**

**Eaglecrest Ridge
Trail**

Point Hilda Trail

Mount
Ben Stewart

EAGLECREST
SKI LODGE

CROPLEY LAKE
TRAIL

Cropley
Lake

Mount
Troy

DAN MOLLER
CABIN (FS)