

# 2024 Tourism Best Management Practices



*Celebrating 28 Years of  
Making Tourism Work for Juneau*

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# 2024 Tourism Best Management Practices

Begun in 1997, Tourism Best Management Practices (TBMP) are intended to minimize the impacts of tourism in a manner which addresses both resident and industry concerns and enhances our visitors' experiences in the Capital City.

The program is a cooperative effort of Juneau tour operators, cruise lines, transportation providers, merchants, hospitality businesses, tour brokers, the US Forest Service/Juneau Ranger District, and the City and Borough of Juneau (CBJ). These guidelines, however, do not replace applicable city, state, or federal regulations.

By actively participating in this voluntary program, participants demonstrate their commitment to address key community concerns. It is equally important for residents to help operators and the CBJ monitor the success of this program by providing constructive feedback via the Tourism Best Management Practices Hotline. Contact the Tourism Hotline by sending an e-mail to **hotline@traveljuneau.com**. Using this email address is the best method to ensure that your concern is viewed and responded to in a timely and efficient manner. You may also register your concerns by calling the hotline phone number (**907-586-6774**) after April 15<sup>th</sup> or by submitting a webform concern (**traveljuneau.com/tbmp/hotline**).

TBMP encourages the community to utilize the hotline to register comments (see item #102). Residents are also encouraged to provide positive feedback via the hotline to recognize participants who are making a difference by following the guidelines and operating their business in a courteous and neighborhood-friendly manner. Being informed of residents' observations and concerns allows participants to consider the way in which they conduct their business to minimize impacts on the community. Visit our website **traveljuneau.com/tbmp**.

The CBJ Assembly applauds the signatories to this document for their continued efforts on behalf of the community and the visitors they serve, and TBMP appreciates the continued support of the Assembly. In consideration of all visitors, residents, and fellow industry employees and businesses, the following guidelines are in place to maintain a friendly business atmosphere and an aesthetically welcoming environment in Juneau. Agreeing to sign on to the program also expresses your support of the program, which is in place to allow members to work cooperatively to minimize impacts and protect the very qualities that make Juneau a great place to live and to visit.

"Recommendations" appear at the end of certain content sections in the guidelines to which they relate and are not new agreed-upon guidelines. However, these items are included to actively urge businesses to consider these practices during the 2024 season.

TBMP participants will continue utilizing the internal observation program. This process encourages participants to notify each other if they observe TBMP guidelines not being followed. This program is intended to provide additional feedback to TBMP participants to assist them in continuing to reduce impacts in the community (see attachment "F").

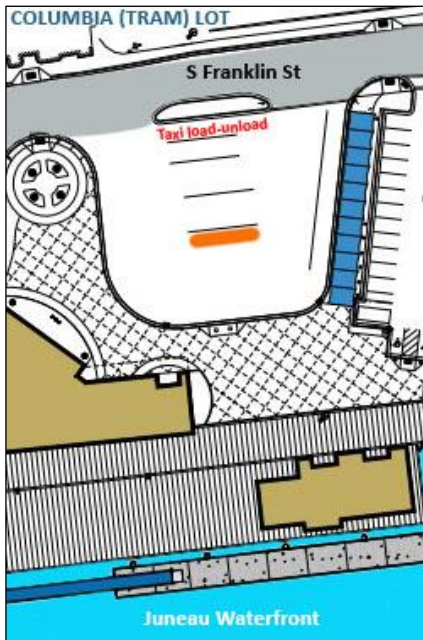
Participating businesses will also require employees to sign a TBMP agreement in which they certify that they have read, understood, and intend to abide by the practices outlined below (see attachments "D" and "E").

# Agreements Regarding Transportation and Vehicles

Commercial passenger vehicles are required to comply with CBJ Administrative Code (Title 20 Business Regulations, Chapter 40 Commercial Passenger Vehicles-relevant sections are included as attachment “A”). It is a fundamental expectation that all drivers will comply with all local, state, and national regulations and traffic laws as well as regulatory requirements established for commercial and non-commercial vehicles. For purposes of this program, vehicles include motorcoaches, buses, mini-buses, limos, vans, trolleys, taxis, motorcycles, pedi-cabs, or any vehicle used for an organized tour.

Residents should remember that tour vehicles are sometimes used for non-tour activities, including charters, government service contracts, school field trips, and charity work. While this program focuses on tour activities, operators agree to conduct all activities in a courteous manner and to emphasize these guidelines during pre-season training.

- 1. PRE-SEASON TRANSPORTATION MEETINGS:** All transportation companies utilizing the downtown and/or Statter Harbor/Auke Bay staging areas agree to send a representative to a pre-season transportation meeting to discuss the implementation of a plan to ease vehicle congestion and conflicts in these areas. Some downtown transportation providers may also be asked to attend a meeting with major trucking and shipping companies which operate on the Rock Dump to review the ship schedule, peak days, and tour routing to foster better communication and to help minimize downtown traffic concerns.
- 2. DOWNTOWN TRAFFIC/STAGING:** All companies utilizing the Alaska Steamship Dock, Cruise Ship Terminal, Peratrovich Plaza, and Columbia Lot staging areas should be aware of times when congestion into and out of these lots will be at peak level. Dispatchers, Docks and Harbors staff, crossing guards, and drivers will assist in promoting efficient traffic flow in the area by managing vehicle movements in a courteous manner and by yielding to other vehicles and users as necessary. All participants will also be mindful of sirens and approaching emergency vehicles to keep South Franklin Street clear for emergency traffic. Drivers using Peratrovich Plaza should be aware of the clockwise traffic pattern and be cautious of South Franklin Street vehicle and pedestrian traffic when exiting the lot.
- 3. COLUMBIA LOT (TRAM LOT) PROCEDURES:** This lot is designated the “A zone” shuttle facility. As required in a conditional use permit, coaches shuttling cruise passengers from the AJ Dock will actively load and unload from this using a designated facility shuttle lane. On days when the AJ Dock shuttle is not operating, “A” zone permitted coaches with scheduled shuttles to the Mendenhall Glacier may also actively load and unload from this designated shuttle lane.



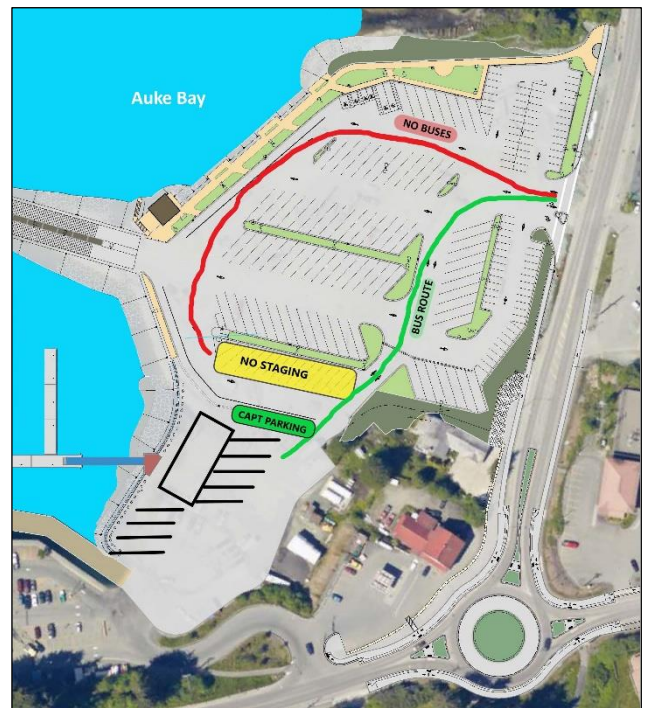
conditional use permit, coaches shuttling cruise passengers from the AJ Dock will actively load and unload from this using a designated facility shuttle lane. On days when the AJ Dock shuttle is not operating, “A” zone permitted coaches with scheduled shuttles to the Mendenhall Glacier may also actively load and unload from this designated shuttle lane.

- “A or B” loading zone includes the three lanes closest to the Tram between the taxi/crew shuttle load-unload and the “B” zone.
- “B” loading zone includes the two lanes closest to the taxi/crew shuttle load-unload lanes.
- The taxi/crew shuttle load-unload zone is the lane closest to S. Franklin Street.

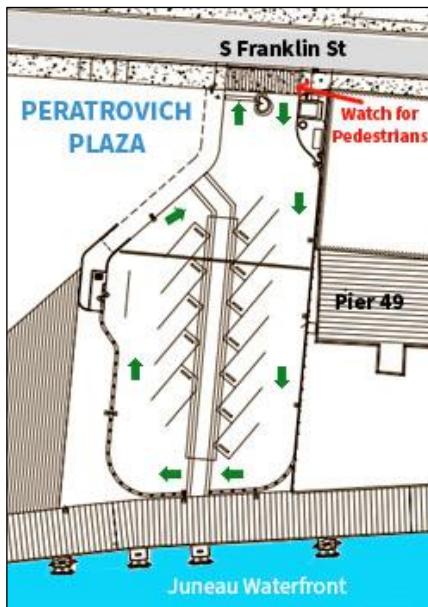
The last staging lane nearest the tram will be considered a “priority staging lane” for Mendenhall Glacier shuttles (see orange mark on map). Other vehicles entering the Columbia (Tram) Lot to stage for pickup/drop-offs are encouraged to first utilize the two B zone lanes and the two A/B zone lanes closest to the road whenever possible. This “priority lane” will not be marked, striped, or designated in any way other than being mentioned in this guideline.

4. **STATTER HARBOR/AUKE BAY PROCEDURES:** All companies utilizing this location will be aware of times when congestion into and out of Statter Harbor will be at peak level. Dispatchers, captains, and drivers will assist in promoting efficient traffic flow in the area by managing vehicle and vessel movements in a courteous manner and by yielding to other vehicles/vessels and users as necessary. All vehicle drivers should follow the traffic pattern in the parking and transit lot as per the map provided. Drivers shall utilize the angled parking and depart as soon as passengers have unloaded and/or reloaded for the return trip to town (if the turnaround takes longer than 15 minutes, drivers should stage elsewhere).

All companies will send designated trainers and lead personnel to a pre-season meeting to go over the most current Statter Harbor Vehicle and Vessel Procedures. All companies agree to abide to the best of their ability with these procedures.



5. **PERATROVICH PLAZA (PP) PROCEDURES -- "B Zone Only":**



- Class "A" Vehicles and Class "C" Vehicles will not have access to the PP Lot.
- Class "A" Vehicles, Class "C" Vehicles may not drop off passengers in the PP Lot.
- Vehicles may not stop anywhere in the PP Lot other than designated parking lanes.
- Operators shall turn off vehicles after parking and not restart buses until passengers are loaded and the vehicle is ready to depart.
- Taxis and crew shuttles may use the two lanes closest to the exit on the north side of the lot.

6. **TRAFFIC FLOW:** Drivers agree not to impede normal traffic flow by slowing down or stopping for sightseeing opportunities anywhere within the City & Borough of Juneau. Drivers will be especially attentive not to slow down or stop when transiting Glacier/Willoughby Avenue between 10th Street and the State Museum/Egan Drive, or along South Franklin Street.
7. **TAXIS, CREW SHUTTLES, AND PEDI-CABS** should avoid stopping in the roadway, even when flagged for a fare. Vehicles should attempt to stop out of the flow of traffic to prevent congestion in the area.
8. **OPERATORS AGREE** to treat the curbside "A" zone adjacent to Marine Park Plaza as a "quick drop/quick load" area. For loading procedures, operators agree not to approach the area for loading until their guests are curbside and ready to load. Operators who anticipate a longer time needed for loading agree to take a lane in the main Marine Park Plaza. Drivers using the curbside "A" zone agree to pull completely up to the curb in a manner that doesn't block the main

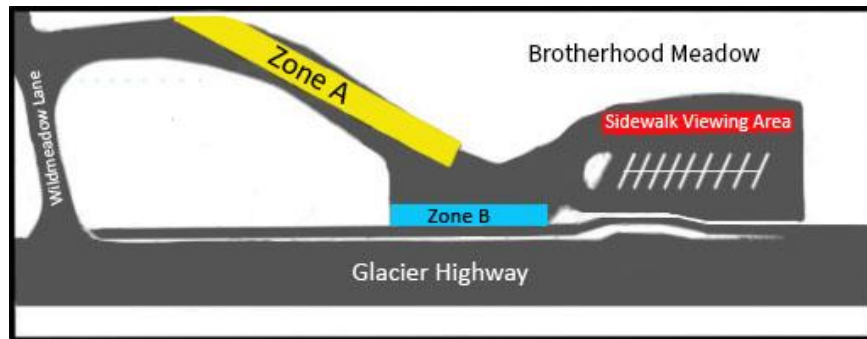


roadway and/or block the entrance to Marine Park Plaza. Drivers of vehicles in the adjacent “B” zone agree to park in a manner that doesn't encroach the “A” zone. The “B” zone section will not be considered “quick drop/quick load.”

9. **DRIVERS SHOULD PAY SPECIAL ATTENTION** when traveling southbound past Marine Park not to block the parking garage exit when other vehicles have stopped for the crosswalk ahead. Try to stop short of the exit when traffic is backed up so cars may still exit the garage.
10. **12TH STREET & CALHOUN AVENUE/COPE PARK:** All operators agree to eliminate the use of buses, mini-buses, and tour vans on 12th Street/Calhoun Avenue unless required by a CBJ traffic revision. Cope Park should not be used by tour operators.
11. **EMPTY TOUR VEHICLES:** Drivers of empty tour vehicles agree to avoid looping through downtown on Franklin/Front Street or on Shattuck Way unless transiting to a drop-off or pick-up destination in the immediate vicinity.
12. **FRANKLIN STREET:** Drivers who miss a loading space at the Alaska Steamship Wharf/Marine Park agree to use the roundabout intersection in front of the parking garage, turn around and return to the Steamship Wharf/Marine Park via a left turn into this staging area OR via Willoughby and Whittier Avenue. To avoid congestion, drivers agree not to use Franklin Street as a shortcut when returning to the Steamship Wharf.
13. **FRANKLIN/MAIN CORRIDOR:** Operators of buses and minibuses should avoid using Franklin Street north of the Red Dog for any tour activity. Operators will minimize congestion on Franklin Street through downtown and Main Street by not adding this routing to new tours or including in current tour descriptions.
14. **TRANSPORTATION OPERATORS** employing driver-guides (those who drive vehicles and provide commentary simultaneously) will incorporate defensive driving and road environmental awareness into their training program curriculum to reduce any potential safety risks associated with this practice.
15. **DRIVERS SHOULD PRACTICE** safe and defensive driving behaviors at all times (such as yielding right-of-way to all pedestrians within the roadway, regardless of whether they are in a crosswalk, signaling intention to turn well in advance, avoiding entering intersections on yellow lights, and slowing and checking cross traffic before entering an intersection). Driver-guides are encouraged to refrain from delivering tour commentary while transiting areas of increased congestion or with high volumes of pedestrians and bicyclists present, such as downtown loading areas and portions of South Franklin Street that may be congested during periods of the day. Drivers agree not to exhibit dangerous and aggressive driving behaviors such as tailgating, weaving, dangerous turns or merges, or failure to yield or stop.
16. **DRIVER-GUIDES ARE ENCOURAGED TO** share safety recommendations with guests before disembarking from the vehicle. A ‘safety minute’ may remind guests about how to act responsibly as a safe pedestrian, including crossing in designated crosswalks; looking in both directions before crossing a roadway; and common hazards and blind spots when walking near large buses and shuttles.
17. **VEHICLE FLUIDS AND EMISSIONS:** Drivers of ALL VEHICLES agree to monitor any engine oil and/or fluid leaks and excess emissions when operating throughout the Juneau road system. This includes monitoring at all staging/loading zones and docks downtown, as well as venues such as, but not limited to, the State Museum, Mendenhall Glacier, Statter Harbor, Mayor Bill Overstreet Park, Brotherhood Bridge Photo Lookout, Homestead Park on Douglas Island, Shrine of St. Therese, and Juneau International Airport. Should any vehicle exhibit a leak of a substantial nature or visible emissions in excess, the operator should be prepared to immediately pull the vehicle from service until repaired.
18. **ENGINE IDLING:** Drivers of ALL VEHICLES agree to turn engines off at every reasonable opportunity when loading and unloading passengers and/or when staging in the various loading zones, staging areas, and tour venues throughout the CBJ. This includes all passenger and crew shuttle operations and “quick drop-offs” accomplished at Marine Park and the Columbia (Tram) Lot. Vehicles should not sit with engines idling while actively loading, unloading, or waiting for passengers to arrive. Engines should be started only when the vehicle is ready to move, and thereafter, only when the vehicle is in motion or in traffic. Note that the State Museum, Juneau Ranger District, and all downtown docks require companies to turn off engines at these facilities as part of a company's permit to operate.

19. **TRANSITING RESIDENTIAL STREETS:** Drivers agree to avoid transiting residential streets within the City and Borough of Juneau unless conducting a specific pick-up or drop-off in the immediate vicinity. This includes, but is not limited to, 1st Street in Douglas and Riverside Drive in the valley.
20. **WEST JUNEAU:** All drivers should avoid conducting tours on Blueberry Hill and Pioneer Avenue. This includes taxi companies.
21. **LEFT TURNS:** Drivers of motor coaches and full-size buses departing the Seadrome Building and Sheraton Four Points Hotel agree not to make left turns onto Egan Drive. When traveling northbound on Marine Way and attempting to make a legal left turn into the Alaska Steamship Wharf loading/unloading zone (Marine Park Plaza), drivers of all vehicles should be mindful of traffic behind them. If this left turn is not possible to make without causing a considerable delay of traffic (numerous vehicles) behind them, drivers should proceed and return to the Alaska Steamship Wharf via Willoughby and Whittier Avenue.
22. **USE OF LEFT LANE DOWNTOWN AND ON EGAN DRIVE:** When exiting downtown, ALL VEHICLES will make every effort to move into the right lane by the time they reach Whittier Avenue, unless they are setting up for a left turn. Operators of ALL VEHICLES (regardless of size) will avoid driving in the left lane on Egan Drive except when turning left, setting up for a left turn, or overtaking unusually slow traffic traveling in the right lane.
23. **SANDY BEACH, TWIN LAKES, AUKE REC, COPE PARK, EAGLE BEACH:** Drivers agree not to impede traffic and to maintain a safe travelling speed. Drivers agree not to use Sandy Beach, Twin Lakes, Cope Park, Eagle Beach, or Auke Bay Recreation Area (including the Auke Bay Recreation access road) as tour destinations.
24. **ADA ZONES NOT FOR STAGING:** Drivers utilizing equipment with a wheelchair lift will use the designated ADA zones only for active loading and unloading and not for staging of vehicles.
25. **SAFETY WHEN BACKING:** All motorcoaches, buses, mini-buses, and trolleys will take special care when backing out of the loading/unloading zones at the Alaska Steamship Wharf, Peratrovich Plaza, AJ Dock, the Cruise Ship Terminal, and the Franklin Street Dock. All companies will assign a representative on site to assist with traffic flow and backing procedures during the first four (4) hours of tour operations at each staging facility. Operators should also provide a backer during their own peak hours of operations throughout the day at each location. Also, when preparing to back up, drivers should be aware of the back-up beepers and the sound they make and should strive to spend as little time as possible in reverse. Drivers should only shift into reverse when they are ready to commence backing to minimize beeper sounds.
26. **IMPEDING PEDESTRIAN TRAFFIC:** Taxis and crew shuttles will refrain from impeding or slowing traffic by stopping along sidewalks downtown to pick up or drop off passengers.
27. **SAFETY ON ROADWAYS:** Drivers will yield right-of-way to all pedestrians within the roadway, regardless of whether they are in a crosswalk. Additionally, drivers will take caution when encountering pedestrians, cyclists, and animals on narrow roadways, bike lanes, and school zones throughout the borough, and companies will take this into consideration during their driver training programs. Drivers should strive to operate in a manner which exhibits common courtesy throughout their daily travels.
28. **DRIVERS UTILIZING THANE ROAD** for tours, transfers, and charters should be aware that Thane Road has a somewhat uneven road surface that may require vans and minibuses to transit the area at a slower rate of speed than the typical passenger car. Should these slower speeds result in congestion and a back-up of traffic, drivers are asked to utilize the next available "vehicle pullout" to allow other vehicles to safely pass. Operators will take extra precautions to avoid joggers and cyclists when transiting the area.
29. **IN THE INTEREST OF SAFETY,** all operators agree to promote a "hands-free only" cell phone policy when their drivers are operating a vehicle except in the case of an emergency. Drivers will refrain from texting/emailing on their mobile phone while operating a vehicle as doing so is a misdemeanor.

30. **DRIVERS OF ALL TOUR VEHICLES**, regardless of size, agree to drive with headlights “ON” to increase visibility of their vehicles to others and thus promote safety on the roadways.
31. **TROLLEY OPERATIONS:** Drivers agree not to impede traffic and to maintain a safe travelling speed. Drivers agree to be mindful of the outside volume of trolley bells and PA systems.
32. **RESOURCE SCHEDULING:** Operators agree to assign vehicles to scheduled tours and transfers in a manner which efficiently maximizes the use of all vehicles on duty. The number of vehicles and type of equipment will be assigned to a tour or transfer based on the capacity needed on a given day. Operators will collaborate with partners/vendors to find opportunities to minimize the number of vehicles on the road whenever possible.
33. **TRAINING OF SCHEDULERS:** Operators will train all schedulers to take advantage of synergies that are present in the Juneau tourism transportation industry. As noted above, schedulers should strive to better serve their constituents and community stakeholders by minimizing vehicles on the road whenever possible.
34. **CROSSING GUARDS:** TBMP Crossing Guards will be positioned in strategic locations to promote safety and facilitate vehicle and pedestrian movement throughout the downtown corridor. TBMP members should be mindful of their presence and obey their instructions.
35. **MENDENHALL LOOP ROAD:** Drivers agree to transit Mendenhall Loop Road in a safe manner and at a consistent speed, taking into consideration traffic rules and neighborhood sensitivity along this road. Drivers should maintain a consistent speed as much as possible to minimize any engine acceleration (revving) noise and increased emissions associated with inconsistent speed. This is especially true outbound to the glacier just past Back Loop Road.
36. **USE OF BROTHERHOOD BRIDGE PARKING LOT:** Use of the Brotherhood Bridge Parking Lot by tour companies requires a commercial use permit from the City & Borough of Juneau Department of Parks & Recreation. Tour companies agree to comply with all permit conditions, including not leaving their vehicles unattended while in the lot. Companies will not unload guests at the viewpoint; coaches/vehicles must park in their designated spaces to unload guests.



- Tour companies who operate coaches longer than 30 feet must-use the designated pullouts [**Zone A**] along the Brotherhood Bridge access drive for unloading and loading guests who are either visiting the viewpoint or transiting from Mendenhall River. Drivers who are using the lot for staging should yield to those transporting guests when at all possible.
  - Tour companies who operate smaller cutaway or airporter vehicles should park in spaces near the entrance [**Zone B**] to the main parking lot. Those drivers using the lot for staging should yield to operators transporting guests.
37. **ALL TOUR OPERATORS** stopping at Mayor Bill Overstreet Park and whose driver and/or guide are getting out of the vehicle with tour passengers (providing narrative or guide services on the site) will require a permit to do so.



#### RECOMMENDATIONS:

- Transportation companies which currently use hand-held microphones for tour commentary, regardless of the type of vehicle (motorcoach, van, trolley, etc.), should consider phasing in headsets and/or boom microphones to promote safety and ensure that drivers are always operating the vehicle with two hands on the steering wheel.
- Tourism vehicle rental companies may consider creating an agreement, or adding language to an existing waiver, for vehicle renters to sign stating that they agree to obey all traffic laws and practice safe driving behaviors. The waiver/agreement may choose to explicitly list traffic laws or safe driving behaviors.

## Agreements Regarding Flightseeing (Helicopter and Fixed Wing)

Flightseeing operations are subject to Federal Aviation Administration (FAA) regulations and operational requirements. Guided glacier landing trips are also subject to US Forest Service permit requirements. Although the following guidelines are designed to minimize noise, safety and flight operations take precedence over noise abatement procedures. Flightseeing operators have signed a Letter of Agreement (LOA) in conjunction with the FAA addressing operational routes and procedures. To learn more, a website link to the LOA may be found at [juneau.org/tourism](http://juneau.org/tourism). Operators will conduct pre-season training in a manner which emphasizes these guidelines.

- 38. ROUTES & AIRCRAFT IDENTIFIERS:** Operators agree to provide the following to the CBJ which will make the information available to interested members of the public:
  - established flight routes
  - common factors influencing route choice, such as weather, turbulence, and traffic
  - aircraft colors or other distinguishing characteristics useful in identifying individual operators
- 39. ALTITUDE:** Operators follow voluntarily agreed-upon routes for tour flights and maintain minimum altitudes of 1,500 feet for helicopters and 1,000 feet for floatplanes operating above residential areas, except during take-off, landing, or when deviations are required by weather, traffic, or the Air Traffic Control Tower.
- 40. FLY NEIGHBORLY:** Helicopter operators agree to conduct flightseeing tours in accordance with the Helicopter Association International (HAI) Fly Neighborly Program. The Fly Neighborly Program is a voluntary noise reduction program designed to be implemented worldwide by local helicopter operators, large and small. Operators will train all pilots on the Fly Neighborly Program regarding its application to local operations. Additional information on this program can be viewed on the HAI website, [rotor.org/fly-neighborly](http://rotor.org/fly-neighborly).
- 41. OPERATING TIMES:** Operators agree not to schedule glacier flightseeing and tour departures before 8 am or after 7 pm and to complete all tour flights by 9 pm. Operators agree to minimize tour support operations outside these hours. Non-tour operations will occur outside these hours as our community is uniquely dependent on commercial fixed-wing and helicopter operations. Operators agree to take the same care to minimize their impacts during non-tour flight operations.
- 42. LOW USE ZONES:** Operators agree to maintain “low use zones” in the Perseverance/Granite Creek Basin, Peterson Trail/Lake, the Eagle River/Eagle Glacier Cabin, and the John Muir Cabin areas. “Low use zones” are identified as areas where direct overhead tour flights are avoided (weather permitting).
- 43. WILDLIFE VIEWING:** Operators conducting air tours within CBJ boundaries agree to minimize impacts to backcountry users and wildlife. Operators will not circle, hover, harass, or decrease altitude for wildlife viewing. Flightseeing operators also agree to avoid key mountain goat kidding areas.

# Agreements Regarding Walking, Hiking, Bicycling, Segway, Zipline Tours

Commercial use of public trails is permitted by the CBJ Department of Parks & Recreation (11 CBJ AC 01 010-01 100 -- Commercial Use of Parks and Recreation Facilities and Trails), by the US Forest Service, and by Alaska State Parks. Operators may apply for commercial permits for these trails:

- **CBJ Parkland Trails:** Perseverance Trail System (Red Mill Trail, Glory Hole Trail, Mine Camp Ruins Trail), Rainforest Trail, Amalga Meadows Beach Access (Kayak Beach), Auke Lake Launch Ramp/Parking Access, Sunshine Cove Beach Access, Treadwell Historic Loop Trail.
- **US Forest Service:** Steep Creek Trail, East Glacier, West Glacier, Moraine Ecology, Nugget Falls, Powerline Trail (near Gladstone St), Tolch Rock, and Trail of Time.
- **Alaska State Parks:** Perseverance Trail System, Upper Mount Roberts Trail (above tram), Ernest Gruening State Park.

All commercial use of CBJ parks and trails requires a commercial use permit issued by the CBJ Parks & Recreation Department. Commercial use is not allowed in some areas. Contact the Parks & Recreation Department for additional information.

Operators will conduct pre-season training in a manner which focuses on and emphasizes these guidelines.

- 44. TOURS DURING COMMUTE HOURS:** Operators agree not to conduct downtown walking or Segway tours on Calhoun Avenue during morning and afternoon commute hours (7:30-8 am and 4:30-5 pm).
- 45. USE OF BIKE PATHS:** Operators agree to use bike paths along Glacier Highway, Fritz Cove Road, Back Loop and Loop Roads, Montana Creek Road, Glacier Spur Road, and other destinations within CBJ, and to instruct clients to ride single file. Operators agree not to use the walking path immediately along the Twin Lakes shoreline for tours.
- 46. FISH CREEK ROAD:** Cycling guides agree to instruct guests to ride single file in the bike lane unless the lane is blocked by a parked vehicle or other roadside obstruction. A guide will always be in the lead to make sure that guests descend the hill at a safe speed.
- 47. INSTRUCTIONS TO YIELD:** Cycling and Segway guides agree to instruct clients to safely yield to other users on commercially used bike paths whenever possible. Segway operators will conduct tours with clients in single file fashion in all areas of the City and Borough of Juneau.
- 48. TRAILHEAD PARKING:** Operators agree to use trailhead parking in a courteous and responsible manner and to pay special attention to community users. If utilizing the Brotherhood Bridge parking lot for the viewpoint, operators will discourage visitors from using the Kaxdigoowu Heen Dei (Brotherhood Bridge Trail).
- 49. IDENTIFIERS FOR TOUR GUIDES:** Operators agree to ensure tour guides are easily identifiable and that company names are visible on guides' attire and company vehicles.
- 50. YIELD TO OTHER USERS:** Guides agree to instruct clients to yield to other users on commercially used trails.
- 51. TRAIL CONDITION REPORTS:** Operators agree to report trail conditions and trail abuse to appropriate regulatory agencies.
- 52. LITTER REMOVAL:** Operators agree to remove litter (tour and non-tour related) from permitted trails on a regular basis.

## Agreements Regarding Cruise Ships

Visible stack emissions are regulated by the Alaska Department of Environmental Conservation under the Marine Vessel Visible Emission Standards (18 AAC 50-.070). (See attachment B)

- 53. P.A. ANNOUNCEMENTS, SIGNALS and OUTDOOR ENTERTAINMENT:** Cruise Line Agencies, Cruise Lines International Association (CLIA) Alaska, and individual cruise lines will continue to work to minimize vessel announcements, whistle signals, and outdoor entertainment (movies/video screens and use of music, bands, or DJ) while docked or anchored in Juneau Harbor. Large shipboard outdoor video screens should be turned off completely (both visual and sound) prior to entering the harbor.

Cruise ships are also asked to monitor their outside speakers, announcements, and entertainment on approach to and departure from Juneau. Ships will keep outside speakers turned “off” until they are well past the homes along Gastineau Channel. “Dupont” at the south end of Gastineau Channel should be used as a marker point where outside speakers should be turned off inbound and remain off until at this point outbound. Cruise Line Agencies, CLIA Alaska, and cruise lines will ensure that the shipboard staff understands the importance of this specific guideline.

Certain signals and announcements are necessary and required by the US Coast Guard or are necessary for inspections, drills, and other safety reasons. Safety drills should not begin before 10 am local time. (See TBMP attachment C for a discussion and explanation of the use of ships’ whistles.)

- 54. EMISSION STANDARDS:** All cruise vessels agree to comply with the Marine Vessel Visible Emissions Standards (18 AAC 50-.070) and take all available and reasonable steps to minimize visible stack effluents while in port.
- 55. VESSEL EMISSIONS:** All cruise vessels agree to take any other proactive steps feasible to manage visible emissions, especially on days when the downtown area might be under an air quality alert.
- 56. COURTEOUS USE OF VESSEL FLOATS:** Cruise ship tender operators agree to use the Port Field Office Float and the Intermediate Vessel Float in a safe and responsible manner and to pay special attention to other users. Tender operators also agree to minimize their wake in the harbor, especially in the vicinity of floatplanes and kayaks and to operate in a manner which exhibits common courtesy to others.
- 57. LITTER:** In an effort to keep our streets clean, ships' crew and passengers will be encouraged to utilize trash containers and cigarette ash trays located in the downtown area. The CBJ Harbor Department, private dock owners, and other businesses provide receptacles throughout downtown Juneau to discard trash and smoking material.
- 58. OFFLOADING OF SHIP WASTE:** Cruise companies and cruise ships agree to minimize offloading of ship waste and eliminate offloading of bulky waste, such as furniture, bedding, pillows, mattresses, electronics, and oversized items into CBJ’s landfill.
- 59. CRUISE COMPANIES/CRUISE SHIPS** are requested, when possible, to advise Cruise Line Agencies of Alaska (CLAA) of any USCG Safety of Life at Sea drills and/or individual ship drills at least 24 hours prior to these activities, and CLAA will advise the CBJ Tourism Manager and TBMP of the upcoming activity.
- 60. GASTINEAU CHANNEL:** When transiting this narrow waterway (Gastineau Channel), vessels agree to always monitor their wake, especially between April 1 and June 25 when the DIPAC salmon hatchery net pens are in operation along the Thane shoreline near Sheep Creek. Excessive wake can be a safety hazard for hatchery net pen staff, shoreside fishermen, and those recreating on the beach, along with small boats in the Thane/Sheep Creek area.

## Agreements Regarding Docks, Harbors, the Airport, and all CBJ Staging Areas

CBJ docks and harbors are regulated under the CBJ Administrative Code (05 CBJ AC 10.010-10.090--Docks and Harbors). Operators will conduct pre-season training in a manner which emphasizes these guidelines.

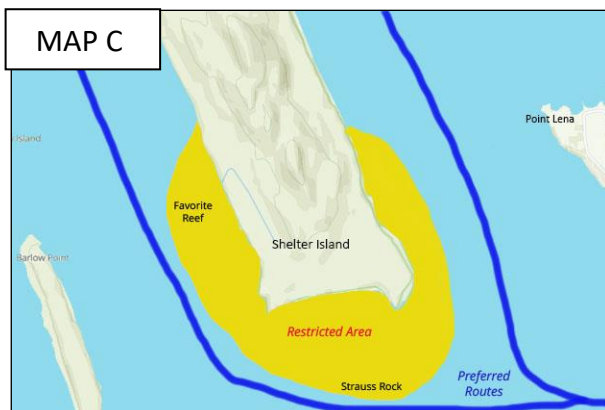
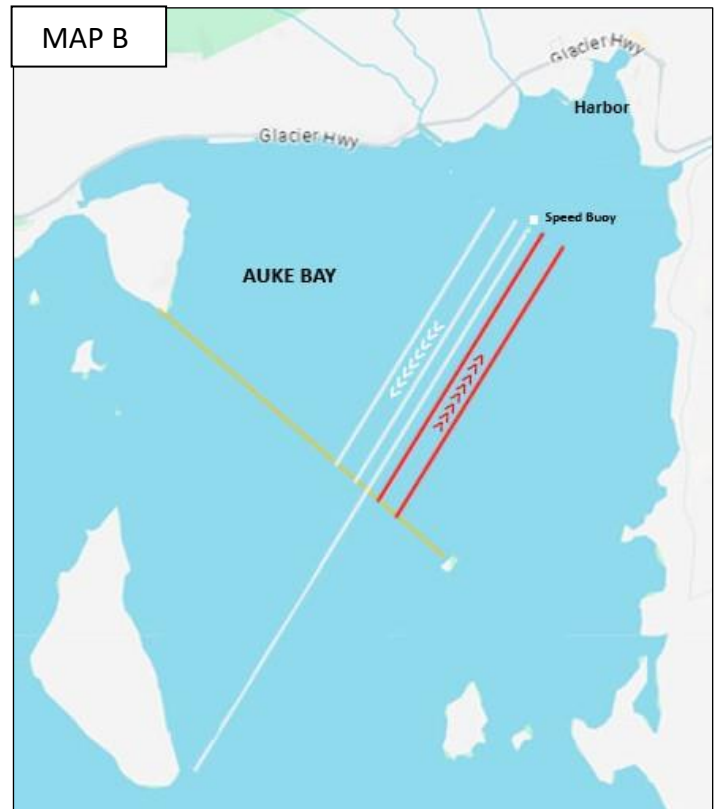
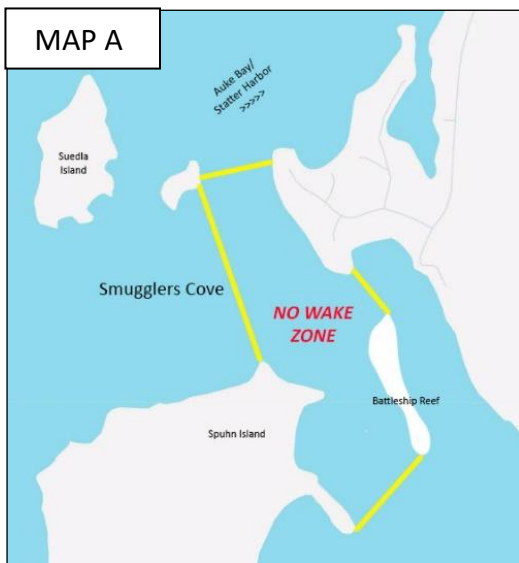
61. **COURTEOUS USE/LITTER REMOVAL:** Operators agree to use docks, harbors, loading ramps, the airport, all CBJ staging areas, and related parking facilities in a courteous and responsible manner and to pay special attention to other users. Operators also agree to remove tour and non-tour related litter when frequenting these areas.
62. **SPECIAL EVENTS:** Companies agree to pay extra attention when operating during special events including Salmon Derby, Celebration, and the Fourth of July.

## Agreements Regarding Shoreside Tour Brokers

63. **TOUR BROKERS WILL NOT** interfere with sales activities or operations of other tour brokers.
64. **TOUR BROKERS WILL** be responsible for the space immediately around their vending area and will pick up and properly dispose of all litter accumulated there during the course of their activities.
65. **TOUR BROKERS WILL NOT** engage in hawking or any disruptive, loud behavior.
66. **TOUR BROKERS AGREE NOT** to smoke in their booth and/or when working with customers.
67. **TOUR BROKERS WILL** only distribute written information when a customer requests it -- no handing out of flyers or leaflets in or around the sales area.
68. **TOUR BROKERS WILL** have informed knowledge of products sold and will not provide inaccurate information.
69. **TOUR BROKERS WILL** agree to practice good standard business ethics by not disparaging or making negative comments concerning other businesses.
70. **TOUR BROKERS WILL** strive to be good ambassadors of the community with knowledge of the locations of public amenities such as post office, bus stops, museums, restrooms, and government buildings.
71. **TOUR BROKERS WILL NOT** display misleading signage or advertising.

# Agreements Regarding Marine Tour, Sightseeing, and Sportfishing Operators

- 72. **IMPACTS TO COASTAL ZONES:** Marine tour operators and charter/sportfishing operators will take all available and reasonable steps to minimize impacts to coastal residents and other vessel operators. Vessel operators will strive to minimize the impacts of their wake on other watercraft, docks, and beaches throughout the CBJ coastal waterways, including popular crabbing and recreational boating grounds. Additionally, these operators agree to honor and abide by a voluntary “no wake zone” in the Smugglers Cove/Spuhn Island/Swedula Island vicinity as outlined in Map A below.
- 73. **TO MINIMIZE WAKE DAMAGE** to adjacent property owners in Auke Bay, marine tour operators agree to voluntarily navigate along the centerline of the bay as shown in Map B below. The centerline is approximate to a line from the white speed buoy to the south end of Coughlin Island. Captains of vessels will agree to remain as close to this proposed centerline as practicable and as depicted in the adjacent image. Operators are reminded of their responsibility to always maintain safe speeds and nothing in these voluntary guidelines removes the duty to follow established rules of the road.
- 74. **TO MINIMIZE WAKE DAMAGE** to adjacent property owners on south Shelter Island, operators agree to respect the restricted area as shown in Map C below.



- 75. **MARINE TOUR OPERATORS AGREE** to monitor the volume and use of their onboard PA systems and outside speakers in a manner which reduces the impact on residents and recreational boaters.



76. **MARINE OPERATORS** will follow all applicable federal regulations regarding marine mammal viewing. For the most up-to-date information on marine mammal viewing laws and guidelines in Alaska, visit: [fisheries.noaa.gov/alaska/marine-life-viewing-guidelines/alaska-marine-mammal-viewing-guidelines-and-regulations](https://fisheries.noaa.gov/alaska/marine-life-viewing-guidelines/alaska-marine-mammal-viewing-guidelines-and-regulations).
77. **WHEN TWO OR MORE VESSELS** are positioned near wildlife they are viewing and the intention of the other vessels is not obvious, all vessel operators agree to coordinate their movements by radio to reduce the potential for causing disturbance to the wildlife.
78. **TIME SPENT BY MARINE OPERATORS** observing a specific whale or specific group of whales should not exceed 30 minutes within a 2-hour time span on any one tour or charter. Vessels should refrain from revisiting the same whale or group of whales within that two (2) hour period.
79. **VESSEL ENGINE IDLING:** ALL marine vessel operators (including charter fishing captains) agree to minimize engine idling at every reasonable opportunity. This includes loading and unloading of passengers and/or when standing-by in the various vessel loading zones throughout the CBJ. In the interest of reducing emissions, whenever it is deemed safe and prudent by vessel captains, engines should be turned off. Engines should not be started until the vessel is making ready to get underway.
80. **FOR ALL COMPANIES** that may engage in whale watching in the Juneau area as part of their marine activities, at least one representative shall agree to attend annual NOAA or NMFS wildlife viewing training scheduled to occur in Juneau and will pass that information on to their respective management for training purposes.
81. **VESSEL OPERATORS** should not utilize the Indian Island passage as a shortcut into and out of Auke Bay at cruising speed. The area should be considered a “no-wake” zone to provide a safer environment for residents and boaters in this area.



82. **WHEN TRANSITING ON THE WATER** throughout the CBJ, marine tour, whale watching, and sportfishing operators agree to maintain (whenever possible) a 200-yard distance from boats that are actively fishing to reduce the impact of wake on those vessels. Transiting is defined as *passing at a speed that creates a wake*.
83. **THE COGHLAN CUT** can at times become a crowded passage with multiple commercial and private boats transiting the area and residents recreating nearby. These instances can cause safety concerns for small boats, kayakers, boats loading on the shore, and individuals enjoying the beach. TBMP operators and captains agree to be diligent in monitoring their own wake, vessel traffic, and recreational use of the Coghlan Cut area and to adjust their speed and/or routing as necessary to promote a safe environment for all users. TBMP operators agree to avoid transiting the Coghlan Cut during Salmon Derby Weekend.
84. **VESSEL OPERATORS**, in the spirit of cooperation and to promote continuous improvement, agree to communicate between boats on-the-water concerning any possible guideline infractions and to do so in a courteous and constructive manner. If a vessel captain or crew member believes they have observed TBMP guidelines not being followed, they agree to document the specifics (using the TBMP Internal Observation Form) and report to their shoreside management for respectful follow-up at the management level.

85. **SELF-MONITORING:** All participants agree to improve their self-monitoring efforts by actively utilizing the TBMP Internal Observation Form to directly contact a company who may not be observing the TBMP guidelines. These actions honor the spirit of TBMP and ultimately help all companies reduce tourism impacts in the community.

**RECOMMENDATIONS:**

- Between the 100-yard and 500-yard viewing distance, no more than 12 commercial whale watching vessels will be engaged in whale watching at a given time and each vessel will stay no longer than 30 minutes.
- Coghlan Cut will be considered a no-wake zone for all commercial whale watching vessels whenever other vessels are present or there are people on the beach.
- All U.S. Coast Guard inspected whale watching vessels will have AIS, providing visibility that can allow the fleet the opportunity to spread out in the whale watching grounds.
- In an effort to reduce whale viewing pressure in the shoulder season, when the whale population is often lower, commercial whale watching companies will only guarantee whale sightings in their sales and marketing from May 15 to September 15.
- To minimize engine noise, vessels will power down, or partially power down, when in the proximity of whales and when it is deemed safe to do so without affecting safe navigation of the vessel.
- Whale watching operators agree to strongly consider becoming active members of the Whale SENSE program. Whale SENSE is a voluntary education and recognition program offered to commercial whale watching companies in the US Atlantic and Alaska Regions. The program is sponsored by NOAA Fisheries and Whale and Dolphin Conservation (a nonprofit organization dedicated to protecting whales and dolphins around the globe). Developed in collaboration with the whale watching industry, Whale SENSE recognizes whale watching companies committed to responsible practices (see whalesense.org). TBMP has joined as a Whale SENSE Proud Supporter.

## Agreements Regarding Restaurants and Hospitality Businesses

86. **BUSINESSES WILL** be responsible for sweeping the sidewalk immediately in front of their establishment, will pick up and properly dispose of all litter into the proper receptacle, and will avoid sweeping litter into the street (as the street sweepers may already have made their rounds).
87. **BUSINESSES AND THEIR EMPLOYEES WILL** strive to be good ambassadors of the community with knowledge of the locations of public amenities such as post office, bus stops, museums, restrooms, and government buildings.

## Agreements Regarding Downtown Retail Businesses

88. **MERCHANTS WILL** be responsible for sweeping the sidewalk immediately in front of their establishment, will pick up and properly dispose of all litter into the proper receptacle, and will avoid sweeping litter into the street (as the street sweepers may already have made their rounds).
89. **MERCHANTS WILL REFRAIN** from placing merchandise and signage on the city-owned/public sidewalks and will leave adequate space between items for sale and the public sidewalk so that customers examining the merchandise are not blocking the sidewalk.
90. **MERCHANT WILL NOT** place their business' accumulated daily refuse into street-side, public CBJ refuse containers. They should secure their own agreement with a contracted container service.
91. **MERCHANTS AND THEIR EMPLOYEES WILL AVOID** handing out flyers or leaflets outside of their place of business.
92. **MERCHANTS AND THEIR EMPLOYEES WILL NOT** engage in sidewalk hawking or any other disruptive or aggressive physical behavior to attract potential customers into their place of business.

93. **MERCHANTS AND THEIR EMPLOYEES** who may smoke on the sidewalk in front of their businesses agree to utilize the proper receptacles for disposing of cigarette butts.
94. **MERCHANTS WILL AVOID** displaying misleading signage or advertising and agree not to post stickers or signage in their windows indicating “cruise ship preferred” or “guaranteed shopping venue.”
95. **MERCHANTS AND THEIR EMPLOYEES WILL** at all times agree to practice good standard business ethics by not disparaging or making negative comments concerning other businesses.
96. **MERCHANTS AND THEIR EMPLOYEES WILL** strive to be good ambassadors of the community with knowledge of the locations of public amenities such as post office, bus stops, museums, restrooms, and government buildings.
97. **MERCHANTS WILL AVOID** boarding up or taping brown paper or newspaper to their windows when closing in the off-season. Merchants are encouraged to utilize some sort of economical and decorative paper (wrapping paper, etc.) to “brighten up the look” of a business closed for the winter.
98. **MERCHANTS SHOULD FOLLOW** the CBJ Historic District requirements to the best of their ability and consider, where possible and economical, keeping display windows lit (LED lighting) and/or their outside awning lights or motion sensors on to keep windows and sidewalks lit after dark to promote safety and a welcoming feel to downtown during the winter months.

## General Agreements for All TBMP Participants

99. **TRAINING:** Participants agree to train all relevant employees on the program objectives and practices and to conduct periodic training sessions for employees hired mid-season. Participants will train employees and strive to conduct business in a manner which exhibits common courtesy throughout the season. Employees of participating businesses will be required to sign a “**TBMP Employee Partnership Agreement**” certifying that the employee has read, understands, and agrees to abide by the Tourism Best Management Practices guidelines applicable to his/her job description. (See attachment “D” and “E” for examples.)
100. **CONTACT NAME:** Participants agree to provide the CBJ and TBMP Hotline administrator with an accurate contact name, telephone number, and email address and to communicate any changes as soon as possible if they occur.
101. **WORK SESSIONS:** Participants agree to participate in periodic work sessions to discuss progress made in attaining program goals.
102. **RESPONSE TO TBMP HOTLINE:** An important ingredient for a successful TBMP program is consistent, respectful, and prompt responses to the tourism hotline messages. Participants agree to respond **within 3 business days** to calls and emails received directly and via the Tourism Best Management Practices Hotline if callers provide sufficient details to allow businesses to address the issue.

Participants also agree to copy the TBMP Hotline Administrator with the result of their interaction with the caller. Callers will be asked to communicate as much information as possible, including the name of participant business, description of the aircraft, watercraft, or vehicle, vehicle number if possible, and date and approximate time of observation. Callers will also be asked to leave a name, phone number, and/or email address so the participants may respond. Callers are also encouraged to provide positive feedback via the hotline to recognize participants who are making a difference by following the guidelines and operating their business in a courteous and neighborhood-friendly manner.

103. **ONGOING TRAINING FOR EMPLOYEES:** Businesses agree to provide ongoing (mid-season) training and coaching for their employees to reinforce compliance with the guidelines that pertain to their operations.
104. **RECYCLING:** All TBMP members are strongly encouraged to commit to a recycling program which is effective for their individual size and type of business. Note that all commercial entities must have a recycling permit. Recycling information can be obtained at [juneau.org/engineering-public-works/recycleworks-2/recycling](http://juneau.org/engineering-public-works/recycleworks-2/recycling).

**105. ALL BUSINESS WILL** agree to secure and dispose of trash in a manner which does not attract wildlife.

**106. ACCESSIBILITY:** Recognizing that the number of visitors arriving in Juneau each year with limited mobility and/or visual or hearing impairments is increasing, TBMP members are encouraged to focus forward to find “best practice” objectives which may assist in providing these visitors with a quality experience. To that end, here are some recommendations shared by SAIL (SE Alaska Independent Living) that businesses might consider in preparing to respond to this expanding market.

- Businesses could post information concerning their tour/venue accessibility online, or otherwise make it readily available to those seeking details (i.e., how many steps? how long a walk? are necessary service companions given complimentary space?).
- Businesses should consider training all frontline employees in accessibility awareness, with focus on how best to accommodate requests for various types of assistance (mobility, hearing, visual, etc.), how to provide good customer service to those with disabilities or impairments, and when to seek additional help in doing so.

**107. ALL TOUR OPERATORS** stopping at Mayor Bill Overstreet Park require a commercial use permit from the City & Borough of Juneau Department of Parks & Recreation.

#### RECOMMENDATIONS:

- TBMP members can voluntarily offset carbon emissions through a local program, the ALASKA CARBON REDUCTION FUND ([akcarbonreduction.org](http://akcarbonreduction.org)). This program allows both visitors and businesses to consider balancing out their carbon emissions by helping to convert lower-income home heating from fossil fuels to renewable energy, making housing more affordable and meeting the City and Borough of Juneau goals for carbon reduction.
- TBMP members are encouraged to commit to a composting program which is effective for their individual size and type of business.

## Program Contacts

TBMP member businesses are responsible for actively participating in the program and promoting the program's objectives through a variety of means. These may include press releases, public service announcements, brochures, newspaper inserts, additional print media, and other appropriate means. This may also include contacting other businesses who have not signed on to the program and encouraging them to join with other visitor industry businesses. The CBJ supports and endorses the Tourism Best Management Practices program and encourages all to participate.

Elizabeth Arnett, TBMP Administrator (primary industry contact)  
c/o Travel Juneau, 800 Glacier Avenue #201, Juneau, AK 99801  
Phone: 907-321-7231 | Email: [elizabeth.arnett@traveljuneau.com](mailto:elizabeth.arnett@traveljuneau.com)

CBJ Website: [juneau.org/tourism](http://juneau.org/tourism)

TBMP Website: [traveljuneau.com/tbmp](http://traveljuneau.com/tbmp) | TBMP Hotline: Email: [hotline@traveljuneau.com](mailto:hotline@traveljuneau.com) | Phone: **907-586-6774**

For concerns with vessel visible emissions, complete an Alaska Department of Environmental Conservation “Air Quality Complaints” form at [bit.ly/emissionconcerns](http://bit.ly/emissionconcerns).

## ATTACHMENT A: Commercial Passenger Vehicle Code

In addition to the voluntary guidelines on pages 4-9 above, drivers are required to follow CBJ commercial passenger vehicle codes and traffic laws, which include the following:

1. Drivers will not park, stop vehicles, nor disembark passengers on bridges throughout CBJ, including but not limited to Salmon Creek, Montana Creek, and Brotherhood Bridges (CBJ 72O2360(a)(1)(g)).
2. Drivers will not block designated bike paths (CBJ 72 02400).
3. Drivers will pay special attention to crosswalks throughout CBJ and must stop for pedestrians using crosswalks (CBJ 72 02155).
4. Drivers will use Basin Road in a safe and responsible manner and adhere to the speed limit of **10 mph** (CBJ 72 02275(a)).
5. Drivers will use appropriate loading and unloading zones (CBJ 72.12.045, 050, 060).
6. Drivers are prohibited from making U turns unless otherwise noted (CBJ 72.10.095).

## ATTACHMENT B: Marine Vessel Visible Emission Standards (18 AAC 50.070)

Within three miles of the Alaska coastline, visible emissions, excluding condensed water vapor, may not reduce visibility through the exhaust effluent of a marine vessel by more than 20 percent except as follows:

1. While at berth or at anchor, visibility may be reduced by up to 100 percent for periods aggregating no more than
  - three minutes in any one hour; and
  - an additional three minutes during initial startup of a vessel; for purposes of this subparagraph, "initial startup" includes the period during which a vessel is testing equipment in preparation to casting off or weighing anchor;
2. During the hour immediately after weighing anchor or casting off, visibility may be reduced under one, but not both, of the following options:
  - visibility may be reduced by up to 40 percent for that entire hour; or
  - visibility may be reduced by up to 100 percent for periods aggregating no more than nine minutes during that hour;
3. During the hour immediately before the completion of all maneuvers to anchor or make fast to the shore, visibility may be reduced under one, but not both, of the following options:
  - visibility may be reduced by up to 40 percent for that entire hour; or
  - visibility may be reduced by up to 100 percent for periods aggregating no more than nine minutes during that hour; and
4. At any time not covered by (1)-(3) of this section, visibility may be reduced by up to 100 percent for periods aggregating no more than three minutes in any one hour.



## ATTACHMENT C: The Sounds of a Port

Included as part of the operating procedures of any large vessel is the need, requirement, and ability to signal other vessels in the area of their position (in areas of restricted visibility) and of their intentions (when under way or getting under way). These signals are required for safe navigation. In addition, many small vessel operators may not have or may not consistently monitor their VHF radios. Therefore, the only way for large vessels to communicate (regardless of visibility issues) is via sound signals. This is a common practice in the maritime industry around the world.

The USCG regulations require vessels to use their whistles to signal when they are in an area of restricted visibility, which is defined as “any condition in which visibility is restricted by fog, mist, falling snow, heavy rainstorms, sandstorms, or any other similar causes.”

The USCG defines a ship’s whistle as any sound signaling appliance capable of producing the prescribed blasts and which complies with the specifications in Annex III to the USCG regulations.

This whistle must meet USCG specifications for audibility. For vessels 200 meters in length or more, which encompasses most large cruise ships calling in Juneau, the sound must produce 143 db of sound one meter from the whistle in the direction of maximum intensity and be audible for two nautical miles in the direction of maximum intensity. This is why a ship's whistle may sound quite strong if one is positioned directly in front of the ship.

Regulations require ships to signal under the following circumstances:

1. When making way astern, day or night, ships are required to sound three short blasts on the ship's whistle to announce their intention of going astern. This is why a ship will signal with three short blasts (day or night) when departing the port and coming off the dock with engines operating astern.
2. When conducting USCG Safety of Life at Sea drills or inspections, the ship is required to sound six short blasts and one long blast on the ship's whistle to initiate the drill or inspection. During the drill, certain signals may also be used to announce lowering of the lifeboats or all clear. During such drills and inspections, ships are required to use all ship's public address systems, including inside and outside speakers. The intention in every case is to conduct a drill or inspection as if the exercise is an actual emergency event, which requires ships to use the full complement of signaling capabilities a vessel would have at its disposal during a real emergency.

Finally, there are other times when a ship will use its whistle and/or public address system to ensure safe navigation or for other safety or emergency reasons that may occur onboard a ship.

The cruise industry is keenly aware of the sensitivity of some Juneau residents to the sounds of these signals and procedures and will continue to minimize unnecessary use of the ships' whistles and outside public address speakers.

(For more detailed information, reference “International Regulations for Prevention of Collisions at Sea,” 1972 ((72 COLREGS)): [navcen.uscg.gov/?pageName=NavRulesAmalgamated](http://navcen.uscg.gov/?pageName=NavRulesAmalgamated)

## ATTACHMENT D: TBMP Employee Agreement (sample #1)

ABC TOURS, INC.

### TBMP Employee Partnership Agreement

As an employee of ABC TOURS, INC. in Juneau, I certify that I have read and fully understand the attached Tourism Best Management Practices (TBMP) program. To demonstrate my personal commitment to make the visitor season as enjoyable as possible for visitors and residents alike, to the best of my ability, I will honor the guidelines as outlined in this program. Further, I will convey to my fellow employees in the visitor industry the importance of operating our businesses in a manner that is both responsible and sensitive to neighborhood concerns.

---

Employee Signature

Date

---

Employee Signature

Date

---

Employee Signature

Date

---

Employee Signature

Date

---

Supervisor/Trainer Name

## ATTACHMENT E: TBMP Employee Agreement (sample #2)

XYZ TOURS, INC.

### TBMP Employee Partnership Agreement

As an employee of XYZ TOURS, INC. in Juneau, I certify that I have read and fully understand the attached Tourism Best Management Practices (TBMP) program.

To demonstrate my personal commitment to make the visitor season as enjoyable as possible for visitors and residents alike, to the best of my ability I will honor the guidelines as outlined in this program. Further, I will convey to my fellow employees in the visitor industry the importance of operating our businesses in a manner that is both responsible and sensitive to neighborhood concerns.

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Employee Name Printed

Employee Signature

Date

---

Employee Name Printed

Employee Signature

Date

---

Employee Name Printed

Employee Signature

Date

# ATTACHMENT F: TBMP Internal Observation Form

TBMP Participant,

A staff member has reported an instance that may have been out of compliance with one or more of the guidelines established in the TBMP program. The following is a brief description of the observed activity. Please complete the bottom portion of this form and return it to us as verification that you are aware of the situation.

To further improve the outcomes of TBMP, the assistance of the staff of all participants has been enlisted to watch not only their company's operations, but operations throughout the industry. We can be stronger by helping each other.

Don't hesitate to call our owner/manager to discuss this issue further. If any of our operations were viewed to be possibly out of compliance, we hope that you would extend to us the same courtesy of communicating similar information.

Thank you, and again, don't hesitate to contact our owner/manager for clarification.

Date of observed activity \_\_\_\_\_ Time \_\_\_\_\_ am/ pm

**Observed activity:**

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\_\_\_\_\_  
Signature of Manager of observing company

Phone \_\_\_\_\_ Email \_\_\_\_\_

**Email report to:** hotline@traveljuneau.com

**Participant explanation:**

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**Corrective action taken (if necessary):**

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\_\_\_\_\_  
Signature of Manager of observed company

Phone \_\_\_\_\_ Email \_\_\_\_\_

**Email report to:** hotline@traveljuneau.com

# ATTACHMENT G: TBMP Air Operator Letter of Agreement

## Juneau Commercial Operators Letter of Agreement

### Airspace Users-Juneau, Alaska, and Vicinity

Juneau Airspace Letter of Agreement Revision Number 27

Effective Date April 1, 2023

### LETTER OF AGREEMENT

Airspace Users-Juneau, Alaska, and Vicinity

This letter of agreement is entered into for the purpose of establishing safe operating practices in the Juneau Airport Class D surface area and the uncontrolled airspace in the geographic areas surrounding Juneau, Alaska, to include, (1) the Juneau Icefield and its glacier drainages, (2) Gastineau Channel and Taku Inlet to include the Taku Glacier icefield, and (3) Lynn Canal, Glacier Bay and Cross Sound/Icy Strait as described in Appendices A, B, C, and D to this agreement.

The intent is to ensure horizontal and vertical separation of aircraft and to ensure aircraft on common routes are on the same radio frequencies. These routes and procedures are designed to include commercial aircraft operations (air carriers and tour operators), both fixed and rotary wing, special use operations (para-gliders, powered and non-powered parachutes), general aviation, and military users.

The methods employed include preferred routes, primary and secondary reporting points, radio frequencies, frequency changeover points, and specific altitudes for specified direction of flight at traffic conflict areas.

The procedures in this agreement are based on effective procedures developed over years of use by local commercial operators. The topography and prevailing weather surrounding Juneau, Alaska, channels aircraft into common routes, creating potential conflicts between aircraft regardless of the type of operation being conducted. The largest concentration of aircraft is comprised of VFR commuter traffic and air tours. However, all aircraft are geographically restricted to the use of the same routes.

Signature of an aircraft operator to the routes and procedures contained in this Juneau Operators Letter of Agreement (LOA) indicates voluntary compliance, in that while operating on the described routes, these procedures should be adhered to. This does not restrict an aircraft operator from utilizing non-depicted routes. Deviations from this letter of agreement may be made after verbal coordination with other affected parties. This agreement does not relieve aircraft operators and pilots from adhering to Federal Aviation Regulations nor Operations Specifications issued to that company by FAA Flight Standards. It remains a right and responsibility for a pilot to deviate from any procedure if required to ensure the safety of their aircraft, or when weather conflicts require.

Modifications to a specific area procedure will be made via date and numbered revisions to the specific appendix or page, including a signature agreement line for each party to this agreement. This agreement is valid until the end of each calendar year.

A website link to the Letter of Agreement may be found at [juneau.org/tourism](http://juneau.org/tourism) (click on the Tourism Best Management Practices link).

# ATTACHMENT H: Marine Mammal Protection Act and Endangered Species Act Regulations

## MARINE MAMMAL PROTECTION ACT; TITLE 50 PART 216 REGULATIONS GOVERNING THE TAKING AND IMPORTING OF MARINE MAMMALS

### 50 CFR 216.11: Take Prohibitions

Except as otherwise provided in subparts C, D, and I of this part 216 or in part 228 or 229, it is unlawful for:

- a. Any person, vessel, or conveyance subject to the jurisdiction of the United States to take any marine mammal on the high seas, or
- b. Any person, vessel, or conveyance to take any marine mammal in waters or on lands under the jurisdiction of the United States, or
- c. Any person subject to the jurisdiction of the United States to take any marine mammal during the moratorium.

The Marine Mammal Protection Act prohibits the **TAKE** of all marine mammal species in US waters. Take means “to harass, hunt, capture, or kill, or attempt to harass, hunt, capture, or kill,” and harassment means “any act of pursuit, torment, or annoyance which has the potential to injure a marine mammal or marine mammal stock in the wild; or has the potential to disturb a marine mammal or marine mammal stock in the wild by causing disruption of behavioral patterns, including, but not limited to migration, breathing, nursing, breeding, feeding, and sheltering.”

**TAKE** includes feeding or attempting to feed a marine mammal in the wild. Some exceptions for take are made for authorized scientific research and subsistence hunting by Alaska Natives.

### 50 FR 216.18: Special Prohibitions for Approaching Humpback Whales in Alaska

Except as otherwise provided in subparts C, D, and I of this part 216 or in part 228 or 229, it is unlawful for:

- b) Approaching humpback whales in Alaska - (1) Prohibitions. Except as provided under paragraph (b)(2) of this section, it is unlawful for any person subject to the jurisdiction of the United States to commit, to attempt to commit, to solicit another to commit, or to cause to be committed, within 200 nautical miles (3704 km) of Alaska, or within inland waters of the state, any of the acts in paragraphs (b)(1)(i) through (b)(1)(iii) of this section with respect to humpback whales (*Megaptera novaeangliae*).
  - i. Approach, by any means, including by interception (i.e., placing a vessel in the path of an oncoming humpback whale so that the whale surfaces within 100 yards (914 m) of the vessel), within 100 yards (914 m) of any humpback whale;
  - ii. Cause a vessel or other object to approach within 100 yards (914 m) of a humpback whale; or
  - iii. Disrupt the normal behavior or prior activity of a whale by any other act or omission, as described in paragraph (a)(4) of this section.
    - a(4) Disrupt the normal behavior or prior activity of a whale by any other act or omission. A disruption of normal behavior may be manifested by, among other actions on the part of the whale, a rapid change in direction or speed; escape tactics such as prolonged diving, underwater course changes, underwater exhalation, or evasive swimming patterns; interruptions of breeding, nursing, or resting activities; attempts by a whale to shield a calf from a vessel or human observer by tail swishing or by other protective movement; or the abandonment of a previously frequented area.



**ENDANGERED SPECIES ACT; TITLE 50 PART 224 REGULATIONS GOVERNING ENDANGERED MARINE AND ANADROMOUS SPECIES**

**ENDANGERED SPECIES ACT; TITLE 50 PART 226 DESIGNATED CRITICAL HABITAT**

**50 FR 226.202: Critical Habitat for Steller Sea Lions**

- (a) **Alaska rookeries, haul outs, and associated areas.** In Alaska, all major Steller sea lion rookeries are identified in Table 1 and major haul outs are identified in Table 2 and associated terrestrial, air, and aquatic zones.
- Critical habitat includes a terrestrial zone that extends 3,000 feet (0.9 km) landward from the baseline or base point of each major rookery and major haul out in Alaska.
  - Critical habitat includes an air zone that extends 3,000 feet (0.9 km) above the terrestrial zone of each major rookery and major haul out in Alaska, measured vertically from sea level.
  - Critical habitat includes an aquatic zone that extends 3,000 feet (0.9 km) seaward in State and Federally managed waters from the baseline or basepoint of each major rookery and major haul out in Alaska that is east of 144 deg. W longitude. (NOTE: this zone is the relevant area for Southeast Alaska.)
  - Critical habitat includes an aquatic zone that extends 20 nm (37 km) seaward in State and Federally managed waters from the baseline or basepoint of each major rookery and major haul out in Alaska that is west of 144 deg. W longitude.

**Critical habitat for Steller sea lions: Major haul out and major rookeries in Alaska**

**TABLE 1**

<b>Southeast Alaska:</b>			
	<b>Haul Out</b>	<b>Latitude</b>	<b>Longitude</b>
<b>Major Haul Out</b>	Benjamin Island	58 33.5 N	134 54.5 W
	Biali Rock	56 43.0 N	135 20.5 W
	Biorka Island	56 50.0 N	135 34.0 W
	Cape Addington	55 26.5 N	133 49.5 W
	Cape Cross	57 55.0 N	136 34.0 W
	Cape Ommaney	56 10.5 N	134 42.5 W
	Coronation Island	55 56.0 N	134 17.0 W
	Gran Point	59 08.0 N	135 14.5 W
	Graves Rock	58 14.5 N	136 45.5 W
	Luli Point	57 18.5 N	134 48.5 W
	Sunset Island	57 30.5 N	133 35.0 W
	Timbered Island	55 42.0 N	133 48.0 W

**TABLE 2**

<b>Boundaries to</b>					
	<b>Rookery</b>	<b>Latitude</b>	<b>Longitude</b>	<b>Latitude</b>	<b>Longitude</b>
<b>Major Rookeries</b>	Forrester Island	54 51.0 N	133 32.0 W	54 52.5 N	133 35.5 W
	Hazy Island	55 52.0 N	134 34.0 W	55 51.5 N	134 35.0 W
	White Sisters	57 38.0 N	136 15.5 W		

# ATTACHMENT I: 2024 Wilderness Best Management Practices

## 2023 Wilderness Best Management Practices for Tracy Arm-Ford's Terror Wilderness (including Holkham Bay, Tracy Arm, Endicott Arm, and Ford's Terror)

(Note: this WBMP document is for informational purposes)

### Agreements Regarding Vessel Operators

This program is a cooperative effort between vessel operators and the Tongass National Forest. Initiated in 2008, Wilderness Best Management Practices are intended to minimize the impacts of tourism and vessel operations in the waters adjacent to the Tracy Arm-Ford's Terror Wilderness in a manner that addresses both concerns for our natural resources and operators' concerns for safety and passenger service. By actively participating in this voluntary program, operators demonstrate their commitment to a sustainable use of wilderness resources.

**The following provisions will uphold wilderness values while providing for vessel safety.**

**RESPECT OTHERS:** Operators recognize the importance of preserving an authentic Alaskan wilderness experience for all users and agree to the following measures:

- **SCHEDULES:** As practicable, commercial operators shall make their schedules available and communicate any changes to help minimize potential conflicts with other users. Operators are encouraged to share schedules via the Ship Schedules folder on the WBMP blog and through other means. Cruise ships will list their estimated inbound and outbound bar crossing times in advance on their schedules to help other operators coordinate. If an operator modifies their scheduled itinerary due to ice conditions or other factors, the operator will do their best to inform other users of their revised plans (e.g., via radio, posting on the WBMP blog, using email and/or sat phone/in reach). It is in the best interest of all users to have up-to-date itineraries and the most accurate conditions available.
- **FORD'S TERROR:** Vessels with more than 250 passengers agree not to enter Ford's Terror, including the portion that opens from the north shore of Endicott Arm.
- **RECOGNIZE OTHER USERS:** Tracy and Endicott Arms, Holkham Bay, and Ford's Terror experience use from commercial and noncommercial users, including hunters, fishers, paddlers, boaters, hikers, photographers, wildlife viewers, and wilderness recreationists. To facilitate the enjoyment and sustainable use of the wilderness area, all motorized vessel operators agree to maintain a safe and respectful distance from other users and to avoid them whenever possible.
- **MINIMIZE IMPACTS:** Operators agree to do their utmost to minimize impacts, including wakes, noise, and operations that might affect paddlers, other boats, and wildlife such as bears, nesting birds, and hauled-out seals. A wake is an extension of a vessel's operations and can often be reduced by lowering speed. When in proximity to wildlife, motorized vessels, non-motorized vessels, and sensitive areas, be mindful of wake impacts and strive to minimize disturbance. Paddlers acknowledge that use of the marine radio to announce their presence will assist motorized vessel operators in achieving these goals.

**COMMUNICATE:** All operators acknowledge the importance of communication to the success of this agreement and pledge the following commitments:

- **USE MARINE RADIOS** to share pertinent information such as operator intentions and updates on sea and ice conditions. Operators agree to keep communications respectful and concise. Monitor marine radio channels 16/13 and other working channels.
- **MAKE SÉCURITÉ ANNOUNCEMENTS** prior to crossing bars, rounding blind corners, conducting paddle craft operations, off-loading/picking-up passengers, and when appropriate, to preface other navigational safety messages. Doing so will help others adjust to minimize impacts to your operations.
- **POST ON THE WBMP BLOG** ([wildernessbmp.pbworks.com/w/page/14933240/FrontPage](http://wildernessbmp.pbworks.com/w/page/14933240/FrontPage)) to share schedule changes, ice conditions, provide feedback, or other information and concerns about Tracy Arm-Ford's Terror Wilderness. The blog contains a link to request access for new users.
- **INFORM OTHER OPERATORS** of schedule changes, such as diverting from one Arm to another, cancelling calls altogether, or making significant timing changes, and do so in as timely a manner as possible.
- **ENGAGE IN DISCUSSIONS** about WBMP implementation and improvements.

**PRESERVE QUIET:** All operators recognize the importance of quiet and solitude and will minimize vessel announcements and signals while in the Tracy Arm-Ford's Terror Wilderness. While interpretation of wilderness values and marine ecology for

passengers is important, operators agree to limit their outside announcements to preserve wilderness values of others in the vicinity (see Exhibit A).

Operators agree to avoid announcements prior to 8:00am whenever possible, to limit the duration of announcements to about 5 minutes, to limit the number of announcements, and to lower the volume of announcements on outside decks to the minimum required for communication and safety. Operators agree to follow the Forest Service's recommended locations for these interpretive announcements (see Exhibit B map). The Forest Service will also attempt to provide alternative methods of interpretation such as brochures, maps, and podcasts. Operators agree not to use whistles, horns, or other noisemaking devices except as required for navigational, safety, or emergency purposes.

**MAINTAIN CLEAN AIR:** All vessel operators agree to comply with the Marine Vessel Visible Emissions Standards (18 AAC 50-.070) and take all available and reasonable steps to minimize visible stack emissions while in Tracy Arm-Ford's Terror Wilderness. Recognizing that the unusually cold, still air of these glacial fjords can trap persistent haze, operators agree to take proactive steps to manage visible emissions, such as seeking engineered solutions and improvements to emissions monitoring. Visible stack emissions are regulated by the Alaska Department of Environmental Conservation and monitored by the US Forest Service in cooperation with the Alaska Department of Environmental Conservation. Forest Service rangers will provide timely feedback to vessel operators resulting from their observations.

**PROTECT WILDLIFE:** All operators agree to conduct their business in a manner which, whenever possible, avoids changing the natural behavior of wildlife in their vicinity including bears, mountain goats, whales, and nesting birds such as terns and oystercatchers.

**Seals:** Based on research by federal and state agencies, NOAA Fisheries recommends the following guidelines for all vessel types and at all glacial areas. It may not be practical to follow every guideline on each visit, but vessel operators should exercise caution to minimize disturbance to seals.

1. All vessels (kayaks to cruise ships) should strive to maintain 500 yards (about 0.25 mi) from seals without compromising safe navigation. Make an approach plan to avoid surprising seals. Be equally cautious to reduce disturbance when departing the fjord as arriving.
2. Minimize wake, avoid abrupt changes in course or engine pitch, and avoid loud noises (such as ice collisions) in the vicinity of seals. Consider avoiding the use of PA systems on outer decks.
3. Try to avoid traveling through thick ice, which provides habitat for birthing and nursing of pups. The absence of seals on the ice doesn't mean the area isn't being used.
4. Time visits when feasible to minimize overlap with the peak numbers of seals hauled out midday. Research shows most seals are hauled out and vulnerable to disturbance between 9 am and 4 pm.
5. Tracy Arm guidelines May 15 to June 30:
  - During seal pupping, vessels should try to restrict travel to the southwestern half of the arm with 580 yards (approximately 0.33 mi) of the shoreline, and greater than 1250 yards (approximately 0.75 mi) from the glacier, to avoid higher seal densities along the eastern side of the arm and closest to the glacier.
  - When ice is thick, vessels should stop north of a line drawn east from Tern Point.

The complete Alaska Harbor Seal Approach Guidelines in Glacial Fjords may be found at [fisheries.noaa.gov/resource/outreach-materials/alaska-harbor-seal-approach-guidelines-glacial-fjords](https://fisheries.noaa.gov/resource/outreach-materials/alaska-harbor-seal-approach-guidelines-glacial-fjords).

**EXERCISE RESTRAINT:** In order to:

1. Reduce impacts to wildlife, including bears, goats, seals, and birds;
2. Respect the wilderness experience of other users including appreciation of natural and undeveloped qualities and outstanding opportunities for solitude, and
3. Honor Wilderness Act checks on technology and human agency.

WBMP signatories agree to refrain from drone use in Tracy and Endicott Arms, Holkham Bay, and Ford's Terror. Each season operators may make a one-time exception for drone use after July 31st (after newborn wildlife has fledged or weaned). This exception should:

1. Be of short duration,
2. Occur in the absence of other users, and
3. Maintain as great a distance from wildlife as possible.

As a reminder, for designated wilderness above mean high tide, it is illegal to launch, land, or possess a drone in designated wilderness per 36 CFR 261.18(a).

**KEEP IT ALIVE:** All vessel operators agree to include these guidelines in annual training and respective policies and procedures documentation. Operators will provide feedback about compliance with the above guidelines to other operators and the appropriate agency.

**Send emails/queries to:**

Sean Rielly, Wilderness Program Manager, [sean.rielly@usda.gov](mailto:sean.rielly@usda.gov)

Dylan Miller, Lead Wilderness Ranger, [dylan.miller@usda.gov](mailto:dylan.miller@usda.gov)

## EXHIBIT A: NOAA Harbor Seal Approach Guidelines in Glacier Fjords for Vessel Operators



\*\*2015 map...South Sawyer Glacier position may have changed. Vessels advised to maintain recommended travel corridor and distance from the encountered glacial face.

NOAA Fisheries recommends the following guidelines specific to Tracy Arm May 15 to June 30:

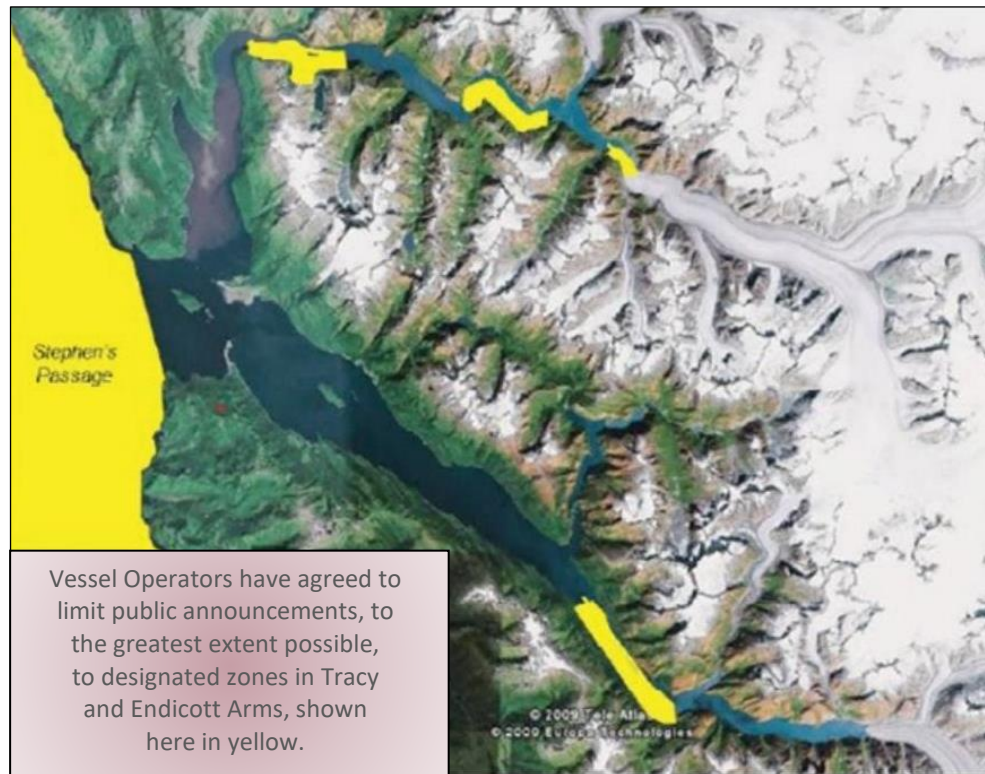
- During seal pupping, vessels should try to restrict travel to the southwestern half of the arm with 580 yards (approximately 0.33 mi) of the shoreline, and greater than 1250 yards (approximately 0.75 mi) from the glacier, to avoid higher seal densities along the eastern side of the arm and closest to the glacier.
- When ice is thick, vessels should stop north of a line drawn east from Tern Point.



## EXHIBIT B: Recommended Areas for Interpretive Announcements

The following is a summary of locations where outside announcements would affect the fewest visitors (see map):

1. Stephens Passage before entering Holkham Bay would be a good place to introduce Tracy Arm. Since the waterway is wide, announcements would not impact campers, kayakers, fishermen on shore, beach-walkers, hunters, and other users of the wilderness area.
2. There is an approximate five-mile stretch beginning one mile east of the Tracy Arm elbow and ending one mile west of the first large U-shaped valley on the north shore. This would be a good area for short (5 minute) interpretive announcements to be made to guests (between N57.922776/W133.563637 and N57.915954/W133.452213).
3. There is another approximate four-mile stretch within the Tracy Arm S turns. It begins one mile north of the third U-shaped valley on the south shore, approximately eleven miles east of the elbow. It ends 1.5 miles west of Sawyer Island. This would be a good area for short interpretive announcements to be made to guests (between N57.887659/W133.307565 and N57.884008/ W133.213526).
4. At the end of Tracy Arm, a few miles from South Sawyer Glacier, is another area where there is an opportunity to present a short (5 minute) interpretive announcement (between N57.860754/ W133.131673 and the face of the S Sawyer Glacier). It would be preferable to leave a “quiet zone” within a few miles of Sawyer Island to ensure a more peaceful environment for those people who may be camping on the island.
5. PA announcements are more likely to disturb visitors and wildlife in Endicott Arm due to the greater amount of islands, bays, and anchorages. The recommended location for announcements in Endicott Arm is between one mile southeast of the entrance to Ford's Terror and one mile northwest of the entrance to North Dawes Inlet (between N57.585560/W133.163017 and N57.515926/W133.053845).



**Exhibit B Map:** yellow zones depict areas where public announcements might be least disruptive.







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