Southeast Alaska Economic Plan

SWOT Analysis

Transportation

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Rain Coast Data
Timeline: Where are we in process?

- SWOT & Committee
- Economic Analysis
- Goals & Objectives
- Action Plan Review
- Resiliency
- Priority Objectives
- Draft Plan

You Are Here

April 2020

March 2021
The Whole Southeast Alaska Economy

In 2018, Southeast Alaska gained 380 year-round equivalent jobs and $17 million in workforce earnings over 2017. Approximately a quarter (26.1%) of regional workers are non-residents.

Annual Average Jobs
45,642 Jobs
UP 2 JOBS IN 2018 +0%

Employment Earnings
$2.3 Billion Workforce Earnings
UP $86 MILLION +4%
Transportation SWOT Analysis

April 29th SWOT analysis
The Southeast Alaska Transportation SWOT analysis was conducted by the Southeast Conference Transportation Committee in two sessions: On February 4th, 2020 and again on April 29th. Once the SWOT lists were completed by the group, committee members were asked to choose the top two to three items that they felt were most representative of regional transportation strengths, weaknesses, opportunities, and threats.
Summary of Southeast Alaska Transportation
SWOT: Top responses

**Strengths**
- Strong, reliable airline services: 48%
- Barge services: 38%
- Tourism support/integration: 29%
- Communication/partnerships: 25%
- Alaska Marine Highway: 24%
- IFA ferry services: 24%

**Weaknesses**
- AMHS funding/service cuts: 62%
- Lack of regional transportation plan: 57%
- Small population/low economy of scale: 35%
- AMHS not reliable: 29%
- Not enough exports/lack of backhaul: 24%
- AMHS politics: 21%

**Opportunities**
- Improve AMHS services/efficiency: 67%
- Regional transportation plan: 33%
- New ferry service model: 31%
- New road development: 29%
- Better connections to Canada: 23%
- Tourism integration: 19%

**Threats**
- Demise of AMHS: 52%
- Loss of state funding: 38%
- Loss of political support for Southeast: 33%
- Misconception of AMHS value: 29%
- Regional population/economic decline: 26%
**Transportation Strengths**

- Strong, reliable airline services: 48%
- Barge services: 38%
- Supports tourism: 29%
- Communication/partnerships with communities/providers: 25%
- Alaska Marine Highway: 24%
- IFA ferry services: 24%
- Can-do/adaptive/flexible/creative attitude: 20%
- Haul-outs and shipyard capacity: 19%
- Federal funding: 19%
- Supports Exports: seafood, mining, timber: 14%
- Connecting communities: 11%
- Strong/reliable Multimodal connectivity/linkages: 10%
- Skilled workforce: 10%
- Private sector marine passenger transportation: 10%
- Postal service transportation: 5%
- Relatively affordable: 5%
- Medevac services: 5%
Transportation Weaknesses

- Reduction of AMHS funding/service: 62%
- Lack of good plan for regional transportation and AMHS: 57%
- Small population/low economy of scale: 35%
- AMHS not reliable: 29%
- Not enough exports/lack of backhaul: 24%
- AMHS politics: 21%
- Lack of roads connecting communities: 19%
- Lack of reliability: 14%
- Lack of economic diversification: 14%
- Cost of transportation: 12%
- Too many crew required on AMHS: 11%
- Challenging geography/weather/tides: 10%
- Fossil Fuel Dependence: 10%
- Single transportation provider dependency: 5%
- Lack of coordinated scheduling: 5%
- Decline in number of small airlines in the region: 5%
- Lack of qualified workforce: 5%
- Seasonal economy/demand: 5%
Transportation Opportunities

- Improve AMHS services/efficiency: 67%
- Develop regional transportation plan with communities: 33%
- Begin new ferry service (new/different regional ferry model): 31%
- New road development: 29%
- Better relationship/connections to Yukon/Canada: 23%
- Tourism integration: 19%
- Leverage tourism to grow ferry system: 19%
- Electric vehicles/vessels: 17%
- Grow exports: 14%
- Improve freight: 14%
- Reduced costs: 10%
- Natural gas potential availability to region: 10%
- Stronger partnerships/engagement/coordination: 5%
Demise of AMHS: 52%
Loss of state funding: 38%
Loss of political support for Southeast Alaska: 33%
Misconception of AMHS value: 29%
Regional population/economic decline: 26%
Inability to work together/lack of leadership to develop plan: 24%
Deferred Maintenance: 19%
State/federal regulations (costs, permits, time, etc): 19%
environmental groups: 19%
Increasing costs: 16%
Opposition to roads: 14%
Loss of transportation/no alternatives: 12%
Tariffs/trade wars (global markets): 10%
COVID-19: 10%
Loss of federal funding: 5%
Freight reduction: 5%
Cost of doing business in Seattle (especially barges): 5%
The Southeast Alaska Strengths, Weaknesses, Opportunities, Threats (SWOT) analysis was developed by more than 200 Southeast Conference members, including business, municipal, and tribal leaders from across the region in February 2020.
Summary of Southeast Alaska SWOT: Top responses

**Strengths**
- Beauty and Recreation Opportunities: 50%
- Tourism Sector: 41%
- Seafood Industry: 38%
- Rich Alaska Native Culture and Heritage: 37%
- People and Southeast Alaskan Spirit: 36%
- Great place to raise kids/families: 34%

**Weaknesses**
- Ferry transportation decline: 59%
- Cost of living and doing business: 42%
- Transportation Costs: 34%
- Housing: Not enough/Too Expensive: 32%
- Aging or lack of infrastructure: 26%
- Dependence on State oil economy: 22%

**Opportunities**
- Strengthen ferry connectivity: 50%
- Mariculture development: 43%
- Seafood products development: 31%
- Cultural tourism development: 28%
- Renewable energy: 23%
- Improve infrastructure: 22%

**Threats**
- Reduction/loss of Ferry Service: 54%
- Fisheries decline: 34%
- Poor leadership/decision making: 34%
- Cost of living: 33%
- Climate Change/Global Warming: 29%
- Capitol move/capital creep: 28%
Strengths

- Beauty and Recreation Opportunities: 50%
- Tourism Sector: 41%
- Seafood Industry: 38%
- Rich Alaska Native Culture and Heritage: 37%
- People and Southeast Alaskan Spirit: 36%
- Great place to raise kids/families: 34%
- Wildlife: 30%
- Clean Water: 28%
- Access to Natural Resources: 22%
- Mining: 20%
Weaknesses

- Ferry transportation decline: 59%
- Cost of living and doing business: 42%
- Transportation Costs: 34%
- Housing: Not enough/Too Expensive: 32%
- Aging or lack of infrastructure: 26%
- Dependence on State oil economy: 22%
- Energy Costs: 20%
- Lack of road connectivity: 20%
- Lack of jobs that can support household: 18%
- Seasonal jobs instead of year-round: 17%
- Lack of childcare: 15%
Opportunities

- Ferry connectivity strengthened: 50%
- Mariculture development: 43%
- Seafood products development: 31%
- Cultural tourism development: 28%
- Renewable energy: 23%
- Improve infrastructure: 22%
- Housing development: 21%
- Maritime industry growth: 21%
- Diversify the Economy: 21%
- Grow food & harvest plants: 20%
- Mining industry: 18%
Loss/Further Reduction of Ferry Service 54%
Fisheries decline 34%
Poor leadership/decision making 34%
Cost of living 33%
Climate Change/Global Warming 29%
Capitol move/capital creep 28%
State jobs/budget cuts 23%
Declining/aging population/loss of youth 18%
Radical outside groups/lawsuits 18%
Housing related 15%