



City of Valdez

212 Chenega Ave.
Valdez, AK 99686

Meeting Agenda

City Council

Tuesday, April 16, 2024

7:00 PM

Council Chambers

Regular Meeting

REGULAR AGENDA - 7:00 PM

I. CALL TO ORDER

II. PLEDGE OF ALLEGIANCE

III. ROLL CALL

IV. APPROVAL OF MINUTES

1. [Approval of City Council Special Meeting Minutes - January 23, 2024](#)
2. [Approval of City Council Meeting Minutes - March 19, 2024](#)

V. PUBLIC APPEARANCES

VI. PUBLIC BUSINESS FROM THE FLOOR

VII. CONSENT AGENDA

1. [Approval To Go Into Executive Session - Re: Legal Strategy and Direction Related to Borough Formation Issues](#)
2. [Proclamation: Animal Care and Control Officer Appreciation Week 2024](#)
3. [Proclamation: Public Safety Telecommunicators Week 2024](#)
4. [Proclamation: Public Service Recognition Week 2024](#)

VIII. NEW BUSINESS

1. [Approval of Funding for Tier 1 Applicants for the 2024 Beautification Matching Grant in the Amount of \\$13,460](#)

IX. ORDINANCES

1. [#24-02 - Amending Chapter 10.12 of the Valdez City Code Titled Parking. Second Reading. Adoption.](#)
2. [#24-04 - Amending Chapter 1.08 of the Valdez Municipal Code Titled General Penalty. Second Reading. Adoption.](#)
3. [#24-09 - Amending Chapter 2.60 of the Valdez Municipal Code Titled Economic Diversification Commission. Second Reading. Adoption.](#)

X. RESOLUTIONS

1. [#24-12- Appointing the Judges and Clerks for the Regular Municipal Election to be Held on May 7, 2024, and Setting the Hourly Rate of Compensation](#)
2. [#24-13 - Amending the 2024 City Budget by Accepting the State of Alaska Department of Natural Resources Division of Forestry 2024 Volunteer Fire Assistance Grant in the Amount of \\$6,300 and Authorizing Expenditure of the Same](#)
3. [#24-14 - Amending the Previously Adopted Housing Incentive Plan for the Purpose of Constructing New Residential Dwelling Units and Rescinding Resolution #22-40](#)
4. [#24-15 - Amending the 2024 City Budget by Appropriating an Additional \\$41,000 to the Administration Department for City Manager Priorities to be Transferred from the Budget Variance Reserve](#)
5. [#24-16 - Amending the 2024 Budget by Appropriating \\$5.6MM of Excess Funds Carried Forward from 2023 to the Capital Planning Reserve and by Re-allocating \\$1.8MM from Previously Appropriated and Approved Capital and Major Maintenance Projects](#)

XI. REPORTS

1. [Report: Policy 6200-01 Municipal Naming, Monument, and Sponsorship Policy](#)
2. [Capital Facilities Department Report - Engineering](#)

XII. CITY MANAGER / CITY CLERK / CITY ATTORNEY / MAYOR REPORTS

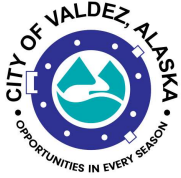
1. City Manager Report
2. City Clerk Report
3. City Attorney Report
4. City Mayor Report

XIII. COUNCIL BUSINESS FROM THE FLOOR

XIV. EXECUTIVE SESSION

XV. RETURN FROM EXECUTIVE SESSION

XVI. ADJOURNMENT



City of Valdez

212 Chenega Ave.
Valdez, AK 99686

Legislation Text

File #: 24-0125, **Version:** 1

ITEM TITLE:

Approval of City Council Special Meeting Minutes - January 23, 2024

SUBMITTED BY: Elise Sorum-Birk, Deputy City Clerk

FISCAL NOTES:

Expenditure Required: n/a

Unencumbered Balance: n/a

Funding Source: n/a

RECOMMENDATION:

Review and approve.

SUMMARY STATEMENT:

Minutes from the January 23, 2024 Special City Council Meeting are attached for review.

City of Valdez

212 Chenega Ave.
Valdez, AK 99686



Meeting Minutes - DRAFT

Tuesday, January 23, 2024

7:00 PM

Special Meeting - Title 17 Revision First Reading

Council Chambers

City Council

SPECIAL MEETING AGENDA - 7:00 PM**I. CALL TO ORDER****II. ROLL CALL**

Present: 6 - Mayor Sharon Scheidt

Mayor Pro Tem Alan Sorum

Council Member Dennis Fleming

Council Member Jimmy Devens

Council Member Olivia Foster

Council Member Austin Love

Excused: 1 - Council Member Todd Wegner

Also Present: 3 - City Clerk Sheri Pierce

City Manager John Douglas

Deputy City Clerk Elise Sorum-Birk

III. ORDINANCES

1. #24-01 - Repealing and Reenacting Title 17 of the Valdez Municipal Code Titled Zoning and Adopting Official Zoning Maps. First Readin. Public Hearing.

MOTION: Mayor Pro Tem Sorum moved, seconded by Council Member Devens, to approve Ordinance 24-01 Repeal and Replacement of Valdez Municipal Code Title 17 - the Valdez Zoning Code and Official Zoning Maps in first reading for public hearing.

Mayor Scheidt opened the public hearing on Ordinance 24-01.

Roger Kipar, Valdez resident, shared how he believed the Title 17 revisions would affect his business plans in a negative way. Specifically commenting on how changing the name from "avalanche zone" to "natural hazardous zone" would affect future business insurance costs and future business loans.

Jena McDonald, Valdez resident, spoke on the need to encourage short-term housing to support tourism and economic growth.

Kate Huber, Community Development Director, provided an overview of changes presented in the Title 17 revision.

Council Member Sorum encouraged implementation by future resolution of a cap short-term housing rentals.

Council Member Love requested verification on the flexibility for capping different types of short-term housing rentals. Director Huber confirmed it had been written

more generally to allow flexibility, and encouraged codification once council was ready to do so.

Council Member Foster asked if a grace period would be allowed during the initial permitting process, and how getting the life safety inspection would affect the Community Development department. Director Huber outlined the initial process, including a grace period prior to enforcement.

Council Member Foster asked how hotels and similar businesses would differentiate from the short-term housing rentals in the case of inspections. Director Huber outlined the established permitting process for hotels and similar businesses during construction, and certification for occupancy.

Council Member Love expressed concern over short-term rental operators putting off the process, and asked if it would be possible to set a reasonable deadline. Director Huber explained once the First Reading was complete, she would have a better idea of what the timeline would be and confirmed the deadline did not have to be included in Code unless Council expressed desire to do so.

Council Member Love asked how manageable the fine schedule would be for the Community Development Department, and how it would work. Director Huber stated they would be working with the Finance Department, who handles the Public Accommodation task, which would be the first tool to assist with monitoring; the appeals process was also outlined, along with other enforcement steps.

Council Member Love requested the data collected with the application process be reported back to Council to assist in future development of the program. Director Huber confirmed a two-fold process would be used to collect data and report the information to Council.

Council Member Love asked if there would be an update to the housing report. Director Huber outlined the current update to the report through the Prince William Sound Economic Development Organization, and stated a more intensive update of the Valdez area could be done if it was Council's desire.

Mayor Scheidt requested Mr. Kipar's comments be addressed. Director Huber explained the intention behind renaming the classification was to acknowledge other natural hazards within the community, including areas with erosion.

Council Member Devens moved to amend Ordinance #24-01 Section 17.08.030 Specific Use Standards, Section E Dwellings – Mobile Home by removing the section completely. Motion failed for lack of a second.

Council Member Devens expressed concern over the lack of an adequate public process following changes made to Chapter 17.08.030 Specific Use Standards which he felt specifically impacted the highest number of people most diversely of any addition which had been recently made.

Community Development Director Huber stated the provision discussed was added after the work session on November 29th, 2023 and included in the red-line drafts distributed publicly for the draft for adoption. Huber provided additional details on the public process that had taken place and public notices given throughout the development of the draft ordinance and detailed the approval process that had taken place with the Planning and Zoning Commission.

Council Member Foster stated she believed the driving factor behind changes made to the Specific Use Standards had been life safety, particularly due to specific builds in mobile homes built after 1976.

Council Member Devens noted the 1976 NIST Standards for mobile home wiring being changed from aluminum as the standard to copper as the standard had already been adopted in 1972 by Alaska and Nevada.

Council Member Devens moved to amend Ordinance #24-01 Section 17.08.030 Specific Use Standards, Section E Dwellings – Mobile Home to change the date from 1976 to 1972. Motion failed for lack of a second.

VOTE ON THE MAIN MOTION:

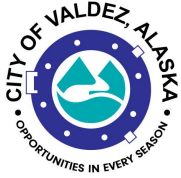
Yays: 5 - Scheidt, Sorum, Fleming, Foster and Love

Nays: 1 - Devens

Absent: 1 - Wegner

MOTION CARRIED

IV. ADJOURNMENT



City of Valdez

212 Chenega Ave.
Valdez, AK 99686

Legislation Text

File #: 24-0126, **Version:** 1

ITEM TITLE:

Approval of City Council Meeting Minutes - March 19, 2024

SUBMITTED BY: Elise Sorum-Birk, Deputy City Clerk

FISCAL NOTES:

Expenditure Required: n/a

Unencumbered Balance: n/a

Funding Source: n/a

RECOMMENDATION:

Approve.

SUMMARY STATEMENT:

Minutes from the March 19, 2024 meeting of the city council are attached for review.

City of Valdez

212 Chenega Ave.
Valdez, AK 99686



Action Summary

Tuesday, March 19, 2024

7:00 PM

Regular Meeting

Council Chambers

City Council

REGULAR AGENDA - 7:00 PM**I. CALL TO ORDER****II. PLEDGE OF ALLEGIANCE****III. ROLL CALL**

Present: 6 - Mayor Sharon Scheidt
Mayor Pro Tem Alan Sorum
Council Member Dennis Fleming
Council Member Jimmy Devens
Council Member Olivia Foster
Council Member Austin Love

Excused: 1 - Council Member Todd Wegner

Also Present: 3 - City Clerk Sheri Pierce
City Manager John Douglas
Deputy City Clerk Elise Sorum-Birk

IV. APPROVAL OF MINUTES**V. PUBLIC BUSINESS FROM THE FLOOR****VI. CONSENT AGENDA**

- 1. Appointment to the Beautification Commission- Applicant: Donna Lane**
- 2. Appointment to Regional Citizens' Advisory Council Board of Directors
- Applicant: Dorothy Moore**
- 3. Proclamation: Earthquake Remembrance Day**

MOTION: Mayor Pro Tem Sorum moved, seconded by Council Member Fleming, to approve the Consent Agenda.

VOTE ON THE MOTION

Yays: 6 - Scheidt, Sorum, Fleming, Devens, Foster and Love

Absent: 1 - Wegner

MOTION CARRIED.

VII. NEW BUSINESS

- 1. Annual Renewal of City/School Health Insurance Benefit Plan for Period
Beginning 4/1/2024**

MOTION: Council Member Foster moved, seconded by Council Member Devens, to approve the Annual Renewal of City/School Health Insurance Benefit

Plan for Period Beginning 4/1/2024.

Council requested additional information on the history of the plan, and how changes would affect the grandfather clause. Keva Peairs, Account Executive from Parker, Smith, & Feek, provided details on the plan, including how different changes to the plan could affect the grandfather clause, and the purpose behind the separate classification for executives.

VOTE ON THE MOTION

Yays: 6 - Scheidt, Sorum, Fleming, Devens, Foster and Love

Absent: 1 - Wegner

MOTION CARRIED.

2. Approval of Amendment to the 2024 Capital Request for Providence Valdez Medical Center to Fund Various Construction Projects

MOTION: Council Member Love moved, seconded by Council Member Devens, to approve amendment to the 2024 Capital Request for Providence Valdez Medical Center to fund various construction projects.

Council Member Love asked why a dollar value was not being voted on. Capital Facilities Director Nate Duval explained there was some repurposing of funds in the mix, which was where the vagueness of the number stemmed from.

Council Member Love requested clarification on the jump between the 2023 appropriation and the 2024 updated budget regarding the sterile processing and CT replacement. Director Duval explained what was funded in 2023 was the design portion.

VOTE ON THE MOTION

Yays: 6 - Scheidt, Sorum, Fleming, Devens, Foster and Love

Absent: 1 - Wegner

MOTION CARRIED.

VIII. ORDINANCES

1. #24-02 - Amending Chapter 10.12 of the Valdez City Code Titled Parking. Second Reading. Adoption.

MOTION: Council Member Love moved, seconded by Council Member Devens, to approve Ordinance 24-02 in first reading for public hearing.

Council Member Love agreed with Police Chief Bart Hinkle's desire to decrease vehicles on the street during snow removal. He stated he felt the fine value of \$200 was onerous, and enforcement would be key to sending the desired message. He explained \$80 was approximately one day's take home pay for a citizen making minimum wage and felt it would be a more appropriate amount.

MOTION: Council Member Love moved, seconded by Council Member Devens, to change the fee from \$200 to \$80.

VOTE ON THE AMENDMENT

Yays: 4 - Scheidt, Devens, Foster and Love

Nays: 2 – Sorum and Fleming

Absent: 1 - Wegner

MOTION CARRIED.

VOTE ON THE MOTION AS AMENDED

Yays: 6 - Scheidt, Sorum, Fleming, Devens, Foster and Love

Absent: 1 - Wegner

MOTION CARRIED.

2. #24-04 - Amending Chapter 1.08 of the Valdez Municipal Code Titled General Penalty. Second Reading. Adoption.

MOTION: Council Member Foster moved, seconded by Council Member Love, to Approve Ordinance #24-04 at first reading for public hearing.

VOTE ON THE MOTION

Yays: 6 - Scheidt, Sorum, Fleming, Devens, Foster and Love

Absent: 1 - Wegner

MOTION CARRIED.

3. #24-05 - Amending Chapter 3.24 of the Valdez Municipal Code Titled Public Accommodation Tax. Second Reading. Adoption.

MOTION: Council Member Foster moved, seconded by Council Member Fleming, to Approve Ordinance 24-05 Amending Chapter 3.24 of the Valdez Municipal Code Titled Public Accommodation Tax. Second Reading. Adoption.

VOTE ON THE MOTION

Yays: 6 - Scheidt, Sorum, Fleming, Devens, Foster and Love

Absent: 1 - Wegner

MOTION CARRIED.

4. #24-06 - Amending Title 6 of the Valdez Municipal Code by Amending Section 6.04.010 Titled Definitions and Section 6.08.020 Titled Running at Large. Second Reading. Adoption.

MOTION: Council Member Foster moved, seconded by Council Member Devens, to Approve Ordinance 24-06 in second reading for adoption.

VOTE ON THE MOTION

Yays: 6 - Scheidt, Sorum, Fleming, Devens, Foster and Love
Absent: 1 - Wegner
MOTION CARRIED.

5. #24-08 - Amending Chapter 6.20 of the Valdez Municipal Code Titled Rabies. Second Reading. Adoption.

MOTION: Council Member Foster moved, seconded by Council Member Love, to Approve Ordinance 24-08 in second reading for adoption.

VOTE ON THE MOTION

Yays: 6 - Scheidt, Sorum, Fleming, Devens, Foster and Love
Absent: 1 - Wegner
MOTION CARRIED.

IX. RESOLUTIONS

1. #24-08 - Authorizing the Submission of a Local Cybersecurity Grant through the Alaska Division of Homeland Security and Emergency Management to Develop a Cybersecurity Assessment

MOTION: Council Member Devens moved, seconded by Council Member Foster, to Approve Resolution 24-07.

Council Member Love asked how often an assessment should be performed, and when the last assessment had been performed. Matt Osburn, IT Department Director, outlined the process, the benefits of the assessment, and stated the City was overdue for an assessment.

VOTE ON THE MOTION

Yays: 6 - Scheidt, Sorum, Fleming, Devens, Foster and Love
Absent: 1 - Wegner
MOTION CARRIED.

X. REPORTS

1. Information Technology Department Annual Report

Director Osburn provided a brief overview of his annual department report included in the agenda packet.

2. Monthly Treasury Report: January 2024

XI. CITY MANAGER / CITY CLERK / CITY ATTORNEY / MAYOR REPORTS

1. City Manager Report

City Manager Douglas encouraged those listening to attend the Senior Housing open house. He provided an overview on Council's trip to Washington D.C.

2. City Clerk Report

City Clerk Pierce certified the candidates for the upcoming Regular Municipal Election. She stated the resolution for off leash areas would be brought forth at the next regular meeting, and reviewed the upcoming council calendar, including scheduling a work session on the proposed legislation regarding the keeping of poultry.

3. City Attorney Report

Attorney Staser outlined projects and provided updates on cases his firm is working on for the City, including redistricting, and escaped property.

4. City Mayor Report**XII. COUNCIL BUSINESS FROM THE FLOOR**

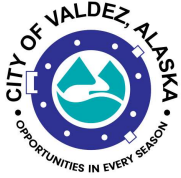
Mayor Scheidt and Council Members who had traveled to Washington D.C. provided a review of their trip, highlighting meetings with the US Coast Guard, Department of Transportation, Department of Education, and the Forest Services.

Council Member Foster reminded those listening to participate in Go Blue Day to bring awareness to Child Abuse Awareness and Prevention. She thanked those who assisted with the sterile processing department and high-level disinfectant department renovations. She encouraged the Council to check out the Valdez Police Department's humorous Facebook post on potholes.

Council Member Love provided an update of the Financial Audit, and thanked Comptroller Barb Rusher and Team Accounting for their efforts.

Council Member Fleming reminded staff of upcoming work-related travel.

XIII. ADJOURNMENT**XIV. APPENDIX****1. Legal Billing Summary - February 2024**



Legislation Text

File #: 24-0123, **Version:** 1

ITEM TITLE:

Approval To Go Into Executive Session - Re: Legal Strategy and Direction Related to Borough Formation Issues

SUBMITTED BY: Jake Staser, City Attorney

FISCAL NOTES:

Expenditure Required: n/a

Unencumbered Balance: n/a

Funding Source: n/a

RECOMMENDATION:

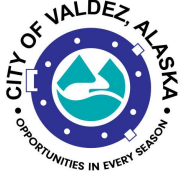
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SUMMARY STATEMENT:

Alaska Statute AS 44.62.310 provides an exception to the Alaska Open Meetings law (AS 44.62.310) which allows the City Council to meet in executive session for the purpose of discussion related to:

1. Matters which involve litigation and where matters of which the immediate knowledge would clearly have an adverse effect upon the finances of the City.
2. Matters which by law, municipal charter, or ordinance are required to be confidential.

Any formal action related to the discussion requiring a motion and vote of the governing body must be done in open session.



Legislation Text

File #: 24-0127, **Version:** 1

ITEM TITLE:

Proclamation: Animal Care and Control Officer Appreciation Week 2024

SUBMITTED BY: Bart Hinkle, Chief of Police

FISCAL NOTES:

Expenditure Required: N/A

Unencumbered Balance: N/A

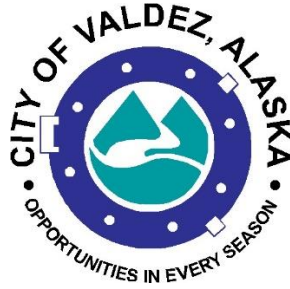
Funding Source: N/A

RECOMMENDATION:

N/A

SUMMARY STATEMENT:

See attached proclamation for Animal Care and Control Officer Appreciation Week, April 14-20, 2024



PROCLAMATION

Animal Care and Control Officer Appreciation Week, April 14-20, 2024

WHEREAS, the National Animal Control Association has designated the second week of April each year as Animal Care and Control Officer Appreciation Week; and

WHEREAS, the various Federal, State, and Local Government Officials throughout the Country take this time to recognize, thank, and commend all Animal Control Officers and Animal Control Staff for the dedicated service they provide to the citizens, various Public Safety, Public Service Agencies and Departments across the Country; and

WHEREAS, every day, Animal Control Officers put themselves in potentially dangerous situations to protect the health and welfare of all kinds of animals and the public; and

WHEREAS, the City of Valdez would like to express its sincere thanks and appreciation for the outstanding service the Valdez Animal Control Officers and staff provide on a daily basis to the Citizens of the City and to the various Public Safety, Public Service Agencies and Departments; and

WHEREAS, the City of Valdez recognizes and commends Animal Control Officers and Animal Shelter Staff for the many dedicated and long hours in serving this community and for providing the highest and most efficient level of customer service; and

WHEREAS, the City of Valdez recognizes the Animal Control Officers who answer calls for assistance, capturing roaming and potentially dangerous animals, rescue animals in distress, investigate reports of animal cruelty and neglect, provide education for pet guardians about responsible pet care and mediate disputes between neighbors regarding conflicts involving animals.

NOW, THEREFORE, I, Sharon Scheidt, Mayor of the City of Valdez, do hereby proclaim the week of April 14 -20, 2024 as

ANIMAL CARE AND CONTROL OFFICER APPRECIATION WEEK

in the City of Valdez and encourage all citizens to join me in expressing their sincere appreciation for the service and dedication of our Animal Control Officers and Staff.

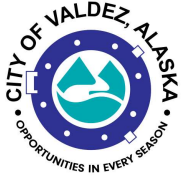
Dated this 16th day of April, 2024.

CITY OF VALDEZ, ALASKA

ATTEST

Sharon Scheidt, Mayor

Sheri L. Pierce, MMC, City Clerk



Legislation Text

File #: 24-0128, **Version:** 1

ITEM TITLE:

Proclamation: Public Safety Telecommunicators Week 2024

SUBMITTED BY: Bart Hinkle, Police Chief

FISCAL NOTES:

Expenditure Required: n/a

Unencumbered Balance: n/a

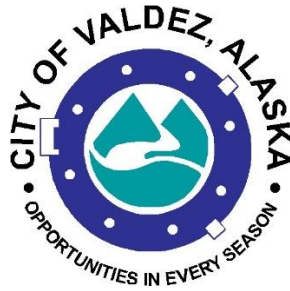
Funding Source: n/a

RECOMMENDATION:

n/a

SUMMARY STATEMENT:

Attached is a proclamation declaring the week of April 14th to 20th as Public Safety Telecommunicators Week.



PROCLAMATION

Public Safety Telecommunicators Week, April 14-20, 2024

WHEREAS, emergencies that require police, fire or emergency medical services can occur at any time; and

WHEREAS, when an emergency occurs the prompt response of police officers, firefighters and paramedics is critical to the protection of life and preservation of property; and

WHEREAS, the safety of our police officers, firefighters and paramedics is dependent upon the quality and accuracy of information from citizens who contact the City of Valdez emergency communications center; and

WHEREAS, Public Safety Telecommunicators are the first and most critical contact our citizens have with emergency services; and

WHEREAS, Public Safety Telecommunicators are the single vital link for our police officers, firefighters and paramedics by monitoring their activities by radio, providing them information and ensuring their safety; and

WHEREAS, Public Safety Telecommunicators of the Valdez Police Department have contributed substantially to the apprehension of criminals, suppression of fires and treatment of patients; and

WHEREAS, each Dispatcher has exhibited compassion, understanding and professionalism during the performance of their job in the past year.

NOW, THEREFORE I, Sharon Scheidt, Mayor of the City of Valdez, Alaska, do hereby proclaim the week of April 14 -20, 2024 as

PUBLIC SAFETY TELECOMMUNICATORS WEEK

in Valdez, in honor of the individuals whose diligence and professionalism keep our city and citizens safe.

Dated this 16th day of April, 2024.

CITY OF VALDEZ, ALASKA

ATTEST

Sharon Scheidt, Mayor

Sheri L. Pierce, MMC, City Clerk



Legislation Text

File #: 24-0122, **Version:** 1

ITEM TITLE:

Proclamation: Public Service Recognition Week 2024

SUBMITTED BY: Rhea Cragun, Human Resources Director

FISCAL NOTES:

Expenditure Required: N/A

Unencumbered Balance: N/A

Funding Source: N/A

RECOMMENDATION:

Approve Proclamation

SUMMARY STATEMENT:

Public Service Recognition Week 2024: May 5 - May 11

Celebrated the first full week in May since 1985, Public Service Recognition Week (PSRW) is a time set aside to honor those who serve our nation as federal, state, borough, and local government employees.

Please see attached proclamation recognizing public service employees.



PROCLAMATION

WHEREAS, since 1985, the first full week in May has been set aside to honor the millions of public employees at the federal, state, borough, and city levels; and

WHEREAS, Americans are served every single day by public servants at the federal, state, borough, and city levels; and

WHEREAS, these unsung heroes do the work that keeps our nation operating, and their tireless efforts are especially critical today; from basic transportation services to the roads and pavements we travel on, we make use of many government-sponsored facilities on a daily basis. It is thanks to the efforts of public service employees that we are able to go about our daily lives; and

WHEREAS, public employees take not only jobs, but also solemn oaths to serve; and

WHEREAS, many public servants, including military personnel, police officers, firefighters, aid workers, health care professionals, and others, risk their lives each day in service to our city, our state, the people of the United States and around the world; and

WHEREAS, many public servants, including teachers, doctors, nurses, safety inspectors, laborers, computer technicians, equipment operators, and countless other occupations, continue to work day in and day out to fulfill their duties during public crisis such as public health, and inclement weather, even at great personal risk, providing the diverse services demanded by the American people of their government with efficiency and integrity; and

WHEREAS, without these public servants at every level, continuity would be impossible in a democracy that regularly changes its leaders and elected officials.

NOW, THEREFORE, I, Sharon Scheidt, Mayor of the City of Valdez, do hereby announce and proclaim, that the week of May 5th thru May 11th, 2024, is designated as

Public Service Recognition Week

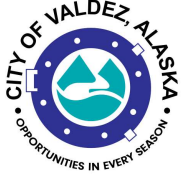
And encourage all citizens to recognize the accomplishments and contributions of government employees at all levels - federal, state, borough, and city.

CITY OF VALDEZ, ALASKA

Sharon Scheidt, Mayor

ATTEST:

Sheri L. Pierce, MMC, City Clerk



Legislation Text

File #: 24-0124, **Version:** 1

ITEM TITLE:

Approval of Funding for Tier 1 Applicants for the 2024 Beautification Matching Grant in the Amount of \$13,460

SUBMITTED BY: Elise Sorum-Birk, Deputy City Clerk

FISCAL NOTES:

Expenditure Required: \$13,460.00

Unencumbered Balance: \$156,324.26

Funding Source: Beautification Reserve Fund 350-5550-55000

RECOMMENDATION:

Beautification Commission recommends approval.

SUMMARY STATEMENT:

The City Clerk's Office received 3 total applications for the 2024 Beautification Matching Grant Program ahead of the March 8, 2024, deadline.

The Beautification Commission reviewed these applications and voted to approve recommendations to City Council at their regular meeting on April 3, 2024.

This year, the commission determined that 1 applicant did not meet program requirements and 2 applicants qualified for Tier 1 awards.

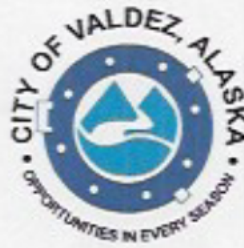
Attached is a summary of Tier 1 funding recommendations as well as the original applications.

Additional Notes:

- Geographic restrictions for Tier 1 properties were broadened by the Beautification Commission this year and extended to additional centrally located areas zoned for business activities as well as properties located within 100 feet of the Richardson Highway corridor. To qualify as Tier 1, applicants must also have not previously received funding through this program.
- Due to the low number of applicants during the regular application period the Beautification Commission also voted at their April meeting to initiate a second application period for 2024 grants. **Additional applications will be accepted through May 31, 2024, and reviewed in the order received at both the May and June meetings of the commission.**

2024 Grant Award Recommendations from the Beautification Commission

Applicant	Address	Approved? (Y or N)	Total documented project cost (based on bids provided)	Amount (max 50% total project cost maximum- max award amount \$12,500)
Acres Kwik Trip	1860 Richardson Hwy	Y- Application met minimum requirements	\$1920	\$960
Alaska Guide Co.	2581 Richardson Hwy	N- Determined that project application was for leased public land	Estimate \$19,151 (no bids provided)	\$0
Ballow Properties	165 Fairbanks Dr Unit B	Y- Application met minimum requirements	\$26,200	\$12,500
			TOTAL	\$13,460202



Valdez Beautification Matching Grant Program 2024 Application

1. PROJECT LOCATION

Address to be improved: 165 Fairbanks Drive Unit C

Assessor Parcel ID Number(s): 70400250080

Name of Business or Organization: Ballow Properties

Is this property (check one): ☒ Tier One ☐ Tier Two

2. APPLICANT INFORMATION

Name: Richard Ballow

Address: 165 Fairbanks Drive Unit B

Mailing Address: [REDACTED]

Email Address: [REDACTED] Phone: [REDACTED]

Do you: ☒ Own ☐ Rent (month to month) ☐ Lease

If leased, date of lease expiration: _____

Name of Property Owner(s): Richard Ballow and Connie Ballow

Property Owner Email Address: [REDACTED]

Property Owner Phone: [REDACTED]

3. DESCRIPTION OF PROPOSED IMPROVEMENTS

Please attach the following to this application for consideration:

- Detailed written description of proposed work.
- Sketches or drawings of proposed improvements, including samples/photographs of paint colors or materials to be used (do not need to be professionally drawn, but are required for application consideration).
- Color "before" photographs of the area or areas to be improved (submitted electronically if possible).
- Bids for contracted work.
- Budget breakdown – including itemized list of costs associated with the project.
- A letter/narrative addressed to the Beautification Commission detailing how the proposed work adds to the aesthetics of your property and our community.

Applications missing any of the above items will not be considered.

4. ESTIMATED TIMELINE FOR PROJECT COMPLETION:

6 months

5. ESTIMATED COSTS

TOTAL ESTIMATED PROJECT COST: \$ 24,200.00

TOTAL MATCHING GRANT REQUESTED: \$ 25,000.00

Note from review: The total grant amount must be 50% of cost estimate or 12,500 whichever is less (unless a double or corner lot)

Depending on available funding for the grant program, awarded matching grants may be less than the full amount requested in this project application. Could and would you proceed with this project if you are awarded less than the full matching grant amount requested?

Circle one: YES NO

Please explain. We are still wanting to verify the property

By signing below, I confirm I have read and understand the requirements and process for the 2024 Beautification Matching Grant Program. The information submitted in this application is true and complete to the best of my knowledge.

Property Owner Signature: Rick Ballou Date: 2-9-24

Applicant Signature: Rick Ballou Date: 2-9-24

Barnett Building LLC

PO Box 182
Valdez, AK 99686
barnettbuildingllc@gmail.com

**BARNETT
BUILDING****Estimate**

ADDRESS
Rick Ballow
PO Box 953
165 Fairbanks St
Valdez, AK 99686

ESTIMATE 1221
DATE 01/26/2024
EXPIRATION DATE 02/09/2024

ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
Material	Meg quick ship exterior collection style stone wood - color cherry -chamfered edge	1	10,270.00	10,270.00
Material	Fasteners, supplies and aluminum track system for mountain panels	1	2,430.00	2,430.00
Labor	Install track system and panels	1	13,500.00	13,500.00

***** Notes *****

Contractor is working from a visual drawing. There are no actual dimensions noting where siding starts and stops. On west side entrance of building, Contractor measured 18' from the southwest corner going north. Starting at southwest corner going east, Contractor measured 14'. Starting at southeast corner of building, Contractor measured 4' to garage door then another 10'. Everything was calculated going to bottom of roof panel.

Freight is not included. Will know freight charges once items ship.

Customer is responsible for providing and a scissor lift and port-a-potty.

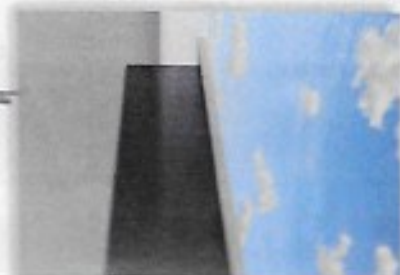
Payment Terms

If Customer agrees to this estimate, the full payment of material will due upon approval \$12,700.
Payment for all remaining work will be due upon completion of job.

Ballow Estimate

TOTAL

\$26,200.00



To the Beautification Commission,

Ballow Properties believes that the proposed work will add to the aesthetic of our property as it will match with the rest of the property look. The improvements will uplift the current appearance of the building. The materials that will be being used are also similar to those that were used for the outside of the new Prospector building. With using the same materials, it will also tie the building into the community.

Thank you,

Ballow Properties





Acres Kwik Trip, Inc.
1860 Richardson Hwy
[REDACTED]
Valdez, AK 99686

City of Valdez
P. O. Box 307
Valdez, AK 9968

March 6, 2024

Attn: Beautification Committee

Dear Committee Members:

We received the tier-two grant award last year but were unable to complete the work required due to medical issues and weather closing in sooner than expected.

The connexes that we had hoped to move last year still need to be moved off the Acres Kwik Trip property. We would like to request assistance through the Beautification Committee to accomplish this as well as removal of junk vehicles and stacked building supplies.

Attached is a copy of the bid from Harris Sand and Gravel for the removal of the connexes.

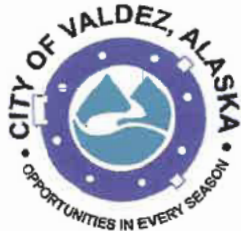
Thank you for your consideration of this application. We have plans for cleaning up and beautifying our area and hope to receive some assistance from the City.

If you have any questions or if we can provide any further information, please give me a call at [REDACTED]

Sincerely,


Phyllis Johnson

Staff review note:
This application falls into Tier 1
not Tier 2 under new program
guidelines



Valdez Beautification Matching Grant Program 2024 Application

1. PROJECT LOCATION

Address to be improved: Lot 3A, ASLS 78-139

Assessor Parcel ID Number(s): _____

Name of Business or Organization: Acres Kwik Trip

Is this property (check one): _____ Tier One ☒ Tier Two

2. APPLICANT INFORMATION

Name: Phyllis Johnson

Address: 1860 Richardson Hwy

Mailing Address: _____

Email Address: _____ Phone: _____

Do you: ☒ Own _____ Rent (month to month) _____ Lease

If leased, date of lease expiration: _____

Name of Property Owner(s): Phyllis Johnson

Property Owner Email Address: _____

Property Owner Phone: _____

3. DESCRIPTION OF PROPOSED IMPROVEMENTS

Please attach the following to this application for consideration:

- Detailed written description of proposed work.
- Sketches or drawings of proposed improvements, including samples/photographs of paint colors or materials to be used (do not need to be professionally drawn, but are required for application consideration).
- Color "before" photographs of the area or areas to be improved (submitted electronically if possible).
- Bids for contracted work.
- Budget breakdown – including itemized list of costs associated with the project.
- A letter/narrative addressed to the Beautification Commission detailing how the proposed work adds to the aesthetics of your property and our community.

Review note: Total grant may cost may only be 50% of project cost so \$960 based on bid provided.

Applications missing any of the above items will not be considered.

4. ESTIMATED TIMELINE FOR PROJECT COMPLETION:

2 months (prep new property + get connexes ready to move)

5. ESTIMATED COSTS

TOTAL ESTIMATED PROJECT COST: \$ 2000.00

TOTAL MATCHING GRANT REQUESTED: \$ 2000.00

Depending on available funding for the grant program, awarded matching grants may be less than the full amount requested in this project application. Could and would you proceed with this project if you are awarded less than the full matching grant amount requested?

Circle one: YES NO

Please explain. We were unable to proceed last year because the weather and other circumstances prevented it

By signing below, I confirm I have read and understand the requirements and process for the 2024 Beautification Matching Grant Program. The information submitted in this application is true and complete to the best of my knowledge.

Property Owner Signature: Phyllis Johnson Date: 3/6/24

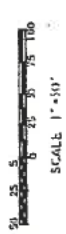
Applicant Signature: Phyllis Johnson Date: 3/6/24

Exhibits 1 thru 3

P.L.

All Work and Improvements
Shall be performed on Lot 3A

N



REFERENCE PLATS
83-1
97-2
98-2

LEGEND

- FOUND 5/8" REBAR 2" ALUM. CAP
- SET 5/8" REBAR 2" ALUM. CAP
- SET 2" X 2" WOOD NAIL
- ⊗ FOUND ASLS ALUM. NAIL



CERTIFICATE OF REGISTERED LAND

I, Richardson Hwy, REGISTERED LAND SURVEYOR
DO HEREBY CERTIFY THAT THIS PLAT BEING THE SURVEY
PERFORMED UNDER MY SUPERVISION AND THAT ALL REQUIREMENTS
BEING COMPLIED WITH ARE CORRECT TO THE BEST OF MY
KNOWLEDGE.

SIGNED Richardson Hwy
REGISTERED LAND SURVEYOR

PLANNING AND ZONING COMMISSION

THIS PLAT CONFORMS TO THE REQUIREMENTS OF THE COMMISSION
AND IS HEREBY APPROVED.

SIGNED Richardson Hwy DATE 11/13/98
PLANNING AND ZONING COMMISSION

CERTIFICATE OF PAYMENT OF TAX

I, Richardson Hwy, CITY CLERK FOR THE CITY
OF VALDEZ, ALASKA, DO HEREBY CERTIFY THAT ALL TAXES DUE
AGAINST THE PROPERTY REPRESENTED BY THIS PLAT ARE PAID.

CITY CLERK Richardson Hwy DATE 11/13/98



RECEIVED
P.O. BOX 743
VALDEZ, AK. 99686

RE SUBD	LOT 3 ASL
DATE	11/13/98
FILED	11/13/98
SURVEYED	6-10-98

CERTIFICATE OF OWNERSHIP AND DEDICATION

I, Richardson Hwy, DO HEREBY CERTIFY THAT THE
PROPERTY REPRESENTED BY THIS PLAT IS THE PROPERTY OF THE
STATE OF ALASKA, AND THAT THE PROPERTY IS BEING
DEDICATED TO THE PUBLIC FOR USE AS A HIGHWAY.
IN WITNESS WHEREOF, I HAVE HEREUNTO SET MY HAND
AND SEAL OF OFFICE, THIS 11/13/98 DAY OF
NOVEMBER, 1998.

ACKNOWLEDGEMENT OF NOTARY

I, Richardson Hwy, DO HEREBY CERTIFY THAT THE
PROPERTY REPRESENTED BY THIS PLAT IS THE PROPERTY OF THE
STATE OF ALASKA, AND THAT THE PROPERTY IS BEING
DEDICATED TO THE PUBLIC FOR USE AS A HIGHWAY.
IN WITNESS WHEREOF, I HAVE HEREUNTO SET MY HAND
AND SEAL OF OFFICE, THIS 11/13/98 DAY OF
NOVEMBER, 1998.



"A"
"B"
"C"
"D"



Google

- "A"- Items That Have Been Removed
 - "B"- Items to be Removed From Property
 - "C"- Buildings to be repainted
 - "D"- connex's to be removed From property
- Note: Drawing is Not to Scale property lines Are Approximate

Quotation



Harris Sand & Gravel, Inc.

P.O. Box 6

Valdez, A.K. 99686

Phone: 907-835-4756 Fax: 907-835-2049

Date: 03/04/22

Quotation No: 2023-1

Owner: Dana Wood

Project name: Connex's

To:

Phn:

Fax:

We are pleased to submit the following quotation. It is valid for ____ days.

Quantity	Description	Price	Amount
	All Labor & Equipment Needed For		
	Loading / Offloading -		
	Mobilization / Demobilization		
	2 Each - 40 Ft Connex's		
4 Hrs	980G Loader & Operator	\$253	\$1012
4 Hrs	Tractor / Trailer & Teamster	\$227	\$908
		Total	\$1920

By: _____ Accepted: _____ Date: _____

Staff Review Note: This application is proposing improvements to land owned by a public entity. Program guidelines specify that funds may not be awarded for public buildings but don't speak to other improvements on leased public land.



Note: The commission reviewed the application and deemed it incomplete due to bids and owners; signature being missing. They also noted need for additional clarity on leased properties in general.

Valdez Beautification Matching Grant Program 2024 Application

1. PROJECT LOCATION

Address to be improved: 2581 Richardson Hwy / 115 Glacier Haul Rd
Assessor Parcel ID Number(s): Tract C USS 439 Subdivision / 009S006W02
Name of Business or Organization: Alaska Guide Co
Is this property (check one): ☒ Tier One ☐ Tier Two

2. APPLICANT INFORMATION

Name: Zachary Sheldon
Address: [Redacted] Valdez AK 99686
Mailing Address: [Redacted] Valdez AK 99686
Email Address: [Redacted] Phone: [Redacted]
Do you: ☐ Own ☐ Rent (month to month) ☒ Lease
If leased, date of lease expiration: June 2, 2033
Name of Property Owner(s): City of Valdez
Property Owner Email Address: KHuber@valdezak.gov
Property Owner Phone: 907-835-4313

3. DESCRIPTION OF PROPOSED IMPROVEMENTS

Please attach the following to this application for consideration:

- Detailed written description of proposed work.
- Sketches or drawings of proposed improvements, including samples/photographs of paint colors or materials to be used (do not need to be professionally drawn, but are required for application consideration).
- Color “before” photographs of the area or areas to be improved (submitted electronically if possible).
- Bids for contracted work.
- Budget breakdown – including itemized list of costs associated with the project.
- A letter/narrative addressed to the Beautification Commission detailing how the proposed work adds to the aesthetics of your property and our community.

Applications missing any of the above items will not be considered.

4. ESTIMATED TIMELINE FOR PROJECT COMPLETION:

July 30, 2024

5. ESTIMATED COSTS

TOTAL ESTIMATED PROJECT COST: \$ 19,151

TOTAL MATCHING GRANT REQUESTED: \$ 9,500

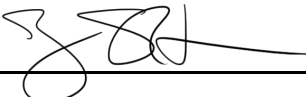
Depending on available funding for the grant program, awarded matching grants may be less than the full amount requested in this project application. Could and would you proceed with this project if you are awarded less than the full matching grant amount requested?

Circle one: YES NO

Please explain. Might not complete this year, but we would proceed

By signing below, I confirm I have read and understand the requirements and process for the 2024 Beautification Matching Grant Program. The information submitted in this application is true and complete to the best of my knowledge.

Property Owner Signature: _____ Date: _____

Applicant Signature:  Date: 03/06/2024



Alaska Guide Company
Valdez, AK 99686
907-390-0510
<https://alaska.guide>

Alaska Guide Company
Wilderness Adventure Tours

We propose to the make the following beautification improvements to the frontage of 2581 Richardson Highway;

Remove cottonwood and alders between bike path and driveway/parking lot

Raise with 2-3ft of fill for aesthetics and prevent flooding due to lack of drainage under the bike path

Cover fill with top soil

Construct river rock sign mount

Create high end signage and affix to mount

Plant many aspen, some birch, a few Siberian larch and swiss stone pine

Scatter large landscaping rocks fore aesthetics and atv trespassing deterrent

Place inviting path from bike path to parking lot

---Zachary Sheldon
CEO
Alaska Guide Company



Alaska Guide Co

Itemized List

Expenses	Qty	Price
Signage - HD Marine		850
Signage - other materials - cement - paint - lights		900
Signage - in house labor		800
Tree & Stump removal - RSR Contracting		1,750
Fill - RSR Contracting		2,500
Large Natural Rocks - RSR Contracting		2,500
1 Ginormous Rock (natural attention grabbing)- RSR Contracting		1,800
Top Soil Spreading - in house labor		240
Quaking Aspen - Seed n Tree AK (\$160 each)	8	1,280
Alaska Paper Birch - Seed n Tree AK (\$180 each)	4	720
Siberian Larch - Seed n Tree AK (\$225 each)	2	225
Stone Pine - Seed n Tree AK (\$180 each)	4	720
Tree delivery - Sourdough Trucking		3,266
Walkway pavers		1,000
General in house labor planting and finishing touches		600
Total		\$19,151

Staff review note:
 The in house labor does not
 qualify for funding under
 program guidelines clarified in
 2024.



before



after





Signage



Legislation Text

File #: ORD 24-0002, **Version:** 1

ITEM TITLE:

#24-02 - Amending Chapter 10.12 of the Valdez City Code Titled Parking. Second Reading. Adoption.

SUBMITTED BY: Sheri Pierce, City Clerk/Bart Hinkle, Police Chief

FISCAL NOTES:

Expenditure Required: N/A

Unencumbered Balance: N/A

Funding Source: N/A

RECOMMENDATION:

Approve Ordinance 24-02 in second reading for adoption.

SUMMARY STATEMENT:

Current fines and penalties for parking violations have not been updated for a number of years. The existing language relies heavily on the monetary punishment of the impound as a deterrent. The proposed language is designed to have the citation be the primary deterrent method / means of behavior modification by increasing the cost of the citation related to impeding snow removal. Chief Hinkle will be present to discuss operational considerations leading to the proposed language and ordinance change recommended by staff.

Summary of previous action on Ordinance 24-02:

2/6/24: Initial first reading.

2/20/24: During second reading - drafting error was noted - Was postponed to next regular meeting.

3/5/24: Amended to fix drafting error, returned to first reading.

3/19/24: Amended to change \$200 to \$80 and match ORD 24-04, returned to first reading.

4/2/24: Approved in First Reading.

CITY OF VALDEZ
ORDINANCE NO. 24-02

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF VALDEZ, ALASKA
AMENDING CHAPTER 10.12 OF THE VALDEZ MUNICIPAL CODE TITLED
PARKING

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF VALDEZ,
ALASKA, that:

Section 1. Chapter 10.12, Section 10.12.040 (D) of the Valdez Municipal Code is hereby amended to read as follows:

Chapter 10.12

PARKING

Sections:

- 10.12.010 Parking prohibited on certain streets during certain hours when school in session.
- 10.12.020 Parking prohibited.
- 10.12.025 Seasonal parking.
- 10.12.030 Temporary prohibitions.
- 10.12.040 Penalty and impoundment.

10.12.010 Parking prohibited on certain streets during certain hours when school in session.

The cul-de-sac area on East Lowe Street extending from the east property line of Lot 1, Block 12, to the east property line of Lot 9, Block 10, is declared to be a no-parking zone for all vehicles except school buses between the hours of seven a.m. and five p.m. on any day when school is in session. (Prior code § 15-8)

10.12.020 Parking prohibited.

No person may park or cause a motor vehicle to be parked, and no motor vehicle may be parked, as follows:

A. On any of the following streets or highways:

1. Meals Avenue from Fidalgo to Robe River Drive, except for the wider parking location on the east side of the street directly in front of the Alaska State Court House,
2. Hazelet Avenue from City Dock to Hanagita,
3. On the north side of Pioneer Drive from Meals Avenue to Tatitlek Avenue;

B. On any street, highway, public way or city-owned parking lot for a period of time longer than twenty-four hours, without special permission of the chief of police;

C. In a private area which is adjacent to a commercial establishment, owned or controlled by another person, in violation of any limitations on parking which have been set, if the area is signed or posted in a manner setting forth the limitations;

D. In a private area which is not adjacent to a commercial area, owned or controlled by another person, without the express permission of that person;

E. At any place or in any position on public or private property, which would block the way of ingress or egress of a motor vehicle to a private area owned or controlled by another person, or which would prevent another from moving a motor vehicle;

F. In any other area where parking has been permanently or temporarily restricted by the city;

G. Any place where the curb has been painted red designates a no parking area. (Ord. 99-07 §§ 1, 2; prior code § 15-9)

10.12.025 Seasonal parking

The hourly parking along North Harbor Drive shall be effective from May 1st through September 30th each year. (Ord. 99-07 § 3)

10.12.030 Temporary prohibitions.

A. Notwithstanding any other provision of this title, no person may park or cause a motor vehicle to be parked, and no motor vehicle may be parked, on any street in the city upon which snow removal is undertaken by or on behalf of the city from the time that snow removal operations on the street appear to be necessary until the time that the snow removal operations on the street are completed.

B. The chief of police, or other persons designated by the city manager, is authorized to determine and designate by proper signs, places in which the stopping, standing or parking of a motor vehicle is restricted or prohibited because of traffic conditions, construction, accidents, parades, special events or other purposes deemed by the city to warrant temporary prohibitions on parking, stopping or standing. No person may park, stop or stand a motor vehicle, and no motor vehicle may be parked or stopped, in any area so designated.

C. No person may fail or refuse to immediately move his vehicle when requested to do so by a city police officer or any city employee or contractor engaged in any activity which would be hindered or obstructed in any manner if the vehicle were to remain in the place it occupied at the time the request was made. Upon request, the owner or operator of the vehicle shall move it to a location which does not interfere with the activity which was being hindered or obstructed.

D. Failure to move the vehicle upon request is a separate offense from allowing that vehicle to be parked or stopped in a prohibited area. It is not necessary that a request be made to move the vehicle before the sanctions set forth in Section 10.12.040 may be imposed. (Prior code § 15-10)

10.12.040 Penalty and impoundment.

A. Any vehicle in violation of Section 10.12.020 or 10.12.030 may be impounded by the city, or issued a traffic citation, or both.

B. A vehicle will be impounded from private property only upon the written request of the person who owns or controls the property. Before the vehicle is impounded, the city may require the person requesting the impoundment to sign a statement of ownership or control of the private property involved, and an agreement holding the city harmless for any injury, loss or damage arising from the impoundment.

C. If the vehicle is impounded from either public or private property, this impoundment is done without liability on the part of the city for any damage which may be done to it or its contents. The vehicle shall not be returned to the owner or operator thereof until any impound fees, and any storage or other charges which may have accrued, have been paid.

D. If the vehicle is cited, the penalty for the violation of section 10.12.020 is fifty dollars and the penalty for violation of section 10.12.030 ~~this ordinance is eighty twenty~~ dollars.

E. If the vehicle is both impounded and cited, all impound and citation fees, and other charges, must be paid prior to the return of the vehicle to the owner or operator. (Prior code § 15-11)

Section 2. This ordinance shall take effect immediately upon adoption by the Valdez City Council.

PASSED AND APPROVED BY THE CITY COUNCIL OF THE CITY OF VALDEZ, ALASKA, this _____ day of _____, 2024.

CITY OF VALDEZ, ALASKA

Sharon Scheidt, Mayor

ATTEST:

Sheri L. Pierce, MMC, City Clerk

APPROVED AS TO FORM:

Jake Staser, City Attorney
Brena, Bell, & Walker, P.C

First Reading:
Second Reading:
Adoption:
Ayes:
Noes:
Absent:
Abstain:

CITY OF VALDEZ
ORDINANCE NO. 24-02

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF VALDEZ, ALASKA
AMENDING CHAPTER 10.12 OF THE VALDEZ CITY CODE TITLED PARKING

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF VALDEZ,
ALASKA, that:

Section 1. Chapter 10.12, Section 10.12.040 (D) of the Valdez Municipal Code is hereby amended to read as follows:

Chapter 10.12

PARKING

Sections:

- 10.12.010 Parking prohibited on certain streets during certain hours when school in session.
- 10.12.020 Parking prohibited.
- 10.12.025 Seasonal parking.
- 10.12.030 Temporary prohibitions.
- 10.12.040 Penalty and impoundment.

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The cul-de-sac area on East Lowe Street extending from the east property line of Lot 1, Block 12, to the east property line of Lot 9, Block 10, is declared to be a no-parking zone for all vehicles except school buses between the hours of seven a.m. and five p.m. on any day when school is in session. (Prior code § 15-8)

10.12.020 Parking prohibited.

No person may park or cause a motor vehicle to be parked, and no motor vehicle may be parked, as follows:

A. On any of the following streets or highways:

1. Meals Avenue from Fidalgo to Robe River Drive, except for the wider parking location on the east side of the street directly in front of the Alaska State Court House,
2. Hazelet Avenue from City Dock to Hanagita,
3. On the north side of Pioneer Drive from Meals Avenue to Tatitlek Avenue;

- B. On any street, highway, public way or city-owned parking lot for a period of time longer than twenty-four hours, without special permission of the chief of police;
- C. In a private area which is adjacent to a commercial establishment, owned or controlled by another person, in violation of any limitations on parking which have been set, if the area is signed or posted in a manner setting forth the limitations;
- D. In a private area which is not adjacent to a commercial area, owned or controlled by another person, without the express permission of that person;
- E. At any place or in any position on public or private property, which would block the way of ingress or egress of a motor vehicle to a private area owned or controlled by another person, or which would prevent another from moving a motor vehicle;
- F. In any other area where parking has been permanently or temporarily restricted by the city;
- G. Any place where the curb has been painted red designates a no parking area. (Ord. 99-07 §§ 1, 2; prior code § 15-9)

10.12.025 Seasonal parking

The hourly parking along North Harbor Drive shall be effective from May 1st through September 30th each year. (Ord. 99-07 § 3)

10.12.030 Temporary prohibitions.

- A. Notwithstanding any other provision of this title, no person may park or cause a motor vehicle to be parked, and no motor vehicle may be parked, on any street in the city upon which snow removal is undertaken by or on behalf of the city from the time that snow removal operations on the street appear to be necessary until the time that the snow removal operations on the street are completed.
- B. The chief of police, or other persons designated by the city manager, is authorized to determine and designate by proper signs, places in which the stopping, standing or parking of a motor vehicle is restricted or prohibited because of traffic conditions, construction, accidents, parades, special events or other purposes deemed by the city to warrant temporary prohibitions on parking, stopping or standing. No person may park, stop or stand a motor vehicle, and no motor vehicle may be parked or stopped, in any area so designated.
- C. No person may fail or refuse to immediately move his vehicle when requested to do so by a city police officer or any city employee or contractor engaged in any activity which would be hindered or obstructed in any manner if the vehicle were to remain in the place it occupied at the time the request was made. Upon request, the owner or operator of the vehicle shall move it to a location which does not interfere with the activity which was being hindered or obstructed.
- D. Failure to move the vehicle upon request is a separate offense from allowing that vehicle to be parked or stopped in a prohibited area. It is not necessary that a request be made to move the vehicle before the sanctions set forth in Section 10.12.040 may be imposed. (Prior code § 15-10)

10.12.040 Penalty and impoundment.

- A. Any vehicle in violation of Section 10.12.020 or 10.12.030 may be impounded by the city, or issued a traffic citation, or both.
- B. A vehicle will be impounded from private property only upon the written request of the person who owns or controls the property. Before the vehicle is impounded, the city may require the person requesting the impoundment to sign a statement of ownership or control of the private property involved, and an agreement holding the city harmless for any injury, loss or damage arising from the impoundment.
- C. If the vehicle is impounded from either public or private property, this impoundment is done without liability on the part of the city for any damage which may be done to it or its contents. The vehicle shall not be returned to the owner or operator thereof until any impound fees, and any storage or other charges which may have accrued, have been paid.
- D. If the vehicle is cited, the penalty for the violation of this ordinance is ~~two-hundred~~ twenty dollars.
- E. If the vehicle is both impounded and cited, all impound and citation fees, and other charges, must be paid prior to the return of the vehicle to the owner or operator. (Prior code § 15-11)

Section 2. This ordinance shall take effect immediately upon adoption by the Valdez City Council.

PASSED AND APPROVED BY THE CITY COUNCIL OF THE CITY OF VALDEZ, ALASKA, this _____ day of _____, 2024.

CITY OF VALDEZ, ALASKA

Sharon Scheidt, Mayor

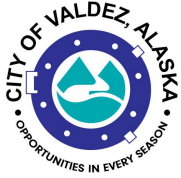
ATTEST:

Sheri L. Pierce, MMC, City Clerk

APPROVED AS TO FORM:

Jake Staser, City Attorney
Brena, Bell, & Walker, P.C

First Reading:
Second Reading:
Adoption:
Ayes:
Noes:
Absent:
Abstain:



Legislation Text

File #: ORD 24-0004, **Version:** 1

ITEM TITLE:

#24-04 - Amending Chapter 1.08 of the Valdez Municipal Code Titled General Penalty. First Reading. Public Hearing.

SUBMITTED BY: Sheri Pierce, MMC, City Clerk/Jake Staser, City Attorney

FISCAL NOTES:

Expenditure Required: N/A
Unencumbered Balance: N/A
Funding Source: N/A

RECOMMENDATION:

Approve Ordinance #24-04 at first reading for public hearing.

SUMMARY STATEMENT:

Ordinance #24-02 amending Chapter 10.12 of the Valdez Municipal Code including implementation of a fine schedule is under consideration by Council.

This fine schedule must be incorporated into the Minor Offense Fine Schedule established in Chapter 1.08 - General Penalty. This ordinance incorporates the "minor offense" fines adopted in Chapter 10.12.

Summary of previous action on Ordinance 24-04:

2/20/24: Initial first reading. Postponed to the next regular meeting due to drafting error in 24-02, the ordinance establishing the fine.

3/5/24: In first reading. Amended to strike \$200 and insert \$80, returned to first reading.

Note:

Fine amounts in Ordinance 24-02 and Ordinance 24-04 need to match.

CITY OF VALDEZ, ALASKA

ORDINANCE NO. 24-04

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF VALDEZ,
ALASKA AMENDING CHAPTER 1.08 OF THE VALDEZ MUNICIPAL
CODE TITLED GENERAL PENALTY

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY
OF VALDEZ, ALASKA that:

Section 1: Chapter 1.08, Section 1.08.030 of the Valdez Municipal Code is
hereby amended to read as follows:

GENERAL PENALTY

Sections:

1.08.030 Minor offense fine schedule.

In accordance with AS 29.25.070(a), citations for the following offenses may be disposed of as provided in AS 12.25.195 through 12.25.230, without a court appearance, upon payment of the fine amounts listed below to the court within thirty days of the date of the citation, plus the state surcharge required by AS 12.55.039 and 29.25.074. The Rules of Minor Offense Procedure in the Alaska Rules of Court applies to all offenses listed below. Citations charging these offenses must meet the requirements of Minor Offense Rules. If a person charged with one of these offenses appears in court and is found guilty, the penalty imposed for the offense may not exceed the fine amount for that offense listed below. If an offense is not listed on this fine schedule or another fine schedule, the defendant must appear in court to answer to the charges. These fines may not be judicially reduced.

MUNICIPAL CODE SECTION	OFFENSE DESCRIPTION	COURT APPEARANCE	PENALTY/FINE
6.08.010	Cleanup and disposal of animal litter or excrement required—first offense	Optional	\$25.00
6.08.010	Cleanup and disposal of animal litter or excrement required—second offense	Optional	\$50.00
6.08.010	Cleanup and disposal of animal litter or excrement required—third offense	Optional	\$100.00

MUNICIPAL CODE SECTION	OFFENSE DESCRIPTION	COURT APPEARANCE	PENALTY/FINE
6.08.010	Cleanup and disposal of animal litter or excrement required—fourth and subsequent	Optional	\$300.00
6.08.020	Animal running at large prohibited—first offense	Optional	\$25.00
6.08.020	Animal running at large prohibited—second offense	Optional	\$50.00
6.08.020	Animal running at large prohibited—third offense	Optional	\$100.00
6.08.020	Animal running at large prohibited—fourth and subsequent	Optional	\$300.00
6.08.040(A)(1)	Negligent feeding of wild animals, birds of prey, or deleterious exotic wildlife prohibited—first offense	Optional	\$25.00
6.08.040(A)(1)	Negligent feeding of wild animals, birds of prey, or deleterious exotic wildlife prohibited—second offense	Optional	\$50.00
6.08.040(A)(1)	Negligent feeding of wild animals, birds of prey, or deleterious exotic wildlife prohibited—third offense	Optional	\$100.00
6.08.040(A)(1)	Negligent feeding of wild animals, birds of prey, or deleterious exotic wildlife prohibited—fourth and subsequent	Optional	\$300.00
6.08.040(A)(2)	Intentional feeding of wild animals, birds of prey, or deleterious exotic wildlife prohibited—first offense	Optional	\$50.00
6.08.040(A)(2)	Intentional feeding of wild animals, birds of prey, or deleterious exotic wildlife prohibited—second offense	Optional	\$100.00
6.08.040(A)(2)	Intentional feeding of wild animals, birds of prey, or deleterious exotic wildlife prohibited—third offense	Optional	\$200.00
6.08.040(A)(2)	Intentional feeding of wild animals, birds of prey, or deleterious exotic wildlife prohibited—fourth and subsequent offense	Optional	\$400.00

MUNICIPAL CODE SECTION	OFFENSE DESCRIPTION	COURT APPEARANCE	PENALTY/FINE
6.08.050	Keeping of wild animals within the city prohibited—first offense	Optional	\$50.00
6.08.050	Keeping of wild animals within the city prohibited—second offense	Optional	\$100.00
6.08.050	Keeping of wild animals within the city prohibited—third offense	Optional	\$200.00
6.08.050	Keeping of wild animals within the city prohibited—fourth and subsequent offense	Optional	\$400.00
6.08.090	Continuous noise by animal prohibited—first offense	Optional	\$25.00
6.08.090	Continuous noise by animal prohibited—second offense	Optional	\$50.00
6.08.090	Continuous noise by animal prohibited—third offense	Optional	\$100.00
6.08.090	Continuous noise by animal prohibited—fourth and subsequent offense	Optional	\$300.00
6.08.100	Failure to confine female dog or cat in heat—first offense	Optional	\$25.00
6.08.100	Failure to confine female dog or cat in heat—second offense	Optional	\$50.00
6.08.100	Failure to confine female dog or cat in heat—third offense	Optional	\$100.00
6.08.100	Failure to confine female dog or cat in heat—fourth and subsequent offense	Optional	\$300.00
6.08.110	Tethering/chaining/crating of animals restricted—first offense	Optional	\$50.00
6.12.010	Dog license required—first offense	Optional	\$25.00
6.12.010	Dog license required—second offense	Optional	\$50.00
6.12.010	Dog license required—third offense	Optional	\$100.00
6.12.010	Dog license required—fourth and subsequent offense	Optional	\$300.00
6.12.020	Display of license tag on dog required	Optional	\$25.00

MUNICIPAL CODE SECTION	OFFENSE DESCRIPTION	COURT APPEARANCE	PENALTY/FINE
6.12.030	Vaccination of dogs required—first offense	Optional	\$25.00
6.12.030	Vaccination of dogs required—second offense	Optional	\$50.00
6.12.030	Vaccination of dogs required—third offense	Optional	\$100.00
6.12.030	Vaccination of dogs required—fourth and subsequent offense	Optional	\$300.00
6.12.040	Kennel licenses required—first offense	Optional	\$50.00
6.12.040	Kennel licenses required—second offense	Optional	\$100.00
6.12.040	Kennel licenses required—third offense	Optional	\$200.00
6.12.040	Kennel licenses required—fourth and subsequent offense	Optional	\$400.00
6.13.010	Excessive number of cats prohibited—first offense	Optional	\$25.00
6.13.010	Excessive number of cats prohibited—second offense	Optional	\$50.00
6.13.010	Excessive number of cats prohibited—third offense	Optional	\$100.00
6.13.010	Excessive number of cats prohibited—fourth and subsequent offense	Optional	\$300.00
6.13.020	Cattery license required—first offense	Optional	\$50.00
6.13.020	Cattery license required—second offense	Optional	\$100.00
6.13.020	Cattery license required—third offense	Optional	\$200.00
6.13.020	Cattery license required—fourth and subsequent offense	Optional	\$400.00
9.12.010	Disorderly conduct—first offense	Optional	\$50.00
9.12.010	Disorderly conduct—second offense	Optional	\$100.00
9.12.010	Disorderly conduct—third offense	Optional	\$200.00

MUNICIPAL CODE SECTION	OFFENSE DESCRIPTION	COURT APPEARANCE	PENALTY/FINE
9.12.010	Disorderly conduct—fourth and subsequent	Optional	\$400.00
9.12.030	Loitering on school grounds—first offense	Optional	\$50.00
9.12.030	Loitering on school grounds—second offense	Optional	\$100.00
9.12.030	Loitering on school grounds—third offense	Optional	\$200.00
9.12.030	Loitering on school grounds—fourth and subsequent	Optional	\$400.00
9.12.070(A) and (B)	Use of fireworks outside of permitted times prohibited	Optional	\$100.00
9.12.070(C) and (D)	Negligent use of fireworks or use while under influence prohibited	Optional	\$300.00
9.20.010(H) and (I)	Harvesting of trees without permit prohibited—first offense	Optional	\$50.00
9.20.010(H) and (I)	Harvesting of trees without permit prohibited—second and subsequent	Optional	\$100.00
9.24.070	Sale of tobacco to children under nineteen years of age prohibited—first offense	Optional	\$300.00
9.24.070	Sale of tobacco to children under nineteen years of age prohibited—second offense	Optional	\$400.00
9.24.070	Sale of tobacco to children under nineteen years of age prohibited—third and subsequent	Optional	\$500.00
9.32.010	Discharge of firearms—first offense	Optional	\$100.00
9.32.010	Discharge of firearms—second offense	Optional	\$200.00
9.32.010	Discharge of firearms—third offense	Optional	\$300.00
9.32.010	Discharge of firearms—fourth and subsequent offense	Optional	\$500.00
10.12.020	Parking prohibited in specific areas	Optional	\$50.00
10.12.030	Temporary prohibitions on parking	Optional	\$200.00

Section 2: This ordinance shall take effect immediately following final approval and adoption by the Valdez City Council.

PASSED AND APPROVED BY THE CITY COUNCIL OF THE CITY OF VALDEZ, ALASKA this _____ day of _____, 2024.

CITY OF VALDEZ, ALASKA

Sharon Scheidt, Mayor

ATTEST:

Sheri L. Pierce, MMC, City Clerk

First Reading:
Second Reading:
Adoption:
Ayes:
Noes:
Absent:
Abstaining:

APPROVED AS TO FORM:

Jake Staser, City Attorney
Brena, Bell, & Walker, P.C.

CITY OF VALDEZ, ALASKA

ORDINANCE NO. 24-04

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ALASKA AMENDING CHAPTER 1.08 OF THE VALDEZ MUNICIPAL
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hereby amended to read as follows:

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6.08.090	Continuous noise by animal prohibited—second offense	Optional	\$50.00
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6.12.020	Display of license tag on dog required	Optional	\$25.00

MUNICIPAL CODE SECTION	OFFENSE DESCRIPTION	COURT APPEARANCE	PENALTY/FINE
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6.12.030	Vaccination of dogs required—second offense	Optional	\$50.00
6.12.030	Vaccination of dogs required—third offense	Optional	\$100.00
6.12.030	Vaccination of dogs required—fourth and subsequent offense	Optional	\$300.00
6.12.040	Kennel licenses required—first offense	Optional	\$50.00
6.12.040	Kennel licenses required—second offense	Optional	\$100.00
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9.32.010	Discharge of firearms—third offense	Optional	\$300.00
9.32.010	Discharge of firearms—fourth and subsequent offense	Optional	\$500.00
10.12.020	Parking prohibited in specific areas	Optional	\$50.00
10.12.030	Temporary prohibitions on parking	Optional	\$80.00

Section 2: This ordinance shall take effect immediately following final approval and adoption by the Valdez City Council.

PASSED AND APPROVED BY THE CITY COUNCIL OF THE CITY OF VALDEZ, ALASKA this _____ day of _____, 2024.

CITY OF VALDEZ, ALASKA

Sharon Scheidt, Mayor

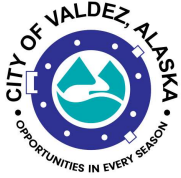
ATTEST:

Sheri L. Pierce, MMC, City Clerk

First Reading:
Second Reading:
Adoption:
Ayes:
Noes:
Absent:
Abstaining:

APPROVED AS TO FORM:

Jake Staser, City Attorney
Brena, Bell, & Walker, P.C.



Legislation Text

File #: ORD 24-0009, **Version:** 1

ITEM TITLE:

#24-09 - Amending Chapter 2.60 of the Valdez Municipal Code Titled Economic Diversification Commission. Second Reading. Adoption.

SUBMITTED BY: Sheri Pierce, City Clerk, MMC and Jake Staser, City Attorney

FISCAL NOTES:

Expenditure Required: n/a
Unencumbered Balance: n/a
Funding Source: n/a

RECOMMENDATION:

Approve Ordinance 24-09 in second reading for adoption.

SUMMARY STATEMENT:

This ordinance amends Chapter 2.60 of the Valdez Municipal Code relating to the Economic Diversification Commission by doing the following:

- Reduces the number of members on the EDC from 7 to 5.
- Changes the term for EDC members from 2-years to 3-years.
- Removes language related to specific economic sectors.

CITY OF VALDEZ, ALASKA
ORDINANCE NO. 24-09

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF VALDEZ, ALASKA,
AMENDING CHAPTER 2.60 OF THE VALDEZ MUNICIPAL CODE TITLED
ECONOMIC DIVERSIFICATION COMMISSION

WHEREAS, the City Council has established the Economic Diversification Commission to advise on issues relating to bolstering the local economy; and

WHEREAS, it is a challenge to recruit enough citizens to fill the number of volunteer seats on this commission; and

WHEREAS, reducing the number of members appointed will create flexibility and ensure that the Economic Diversification Commission is able to conduct city business with regularity; and

WHEREAS, there is no longer a need to prescribe which industry members of the Economic Diversification Commission are associated with; and

WHEREAS, establishing 3-year terms for this commission allows for continuity in recruitment; and

WHEREAS, the City Council desires that municipal code be written in a way that is clear to the reader and supports effective governance.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF VALDEZ, ALASKA that the following amendments are made to Title 2 of the Valdez Municipal Code:

Section 1. Chapter 2.60 of the Valdez Municipal Code is hereby amended to read as follows:

2.60 - ECONOMIC DIVERSIFICATION COMMISSION

Sections:

- 2.60.010 Establishment—Composition—Appointment of members.
- 2.60.020 Powers and duties.
- 2.60.030 Quorum and voting.
- ~~2.60.040 Limitations.~~
- 2.60.050 Definitions.

2.60.010 Establishment—Composition—Appointment of members.

A. ~~There is established an economic diversification commission which shall consist of seven members who shall be appointed by the city council. The terms of the commission members shall be for two years or until their successors have been appointed and approved. Vacancies shall be filled in the same manner as the commissioners are appointed.~~ The city economic diversification commission consists of five members appointed by the city council for staggered three-year terms.

B. ~~Appointment to the commission shall be adjusted by the mayor and city council to ensure continuity.~~ Vacancies shall be filled in the same manner as the commissioners are appointed.

C. The commission shall elect its chair and chair pro tempore from among the appointed members.

~~G.~~ D. Members of the commission shall be diversified to the maximum extent possible. Composition of the commission should reflect a broad representation from a ~~broad~~ spectrum of industry sectors of the economy, ~~including but not limited to:~~

- ~~1. Accommodations.~~
- ~~2. Commercial fishers.~~
- ~~3. Contracting/trades.~~
- ~~4. Food and beverage.~~
- ~~5. Healthcare.~~
- ~~6. Micro business/sole proprietors.~~
- ~~7. Oil and gas.~~
- ~~8. Professional services (attorney, engineer, banker, real estate, media, etc.).~~
- ~~9. Retail.~~
- ~~10. Seafood processing.~~
- ~~11. Sport fisheries.~~
- ~~12. Summer tours and attractions.~~
- ~~13. Transportation.~~
- ~~14. Utilities.~~
- ~~15. Winter tours and attractions.~~

~~D. The commission shall elect its chairman from among the appointed members.~~

E. There may be an additional appointed ex officio position to represent the military members of the community. This position may be held by a local active-duty member of the United States Coast Guard or National Guard. This seat is a nonvoting, advisory position. (Ord. 21-10 § 1*; Ord. 14-03 (part))

2.60.020 Powers and duties.

The commission is an advisory commission to the city council. It shall:

- A. Have the authority to prepare and submit to the city council for its approval a comprehensive economic diversification strategy for the overall economic diversification of the community. The commission shall recommend modifications of such plan from time to time, as it deems in the city's interest.
- B. Prepare and recommend to the city council for approval reports and plans regarding socioeconomic data and specific sectors of the economy.
- C. As directed by the city council, review and make recommendations to the council for approval of strategic plans, plans of work and funding requests of agencies, organizations, and event sponsors.
- D. Review and make recommendations to the city council for approval on projects submitted for economic development grant funding opportunities.
- E. Receive, consider and evaluate public input, opinions and recommendations regarding economic diversification programs of the city and advise the city council of any findings or recommendations.
- F. Monitor progress and report to council the status of capital improvement projects, programs and activities outlined as goals, objectives or action items in the community's economic strategy.
- G. Have the authority to prepare and submit to council for approval regular quarterly or annual reports documenting economic trends in the community.
- H. Make recommendations to the city council regarding the economic diversification portion of the annual city budget.
- I. Meet at least once a month and cause minutes of each meeting to be recorded and ~~forwarded to the city council through the city manager~~ filed with the city clerk.
- J. Perform such other activities as may be requested of it by the city council.

2.60.030 Quorum and voting.

A quorum of the economic development commission for the conduct of any meeting, work session, or public hearing shall be a majority of the commission. No actions shall be taken by the commission except by concurrence of at least ~~four~~ three members.

~~2.60.040 Limitations.~~

~~The commission has only those powers and duties set forth in this chapter and those necessarily implied from those enumerated. In particular, the commission may not:~~

~~A. Expend or obligate city funds without prior approval of the city council; or~~

~~B. Act in any manner inconsistent with the requirements of Section 2.60.020.~~

2.60.050 Definitions.

For the purposes of this chapter, the following words and phrases shall have the meanings respectively ascribed to them by this section:

“Economic development” means the process by which the economy is caused to grow, or a sector of the economy is made more advanced.

“Economic diversification” means the process by which the economy is changed to increase the variety of goods or services produced or offered.

“Economy” means the process or system by which goods and services are produced, sold, and bought.

Section 2. This ordinance shall become effective immediately upon adoption by the City Council.

PASSED AND APPROVED BY THE CITY COUNCIL OF THE CITY OF VALDEZ,
ALASKA, this _____ day of _____, 2024.

CITY OF VALDEZ, ALASKA

Sharon Scheidt, Mayor

ATTEST:

Sheri L. Pierce, MMC, City Clerk

APPROVED AS TO FORM:

Jake Stasser, City Attorney
Brena, Bell, & Clarkson, P.C

First Reading:

Second Reading:

Adoption:

Ayes:

Noes:

Absent:

Abstain:



Legislation Text

File #: RES 24-0012, **Version:** 1

ITEM TITLE:

#24-12- Appointing the Judges and Clerks for the Regular Municipal Election to be Held on May 7, 2024, and Setting the Hourly Rate of Compensation

SUBMITTED BY: Elise Sorum-Birk, Deputy City Clerk

FISCAL NOTES:

Expenditure Required: n/a
Unencumbered Balance: n/a
Funding Source: n/a

RECOMMENDATION:

Approve Resolution 24-12.

SUMMARY STATEMENT:

The appointment of judges and clerks and establishing their hourly rate of compensation for the regular municipal election must be established by resolution of the city council.

CITY OF VALDEZ, ALASKA

RESOLUTION NO. 24-12

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF VALDEZ, ALASKA, APPOINTING THE JUDGES AND CLERKS FOR THE REGULAR MUNICIPAL ELECTION TO BE HELD MAY 7, 2024, AND SETTING THE HOURLY RATE OF COMPENSATION

WHEREAS, pursuant to the provisions of the Valdez City Code, the following are appointed as judges and clerks for the regular municipal election of May 7, 2024:

PRECINCT NO. 1

Judges

Deborah Moore, Chair
Rosie Tapp
Phyllis Johnson

Clerk

Davette Stephens

PRECINCT NO. 2

Judges

Shannon Day, Chair
Julie Roetman
Dorothy Rosser-Wamsley
Karen Mitchell

Clerk

Linda Guthrie

PRECINCT NO. 3

Judges

Ruth Knight, Chair
Molly Walker
Vickie Martel
Gil Martel

Clerk

Dorothy Taylor

Section 2: Pursuant to the provisions of the Valdez City Code, the following are appointed as judges and clerk on the Absentee and Questioned Ballot Counting Board for the regular municipal election of May 8, 2024:

Judges

Shannon Day, Chairperson
Deborah Moore
Ruth Knight

Clerk

Linda Guthrie

Section 3: The judges and clerks shall attend the Valdez polling places from 6:30 a.m. on May 7, 2024, after taking the oath required, and serve there until 8:00 p.m. Precinct chairs are authorized to adjust service hours with proper documentation.

Section 4: In the event any of the above election officials shall fail to take office for any reason, the vacancy shall be filled by the Valdez City Clerk as provided in the Alaska Statutes.

Resolution No. 24-12
Page 2

Section 5: The judges and clerks appointed to the election board shall be compensated at the rate of \$21.00 per hour, to include election board training.

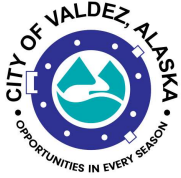
PASSED AND APPROVED BY THE CITY COUNCIL OF THE CITY OF VALDEZ, ALASKA, this 16th day of April, 2024.

CITY OF VALDEZ, ALASKA

Sharon Scheidt, Mayor

ATTEST:

Sheri L. Pierce, MMC, City Clerk



Legislation Text

File #: RES 24-0013, **Version:** 1

ITEM TITLE:

#24-13 - Amending the 2024 City Budget by Accepting the State of Alaska Department of Natural Resources Division of Forestry 2024 Volunteer Fire Assistance Grant in the Amount of \$6,300 and Authorizing Expenditure of the Same

SUBMITTED BY: Tracy Raynor, Fire Chief

FISCAL NOTES:

Expenditure Required: \$6,300

Unencumbered Balance: [Click here to enter text.](#)

Funding Source: 001-3200-45910, SOA DNR Fire Assistance Grant Training

RECOMMENDATION:

Approve Resolution 24-13.

SUMMARY STATEMENT:

The State of Alaska, Department of Natural Resources, Division of Forestry awarded a 2024 Volunteer Fire Assistance grant to the City of Valdez Fire Department in the amount of \$6,300.00 and these funds will be used for for the Fire Attack Training course.

CITY OF VALDEZ, ALASKA

RESOLUTION # 24-13

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF VALDEZ, ALASKA, AMENDING THE 2024 CITY BUDGET BY ACCEPTING THE STATE OF ALASKA DEPARTMENT OF NATURAL RESOURCES, DIVISION OF FORESTRY 2024 VOLUNTEER FIRE ASSISTANCE GRANT IN THE AMOUNT OF \$6,300.00 AND AUTHORIZING EXPENDITURE OF THE SAME

WHEREAS, the State of Alaska, Department of Natural Resources, Division of Forestry has awarded the 2024 Volunteer Fire Assistance grant to the City of Valdez Fire Department in the amount of \$6,300.00; and

WHEREAS, the City will use the Volunteer Fire Assistance grant funds for the Fire Attack Training course.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF VALDEZ, ALASKA, that:

Section 1. The city authorizes the acceptance of grant funds from the SOA DNR Forestry Volunteer Fire Assistance Grant (001-0000-33430) in the amount of \$6,300.00.

Section 2. The City increases the appropriation for the SOA DNR Fire Assistance Grant Training (001-3200-45910) in the amount of \$6,300.00.

PASSED AND APPROVED BY THE CITY COUNCIL OF THE CITY OF VALDEZ, ALASKA, this day 16th of April, 2024.

CITY OF VALDEZ, ALASKA

Sharon Scheidt, Mayor

ATTEST:

Sheri L. Pierce, MMC, City Clerk



Legislation Text

File #: RES 24-0014, **Version:** 1

ITEM TITLE:

#24-14 - Amending the Previously Adopted Housing Incentive Plan for the Purpose of Constructing New Residential Dwelling Units and Rescinding Resolution #22-40

SUBMITTED BY: John Douglas, City Manager

FISCAL NOTES:

Expenditure Required: N/A

Unencumbered Balance: N/A

Funding Source: N/A

RECOMMENDATION:

Staff recommends support for extending the Housing Incentive Program through December 31, 2025.

SUMMARY STATEMENT:

This resolution simply extends the existing Housing Incentive Program, with no changes to the budget, through December 31, 2025. The current program expires December 31, 2024.

CITY OF VALDEZ, ALASKA

RESOLUTION #24-14

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF VALDEZ, ALASKA,
AMENDING THE PREVIOUSLY ADOPTED HOUSING INCENTIVE PLAN FOR
THE PURPOSE OF CONSTRUCTING NEW RESIDENTIAL DWELLING UNITS
AND RESCINDING RESOLUTION #22-40

WHEREAS, the City of Valdez 2021 Comprehensive Plan Revision-*Plan Valdez* creates a goal to “Promote, Protect, and Build Quality Housing” and lists as an action item to “Develop Housing-Directed Incentive Programs”; and

WHEREAS, the public survey conducted during compilation of the Valdez 2021 Comprehensive Plan Revision-*Plan Valdez* listed housing as the top community funding priority; and

WHEREAS, City Council has consistently ranked housing as a top policy priority in recent years; and

WHEREAS, the City of Valdez Economic Diversification Commission recommended adoption of the Housing Incentive Plan in 2022; and

WHEREAS, the Housing Incentive Plan was first adopted by City Council with the passage of Resolution 22-18 and later amended through adoption of Resolution 22-40; and

WHEREAS, the City Council sees continued value in offering the \$10,000 per dwelling unit incentive created by the Housing Incentive Plan to encourage the construction of affordable housing; and

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF VALDEZ, ALASKA, that:

Section 1. The City Council of the City of Valdez, Alaska hereby reauthorizes adoption of the City of Valdez Housing Incentive Plan as amended (Attachment A)

Section 2. The Land Development Reserve Fund remains the funding source for the Housing Incentive Plan payment.

PASSED AND APPROVED BY THE CITY COUNCIL OF THE CITY OF VALDEZ,
ALASKA, this 16th day of April, 2024.

CITY OF VALDEZ, ALASKA

ATTEST:

Sharon Scheidt, Mayor

Sheri L Pierce, MMC, City Clerk

CITY OF VALDEZ, ALASKA

HOUSING INCENTIVE PLAN

Adopted – March 15, 2022

Amended – June 21, 2022, April 16, 2024

Expires – December 31, 2025



CITY OF VALDEZ, ALASKA HOUSING INCENTIVE PLAN

PURPOSE

This City of Valdez, Alaska Housing Incentive Plan (the “Plan”) shall take effect on March 16, 2022 and is intended to promote the development of housing in areas within the City of Valdez, Alaska (the “City”) in order to promote the public health, economic stability, safety, expansion of housing capacity, and welfare of the residents of the City. More specifically, through the Plan, the City offers assistance for newly constructed residential dwelling units that meet specific criteria.

The City’s Housing Incentive Plan is available to newly constructed single-family, two-family, and multi-family residential dwelling units within areas of the City of Valdez that are outside the special flood hazard area.

Subject to the terms and conditions of this Plan, the owner of property participating in the Plan may receive an incentive of a one-time payment of \$10,000 per newly established dwelling unit.

CRITERIA FOR DETERMINATION OF ELIGIBILITY

- I. Subject to the requirements of this Plan, a new dwelling will receive a one-time payment of \$10,000.
- II. City staff will use the following criteria to determine eligibility for participation in the Plan:
 - A. Construction of new dwelling units must be completed on or after the application date. No applications will be accepted for completed improvements. The final inspection date must be after the date of commencement of the program.
 - B. New dwelling units constructed must meet Valdez Building Code requirements and must be issued a Certificate of Occupancy by the Building Official (the “Building Official”).
 - C. The new dwelling units must meet minimum occupancy requirements under the Valdez Building Code and, prior to issuance of Certificate of Occupancy, shall not have been listed on assessment rolls as residential dwelling units.
 - D. Upon completion, all new dwelling units must conform to all City codes and regulations in effect at the time new dwelling units are constructed. Building permits must be approved before commencement of construction. All building permits must be renewed prior to expiration.
 - E. Dwelling units must be located outside of the Special Flood Hazard Area to be eligible for this Plan.
 - F. Dwelling units may not be used as short-term rental units (as defined in Title 17) for a period of five years after any award of funds under this Plan. Should the applicant or a subsequent owner be found to have used the dwelling units as a short-term rental unit during the five-year period after the award of funds, the applicant or owner shall remit the \$10,000 awarded under this Plan to the City as liquidated damages. Prior to enforcing this condition, the City shall provide a written notice of the alleged violation and have an opportunity to cure the violation within 30 days.
 - G. City staff shall have the authority and discretion to approve or reject applications based on the eligibility standards and review criteria contained herein and in the

Plan. If any applicant is dissatisfied with City staff's decision, a written appeal may be submitted to the City Manager for final determination.

APPLICATION PROCEDURE

Prior to filing an application for housing incentive, the following steps must be taken:

- A. **COMPLETE PART I: Pre-Qualification:** Prior to the commencement of construction of any new dwelling unit, the property owner must complete and submit to the Building Official Part I of the application.
- B. **Preliminary Approval:** The Building Official will certify that the application, property, and proposed new dwelling units meet the requirements of this Plan. The Finance Department will ensure all property taxes for the development site are current.
- C. **Notice of Final Approval and Procedure Construction:** The Building Official, or a designated representative, will file, with the City Manager approval of Part 1, with the associated building permit, and withhold permit approval until such City Manager approval is secured. The City Manager will forward a copy of the application to the City Clerk for monitoring purposes. Note: commencing construction prior to receiving this notice from the City will cause the property and improvements to be ineligible for participation in the Plan.
- D. **COMPLETE PART II: Recertification:** If construction of the dwelling unit(s) has not been completed within three (3) calendar years, the property owner must complete and submit Part II of the application to the Building Official by January 30 of the third year. The Building Official may, upon written application from the property owner, approve an extension of six months for completion of construction.
- E. **COMPLETE PART III: Final Approval:** Immediately upon completion of the improvements and after issuance of Certificate of Occupancy, the property owner shall file Part III of the application with the Building Official. Upon receipt of Part III, the Building Official's Office will conduct an on-site inspection of the construction project to confirm completion, confirm compliance with all applicable building codes, zoning law and regulations, and issue any occupancy permits. The Building Official may deny the property and improvements participation in the Plan for any violation of applicable building codes or regulations or failure to qualify for an occupancy permit.

FURTHER TERMS AND CONDITIONS

- A. Any property that is delinquent in payment to City of Valdez, Alaska of real estate tax and/or assessment will be ineligible to receive payment through the Housing Incentive Plan; however, the City, in its sole discretion, may reinstate the property for eligibility one time after being delinquent on the above-mentioned taxes or assessments during the life of the property's participation in the Housing Incentive Plan.
- B. If the property that has been approved for the Housing Incentive Plan is sold prior to issuance of Certificate of Occupancy, the new property owner shall be eligible for housing incentive payment upon satisfaction of the requirements set forth herein.
- C. The City of Valdez will issue incentive checks to the property owner or their designee after the issuance of the Certificate of Occupancy.

PLAN PERIOD

This Plan will terminate on December 31, 2025, unless terminated sooner by City action. The termination date of December 31, 2025 represents the deadline for filing an application for this Plan. Construction of any project approved under this Plan must receive a certificate of occupancy within three (3) years approval of participation in the housing incentive program unless a six-month extension is granted by the Building Official.

DWELLING UNIT DEFINITIONS & INCENTIVE PLANT PAYMENT EXAMPLES

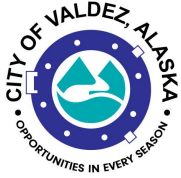
DWELLING UNIT - A dwelling unit means a structure or portion thereof containing a kitchen, living room, bathroom, and sleeping accommodations on a permanent foundation.

SINGLE FAMILY DWELLING UNIT - A dwelling unit that is a detached building constructed on permanent foundation, designed for long-term human habitation exclusively and constituting one dwelling unit = \$10,000 Incentive Payment

TWO FAMILY DWELLING UNIT - Dwelling unit that is a detached building constructed on a permanent foundation designed to be occupied exclusively for two families and constituting two dwelling units, set side by side or one on top of the other with common wall and/or a floor/ceiling assembly between, whichever is appropriate, and having a common roof = \$20,000 Incentive Payment.

MULTI-FAMILY DWELLING UNIT - Dwelling unit that is a residential building on permanent foundation designed for or occupied by 3 or more families, with the number of families in residence not exceeding the number of dwelling units provided = \$10,000 per dwelling unit payment.

EXAMPLE = 20 dwelling units completed in Multifamily Dwelling Unit = \$200,000 Incentive Payment.



Legislation Text

File #: RES 24-0015, **Version:** 1

ITEM TITLE:

#24-15 - Amending the 2024 City Budget by Appropriating an Additional \$41,000 to the Administration Department for City Manager Priorities to be Transferred from the Budget Variance Reserve

SUBMITTED BY: John Douglas, City Manager

FISCAL NOTES:

Expenditure Required: N/A

Unencumbered Balance: N/A

Funding Source: N/A

RECOMMENDATION:

Amend the 2024 City Budget by appropriating an additional \$41,000 to Administration Department for City Manager Priorities including: (1) Branding Initiative and (2) Directors' Retreat.

SUMMARY STATEMENT:

Branding Initiative from Valdez Strategic Communications Plan

Modifying the current City brand to make it more flexible and consistent. It would be more reproducible for different applications, develop a more unique typeface, remove 'Alaska' from the City logo, create versatile versions logo to be adaptable to existing uses, compile logo versions and the brand guide in one easily accessible location and include versions of the logo with and without the tagline.

Directors' Retreat

This is an important strategic planning effort for fiscal year 2025. Directors will meet for two days to build on previous planning work done with Synergistic Solutions to plan for 2025 work plan. This retreat is also meant to foster a collegial environment, improve internal communications, and refine our shared purpose and mission.

CITY OF VALDEZ, ALASKA

RESOLUTION #24-15

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF VALDEZ, ALASKA, AMENDING THE 2024 CITY BUDGET BY APPROPRIATING AN ADDITIONAL \$41,000 TO THE ADMINISTRATION DEPARTMENT FOR CITY MANAGER PRIORITIES TO BE TRANSFERRED FROM THE BUDGET VARIANCE RESERVE.

WHEREAS, additional funding is needed in the Administration Department to accomplish priorities and initiatives set forth by the City Council; and

WHEREAS, the City Manager position was filled by City Council during the annual 2024 Budget process; and

WHEREAS, Council has established a Budget Variance Reserve as a funding source for various operating costs that exceed initial estimates; and

WHEREAS, budget amendments must be formally appropriated via Budget Amendment Resolution.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF VALDEZ, ALASKA, that the 2023 City Budget is amended as follows:

Section 1: Administration Department – Contractual Services, 001-5100-43400, is increased by \$27,000

Section 2: Administration Department – Professional Fees & Services, 001-5100-43200, is increased by \$14,000

Section 2: Budget Variance Reserve, 350-0350-55000, is decreased by \$41,000

Section 3: Transfer to General Fund, 350-0050-49100 is increased by \$41,000

Section 4: Transfer from Reserve Fund, 001-0050-39140 is increased by \$41,000

PASSED AND APPROVED BY THE CITY COUNCIL OF THE CITY OF VALDEZ, ALASKA, this 16th day of April 2024.

City of Valdez, Alaska

ATTEST:

Sheri L. Pierce, MMC, City Clerk

Sharon Scheidt, Mayor

CITY OF VALDEZ

STRATEGIC COMMUNICATIONS PLAN

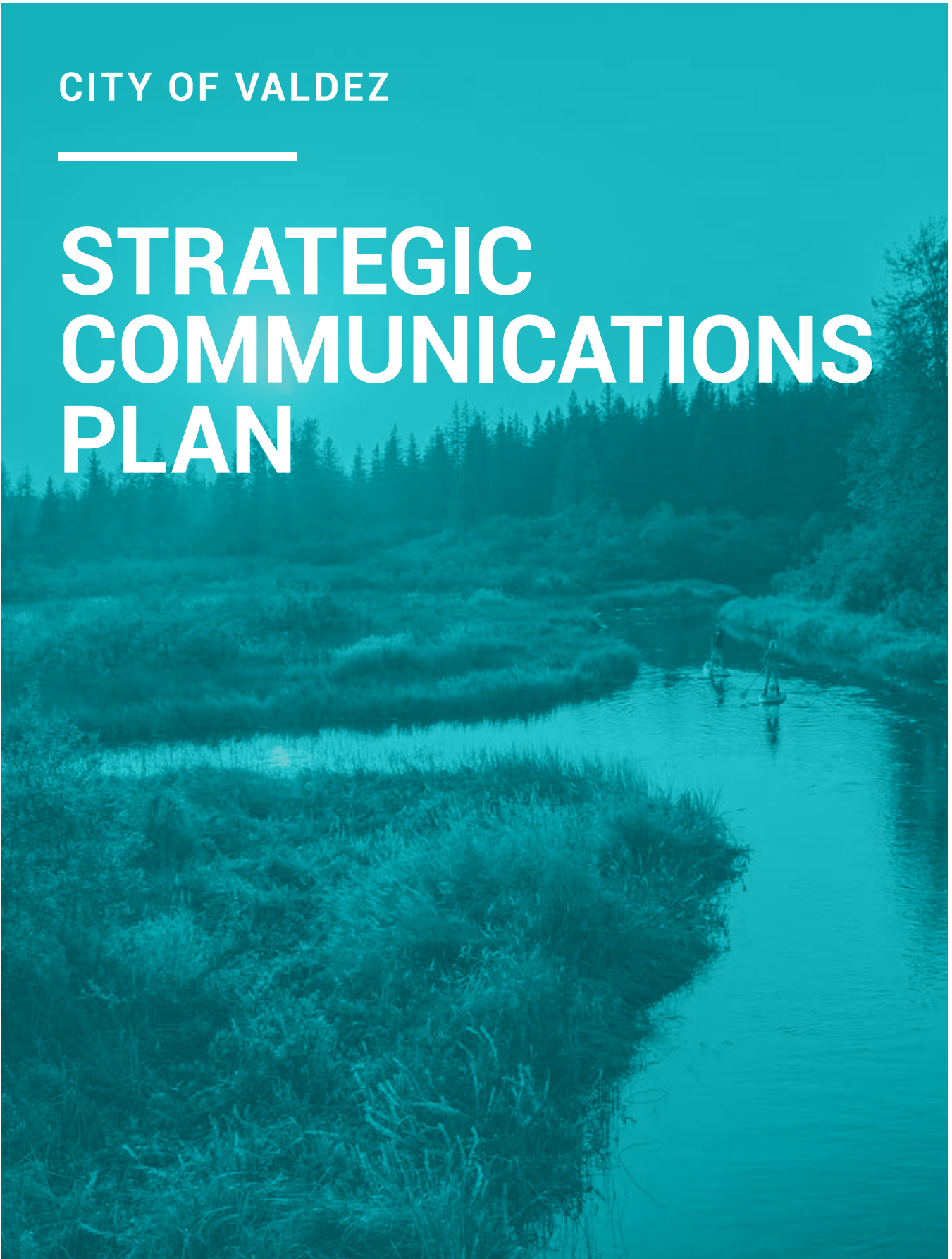




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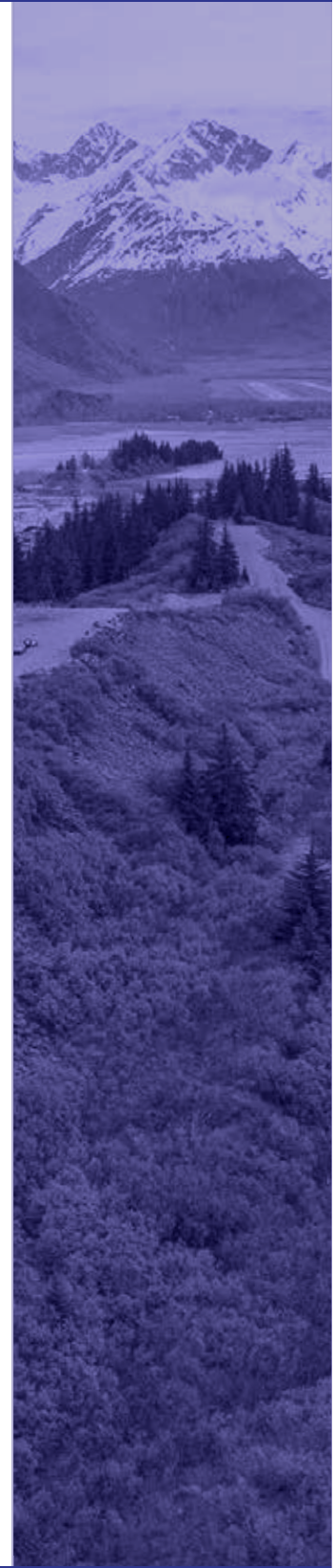
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DISCOVERY REPORT



ABOUT VALDEZ

The City of Valdez is located in Southcentral Alaska on the northeast tip of Prince William Sound. Accessible by land, air, and sea, Valdez has evolved into a small, tight-knit community with ample amenities.

In 1970, Valdez was selected as the terminus for the Trans-Alaska Pipeline System (TAPS). The pipeline is one of the world's largest pipeline systems. Oil and gas remain the largest industry in Valdez, followed by tourism, fishing, and government services.

The City was founded just prior to the turn of the 20th century as a gateway to the "All-American Route" to interior gold and copper fields. Incorporated in 1901, a number of significant events has marked the community's first hundred years, the most notable of which are the 1964 Alaska Earthquake, being chosen as the terminus of the Trans-Alaska Pipeline, and the 1989 Exxon Valdez Oil Spill.





AT A GLANCE



POPULATION
3,907



SIZE
271.9
SQUARE MILES



MEDIAN AGE
42



MEDIAN HOUSEHOLD
INCOME
\$93,281





MISSION AND VALUES

MISSION STATEMENT

The mission of the City of Valdez is to cultivate an environment of opportunity, sustained prosperity, and well-being for all people of Valdez.

VALUES

INTEGRITY

We do the right thing even when no one is watching. We are open, honest, and accountable and demonstrate fiscal responsibility.

STEWARDSHIP

We manage available human, fiscal, and environmental capital resources to meet community needs.

SUSTAINABILITY

We demonstrate forward-thinking and long-term planning. We challenge boundaries, make tough decisions, build on successes and failures, and encourage creativity.

SERVICE

We are entrusted with the care of our community and one another and will work selflessly to meet the needs of both.

CELEBRATE

We are committed to creating an enjoyable workplace. We reward excellence and celebrate each other and the work we do.



GATHERING THE DATA

Every community is different, so Slate Communications traveled to Valdez in July to experience the city firsthand. Slate made sure to spend time speaking with staff, residents and stakeholders to understand their priorities and concerns regarding Town communications. A handful of conversations were also conducted via Zoom.

6

STAKEHOLDER
MEETINGS

14

MEETINGS
WITH STAFF

76

EMPLOYEE SURVEY
RESPONSES

149

FLASHVOTE
RESPONSES

1

PUBLIC FORUM AND
COUNCIL MEETING

44

EXTERNAL SURVEY
RESPONSES





CURRENT COMMUNICATION TOOLS

INTERNAL

Email	Staff celebrations and gatherings
Department/staff meetings	City's Multi-Department Communications Team
Microsoft Teams	

EXTERNAL

City of Valdez Facebook (primary)	Email notifications
City of Valdez Police Department Facebook	Emergency alert notifications
City of Valdez Fire Department Facebook	Emergency sirens
City of Valdez Animal Shelter Facebook	Electronic message board signage
City of Valdez Parks & Recreation Facebook	Text message alerts
Valdez Consortium Library Facebook	Radio
Valdez Cinema Facebook	Paid advertising
City of Valdez Twitter	Public meetings
City of Valdez YouTube	News releases
City of Valdez LinkedIn	Online polls and surveys
City website	Partnership collaboration
Flyers	Event participation
Direct mail	DAK Boards



AUDIENCE PROFILES

COMMUNITY

The Valdez community can be segmented in various ways. Demographically, Valdez is diverse. Roughly 25% of the population is under the age of 18. Approximately the same percentage are over 65 (Baby Boomer and Silent generations), and this age group is growing quickly. The remaining 50% fall somewhere between the ages of 19 and 64, comprising both the Millennial and Gen X generations.

AUDIENCE SEGMENTS



SILENT GENERATION (78-95)

- Have a strong need for financial security and comfort
- Are typically very thrifty, appreciate simplicity, and have a strong sense of patriotism
- Hold fast to traditional values such as hard work, loyalty, and high productivity
- Often pursuing traditional forms of media such as newspaper ads, television, and direct mail



BABY BOOMERS (59-77)

- Relatively tech savvy and utilizes social media
- Prefers more information and transparency
- Appreciates the convenience and customization of the Internet
- Desire to feel they are contributing to a greater cause
- Welcomes information presented in terms of categories and options (i.e., simple facts with which to make decisions)
- Prefer face-to-face interactions or phone calls



GENERATION X (43-58)

- Grew up in a world without social media but have adapted to it
- Email is the preferred mode of communication
- The only generation who regularly consumes advertising and marketing messages from all key media channels, including social media, print, mobile and cable
- Prefers initiatives that will make things more useful and practical
- Welcomes an informal communication style and is skeptical of modern advertising



MILLENNIALS (27-42)

- Digital natives that are used to having access to large amounts of information at their fingertips
- Prefers to receive information electronically and use social media to communicate
- Responds to content that is conversational and authentic
- Expects speed, convenience and flexibility
- Reacts strongly to real-life examples and favors the truth and what's real
- Peers often guide product and brand choices





GENERATION Z (11-26)

- Look for instant gratification and are used to having access to large amounts of information at their fingertips
- Utilize all social media platforms and are early adopters of new technology
- Prefer short format video and compelling photography
- Peers often guide product and brand choices. Peer acceptance is very important and they need to feel like they belong
- Value security, authenticity and “realness”
- They want to make a difference in the world and lead a life with purpose



SPECIFIC COMMUNICATION HABITS OF VALDEZ COMMUNITY*



FACEBOOK

- Three-fourths or more of both Millennials and Gen Xers now report using Facebook (84% vs. 74%, respectively)
- Boomers and Silents use it less frequently, but the percentages have been increasing from year to year. 60% of Boomers and 37% of Silents (those over 77) report using Facebook



INTERNET USE

- Almost all Millennials (nearly 100%) now say they use the internet, and 19% of them are smartphone-only internet users
- Large shares of Gen Xers (91%) and Boomers (85%) use the internet, compared with just 62% of Silents
- When it comes to smartphone-only internet users, 17% of Gen Xers go online primarily via a smartphone, as do 11% of Boomers and 15% of Silents



TECHNOLOGY

- Baby Boomers continue to trail both Gen Xers and Millennials on most measures of technology adoption, but adoption rates for this group have been growing rapidly in recent years
- Members of the Silent Generation are less adaptable to new technology

*Pew Research Center



NATIVE POPULATION

The Alaska Native population comprises 14% of all Valdez residents, for a total of nearly 550 Alaska Native residents, up from 10% in the 2000 Census. The Valdez Native Tribe counts 210 tribal households in Valdez, 14% of all households.

ENGAGED VS. DISENGAGED

Another helpful way to segment audiences is by their level of engagement with the City.

ENGAGED

There is a significant portion of the population that is very engaged in City decisions, programs, and events. If they are younger (under 60), they tend to be online, on social media, and looking for additional ways for the City to provide them with information. If they are older, they still want the City to proactively provide them with information; however, they aren't traditionally online.

DISENGAGED

This group of people, for a variety of reasons (lack of time, lack of resources, lack of permanent residency), are still involved in the community, but not to the same level. They want information to be easily accessible and easy to find but do not need or want the same proactive frequency or depth of information. About 10% of the Valdez population moves in or out of the area annually.

EMPLOYERS

Valdez is home to several large businesses where there is an opportunity to communicate with residents through their employers. These businesses include Alyeska, the Coast Guard, and Providence Valdez Medical Center.

STAFF

Generationally, City employees break down as follows:

BOOMERS
13%

GEN X
46%

MILLENNIAL'S
39%

GEN Z
2%

More notably, many City employees are not office employees and, therefore, don't have regular access to a computer/email. Additionally, many work shifts and are not always available from 9 a.m. to 5 p.m.



SUMMARY OF INTERVIEWS

COMMON THEMES

The Valdez community is tight-knit and genuinely cares for one another.

Word of mouth is very prominent in Valdez.

Staff generally wants to improve communications across the organization.

Residents generally fall into two categories - "those who engage" and "those who don't engage," and that isn't likely to change.

COMMON CHALLENGES

Educating and informing residents about topics related to childcare, housing, property valuations, and the City's cash position is particularly difficult and complicated.

There is a general lack of understanding among residents about what the City's roles and responsibilities are.

Many people within the organization are involved in the communication process at some point, but they aren't all on the same page.

There are no city-wide tools for internal communication.





SURVEY RESULTS

The City of Valdez recently concluded several surveys. An internal staff survey resulted in 44 responses and an external community survey included 149 participants. Top trends and key takeaways are outlined below.

INTERNAL STAFF SURVEY

FAVORABILITY

FEEDBACK

84%

THE CITY'S BENEFITS MEET THE NEEDS OF EMPLOYEES AND THEIR FAMILIES

84%

EMPLOYEES FEEL ACCEPTED BY THEIR IMMEDIATE COWORKERS

74%

EMPLOYEES FEEL THEIR IMMEDIATE MANAGER CARES ABOUT THEM

72%

EMPLOYEES HAVE THE TOOLS AND EQUIPMENT TO DO THEIR JOB WELL

68%

EMPLOYEES ARE PROUD TO WORK FOR THE CITY OF VALDEZ



OPPORTUNITIES FOR IMPROVEMENT

FAVORABILITY

FEEDBACK

49%

TEAM GOALS AND ACCOUNTABILITY ARE CLEAR

34%

EMPLOYEES FEEL LIKE THEY ARE INCLUDED IN DECISIONS THAT AFFECT THEIR WORK

34%

TRUST IN SENIOR LEADERSHIP

33%

EMPLOYEES UNDERSTAND THE ORGANIZATION'S PLANS FOR FUTURE SUCCESS

25%

EMPLOYEES UNDERSTAND WHY ORGANIZATIONAL CHANGES ARE MADE



EXTERNAL COMMUNITY SURVEY

OVERALL CITY COMMUNICATION

42%

"GOOD" OR "EXCELLENT"

36%

CITY COMMUNICATION
IS "OK"

TOP WAYS RESIDENTS CURRENTLY GET CITY INFORMATION

75%

CITY WEBSITE

49%

RADIO

62%

CITY FACEBOOK PAGE

32%

ELECTRONIC NOTIFICATIONS
(push alerts by SMS message or
email)

62%

WORD OF MOUTH

32%

DIRECT MAIL

HOW RESIDENTS WOULD LIKE CITY INFORMATION IN THE FUTURE

60%

ELECTRONIC NEWSLETTER

51%

EMAIL

57%

CITY FACEBOOK PAGE

34%

TEXT MESSAGE

52%

CITY WEBSITE

CITY TOPICS RESIDENTS ARE MOST INTERESTED IN

88%

CITY EVENTS

51%

PUBLIC SAFETY
(crime, policing, etc.)

66%

CITY COUNCIL MEETINGS AND
DECISIONS

48%

HELPFUL TIPS ON
CITY TOPICS

53%

CAPITAL PROJECTS

COMMENTS FROM THE COMMUNITY

I really like the idea of an email newsletter or news blast. I read the KVAK newsletter each week and find it really helpful. Adding to that, or a separate newsletter would be great.

Everything should be accessible in COV website. Everything should drive back to website. Website should be easy to navigate, intuitive, comprehensive.

Not everyone goes to Facebook/internet all the time. But we all check our mail. I'd love a printed monthly newsletter!

[Host] Town Hall forums, [have] City Manager/key staff video messages.

Use Facebook page to let community know about grants and show how money was spent (pictures). Engage with the community, try to get people and businesses involved, if you do a survey tell us the results as well.

I think it's important for a government to use every communication tool available, because people of the community are reached in a variety of ways. The messages created should be clear and simple to understand.



DIGITAL AUDIT

BY THE NUMBERS

WEBSITE

65,960*
WEBSITE VISITORS



236,649*
PAGEVIEWS



TOP SEARCH TERMS:

- Pool
- Property Taxes
- GIS
- Pool Schedule
- Movies

COMMON CHAT BOT THEMES:

- Newsletter sign up
- Property taxes
- Building permits
- Housing availability
- Elections

EMAIL SUBSCRIPTION

55%
OPEN RATE



500
SUBSCRIBERS



TOP 5 TOPICS AMONG SUBSCRIBERS:

- City News & Announcements
- News Releases
- Parks & Rec News
- Public Notices
- Bid Postings

*Data from January 1 – October 1, 2023

SOCIAL MEDIA

VALDEZ POLICE DEPARTMENT FACEBOOK FOLLOWERS	5,624
VALDEZ ONLINE BULLETIN BOARD FOLLOWERS	5,200
CITY FACEBOOK FOLLOWERS	5,057
PARKS & REC FACEBOOK FOLLOWERS	2,378
VALDEZ CINEMA FACEBOOK FOLLOWERS	1,710
VALDEZ FIRE DEPARTMENT FACEBOOK FOLLOWERS	1,217
ANIMAL SHELTER FACEBOOK FOLLOWERS	856
VALDEZ CONSORTIUM LIBRARY FACEBOOK FOLLOWERS	689
NUGGET THE VPD COMFORT DOG INSTAGRAM FOLLOWERS	205
CITY OF VALDEZ ANIMAL SHELTER INSTAGRAM FOLLOWERS	24

WEBSITE ANALYSIS



USER EXPERIENCE

Pages load quickly and are easy to access. The website is mobile-friendly and includes accessibility features.



ORGANIZATION

Top-level navigation is well-organized and easy to use. Most top-searched terms are quickly identifiable within the main navigation and can be reached with two clicks.



SEARCH ENGINE OPTIMIZATION

The website ranks high in search results, and the top pages are listed as rich results, making it easier for visitors to find the information they are looking for. The website has fast upload and download speeds.





BRAND ANALYSIS

EVALUATION OF CURRENT BRAND

To strengthen the City of Valdez's brand identity, we examined existing communication materials to understand how the current brand is used and where improvements could be made. We also spoke with several staff members and stakeholders to understand how the City's two brands work together and what could be improved. Evaluations were made based on these materials and discussions with staff.



LOGO

The City logo is recognizable and has the potential to meet the City's needs. As it stands, it lacks flexibility and comprehensive guidelines about its use and purpose. The recent addition of a horizontal version and the option to use the mark without the City name or tagline has improved flexibility. However, staff still does not have versions of the City logo with department names and have not been adequately trained on how to use the logo and brand consistently.



BRAND

There is inconsistent use of the City brand and the community brand. Staff has expressed confusion about when to use which brand and have differing opinions about how and when to use them. It is recommended that the City adopt specific guidelines for the use of each brand and that these guidelines be enforced by City leadership and shared during onboarding and training.



TONE

The City of Valdez prides itself on being a family-friendly community and an organization that is approachable and practices good stewardship. This messaging isn't always reflected in communication materials, as there is sometimes a disconnect across departments. To improve its tone, it is recommended that the City of Valdez adopt a Brand Platform that is organization-wide and considered when communicating with the public.



City of
Valdez
Logo



Valdez
Community
Brand Logo



KEY TAKEAWAYS

1

Many residents live in Valdez temporarily and are therefore less likely to be invested in the City. Long-term residents often tend to be unsupportive of government services, making it difficult for the City to educate them about projects or the many services it provides.

2

City staff lack the tools or opportunities to communicate well with each other and departments are very siloed. This makes it difficult to show a united organization externally or identify communication roles internally.

3

Staff generally like where they work and have good relationships with their immediate coworkers and supervisors. They value communications and are willing to assist the communications department.

4

City residents generally prefer traditional communication tools to receive information, including word of mouth, radio and direct mail. Some residents have indicated that an electronic or printed City newsletter would be helpful.

5

There is an opportunity for the City to help educate residents about the role of local government and the City's responsibilities to the community.



STRATEGIC COMMUNICATIONS PLAN



PLAN PURPOSE

The City of Valdez is committed to providing honest, clear and transparent communication to its stakeholders. A well-planned strategic communications program supports the City's efforts in building an informed and engaged community.

This plan provides a roadmap for all City staff to move forward toward the common goal of improving internal and external communications. It is designed with non-communicators in mind because every staff member, regardless of position or department, plays an important role in sharing information on behalf of the City.

The success of this plan is strongly dependent on the support and involvement of the City Council, City leadership and all City of Valdez employees. Once in place, this plan is intended to be a living document reviewed at least annually as priorities, projects, and goals change.





PLAN GOALS

Align communication efforts with citywide goals and priorities.

Build trust across all levels of the organization.

Provide tools and processes that enable staff members of all departments to participate effectively in City communication.

Increase community understanding of City services, initiatives and resources.

Enhance engagement opportunities with community partners.

Provide direction and tools to assist staff across the organization when using the City's various brands.





COMMUNICATION GOALS

The following communications goals have been identified as priorities for 2024.

Create an annual report to celebrate the accomplishments of 2023.

Develop and implement an enrollment strategy for 'Valdez Alerts,' the City's emergency notification system.

Enhance the City's website content to ensure complete and accurate information is present for all departments.

Develop an annual event calendar and plan to have City staff present at community events throughout the year.

Develop a crisis communications plan that can be quickly implemented in an emergency.

Create promotional materials that educate the community and strengthen the City's brand recognition.

Utilize FlashVote to obtain resident feedback on City initiatives, projects and programs.

Implement a residents request tool to track complaints and route requests to the appropriate City department to address the issue.

Launch a City intranet to improve internal communication and organize shared files.

Create a 'Connect with the City' campaign to encourage residents and businesses to proactively stay connected to the City and sign up to receive City news.



FOUNDATIONAL MESSAGING

1

VALDEZ IS STRATEGIC ABOUT DECISIONS AND THOUGHTFUL ABOUT LONG-TERM PLANNING INITIATIVES.

2

THE CITY PROVIDES SERVICES TO RESIDENTS IN AN EQUITABLE, FISCALLY RESPONSIBLE, AND TRANSPARENT MANNER.

3

THE CITY BRAND AND THE COMMUNITY BRAND ARE IMPORTANT TOOLS TO POSITION THE ORGANIZATION AS A PROFESSIONAL AND REPUTABLE SOURCE OF INFORMATION.

4

EFFECTIVE COMMUNICATION REQUIRES BUY-IN FROM ALL LEVELS OF THE CITY ORGANIZATION.

5

CITY LEADERSHIP AND EXECUTIVE STAFF VALUE EMPLOYEES AND ENCOURAGE TWO-WAY COMMUNICATION AND FEEDBACK ACROSS ALL LEVELS OF THE ORGANIZATION.



DEPARTMENTAL ROLES

The Communications Department is responsible for delivering accurate and timely information to City of Valdez stakeholders and staff. The city's communications staff coordinates external and internal activities and works closely with City Council and city departments to provide information to residents, businesses, visitors, and media outlets. The department also helps foster public outreach efforts to strengthen ties between the city and community members.

COMMUNICATIONS DIRECTOR

STRATEGIC COMMUNICATIONS: Implements City Council's strategic goals and aligns communication efforts with the organization's guiding documents, work plans, strategic initiatives, and large-scale projects.

PUBLIC INFORMATION OFFICER/SPOKESPERSON: Serves as one of the city's designated spokespeople and assists with message development, talking points and media coordination as needed for other spokespeople, including city council members, the city manager and department directors.

PUBLIC ENGAGEMENT: Develops and carries out successful strategies to engage the public in their local government through participation at events, through digital platforms, and with city services.

BRAND MANAGEMENT: Ensures the city brand is being used consistently and brand messages are used appropriately and often in all communication efforts.

DEPARTMENT-LEVEL COMMUNICATIONS SUPPORT (as needed): Works with city department representatives to provide communication strategy or helps produce content or visual collateral with communication best practices in mind.

EMERGENCY COMMUNICATION: When a crisis occurs, communications staff will develop and position emergency messages, correctly and effectively disseminate information, work with department leaders and emergency responders, and help manage media relations.

CITY MANAGER

STRATEGIC COMMUNICATIONS: Serves as a sounding board for communications staff and provides direction for implementing City Council's strategic goals. Supports communication goals and helps set expectations for communication responsibilities at the department level.

SPOKESPERSON: As needed, serves as a spokesperson on topics related to the city organization.

INTERNAL COMMUNICATIONS: Plays a key role in communicating to city employees. The city manager may assign internal communication tasks to other staff or work alongside departments like communications and human resources to help reach employees.

DEPARTMENT DIRECTORS

DEPARTMENT-LEVEL COMMUNICATIONS SUPPORT: City departments are empowered to create content and visual collateral for projects, initiatives, events and general education pertaining to their department. Department directors should work with their staff to keep communication efforts top-of-mind and work with the communications director to implement communication best practices.

SPOKESPERSON: As needed, department directors may serve as the spokesperson for their department on topics related to their area of expertise.

MULTI-DEPARTMENT COMMUNICATIONS TEAM

This team consists of representatives from various city departments who work together to support the Communications Director and serve as communication liaisons for their department. Members of this team meet regularly and are responsible for:

- Identifying communication needs across the organization.
- Working collaboratively to support internal and external communication efforts.
- Overseeing content creation for social media, website and other print and digital collateral.
- Assisting with community outreach and engagement as it relates to department projects and initiatives.





COMMUNICATION PRIORITIES

COMMUNITY PRIORITIES

PRIORITY

#1 Improve the City's credibility and build trust among citizens.

#2 Deliver consistent, proactive, strategic communications quickly and nimbly.

#3 Increase stakeholder engagement and community understanding of City services, initiatives, and resources.

#4 Align communication efforts with citywide goals and priorities.

ORGANIZATIONAL PRIORITIES

PRIORITY

#1 Improve communication, collaboration and efficiency across City departments.

#2 Strengthen the City's brand.

#3 Find opportunities for employees to feel valued and be part of the decision-making process.



STRATEGIES AND TACTICS

COMMUNITY PRIORITIES

PRIORITY #1

IMPROVE THE CITY'S CREDIBILITY AND BUILD TRUST AMONG RESIDENTS.

STRATEGY #1: Report accomplishments and challenges both accurately and openly.

TACTICS:

- ☐ In City reports and project overviews, share both positive and negative results, lessons learned or opportunities for improvement. Aim for consistent transparency surrounding projects, news, and accomplishments.

STRATEGY #2: Share early and often.

TACTICS:

- ☐ For large projects or initiatives of high interest to residents, plan to share information regularly throughout the process. Sharing information as early as possible keeps residents informed.
- ☐ Create project-specific FAQs or 'Fact vs. Fiction' info sheets to help dispel rumors.
- ☐ Create project-specific pages on the City website to use as a repository for important project information and milestones.



STRATEGY #3: Have a consistent City presence at community events.

TACTICS:

- ☐ Be present at local events and utilize tools to engage with residents face-to-face.
- ☐ Prepare City staff with speaking points and City-branded signage, banners and collateral.
- ☐ Find opportunities to partner with local community organizations and businesses to expand the City's reach and increase engagement opportunities to connect with residents of diverse backgrounds and interests.

STRATEGY #4: Strengthen collaboration with community partners.

TACTICS:

- ☐ Host an annual meeting with communication professionals who represent major employers (Valdez City Schools, Prince William Sound College, Valdez Convention and Visitors Bureau, Alyeska Pipeline, etc.) and local nonprofits and find ways to coordinate communication efforts.



DELIVER CONSISTENT, PROACTIVE, STRATEGIC COMMUNICATIONS QUICKLY AND NIMBLY.

STRATEGY #1: Utilize FlashVote for quick public polling.

TACTICS:

- ☐ Poll the community at least quarterly, and more frequently if needed, to quickly gather input from stakeholders about important City initiatives or projects. Use the feedback received to help inform future decisions.

STRATEGY #2: Create a Crisis Communications Plan.

TACTICS:

- ☐ Plan, develop and implement a crisis communications plan to prepare for a variety of situations that may arise.
- ☐ Ensure police and fire departments review the plan and there's consensus around emergency response.

STRATEGY #3: Create a monthly e-newsletter.

TACTICS:

- ☐ Develop a monthly electronic newsletter that's easy to print and distribute to residents. Topics may include City project highlights, upcoming events, opportunities for public participation, and public meeting schedules.



STRATEGY #4: Develop an enrollment strategy for ‘Valdez Alerts.’

TACTICS:

- ☐ Create a marketing and outreach campaign to promote Valdez Alerts.
- ☐ Utilize existing City communication channels to share information about the platform and encourage sign-ups.
- ☐ Partner with the economic development and ports and harbor departments to market the program to tourists and visitors to Valdez.

STRATEGY #5: Allocate money in the annual budget for a print and mail campaign each year.

TACTICS:

- ☐ Two to four times annually, print and mail City communication to Valdez households. This funding may be used to educate residents about upcoming City initiatives or projects, encourage residents to get involved, share annual report or budget information, etc.



INCREASE STAKEHOLDER ENGAGEMENT AND COMMUNITY UNDERSTANDING OF CITY SERVICES, INITIATIVES, AND RESOURCES.

STRATEGY #1: Simplify and explain City finances and budget information.

TACTICS:

- ☐ Develop an annual budget brief. This tool should be mailed to each household annually and promoted digitally on social media.
- ☐ Develop an annual report that outlines big projects and accomplishments for the year, tying them back to the City's long-term goals.

STRATEGY #2: Provide insight into City and City Council decision-making.

TACTICS:

- ☐ Send a recap summary of council agendas and decisions following each meeting. This could be in the form of an email, video or podcast.
- ☐ Host quarterly 'Coffee with Council' events and invite residents to chat or ask questions with the city manager, a council member, or department heads. These events should be planned in various locations and at different times during the day to reach different audiences.

STRATEGY #3: Maximize the City website.

TACTICS:

- ☐ Expand department pages and information available to residents. All forms, maps, and contact numbers should be easily accessible.
- ☐ Current forms on the website should be converted into electronic and fillable forms. Conduct an audit of existing forms and prioritize which ones should be converted to fillable forms based on how frequently they are used.
- ☐ Prioritize having content directly on the website, as opposed to linked in PDFs or other documents, to ensure accessibility for non-English speaking residents. In this format, web browsers can automatically translate web content.

STRATEGY #4: Connect with new residents.

TACTICS:

- ☐ Send a 'Welcome' postcard to all new residents every six months. Include information about City services, how to connect with the City, basic organizational details on the City Council and city manager, highlights about upcoming projects, etc.
- ☐ Create a 'Connect With Us' campaign to encourage new and existing residents to follow the City on social media, sign up for emergency alerts, subscribe to email alerts, attend City Council meetings, and learn how to get involved.
- ☐ Design a take-home flyer that can be inserted into kids' backpacks at school each year. Promote events, ways to get involved and ways to connect with the City.

STRATEGY #5: Implement a resident request tracking tool.

TACTICS:

- ☐ Utilize the resident request tool to streamline service requests and track concerns and issues across the City.
- ☐ Use data from the tool to help inform residents about the services the City provides and highlight the City's responsiveness.



ALIGN COMMUNICATION EFFORTS WITH CITYWIDE GOALS AND PRIORITIES.

STRATEGY #1: Develop big-picture stories that connect projects and key messages.

TACTICS:

- ☐ Create a video series summarizing big projects and connecting them with the City's goals.
- ☐ Release a short (less than 10 minutes) State of the City video that recaps City goals and how various projects for the year will contribute to each goal.

STRATEGY #2: Integrate citywide mission, vision and goals into communication efforts.

TACTICS:

- ☐ The City's mission, vision and goals should be present in all forms of communication. By sharing these points with residents, the City can regularly articulate how services and actions are related and help achieve the City's goals.

STRATEGY #3: Standardize communication processes and procedures.

TACTICS:

- ☐ To help ensure consistent communication across the organization, the City should establish well-defined processes for how, what and when to communicate.
- ☐ Clearly define who helps share information on behalf of the City and how that person keeps the communications director informed of their communication efforts and needs.

STRATEGY #4: Develop a comprehensive media strategy.

TACTICS:

- ☐ Clearly define the City's marketing vs. public relations goals annually.
- ☐ Create a comprehensive media distribution list and set standards for when a press release will be used versus a news story on the website versus a social media post, etc.

ORGANIZATIONAL PRIORITIES

PRIORITY #1

IMPROVE COMMUNICATION COLLABORATION AND EFFICIENCY ACROSS CITY DEPARTMENTS.

STRATEGY #1: Arm public-facing staff with the tools they need to be helpful resources to residents.

TACTICS:

- ☐ Create one-page 'hot sheets' with information about large or controversial projects. Each hot sheet should include a project goal, information about funding sources, an estimated timeline, FAQs, and a City contact.

STRATEGY #2: Strengthen the internal network of City communicators.

TACTICS:

- ☐ Incorporate brand training and introductions to the communications director and department communications liaisons. Create a non-communicator toolkit and educate them about the importance of communication when new staff members are onboarded.
- ☐ Host an annual communications meeting with all staff. Include a refresher for branding best practices, how to effectively work with the communications department, review communication tools and policies, etc.

STRATEGY #3: Create an intranet website platform.

TACTICS:

- ☐ Use the intranet to house important organizational information, policies, and procedures in one place. Include helpful links to third-party platforms like payroll, health benefits, PTO requests, etc. Rely on communications liaisons from the largest departments to manage their section of the intranet site.
- ☐ Find fun and engaging ways to keep employees coming back. Examples include hosting contests like a photo scavenger hunt or trivia questions and rewarding the winners with City swag or gift cards to local businesses.

STRATEGY #4: Create an internal employee newsletter.

TACTICS:

- ☐ Share internal news via an email newsletter monthly. Work with communications liaisons to develop article ideas and write copy.

STRENGTHEN THE CITY'S BRAND

STRATEGY #1: Develop clear guidelines for the City and community brands.

TACTICS:

- ☐ Create a one-page mini-brand guide for all staff to quickly refer to each brand's brand colors, fonts, and logos. The mini-brand guide should also outline when to use which brand.
- ☐ Provide brand training for new staff and communications liaisons.

STRATEGY #2: Standardize visual communication tools.

TACTICS:

- ☐ Create templates and standards for letterhead, business cards, PowerPoint presentations, email signatures, agendas and memos, press releases, posters, flyers and social media graphics.
- ☐ Compile logo files, templates, and guidelines in a commonly accessible location for all City staff.
- ☐ Create a suite of City logos with department names.



FIND OPPORTUNITIES FOR EMPLOYEES TO FEEL VALUED AND BE PART OF THE DECISION-MAKING PROCESS.

STRATEGY #1: Increase internal communication from the top down.

TACTICS:

- ☐ Create a city manager periodic update emailed to all staff, keeping them apprised of upcoming projects and City Council decisions.
- ☐ Ensure all staff can attend organization-wide meetings by offering overtime pay, closing City Hall for the duration of the meeting, or offering two meeting times.

STRATEGY #2: Find informal ways to connect with employees.

TACTICS:

- ☐ Host employee appreciation events and team-building opportunities.
- ☐ Create an Employee Appreciation Committee of interested employees who will help brainstorm ideas and spearhead activities.

STRATEGY #3: Conduct an annual employee satisfaction survey.

TACTICS:

- ☐ Ask questions that help leadership understand employee concerns and benchmark the results each year to gauge satisfaction and shifts in morale.

STRATEGY #4: Develop an employee appreciation initiative.

TACTICS:

- ☐ Publicly celebrate City employees by featuring them in City communication and highlighting their work and accomplishments. Share employee profiles on social media and in news stories.
- ☐ Create an employee recognition program where employees nominate their peers and host an annual or quarterly informal celebration for the award recipients.



BRAND RECOMMENDATIONS



BRAND PLATFORM

WHAT IS A BRAND?

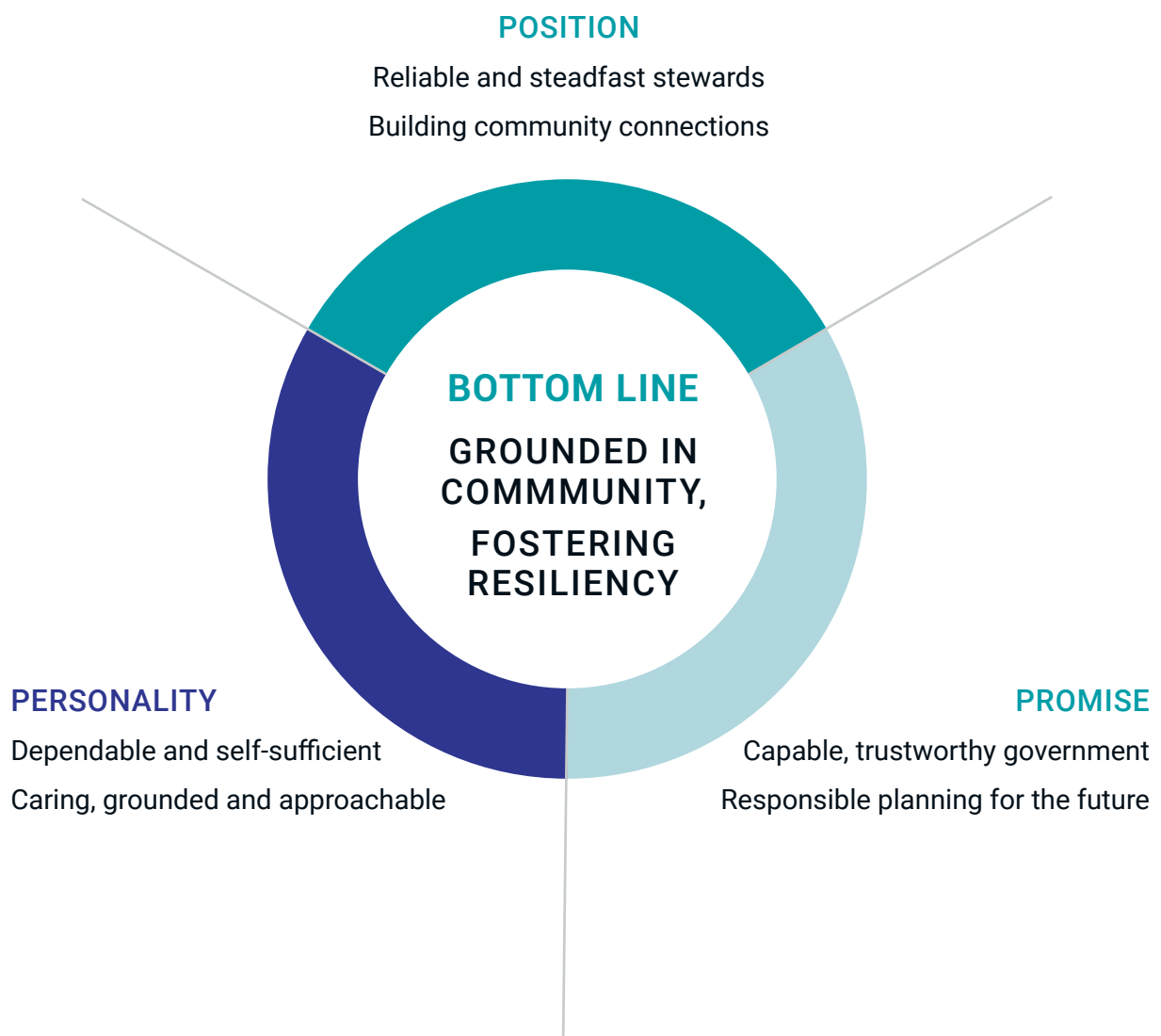
A brand is a collection of thoughts and feelings about experiences with a product/service/organization.



BRAND PLATFORM

A brand platform is the foundation to direct the organization's identity, strategies for messaging, and the overall image.

- **POSITION:** How the brand is perceived in the context of competitive alternatives
- **PERSONALITY:** The human characteristics associated with a brand
- **PROMISE:** Long-term commitments a brand makes to their target audience



BRAND VOICE

WHAT IS A BRAND VOICE?

A brand voice is a critical component of any organization's identity and is pivotal in conveying its values, personality, and positioning in the community. The tone of voice refers to how the brand communicates with the audience, including word choice, communication style, and emotional tone. This means the tone of voice can change somewhat based on the most appropriate situation. Establishing a consistent and compelling brand voice is crucial for the City to position itself as an approachable and innovative organization.

WHO IS OUR AUDIENCE?

- Current and future residents
- Current and future businesses
- Current and future employees
- Non-profit organizations located within Valdez who serve our community
- Other local, state and federal government agencies

HOW TO USE A BRAND VOICE

ADAPT TO DIFFERENT PLATFORMS:

Tailor the brand voice to suit the platform or channel. For instance, a brand voice on social media may be more casual and engaging, while the brand voice in formal communication, such as press releases, might be more professional.

TRAIN YOUR TEAM:

Ensure everyone on your team understands and embodies the brand voice. Provide training, examples, and ongoing support to ensure consistent implementation across all interactions and communications.

STAY AUTHENTIC AND GENUINE:

Above all, be authentic and genuine in all communications. The brand voice should reflect the true essence of the City organization and resonate with the designated audience in a sincere and relatable manner.

MESSAGING PILLARS

APPROACHABLE

Highlight the organization's accessibility and welcoming nature to encourage community engagement and involvement.

DEPENDABLE

Showcase actions taken to address problems or concerns voiced from the public. Celebrate wins and accomplishments or when goals and deadlines are met.

CAPABLE

Emphasize the day-to-day work and skills of City employees.

TRUSTWORTHY

Demonstrate transparency in communications and everyday activities. Highlight projects from inception to fruition.

RESPONSIBLE

Communicate the organization's commitment to timely and effective responses, ensuring the community feels heard and valued.

PILLAR KEY PHRASES

APPROACHABLE

- We take pride in being accessible and friendly
- We are open and welcoming to _____
- We are willing to engage
- We are ready to listen
- We are here to assist

DEPENDABLE

- Can I follow up with you on ...
- We are reporting back on ...
- This goal was met by doing ...
- You asked about _____

CAPABLE

- We will solve this by ...
- Forward-thinking solutions to ...
- With resourcefulness, we ...
- We have experienced this before

TRUSTWORTHY

- Here is our work plan for completing this project
- Council decided _____, resulting in ...
- We acted in this way because ...
- Next time, we will do _____ better

RESPONSIVE

- We are prepared
- We understand that it's important we are attentive to ...
- We are aware
- We anticipate

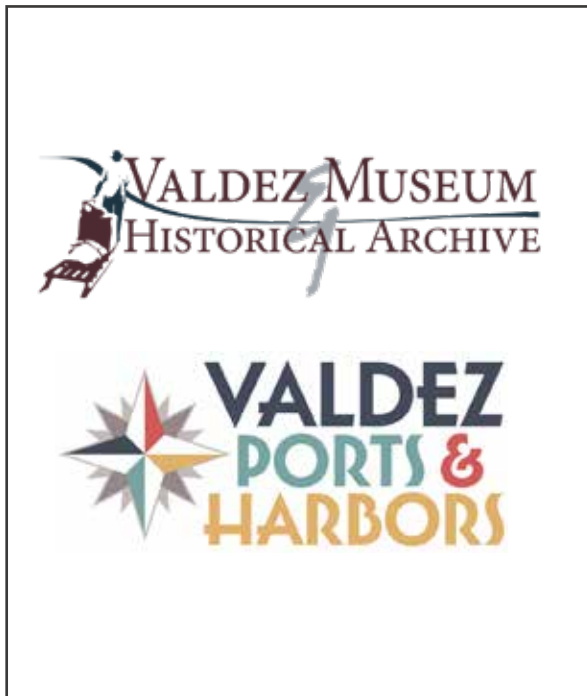




OUR BRAND RECOMMENDATIONS

The City of Valdez has many departments, divisions, related tourism organizations, and service providers. Many of these have developed their own brands over time or modified the City's brand. It has resulted in inconsistent use of the City brand and confusion around how separate brands should be used.

REVENUE GENERATING BRANDS



TOURISM AND MARKETING BRANDS



SAFETY SERVICE BRANDS



CITY BRANDS



DEFINING BRAND GOALS

A brand is important to demonstrate consistency across City services. Visitors and residents alike should be able to identify communication that comes from the City organization versus other entities. Branches of the City government that are revenue generators, such as the Ports and Harbors Department, need to stand out from the competition. For this reason, Slate has categorized the types of brands to help the City of Valdez determine which brands should remain the same, which should be absorbed/modified by the City, and which should operate as standalone brands.

These categories include:

- Revenue Generating Brands
- Tourism and Marketing Brands
- Safety Service Brands
- City Brands

They are outlined and defined in the table below.

CATEGORY	REVENUE GENERATING BRANDS	TOURISM AND MARKETING BRANDS	SAFETY SERVICE BRANDS	CITY BRANDS
DESCRIPTIONS AND GOALS	<ul style="list-style-type: none"> • Revenue generating • Will exist for a long time • More outward-facing • Need to stand out from the competition 	<ul style="list-style-type: none"> • Not long term: brands are refreshed often • Broader audience reach than just Alaska • Goals: Attraction and retention 	<ul style="list-style-type: none"> • Well-established brands that won't change much • Public services • Separate identity and brand from the City 	<ul style="list-style-type: none"> • City brand • City services that won't change over time • Must be identifiable by residents and visitors • Must be most flexible • Goals: Show cohesion of services
BRAND EXAMPLES	Ports and Harbors, Valdez Museum, Historical Archive	Economic Development, Visitor's Bureau, Community Brand	Public Safety, Police, Fire, Valdez Alerts	Parks and Rec, Convention Center, Animal Shelter



BRAND OPTIONS

Moving forward, Slate recommends changing how the City brand is currently utilized. The following are three different options to consider that will help maintain brand consistency across brand categories.

OPTION 1: REBRAND

The existing brand is not very flexible and doesn't reflect the character of the City and the community. A new brand should be created that can be applied across various non-revenue generating departments.

IN PRACTICE:

A rebrand would result in a logo and brand guide that ...

- Has vertical and horizontal options of the City logo
- Has logo options for digital and print, dark and light backgrounds, local use and national use
- Reflects the character and personality of the City and community
- Identifies a brand voice and personality
- Outlines the use of the logo on apparel, vehicles, communications templates, social media, etc.
- Has department-specific versions of the logo

OPTION 2: MODIFY CURRENT BRAND

A less drastic option compared to Option 1, this recommendation involves simply modifying the current City brand to make it more flexible and consistent-looking. It would be more reproducible for different applications. In this option, we recommend removing the word 'Alaska' from the logo.

IN PRACTICE:

- Develop a more unique typeface
- Remove 'Alaska' from the City logo (this only needs to be used in Tourism and Marketing Brands)
- Create versions of the logo that work better for horizontal, vertical, digital, print, dark and light backgrounds, etc.
- Compile logo versions and the brand guide in one easily accessible location
- Include versions of the logo with and without the tagline

OPTION 3: STANDARDIZE THE BRAND

Perhaps a good starting place, this option is a good first step to improving the brand. It involves providing specific brand guidelines to City departments that fall under the 'City Brands' category.

IN PRACTICE:

- Standardize all fonts across departments
- Standardize the style of artwork within the main logo's porthole that changes for departments (i.e., Animal Shelter and Parks and Recreation)
- Create versions of the City logo that have other department names included for department-specific use





TOOLKIT



FUTURE STAFFING RECOMMENDATIONS

A well-staffed communications team is essential to provide day-to-day communications support to the City organization and for tackling long-term, strategic communication initiatives.

Slate Communications reviewed current communication goals for the City of Valdez and evaluated anticipated future needs of the City.

The following recommended positions are in addition to the Communications Director and may be added or modified as budgets and staff needs dictate.

STAFFING GOALS

- Ensure the City's communications program is appropriately supported to meet the needs of the community and organization.
- Provide a path to long-term success focused on transparency and engagement for the department as it grows.

CONSIDER ADDING IN THE NEXT 1-3 YEARS



DIGITAL/MULTI-MEDIA COORDINATOR

- **Video:** Production, script development, graphics/b-roll
- **Graphic Design:** Using graphic design software, maintain the visual brand of the City when creating posters, flyers, ads, social media graphics, etc.
- **Presentation Development:** Maintain brand consistency when creating organization-wide presentations in PowerPoint and other applications
- **Photography:** Include photo editing and cataloging on Flickr
- **Content Creation:** Draft content for news releases and website
- **Social Media Management:**
 - Content calendar management and creation
 - Post to Facebook, Instagram, Nextdoor, LinkedIn, YouTube or other social sites
 - Write and schedule content, create Reels and Stories, monitor comments
- **Website Management:**
 - Content management and creation
 - Post news stories, announcements, calendar events, etc.
 - Assist other departments with content development and advise on website best practices



COMMUNITY ENGAGEMENT AND OUTREACH COORDINATOR

■ **Community Outreach:**

- Develop and implement strategies to engage with diverse community groups and stakeholders
- Organize and attend community events, meetings and forums to promote open communication and gather feedback

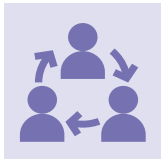
■ **Public Relations:**

- Serve as a liaison between the City and community members to address concerns and disseminate information
- Create and distribute press releases, newsletters and other communication materials to keep the community informed

■ **Collaboration:**

- Work closely with various City departments and appointed boards to ensure coordinated and effective outreach efforts
- Collaborate with local organizations, businesses, schools etc. to enhance community partnerships

CONSIDER ADDING IN THE NEXT 3-6 YEARS



INTERNAL COMMUNICATIONS SPECIALIST

■ **Strategic Communication Planning:**

- Develop and implement comprehensive internal communication strategies aligned with the City's goals and objectives
- Collaborate with department heads to understand communication needs and ensure consistency in messaging

■ **Content Creation:**

- Write, edit, and create engaging content for various internal communication channels, including newsletters, intranet, emails and announcements
- Produce visually appealing and informative materials to convey key messages

■ **Intranet Management:**

- Oversee and maintain the City's intranet platform, ensuring it serves as a central hub for internal communication
- Regularly update content to keep employees informed and engaged

■ **Intranet Management:**

- Work closely with various departments to gather information, share updates and ensure a cohesive flow of communication throughout the City organization
- Work with an internal team of employees to plan and implement opportunities for staff engagement (employee recognitions, celebrations, all hands meetings, etc.) and feedback (employee surveys and goal-setting)

WAYS TO EXPAND THE TEAM NOW

Contractors may be considered in the case of special projects when additional equipment, skills or staff are needed beyond what the current communications team has available. As needed, and as funds allow, the City may hire contractors for special one-time or ongoing projects, including:

- Photography/Drone Support
- Videography/B-roll
- Graphic Design
- Website/Webmaster Support
- Social Media Management and Support





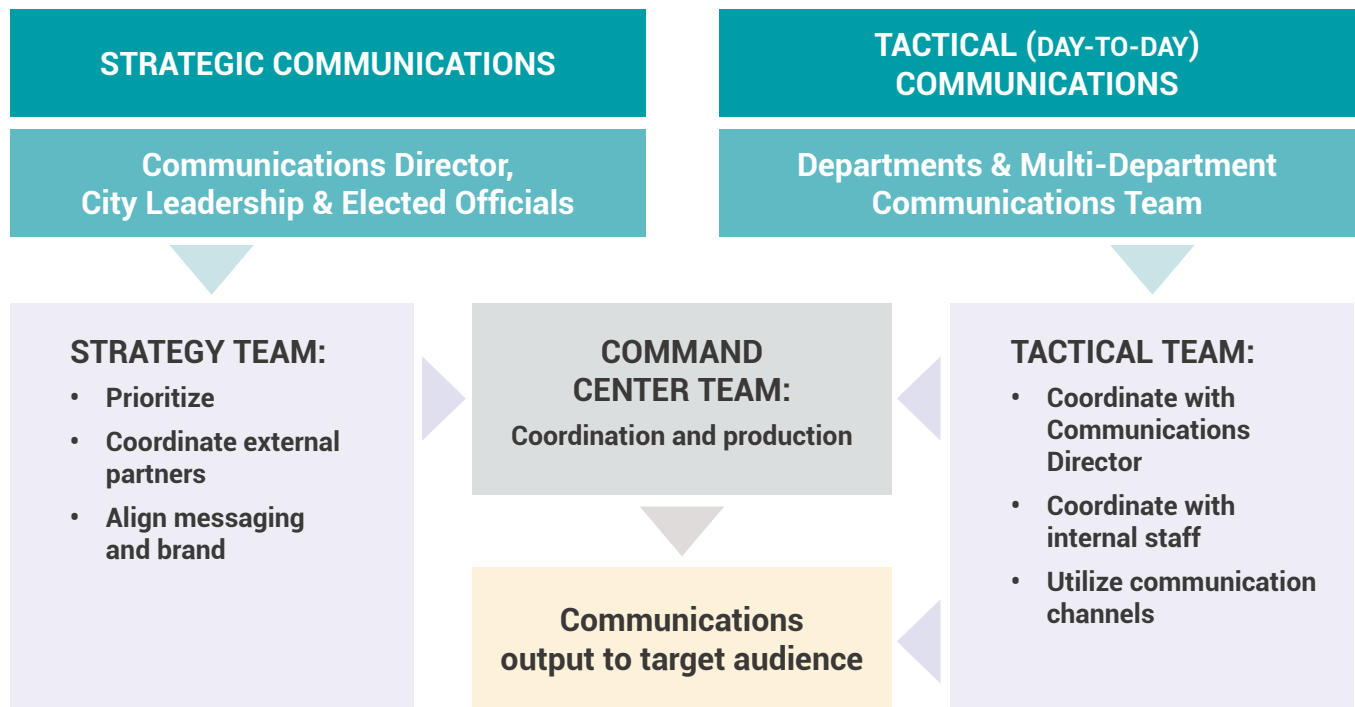
COMMUNICATIONS AND OUTREACH PROCESS

COMMUNICATIONS PROCESS

The City's communication needs fall into two buckets:

- Strategic Communications
- Tactical Communications

Depending on what type of communication is needed, and who should be involved in the decision-making process, City staff should follow the flow chart below in order to share information with your target audience.



COMMUNICATION NEEDS

- **STRATEGIC COMMUNICATIONS**

Focus on long-term communication needs and strategic messaging that supports City Council's goals and priorities and ties back to organizational mission, vision and values.

- **TACTICAL (DAY-TO-DAY) COMMUNICATIONS**

Focus on short-term communication needs and day-to-day communication efforts.

STRATEGY TEAM (NEW):

Comprised of Director-level staff, the team meets regularly to prioritize communication resources and focus. Aligns messaging of major projects and initiatives with brand themes. Discusses strategies to best share information that supports the City's communication goals. Coordinates with other community partners and stakeholders to maximize communication reach.

TACTICAL TEAM (EXISTING):

Consists of the Multi-Department Communications Team who meets regularly to share information about City events, programs, and happenings. Distributes information among each other to maximize reach. Spearheads department outreach efforts including press releases, social media posts, web page content, and occasional print material.

COMMAND CENTER TEAM:

Consists of the Communications Director and is supported by other staff as needed. Maintains central editorial calendar; organizes output to reinforce brand themes. Produces content for centralized tools such as the city-wide newsletter. Supports content creation for projects prioritized by Strategy Team. Coordinates with Tactical Team to distribute messaging.



VIDEO & PHOTO CHEAT SHEET

PRO TIPS FOR TAKING AWESOME VIDEOS ON YOUR PHONE

WHAT IS THE PURPOSE?

Think about the end goal for your video – where will it be watched, and who will watch it? Generally, a good rule of thumb is:



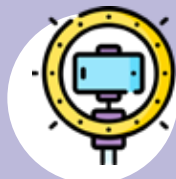
Shoot vertically if it is intended for social media

Shoot horizontally for anything else

USEFUL TOOLS

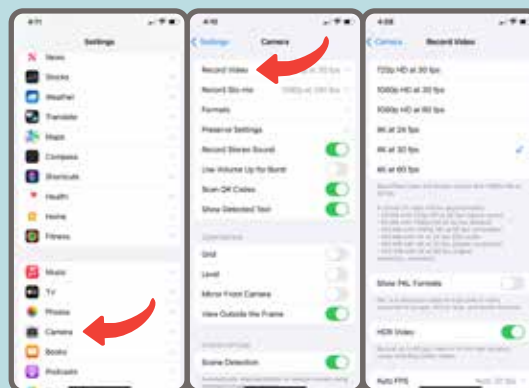
It may be worth investing in a few tools to help take your photos and videos to the next level. Consider purchasing:

- Microphones that plug into phones
- Tripods
- Ring lights



WORKING WITH YOUR EQUIPMENT

Set your photo and video settings to shoot in the highest quality



Video should be shot in 4k at 30 fps

Rest your phone on a solid surface or tripod (if you have it)

Use back facing cameras



WORKING WITH YOUR ENVIRONMENT

- Shoot outside when possible for best lighting



SIDE NOTE:

If there is harsh sunlight, try to place the subject in the shade, facing the sun

- Don't let the sun backlight the subject
- If shooting inside, find a well-lit room or place your subject near a window
- Watch out for heavy shadows on the subject's face or body – these can be distracting
- Find a background that isn't distracting
- Place your subject slightly away from a wall or tree to add more depth between them and what is behind them
- Capitalize each word in hashtags to improve readability



VIDEO & PHOTO CHEAT SHEET

PRO TIPS FOR TAKING AWESOME VIDEOS ON YOUR PHONE

COMPOSITION OF YOUR SHOT

For interviews, position the subject just off to the side of the center of the frame, not right in the middle



Types of shots:

Medium close-up



Wide shot



Medium/mid shot



Long shot



CAPTURING THE BEST SOUND

- Be aware of other sounds in the room like an air conditioner, traffic, or background conversations
- Isolate your subject to have minimal background noise
- If shooting outside, find a quiet location
- Use large landmarks like trees or buildings to help block background sounds
- When possible, use audio recording equipment



OTHER RESOURCES



Film Settings
shopmoment.com/reviews/top-5-iphone-camera-settings-for-filmmakers

Guide to Camera Shots and Angles
enchanted.media/beginners-guide-to-camera-shots-and-angles/



MARKETING VS. COMMUNICATIONS

Marketing and communications are essential for effective governance and community engagement. Use this chart as a guide to determine the best approach to meet project and department goals.

TYPE OF COMMUNICATION	COMMUNICATIONS	MARKETING
DESCRIPTIONS AND GOALS	<ul style="list-style-type: none"> Convey a message Educate the audience Share information Goal: Build overall trust and understanding between the City organization and the community, fostering a positive relationship over the long term 	<ul style="list-style-type: none"> Encourage a desired behavior or action Sell a product or service Goal: Build relationships with the community to enhance support and participation in specific initiatives
AUDIENCE TARGETING	<ul style="list-style-type: none"> Focus is on audience Addresses a broader audience and includes stakeholders such as residents, businesses, employees and the media 	<ul style="list-style-type: none"> Focus is on customer Specific segments of the community based on demographics, needs or interests
QUESTIONS TO ASK	<ul style="list-style-type: none"> Who is the target audience? Ask Who, What, When, Where, Why 	<ul style="list-style-type: none"> What do we want our audience to do? How will we get them to act?
MESSAGE TONE	<ul style="list-style-type: none"> Emphasizes transparency, accuracy and clarity 	<ul style="list-style-type: none"> Often involves a persuasive and promotional tone Aims to create a favorable perception and drive action
TOOLS AND TACTICS	<ul style="list-style-type: none"> Press releases or official statements Newsletters Community meetings or public forums These tools are used to disseminate information, address concerns and foster two-way communication 	<ul style="list-style-type: none"> Social media Advertising (paid and unpaid) Events These tools are used to promote specific services or programs
TIMING	<ul style="list-style-type: none"> Ongoing Includes day-to-day interactions, updates and announcements Not limited to specific campaign periods 	<ul style="list-style-type: none"> Often involves specific start and end dates

TYPE OF COMMUNICATION	COMMUNICATIONS	MARKETING
EXAMPLE	<ul style="list-style-type: none"> • Informing residents about a new construction project 	<ul style="list-style-type: none"> • Showing a new business why Valdez is the place they should consider opening a new storefront
DEPARTMENT FOCUS	<ul style="list-style-type: none"> • Administration • Animal Shelter * • City Clerk • Code Enforcement • Communications & Engagement * • Facilities • Finance • Fire • Human Resources • Information Technology • Library * • Parks and Recreation * • Planning • Police • Public Works 	<ul style="list-style-type: none"> • Animal Shelter * • Communications & Engagement * • Convention and Civic Center • Economic Development • Library * • Parks and Recreation * • Ports and Harbors • Valdez Museum Historical Archive

** Some departments fall into both categories on a frequent basis.*

Other departments may use one or both types of communication on a one-time basis depending on a specific project and the desired outcome goal(s) of that project.

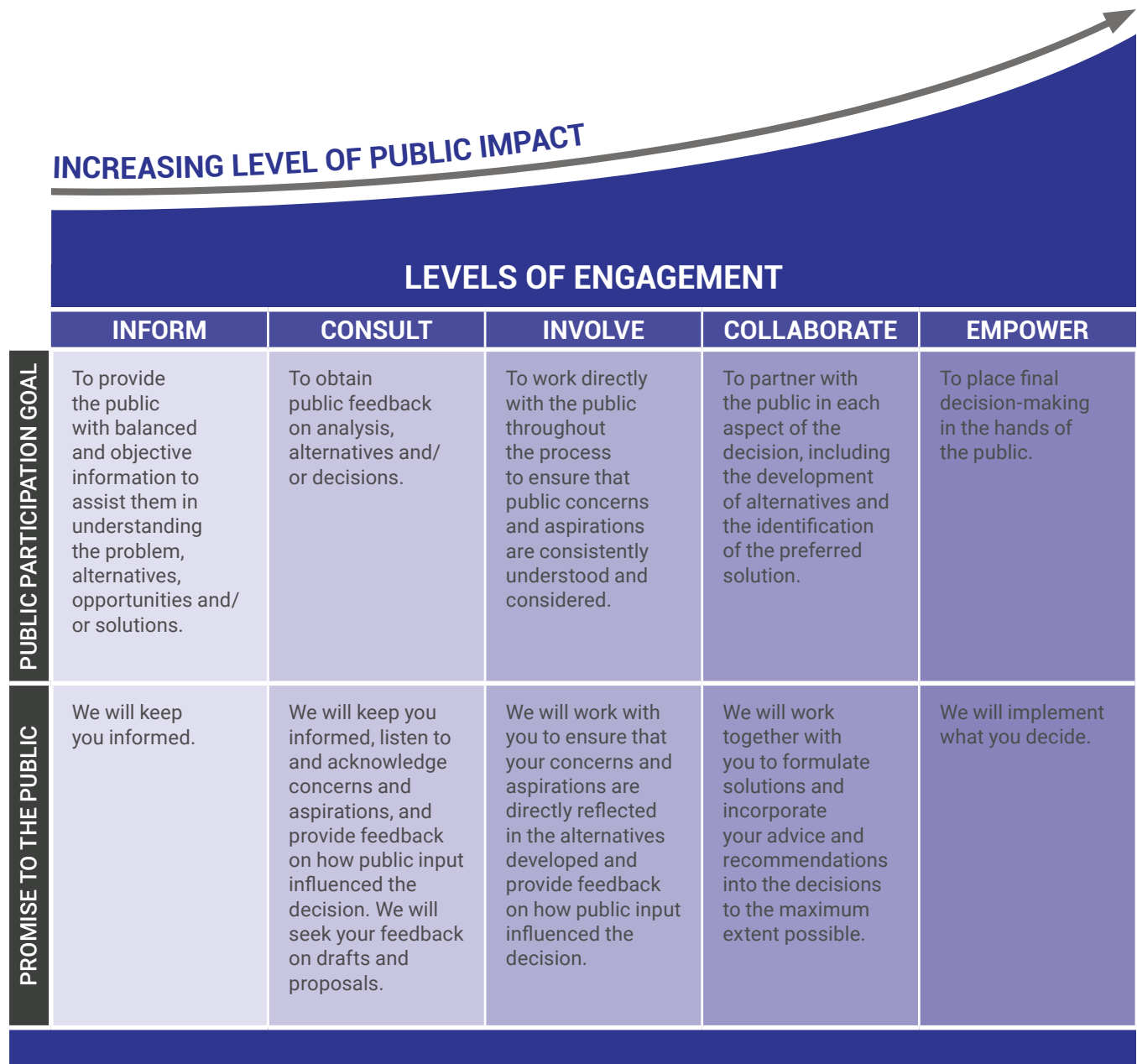




IAP2 CHART

IAP2 developed a Spectrum of Public Participation designed to help communicators determine what the public's role should be in any public participation process. The Spectrum is used internationally and is considered best practice for determining public engagement levels, especially in public sector work.

Refer to this Spectrum to determine the most appropriate and effective level of public engagement based on the scope and impact of your project.





SOCIAL MEDIA BEST PRACTICES

FACEBOOK

How often should I post?

We recommend posting 5-7 days per week if you have a strategic content calendar set for the month.

What time should I post?

Look at when your audience is most active by using Facebook's analytics. Try to schedule posts during these windows.

How long should my caption be?

The ideal length of a Facebook update: 40-80 characters

What kind of images can I use?

- Text on images should not exceed 20%
- Pictures with faces from staff or your community
- Not overly edited images, unless your graphic designer can edit the photos properly
- Videos should not exceed 30 seconds and should use caption

What are the recommended image and video dimensions for this platform?

1200 x 630px

Other best practices:

- Tag other Facebook pages in your captions and posts when appropriate to increase your reach. Tagging council members may be appropriate if they have an official Facebook page as a council member.
- Use an emoji or two in a caption. These can be effective at grabbing attention and make your message more approachable, but be careful not to go overboard.



INSTAGRAM

How often should I post?

We recommend posting 3-5 days per week if you have a strategic content calendar set for the month. These posts in your Instagram feed should be a mix of Reels, images, and carousels. Stories can be posted more frequently.

How long should my caption be?

- Ideal length of Instagram captions: 138-150 characters
- Recommendation: testing out longer, story-driven captions that provide value to see how they work with your audience
- Only include long captions if it's valuable to your audience

What kind of images can I use?

- Try to use high-resolution photos for Instagram
- Instagram followers respond better to clear, non-blurry photos
- Instagram is about storytelling through photos and videos
- Use pictures that your staff has taken or pictures from an event where you can see their faces

What are the recommended image and video dimensions for this platform?

1080 x 1080px

Do I need to post on stories or reels?

- Reels will help your audience grow
- Stories will help engage your current audience
- These are both important to include in your Instagram strategy to engage and increase your audience growth

Do I need to use hashtags?

- Yes! Whether it is the first comment or below your caption, use hashtags
- Hashtags are great for finding new followers within Instagram's hashtag search
- Recommended use of hashtags is 3-5
- You can develop custom hashtags that define your photos, or you can create a general hashtag list to add to your post
- We also recommend 1-3 hashtags that will be used for every photo
- Capitalize each word in hashtags to improve readability

Other best practices:

- Include a location tag whenever possible as this improves your likelihood of being discovered organically
- Tag other Instagram pages in your captions and posts when appropriate to increase your reach



SOCIAL MEDIA RESPONSE GUIDE



IDEAL RESPONSE TIME: 60 minutes or less – no longer than 48 hours.



ATTACK



COMPLAINT



QUESTION



COMPLIMENT

EXAMPLES

"You bureaucratic knuckle draggers can't just paralyze our City like this without informing the affected parties."

"Who else is sitting in traffic on Richardson Highway? 31 minutes and counting."

"I have an idea for a new activity at the Valdez Animal Shelter, where can I submit it?"

"We wanted to give a shout-out to the City for the great job they do maintaining our roads, especially out where we live."

IT'S OK TO SAY YOU NEED TO TAKE TIME TO FIND THE CORRECT ANSWER.

FIND THE QUESTION IN THE COMPLAINT.

ANSWER THE QUESTION.

SAY THANK YOU.



CAUTION:

Be aware of repeat offenders and judge whether a response is necessary. Correct facts, but do not create an argument. Responses to attacks are NOT required.

Provide resources and contact information for future inquiries. (Online information, survey links, meeting dates, etc.)

You may also provide additional information about the project they're commenting on or additional resources.

TIPS

"If you have a moment, City of Valdez would appreciate your input in a brief online survey. This is one of the steps the City is taking to find solutions for delays caused by traffic."

"Send any feedback about the Animal Shelter to Alissa. She is our Shelter Attendant and would love to hear your ideas!"

"Thank you for the compliment. We appreciate hearing that you think we do such a great job!"

POTENTIAL RESPONSE

"Thank you for your feedback! We understand your frustration and your comments have been sent to the appropriate department."



QUARTERLY REPORT

CITY OF VALDEZ COMMUNICATIONS

Q1 REPORT – OCTOBER 23, 2023



BY THE NUMBERS

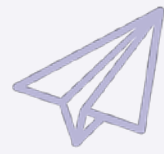
XX

Average email open rate



XX

Total email subscribers



XX

Top viewed pages
on website



XX

City Facebook
subscribers



XX

Valdez Alerts
subscribers



XX

Welcome
postcards mailed

XX

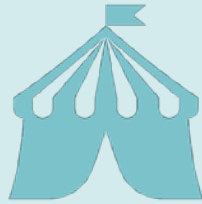
Requests received
from resident request
tracking tool

XX

Press releases
distributed

EXTERNAL COMMUNICATIONS

XX
Community
events attended



Coffee with Council Events

1-2 sentences recapping how that quarter's community engagement event went.

Flash Vote Survey Results

TBD

INTERNAL COMMUNICATIONS

List the percentage favorability of each question and measure increase or decrease from year to year.

FAVORABILITY	SURVEY QUESTION
X%	The City's benefits meet the needs of employees and their families – INCREASE/DECREASE% from year to year
X%	Employees feel accepted by their immediate coworkers – INCREASE/DECREASE% from year to year
X%	Employees feel their immediate manager cares about them – INCREASE/DECREASE% from year to year
X%	Employees have the tools and equipment to do their job well – INCREASE/DECREASE% from year to year
X%	Employees are proud to work for the City of Valdez – INCREASE/DECREASE% from year to year
X%	Team goals and accountability are clear – INCREASE/DECREASE% from year to year
X%	Employees feel like they are included in decisions that affect their work – INCREASE/DECREASE% from year to year

INTERNAL COMMUNICATIONS, cont.

FAVORABILITY

SURVEY QUESTION

X%

Trust in senior leadership
– INCREASE/DECREASE% from year to year

X%

Employees understand the organization's plans for future success – INCREASE/DECREASE% from year to year

X%

Employees understand why organizational changes are made
– INCREASE/DECREASE% from year to year

XX

Staff communication
liaison meetings



XX

Internal newsletters sent



XX

Open rate of internal newsletters

INTERNAL COMMUNICATIONS, cont.



COMMUNICATIONS GOALS AND PRIORITIES

This is a list of your department-specific goals that were accomplished or progressed in this quarter.

1. Project Priority 1

Description here.

2. Project Priority 2

Description here.

3. Project Priority 3

Description here.



STAFF APPRECIATION EVENTS

1-2 sentence recap of event(s) that were held celebrating employees this quarter.



TOPIC TITLE

Subheading/space for description

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FREQUENTLY ASKED QUESTIONS:

1. QUESTION 1

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2. QUESTION 2

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WHAT?

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WHERE?

Address.

WHEN?

- DATE project starts
- DATE contractor hired
- DATE construction begins
- DATE construction phase 2
- DATE estimated completion

STILL HAVE QUESTIONS?

Call our [job title], [staff member name], at [contact number] or email [email].

Find additional information on [proposed changes, project timeline, etc.] at valdezak.gov [link to project landing page]



FACT vs. FICTION

Subheading/space for title of project

ABOUT THE PROJECT

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FACT vs.

1. FACT #1

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2. FACT #2

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3. FACT #3

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FICTION

1. RUMOR OR MISCONCEPTION #1

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2. RUMOR OR MISCONCEPTION #2

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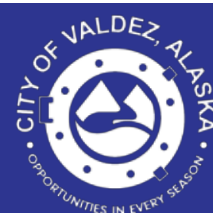
3. RUMOR OR MISCONCEPTION #3

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STILL HAVE QUESTIONS?

Call our [job title], [staff member name], at [contact number] or email [email].

Find additional information on [proposed changes, project timeline, etc.] at valdezak.gov [link to project landing page]



FREQUENTLY ASKED QUESTIONS

Subheading/space for title of project

ABOUT THE PROJECT

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ANSWER

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QUESTION

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ANSWER

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ANSWER

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QUESTION

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ANSWER

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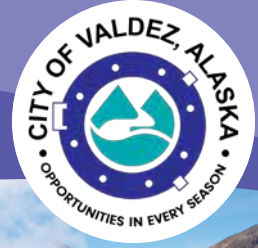
STILL HAVE QUESTIONS?

Call our [job title], [staff member name], at [contact number] or email [email].

Find additional information on [proposed changes, project timeline, etc.] at valdezak.gov [link to project landing page]



CITY of VALDEZ NEWSLETTER



JANUARY 2024

H1 Header



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H2 Title for right sidebar

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212 Chenega Avenue | P.O. Box 307
Valdez, AK | 99686



Phone: 970-835-4313
Fax: 970-835-2992
valdezak.gov

H3 Highlight Title

H3 Highlight Title

H3 Highlight Title



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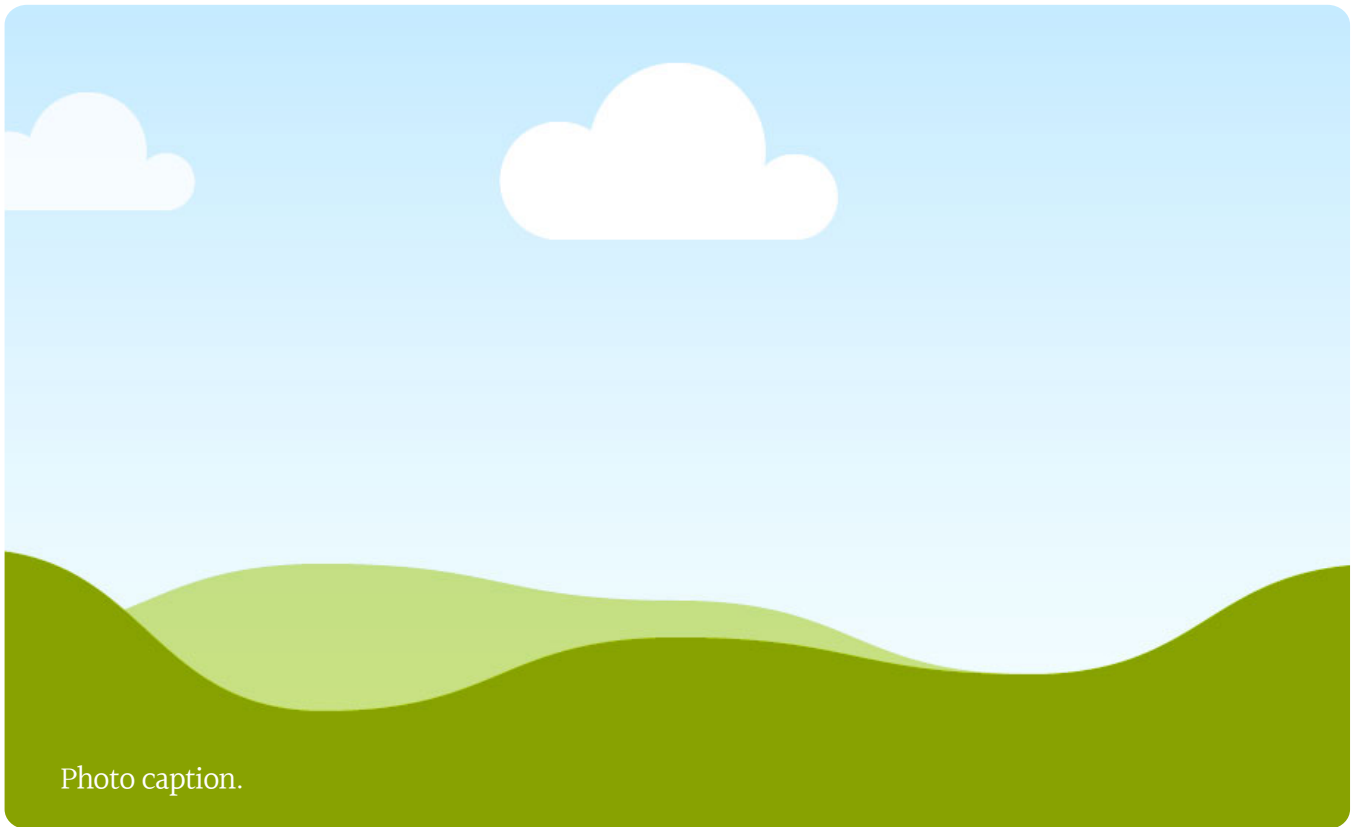
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H3 Featured Staff



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H3 UPDATE from CITY COUNCIL

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CITY OF VALDEZ, ALASKA | VALDEZAK.GOV

EVENTS & ENGAGEMENT OPPORTUNITIES

H3 Upcoming Events

Sed do eiusmod – DATE | TIME

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Sed do eiusmod – DATE | TIME

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H1 HEADER BELONGS
HERE AND IT GOES DOWN IN
THREE LINES



H2 Subhead in Upper and Lower Case

H3 Title. Here is what it looks like with two lines

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Optional
partner logo
location

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WHERE Lorem ipsum dolor sit amet, consectetur.

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Fax: 970-835-2992
valdezak.gov

H3 Title. Here is what it will look like with three lines page 2

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Lorem ipsum

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PRESS RELEASES



CONTACT:
Ana Stroup, Communications Director
907-834-3400
Email: astroup@valdezak.gov

FOR IMMEDIATE RELEASE

Press Release Title

Subtitle

VALDEZ, ALASKA. (Month, Date, Year) – The introductory Media Advisory text should be 1.5-spaced, 12-point Arial Regular font. Each paragraph should be single-spaced. The text should be short, providing enough information to hook the reader to attend the event/photo opportunity. The remaining items should be single-spaced, 12-point Arial Regular font.

WHAT: Define the event. If there is a program, include here.

WHEN: TIME, DAY, DATE
Provide any details such as when shots may be available, what access/view may be offered.

WHERE: Provide specific location and directions to event. If there is off-site parking, denote that or special entrances.



FOR IMMEDIATE RELEASE

Opportunities in Every Season.

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###

Opportunities in Every Season.



CONTACT:
Ana Stroup, Communications Director
907-834-3400
Email: astroup@valdezak.gov

FOR IMMEDIATE RELEASE

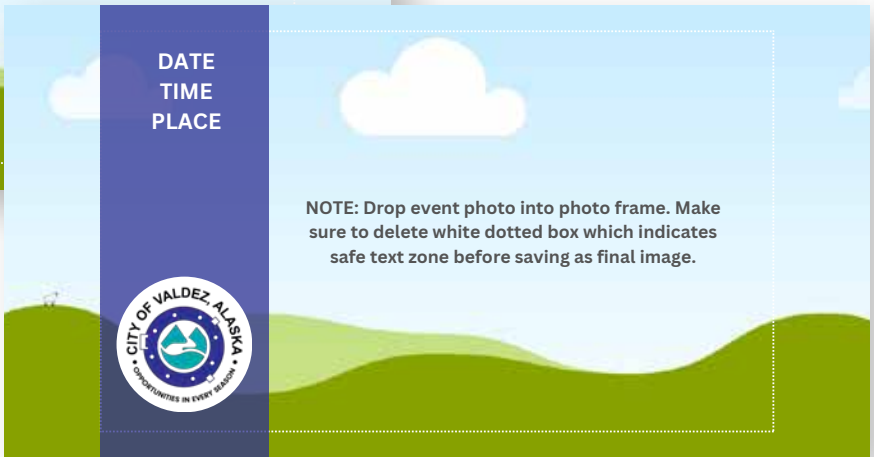
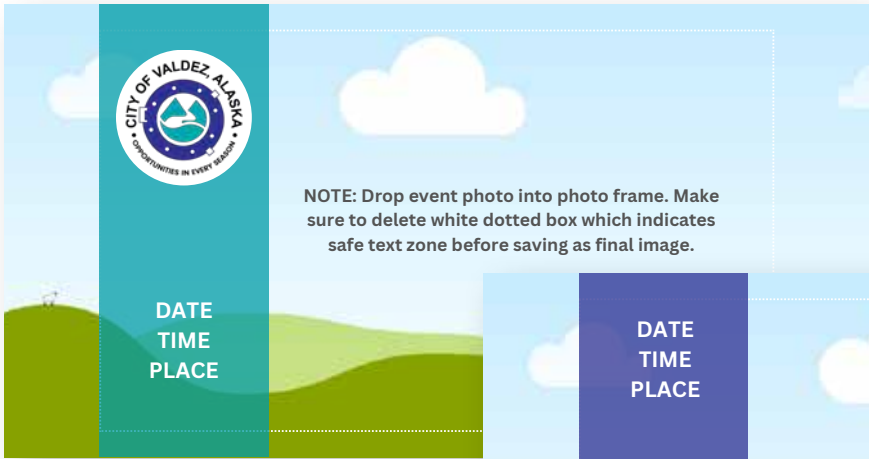
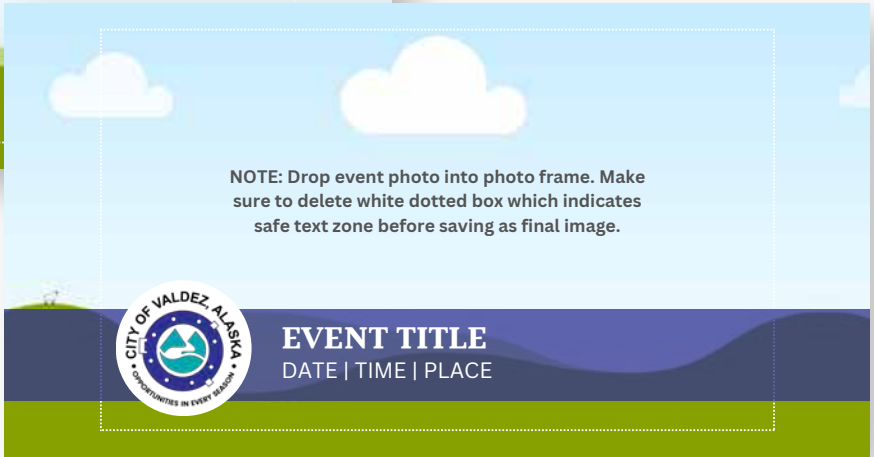
Press Release Title

Subtitle

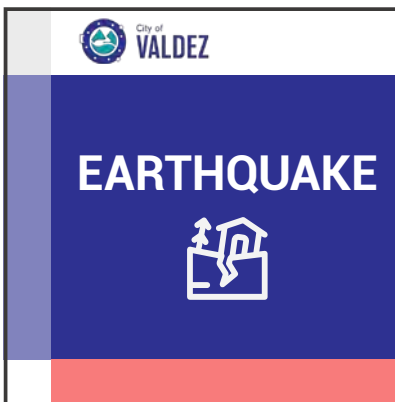
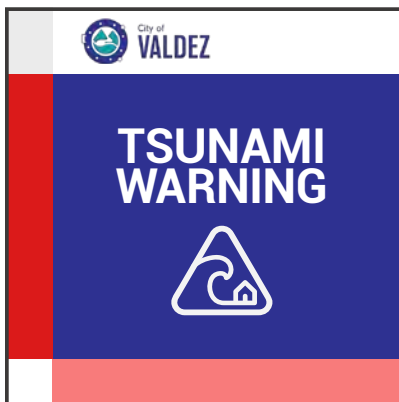
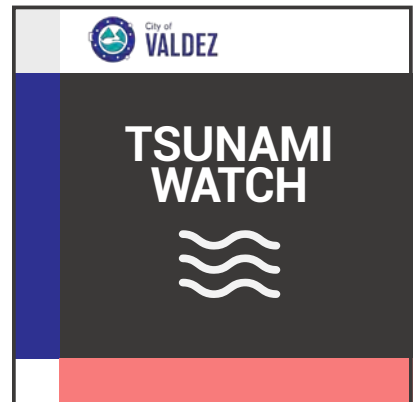
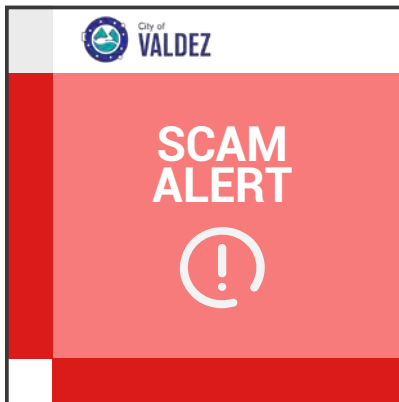
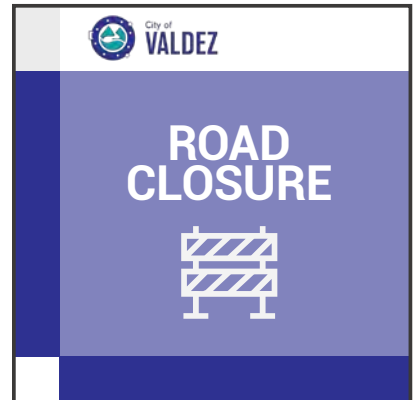
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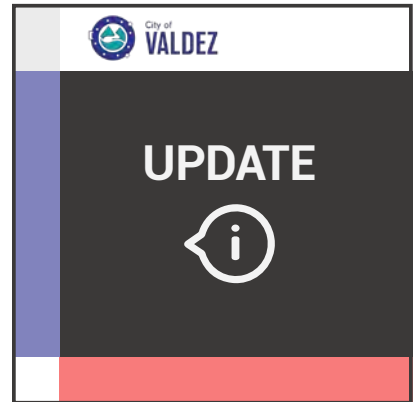
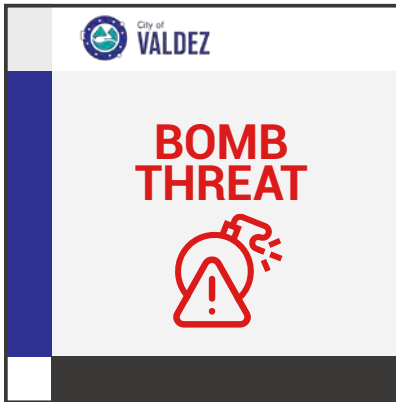
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FACEBOOK EVENT COVER IMAGES



SOCIAL MEDIA ALERT GRAPHICS







Legislation Text

File #: RES 24-0016, **Version:** 1

ITEM TITLE:

#24-16 - Amending the 2024 Budget by Appropriating \$5.6MM of Excess Funds Carried Forward from 2023 to the Capital Planning Reserve and by Re-allocating \$1.8MM from Previously Appropriated and Approved Capital and Major Maintenance Projects

SUBMITTED BY: Jordan Nelson, Finance Director

FISCAL NOTES:

Expenditure Required: \$7.4MM

Unencumbered Balance: \$7.4MM

Funding Source: \$5.6MM from General Fund Fiscal Year 2023 Excess Funds Carried Forward, and \$1.8MM Re-allocated Funds from Capital and Major Maintenance Projects

RECOMMENDATION:

Approve

SUMMARY STATEMENT:

Final prioritization of projects for the upcoming fiscal year will take place during October/November Operating Budget workshops to adopt both "Operating" and "Capital" budgets simultaneously.

In order to facilitate this convention, Valdez City Council is electing to re-activate the Capital Projects Planning Reserve where excess funds carried-forward from the prior fiscal year will be placed in reserve annually and appropriated during the Operating and Capital Budget process which is typically adopted by the first week of December.

Attachment A includes excerpts from the 2015 Budget outlining the spirit of this process, and the intention to take similar action with the 2015 Budget. Council and Administrative priorities changed drastically in 2015 with a volatile revenue picture and turnover.

For this year, it means the 2023 Fiscal Year Carryforward is placed in the Capital Projects Planning Reserve until the 2025 Operating and Capital Budget workshops in the fall of 2024 where funds will be appropriated to Capital and Major Maintenance priorities for Fiscal Year 2025.

With this resolution, Council wishes to establish this convention for future Operating and Capital Budgets.

Since this is the first year of a new projects budgeting convention, projects team respectfully requests funding for three projects outside of the full prioritization process in order to keep momentum on the City's CIP and Major Maintenance list.

- New: North Harbor Drive Restripe \$250,000
- New: Rural Roads Program (planning) \$125,000
- Repurpose: Water/Sewer Well #5 project GO22 Bond Proceeds
 - Water/Sewer Well #5 Project had a remaining balance of \$600K that will be re-allocated by this resolution. The well project has been previously prioritized by City Council, and staff will accomplish the project using Bond Proceeds from the recent 2022 General Obligation Bond “for the Replacement of the Sewer Force Main and Certain Water and Sewer Infrastructure”. This course of action has been reviewed by Bond Counsel as an appropriate use of proceeds based on the bond referendum.

Attachment A includes a summary of re-allocated Capital and Major Maintenance funding, re-allocated and administrative clean-up of operational/administrative reserve funds, two new projects, and an analysis of funds carried-forward from Fiscal Year 2023.

CITY OF VALDEZ, ALASKA

RESOLUTION #24-16

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF VALDEZ, ALASKA, AMENDING THE 2024 BUDGET BY APPROPRIATING \$5.6MM OF EXCESS FUNDS CARRIED FORWARD FROM 2023 TO THE CAPITAL PLANNING RESERVE AND BY RE-ALLOCATING \$1.8MM FROM PREVIOUSLY APPROPRIATED AND APPROVED CAPITAL AND MAJOR MAINTENANCE PROJECTS

WHEREAS, Council hereby adopts a method of utilizing funds carried forward from the previous fiscal year to a Capital Projects Planning Reserve; and

WHEREAS, balances of the Capital Projects Planning Reserve account shall be available for projects prioritization and budgeting for the following fiscal year; and

WHEREAS, Council has provided direction to management regarding approved capital and major maintenance projects; and

WHEREAS, budget amendments must be formally appropriated via Budget Amendment Resolution.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF VALDEZ, ALASKA, that the 2024 City Budget is amended as follows:

Section 1: Capital Projects Planning Reserve Fund, 350-0319-58000 is increased by \$5,616,945.89.

Section 2: Transfer from General Fund, 350-0050-39100, is increased by \$5,616,945.89.

Section 3: Transfer to Reserve Fund, 001-0050-49140, is increased by \$5,616,945.89.

Section 4: Transfer from Capital Facility, 350-0050-39125 is increased by \$777,791.18

Section 5: Capital Facility Transfer to Reserve Fund, 310-0050-49140, is increased by \$777,791.18.

PASSED AND APPROVED BY THE CITY COUNCIL OF THE CITY OF VALDEZ, ALASKA, this 16th day of April, 2024.

City of Valdez, Alaska

ATTEST:

Sharon Scheidt, Mayor

Sheri L. Pierce, MMC, City Clerk

GENERAL LEDGER	ACTIVITY CODE	GENERAL LEDGER CODE NAME	Balance	Target Balance	Add/ (Subtract)	Comments
PROJECTS REPURPOSING (ADD, REDUCE, CLOSE)						
350-0310-55000	1707	Senior Center Upgrades	34,410	110,000	75,590.04	Add
350-0310-55000	1804	PARK Shelter Structural Repa	121	-	(120.92)	Close
350-0310-55000	1810	SCHO HIGH Water Repl	63,276	10,000	(53,275.51)	Reduce
350-0310-55000	1816	AIRP Office Remodel	4,050	-	(4,049.50)	Close
350-0310-55000	1908	BUIL Phone System Replacement	73,483	-	(73,482.57)	Reduce
350-0310-55000	2004	BUIL City Revitalization	41,986	-	(41,986.04)	Reduce
350-0310-55000	2005	BUIL Insur Mech Repa	177,329	-	(177,328.89)	Close
350-0310-55000	2009	HRB SBH Elect Vaults	64,142	-	(64,142.23)	Reduce
350-0310-55000	2010	BUIL Council Chmbrs Upgr	285	-	(284.86)	Close
350-0310-55000	2022	PARK Robe River Playground Upgrades	1,212	-	(1,212.00)	Close
350-0310-55000	2101	WASE Robe River Booster Pump Replacement	51,260	10,000	(41,259.63)	Reduce
350-0310-55000	2104	SCHO HERM Cafeteria Floor Repl	16,025	-	(16,024.71)	Close
350-0310-55000	2105	BUIL LIBR Restroom Remodel	17,002	-	(17,002.47)	Reduce
350-0310-55000	2108	BUIL SENSI Siding	63,346	360,000	296,654.00	Add
350-0310-55000	2203	WASE Waterline Relocation Meals to Rich	(20,555)	-	20,554.77	Add
350-0310-55000	2204	SENI Sprinkler Repair	163,396	-	(163,396.13)	Close
350-0310-55000	2205	POFI Outdoor Warning System	28,985	50,000	21,015.00	Add
350-0310-55000	2206	BUIL CIVI Flood Damange Repair	3,712	775,000	771,288.00	Add
350-0310-55000	2207	PORT CONT Scale Replacement	33,465	-	(33,465.00)	Close
350-0310-55000	2208	HARB Fisherman's Dock Repairs	1,530	30,000	28,469.55	Add
350-0310-55000	2302	MUSE Museum Entry Plaza Repairs	30,417	-	(30,417.00)	Close
310-1100-58000		STRE Pavement Mgt PH I	700	-	(700.00)	Close
310-1634-58000		New Fire Station	6,971	-	(6,971.11)	Close
310-2160-58000		Alpine Woods Sewer Project	98,122	-	(98,122.30)	Reduce
310-2538-58000		WASE WATE New Well #5	613,897	-	(613,897.48)	Reduce - Use Sewer Force Main Bond Proceeds
310-3600-58000		BUIL Coast Guard city Sign	8,949	-	(8,948.75)	Reduce
310-4253-58000		MUSE New Museum	27,347	-	(27,346.90)	Close
312-6400-58200		Kelsey Dock Phase II (warehous	21,805	-	(21,804.64)	Close
OPERATIONAL AND ADMINISTRATIVE RESERVES						
350-0600-55000		Nuisance Abatement Program	176,372	336,911	160,539.39	Add - Landshark contaminated soil clean-up
350-1200-55000	201	Concrete/Asphalt Repairs for COV properties	32,631	50,000	17,368.53	Add - Maintain 50K Target Balance
350-5410-58200		Sr Apts - City Contribution	229,775	-	(229,775.00)	Covered Pavilion struck from project by Council
352-8300-55500		COVID19 EconRecovery Task Forc	69,181	27,715	(41,465.64)	Leftover appropriation, available to be repurposed
352-8300-55010		Emergency Preparedness	836,841	882,044	45,202.61	General emergency preparedness
352-8400-41150		Temporary Wages - Incident	45,203	-	(45,202.61)	Incident concluded, move to general preparedness
PROJECT PLANNING RESERVE						
350-0319-58000		Projects Planning Reserve			5,616,945.89	Carryforward funds to Projects Planning Reserve

GENERAL LEDGER	ACTIVITY CODE	GENERAL LEDGER CODE NAME	Balance	Target Balance	Add/ (Subtract)	Comments
NEW PROJECTS						
350-0310-55000	2401	N. Harbor Drive Restripe	-	250,000	250,000.00	FlashVote Survey to advise on scope
350-0310-55000	2402	Rural Roads Program	-	125,000	125,000.00	Planning for Rural Roads Improvements
TRANSFERS						
350-0050-39100		Reserve Fund Transfer from General Fund			(5,616,945.89)	Carryforward from General Fund
001-0050-49140		General Fund Transfer to Reserve Fund			5,616,945.89	Carryforward to Reserve Fund
350-0050-39125		Reserve Fund Transfer from Capital Fund			(777,791.18)	Repurposed Funds from Capital Fund
310-0050-49140		Capital Fund Transfer to Reserve Fund			777,791.18	Repurposed Funds to Reserve Fund

**CITY OF VALDEZ, ALASKA
CITY COUNCIL
2015 BUDGET POLICY STATEMENT**

of the City Council. Such realities then generate the necessary debate that could ultimately change City policies, services, and/or state and federal legislative priorities, sufficient to deal with the shortfall.

Three separate long term accounts will be established to manage Major Maintenance, Major Equipment, and Capital Projects. The budget policy statement will set the 2015 target for the minimum annual revenue percentage that will be budgeted for each of these funds to support their respective requirements. Note that these are initial planning targets only and the City Council may adjust the actual levels of funding at anytime during the budget development process. These funds will carry-over from year to year to allow accumulation of funds. It will also provide a mechanism for depositing extra money during good revenue years that can help to extend the capacity of each program.

- Major Equipment Reserve – The Major Equipment Reserve provides funding for the purchase of the City's capital equipment valued at \$10,000 or higher. The City has adopted a 10-year equipment replacement plan to accommodate the equipment needs of the City into the future. The equipment replacement account should be maintained at a minimum balance of not less than \$1,000,000 at any one time. This minimum balance allows for the replacement of the catastrophic loss to the City's essential equipment. The annual contribution to this fund will be up to four percent (4%) of total projected annual General Fund revenues.
- Major Maintenance Reserve – The Major Maintenance Reserve provides funding for the repair or renovation of the City's capital infrastructure valued between \$20,000 and \$250,000. The City has adopted a 30-year life cycle maintenance plan to accommodate the preservation of the City's physical assets. The major maintenance account should be maintained at a minimum balance of not less than \$500,000 at any one time. This minimum balance will allow for initial emergency repairs to essential assets. The

annual contribution to this fund will be up to four percent (4%) of total projected annual General Fund revenues*.

- Capital Facilities Fund – The Capital Facilities Fund provides discrete accounts for specific Capital Projects that will result in new or expanded City assets valued at \$20,000 or higher; or for major maintenance projects valued at more than \$250,000; as well as for the demolition of major City assets. The City will develop a multi-year plan for establishing capital projects that will focus on providing better service delivery, community planning goals, economic expansion opportunities, and/or improved quality of life for Valdez. The annual contribution to this fund will be up to four percent (4%) of total projected annual General Fund revenues*.

* Note: To help address the annual General Fund revenue uncertainty/volatility; in 2014 the City Council began 'forward funding' Major Maintenance and Capital Projects. This was done by appropriating known resources during the annual mid-year budget adjustment to the following year's projects. Therefore during the development of the 2015 budget, any estimated funding for MM/CIP based on budget development assumptions will be set aside in a reserve account until the following year's mid-year adjustment, when we can then validate those assumptions and again determine 'known' levels of funding for 2016's projects.

PERSONNEL

The City Council recognizes that the quantity and quality of services rendered by City government is directly dependent upon the quantity and quality of personnel employed by the City. Recruiting and retaining qualified and dedicated people to provide services to the citizens is essential. The City Council therefore takes a leadership role in the community as an exemplary and model employer in terms of concern for employees, training, safety, equal opportunity, wages and fringe

funding to finish that year. However, a full year's budget totaling \$474,365 is included in this 2015 draft for the first time.

Revenue

In addition to our property tax revenues, the City also receives money from the state and federal governments. Over the past few years we have been receiving approximately \$2.7 million per year from the federal government in the form of forest receipts and PILT (Payments In lieu of Taxes). However, these programs are now only considered for authorization on a year-by-year basis, and therefore can no longer be counted upon for budget planning.

Capital Projects – Major Maintenance

In 2014 the City took a new approach to capital project and major maintenance funding. Due to the magnitude of the funding required for these projects; the fall revenue assumptions made realistic planning very difficult. Therefore the 2015 capital projects and major maintenance needs were forward funded at the 2014 mid-year budget adjustment, using actual revenue received that year. What this means for the 2015 budget draft, is that any 'soft' funding that can be allocated toward these types of projects, based on the fall revenue assumptions, will be placed in a Reserve Fund holding account until the 2015 mid-year budget adjustment. At that time this funding will be trued up against actual revenue and then used to forward fund the 2016 projects.

Personnel

Healthcare – The City has a self funded health benefit program. Therefore we do not pay 'premiums' for this coverage, rather we budget to cover our expected actual claims plus administrative charges. 2014 saw an extraordinary number of high dollar claims, which caused two mid-year cash infusions into the Health Fund. Since future payments into the fund are based on past years claims history, it is anticipated that healthcare costs will increase sharply in 2015. As a result, the 2015 budget includes a 30% increase for these expected benefit costs totaling \$543,893.

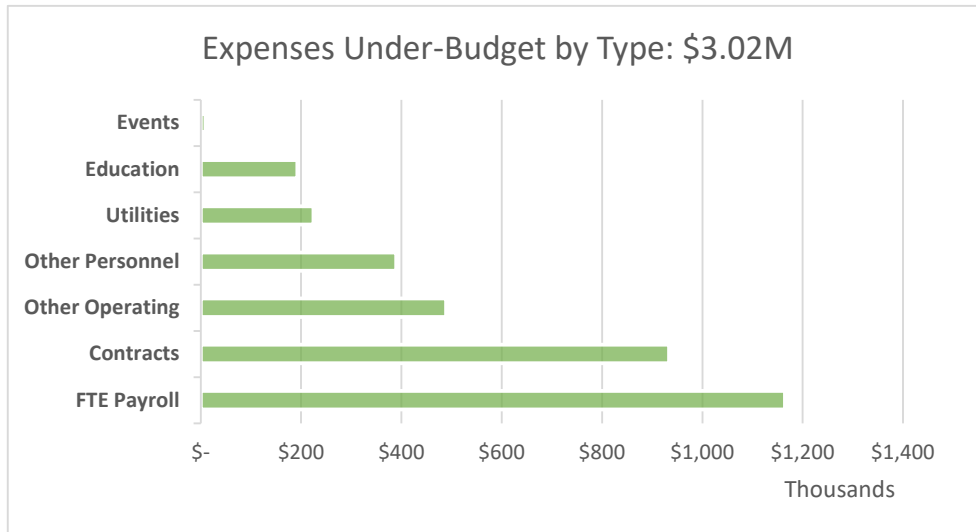
Additionally, this proposed budget includes a 2% Cost of Living Adjustment (COLA) for all regular City employees.

Bottom Line

The 2015 budget presents a status quo spending plan, except for the issues noted, which satisfies the general guidance provided in the Budget Policy Statement.

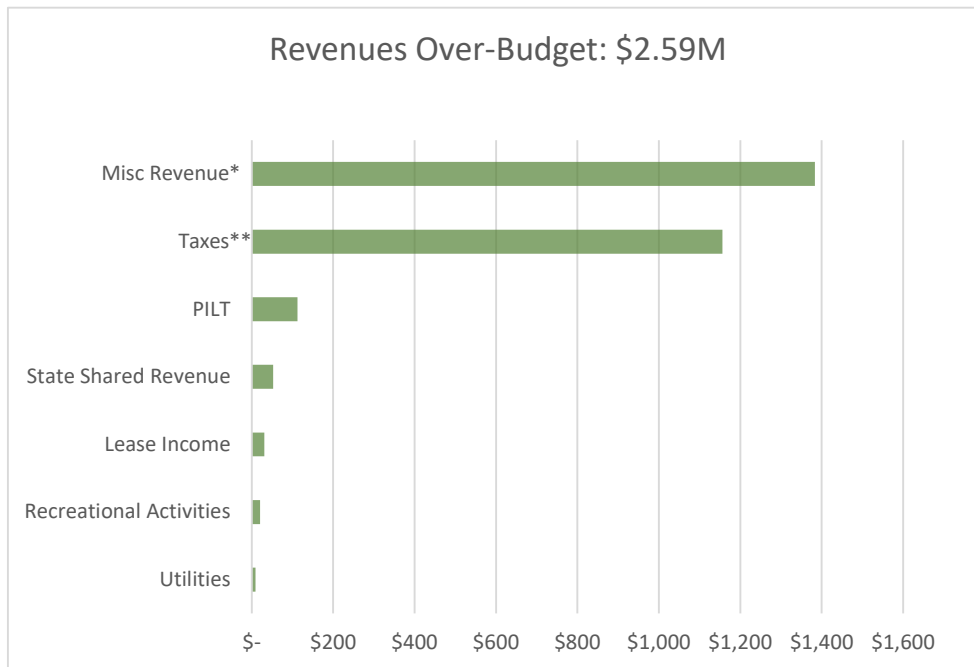
The City Council and City Administration continued to feel pressure during the development of this budget proposal. On one hand the public expects the City to provide a particular level of quality public services; which of course, required a certain level of resources. But on the other hand we could clearly see that based on reasonable revenue projections, it will probably not be possible to sustain that level of spending much longer. This is demonstrated by the fact that funding for the operational portion of this budget required reducing funds set aside for 2016 Capital Projects and Major

Carryforward Analysis



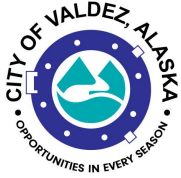
Percent of Budget Unspent in 2023 by Department

Solid Waste	25%	Park Maintenance	14%	Animal Control	3%
Civic Center	25%	Human Resources	13%	Insurance	2%
Emergency Management	24%	Police	12%	Education	2%
Engineering	24%	Community Development	12%	Streets/Shop	1%
Economic Development	24%	Building Maintenance	11%		
Parks & Recreation	20%	Administration	8%		
Library	19%	Public Safety	5%		
City Council	16%	Law Enforcement	3%		
Information Services	15%	Fire/EMS	3%		



*90% of Misc Revenue is Interest Income

**Taxes, Property Tax (988K) Hotel & Motel (120K)



Legislation Text

File #: 24-0129, **Version:** 1

ITEM TITLE:

Report: Policy 6200-01 Municipal Naming, Monument, and Sponsorship Policy

SUBMITTED BY: Ken Wilson, PRCS Director

FISCAL NOTES:

Expenditure Required: N/A

Unencumbered Balance: N/A

Funding Source: N/A

RECOMMENDATION:

Staff recommend reviewing the policy for naming procedures to inform any future changes to names of public facilities.

SUMMARY STATEMENT:

Policy 6200-01 Municipal Naming, Monument, and Sponsorship Policy is attached for City Council review.

The purpose of this policy is to:

- Establish criteria and formal procedures for consideration of
 - Naming on public facilities and outdoor space
 - Placement of monuments, statues, and public art
 - Placement of memorial park benches, trees, and bricks
- To recognize individuals, groups or organizations that have made significant contributions to the City of Valdez



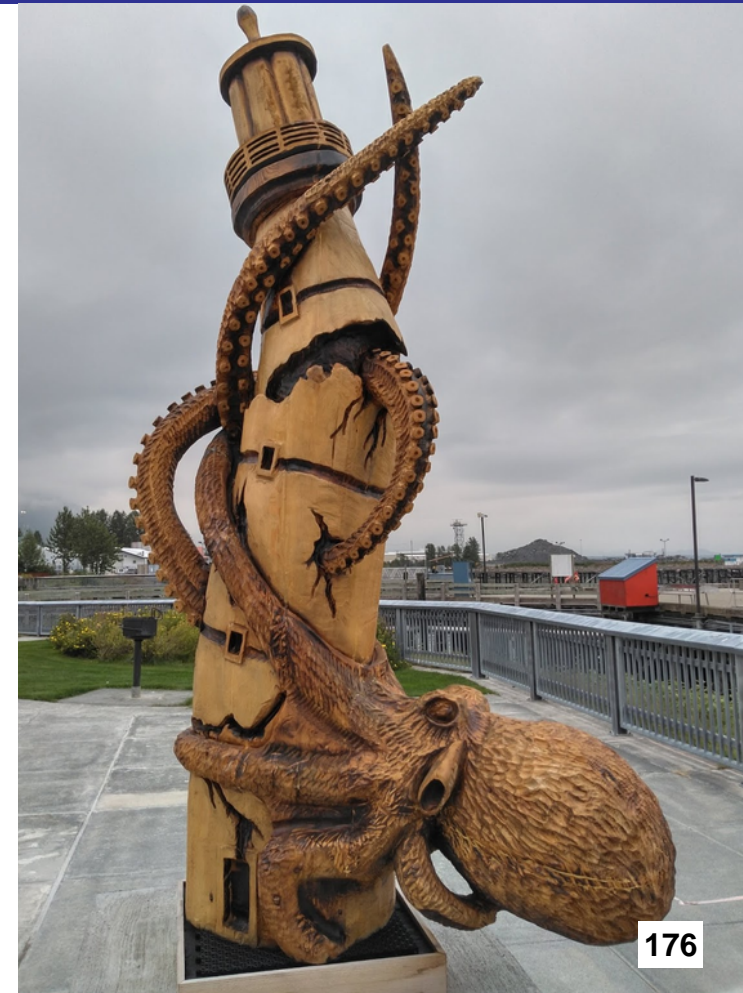
Municipal Naming, Monument and Sponsorship Policy Guide

14 June 2023



Overview

- General Information
- Naming of Public Facilities and Outdoor Space
- Monuments, Statues and Public Art
- Signage
- Memorial Park Benches, Bricks and Trees



Purpose

The purpose of this policy is to

- Establish criteria and formal procedures for consideration of
 - Naming on public facilities and outdoor space
 - Placement of monuments, statues and public art
 - Placement of memorial park benches, trees and bricks

To recognize individuals, groups or organization that have made significant contribution to the City of Valdez

Purpose

This policy outlines criteria, conditions and procedures in order to

- maintain integrity
- encourage philanthropic giving while acknowledging public investments
- safeguard against unwanted commercialization of City Assets

Purpose



Consideration will include:

- specific names of public facilities and outdoor space
- specific placement of statues and/or monuments on City-owned land
- Duration of each of these relationships

Guiding Principles

- Engender a strong positive image consistent with the city's goals and values
- The naming of a public facility be appropriate relative to the City Asset's location and/or history
- Have historical, cultural, or social significance for future generations
- Commemorate places, people or events that are of continued importance to the city, community, region or state
- Have symbolic value that transcends its ordinary meaning or use and enhances the character and identity of the city asset
- Names, individual or image depicted have recognizable geographic, topographic, or historical significance
- Have broad public support
- The location of the Monument, Statue or Public Art is significant in some measurable way to the individual or image depicted
- Not result in excessive commercialization of the City Asset



Naming of Public Facilities and Outdoor Space

Purpose



- Establish formal policies as a guide to the City Council
- Determine under what circumstances land, buildings and facilities should be named or renamed
- Establish duration of naming rights of city-owned land, buildings and facilities

Purpose



Ensure the following:

- Naming public facilities and outdoor spaces enhances a sense of community
- Areas are easily identified and located
- Names are consistent with the values and characteristics of the City of Valdez
- Assure the quality of the name so it will serve the city in a permanent manner
- Encourage public participation
- Encourage and recognize the dedication of lands or donations by individuals or groups

Guidelines



- City-owned land, buildings and facilities may be named in honor of persons who have served
 - the nation
 - the State of Alaska
 - the City of Valdezin an exceptional and distinguishable manner
- and where such action is warranted by a contribution or service which is deemed of major significance
- The City Council will consider recommendations from different bodies of the applicable City Commission(s) or local interest groups

Guidelines

- City-owned land, buildings and facilities may be named after individuals or families who have donated the land or funds for a capital project
 - particularly if such naming is set forth as a condition of the donation
- The City Council may approve the naming of city-owned land, buildings or facilities based on an organization or individuals monetary contribution for that purpose
 - the funds from that contribution may be used for any purpose deemed appropriate by the City Council unless there is a specified use as a condition of the contribution



Guidelines



- When appropriate, parks, trails and facilities can be named after predominant geographical or physical features of the land including natural and man-made features.
- Different sections of public facilities may carry names that differ from that of the overall park or facility
 - The guidelines outlined shall still apply in the selection and adoption of the name.

Review Procedure



1. Submittal Request

2. Sub-committee Review

3. Sub Committee(s) Recommendation

4. The City Council

Qualifying Names and Criteria



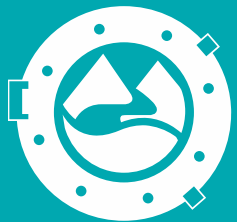
- Geographical location of facility or outdoor space
- An outstanding feature of the area
- Commonly recognized subjects of historical significance
- A person or group who significantly contributed to the acquisition or development of the park/facility
- An individual who provided exceptional service in the interest of the park system as a whole or for the community as a whole
- A person whose contribution or significant gift is of a most extraordinary nature
- Parks and facilities that are donated to the city can be names by deed restriction by the Donor.

Renaming



- Renaming is strongly discouraged, as naming is intended for public recognition.
- Renaming or removal of the name of an already named public facility will be subject to the most careful examination so as not to diminish the original justification for the name or discount the value of the prior contributors.
- The City Council has complete discretion to remove a name or rename a property

Monuments, Statues and Public Art



City of
VALDEZ



Purpose

- To establish formal policies as a guide to the City Council in considering the placement of a Monument, Statue, or public art on city-owned land
 - Under what circumstances a desired location would be best suited for the placement of Monument, Statue, or public art
 - The duration of this placement

The Community Development Department oversees placement of Monuments, Statues and public art on private property

Guidelines



- The City Council will consider placement of Monuments, Statues or public art pieces
- Placement may be in honor of persons who have served
 - the nation
 - the State of Alaska
 - the City of Valdez

in an exceptional and distinguishable manner

- and where such action is warranted by a contribution or service which is deemed of major significance
- The City Council will consider recommendations from different bodies of the applicable City Commission(s) or local interest groups

Guidelines



- Placement of a Monument, Statue or public art in honor of a deceased person shall not take place until after a minimum of one-year waiting period
- A Monument or Statue may be named after individuals or families who have donated the lands or funds, particularly if such naming is set forth as a condition of the donation.
 - The funds from that contribution may be used for any purpose unless there is a specified use as a condition of the contribution
- The duration of the name is on a case-by-case basis unless otherwise set forth as a condition of the contribution

Review Procedure

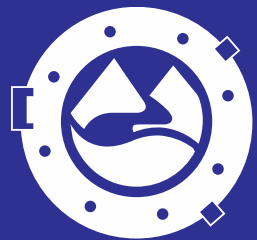


1. Submittal Request

2. Sub-committee Review

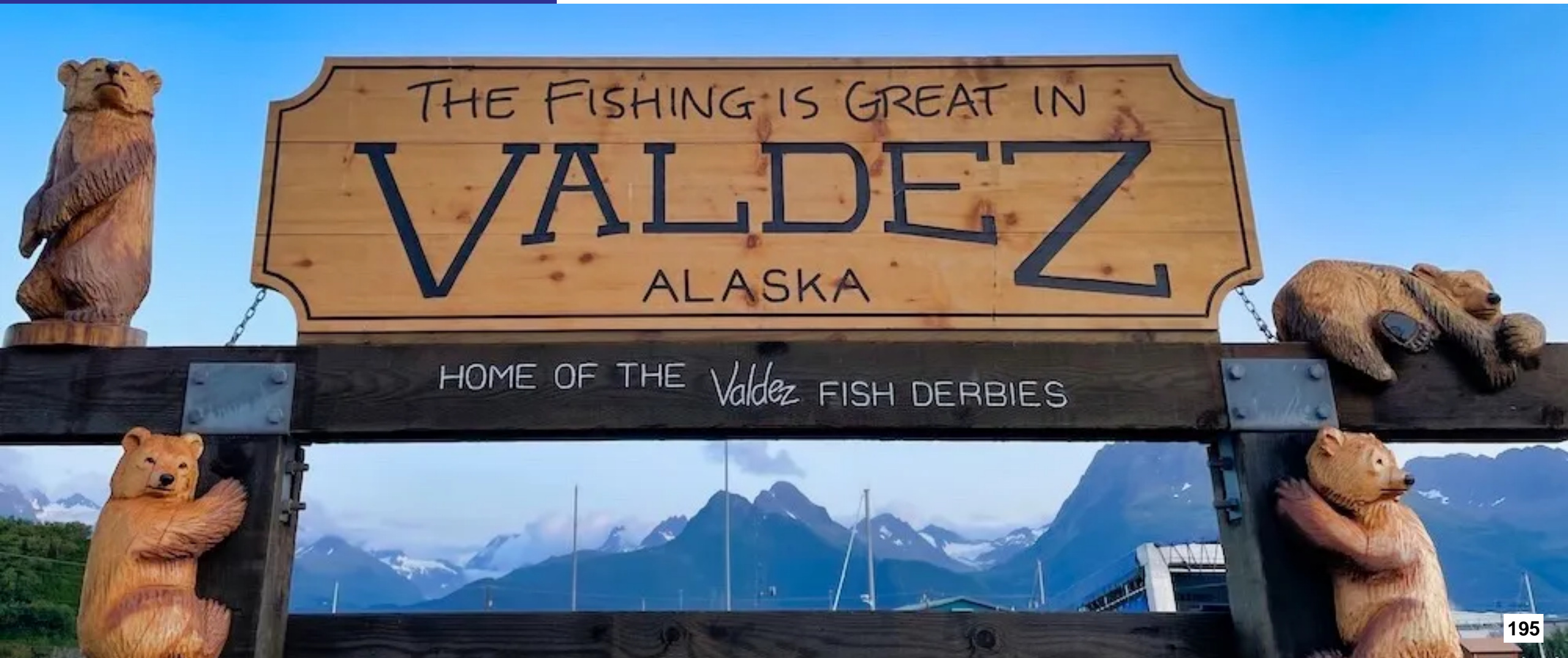
3. Sub Committee(s) Recommendation

4. The City Council



City of
VALDEZ

Signage



Guidelines



- Donor or Naming acknowledgement is permitted but must be approved by the City Council prior to installation
- This approval will include review of the
 - size
 - subject matter
 - overall sign design
 - materials
 - location
 - placement
- Signage must comply with the Sign Ordinance (HBMC 17.50) and adhere to the City's official logo and branding guidelines

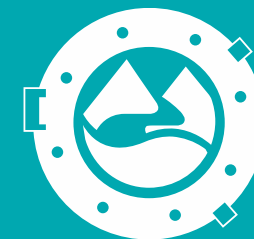
Guidelines



- Any physical form of recognition shall not interfere with visitor use or routine operations
- The form of any on-site recognition shall:
 - Be of appropriate size and color
 - Not dominate the sign in terms of scale or color
 - Not detract from surroundings or any interpretive messages
- The use of any corporate logos and insignias on the recognition signs will be considered by the City Council for formal approval



Memorial Park Benches, Bricks and Trees



City of
VALDEZ

Guidelines



- The Parks, Recreation and Cultural Services department accepts, reviews and administers Memorial Donation requests to the appropriate department.
- Placement may be in honor of persons who have served
 - the nation
 - the State of Alaska
 - the City of Valdez

in an exceptional and distinguishable manner

- and where such action is warranted by a contribution or service which is deemed of major significance

At A Glance



Naming of Public Facilities and Outdoor Spaces

The City Council retains sole authority to name City-owned land, buildings, and facilities.

Placement of Monuments, Statues, or Public Art

The City Council retains sole authority to allow installation of a Monument, Statue or public art to honor or memorialize a person or family or to celebrate the culture of the community

Memorial Bench, Brick and Tree Donation Program

The Parks, Recreation and Cultural Services department accepts, reviews and administers Memorial Donation requests to the appropriate department.



Policy Number:	6200-01		
Policy Name:	Municipal Naming, Monument, and Sponsorship Policy		
Adoption Date:		Revision Date:	
Approved By:		Expiration Date:	

1. Scope

This is a city-wide policy that applies to all employees and departments who will be a part of naming public facilities and outdoor spaces, in addition to overseeing placement of monuments, statues or public art, and memorial park benches.

2. Purpose / Background

The purpose of this policy is to establish criteria and formal procedures for consideration of the naming of public facilities and outdoor spaces. This policy will also establish procedures for the placement of monuments, statues, public art, and memorial park benches, as well as event and activity sponsorship. In doing so this policy will maintain integrity, encourage philanthropic giving while acknowledging public investments, and to safeguard against unwanted commercialization of City assets.

3. Policy

Naming of public facilities and placing monuments, statues, public art, and memorial park benches shall engender a strong positive image consistent with the city's goals and values. It should have historical, cultural, or social significance alongside broad public support. And it should commemorate places, people or events that are of continues importance to the city, community, region, or state.

4. Procedures

Consideration of requests for naming of public facilities and outdoor spaces, as well as the placement of monuments, statues, public art, and memorial park benches will include the following:

1. Submittal request
2. Sub-committee review
3. Sub-committee recommendation
4. City Council review

5. Limitations / Approvals / Responsibilities

The policy states that City Council retains sole authority to name city owned land, buildings, and facilities, and allow installation of a monument, statue or public art. Parks Recreation and Cultural Services accepts and reviews memorial bench donation requests and assigns to the appropriate department.

Renaming

Renaming of parks and facilities is strongly discouraged and will be subject to the most careful examination. City Council has complete discretion to remove or rename a property.

6. Definitions

City Assets: Tangible or intangible items of value that are owned or created by the City including but not limited to both City facilities and City-owned land

City Facility (included in City Assets): Any part of real property or structure owned by the City including, but not limited to parks, libraries, Recreational Facilities buildings, parking facilities, interior or ancillary features that are a part of, or within, a larger facility and other City facilities.

Monument or Statue: a structure erected to commemorate a famous or notable person or event.



**City of Valdez
Parks & Recreation**
P.O. Box 307
Valdez, Alaska 99686



MUNICIPAL NAMING, MONUMENT AND SPONSORSHIP POLICY GUIDE

**PUBLIC FACILITIES + OUTDOOR SPACES, MONUMENTS,
STATUES + PUBLIC ART EVENT + ACTIVITY SPONSORSHIP**

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PURPOSE

The purpose of this policy is to establish criteria and formal procedures for consideration of the naming of public facilities and outdoor space; the placement of Monuments or Statues, public art, and memorial park benches; and event and activity Sponsorships for the purpose of recognizing individuals, groups or organization that have made a significant contribution to the City of Valdez. This policy shall guide the City Council in its approval of these recognition opportunities to ensure a thorough and formal review of each request.

This policy outlines criteria, conditions and procedures in order to maintain integrity, encourage philanthropic giving while acknowledging public investments, and to safeguard against unwanted commercialization of City Assets. Consideration will include the specific name(s) of public facilities and outdoor space; the specific placement of Statues and/or Monuments on City-owned land; Sponsorship opportunities; and the duration of each of these relationships.

GENERAL INFORMATION

Definitions

The following definitions will apply for the purpose of this policy:

City Assets: Tangible or intangible items of value that are owned or created by the City including but not limited to both City facilities and City-owned land.

City Facility (included in City Assets): Any part of real property or structure owned by the City including, but not limited to parks, libraries, Recreational Facilities buildings, parking facilities, interior or ancillary features that are a part of, or within, a larger facility and other City facilities.

Civic Organizations: any local service club or association not organized for profit but operated exclusively for education or charitable purposes.

Commission: Commission as defined by the City of Valdez.

Donation or Gift: A monetary (cash) contribution, endowments, personal property, real property, financial securities, equipment, in-kind goods or services, or any other City Asset that the City has accepted and for which the Donor has not received any goods or services in return.

Donor: A person or other legal entity that proposes or provides a Donation to the City.

Funding: Financial or in-kind resource to provide funding that might result in Naming or Renaming.

Naming: The selection and approval by the city for the initial Naming of a City Asset within the public right of way.

Monument or Statue: a structure erected to commemorate a famous or notable person or event.

Renaming: The selection and approval by the City for a new name of an existing City Asset.

Sign Ordinance: The City's sign regulations contained in the City of Valdez ordinance.

Sponsorship: A contractual arrangement for a defined period of time where a third party provides goods, services or financial contribution in return for access to the commercial/marketing potential associated with rights to be publicly denoted as being a sponsor of a city service, program, event, activity or sub-component of a City Asset and/or rights for the inclusion and public display of the third party's name as part of the name of a city service, program, event, activity or sub-component of a City Asset.



NAMING OF PUBLIC FACILITIES + OUTDOOR SPACE

Purpose

To establish formal policies as a guide to the City Council in considering appropriate names for city-owned land, buildings, and facilities (City Asset); whether, and under what circumstances, such land, building, and facilities should be named or renamed in honor of an individual; and the duration of Naming rights of City-owned land, buildings, and facilities.

This policy is in place to ensure the following:

- The Naming of public facilities and outdoor space enhances a sense of community within the city.
- Parks and recreational areas are easily identified and located.
- Names given are consistent with the values and characteristics of the City of Valdez.
- Assure the quality of the title/name, so that it will serve the purpose of the city in a permanent manner.
- Encourage public participation and input in order to fully represent the best interest of the area affected; and
- Encourage and recognize the dedication of lands, or Donations by individuals or groups.

Guiding Principles

In considering proposals for the Naming or Renaming of a city-owned public facility or outdoor space, the city will consider whether the proposed name will:

- Engender a strong positive image consistent with the city's goals and values;
- Be appropriate relative to the City Asset's location and/or history;
- Have historical, cultural, or social significance for future generations;
- Commemorate places, people, or events that are of continued importance to the city, community, region, or state;
- Have symbolic value that transcends its ordinary meaning or use and enhances the character and identity of the City Asset;
- Names that have recognizable geographic, topographic, or historical significance associated with Valdez. In assessing this type of name, the City Council will take into consideration the recommendations from different bodies such as the Parks & Recreation, Planning, and Ports & Harbor Commissions.
- Have broad public support; and
- Not result in the excessive commercialization of the City Asset.

Guidelines

The City Council will consider requests for the Naming of public facilities and outdoor space whether submitted by City Council members, city staff, city agencies, Civic Organizations, or by members of the community.

City-owned land, buildings and facilities may be named in honor of persons who have served the nation, the State of Alaska and/or the City of Valdez in an exceptional and distinguished manner; and where such action is warranted by a contribution or service which is deemed to be of major significance. In assessing this honor, the City Council will take into consideration the recommendations from different bodies such as the applicable City Commission(s) or local interest groups.

City-owned land, buildings and facilities may be named after individuals or families who have donated the land or funds for a capital project, particularly if such Naming is set forth as a condition of the Donation. Additionally, the City Council may approve the Naming of city-owned land, buildings or facilities based on an organization or individual's monetary contribution to the city for that purpose. The funds from that contribution may be used for any purpose deemed appropriate by the City Council unless there is a specified use as a condition of

the contribution. The duration of the name is on a case-by-case basis at the discretion of the City Council unless otherwise set forth as a condition of the contribution approved by the Council.

The names of city-owned land, buildings and facilities shall not normally be named in honor of individuals when they have previously been named for another individual. However, if the Council deems it appropriate, they may vary from the guideline on a case-by-case basis.

When appropriate, parks, trails and facilities can be named after predominant geographical or physical features of the land. These may include natural features or man-made features. Different sections of public facilities and outdoor space may carry names that differ from that of the overall park or facility. This may include the Naming of individual items in a park or facility such as a meeting room. However, the guidelines outlined in this guide shall still apply in the selection and adoption of the name.

Review Procedure

Consideration of requests for the Naming of public facilities and outdoor space will include the following:

1. **Submittal Request.** Letter requests for Naming of City-owned land, buildings and facilities shall be filed with the City Clerk. Letters shall include clear justification for the request including qualifying information, as outlined below.
2. **Sub-committee Review.** Upon review by the City Manager and if the request warrants further investigation, it will be presented to the City Council to consider designating a sub-committee consisting of two (2) City Council Members to provide a detailed analysis and recommendation. The Council may also direct any applicable Commission to also create a sub-committee to further assist in the review.
3. **Sub-committee(s) Recommendation.** The sub-committee(s) will present their recommendations to the applicable body followed by the City Council for a formal review. If the Sub-committee recommends approval, it will also provide a written statement to be preserved as to who the individual is/was and why the naming is taking place.

4. **City Council Review.** The City Council will make its determination as to the Naming or Renaming of City-owned land, buildings, and facilities at regularly scheduled meetings. The decision of the City Council will be final.
 - a. In the case the request is denied by the Council, no further action is taken.
 - b. If the request is approved, staff will begin implementing the Naming of the public facility or outdoor space through execution of a formal agreement.

Qualifying Names and Criteria

The review and selection of names will follow an extensive and exhaustive review of several factors. The following will be considered as part of this review:

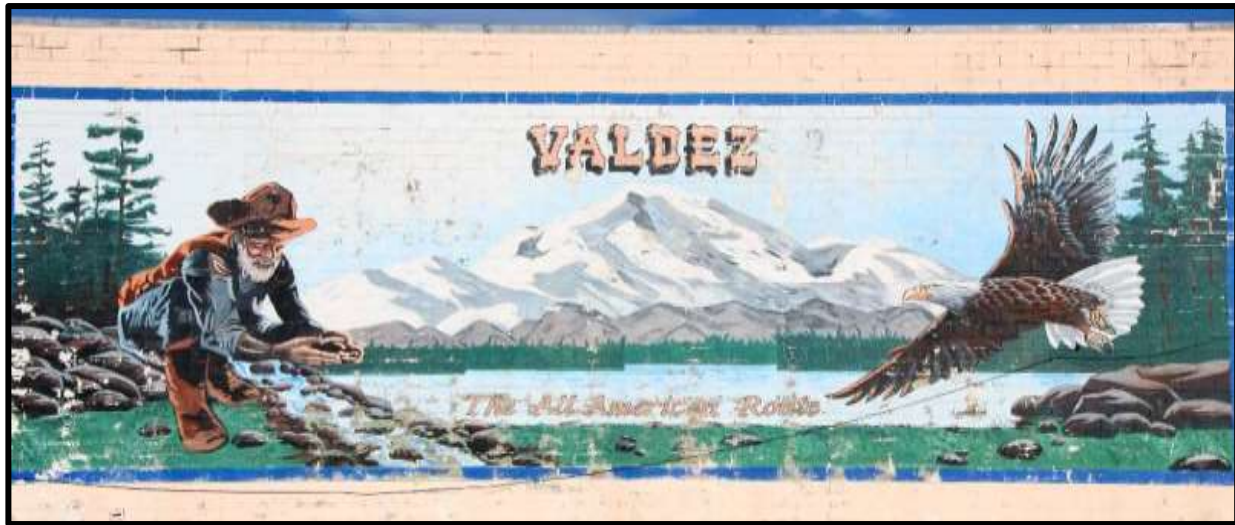
- Geographical location of the facility or outdoor space including descriptive names.
- An outstanding feature of the area (i.e. hill, vegetation).
- Commonly recognized subjects of historical significance such as an event, person, group, culture, or place.
- A person or group who significantly contributed to the acquisition or development of the park/facility.
- An individual who provided an exceptional service in the interest of the park system as a whole or for the community as a whole.
- A person whose contribution or significant Gift is of a most extraordinary nature.
- Parks and facilities that are donated to the city can be named by deed restriction by the Donor.

Additionally, Naming may be considered based on the provision of significant Funding that underwrites the cost of renovation or construction of city property. Financial underwriting shall be broadly defined as substantial monetary contributions that enable the City to acquire, maintain, and/or improve City Assets. This may include monetary Gifts and/or grants that leverage federal, state and local Funding for such projects or complete Donation of land.

Renaming

The intent of Naming a public facility or outdoor space is intended for permanent recognition. Therefore, the Renaming of parks and facilities is strongly discouraged. Requests for the Renaming or removal of the name of an already named public facility or outdoor space will be subject to the most careful examination so as not to diminish the original justification for the name or discount the value of the prior contributors. Notwithstanding the preceding language, and

unless restricted by an agreement with a Donor, City Council has complete discretion to remove a name or rename a property



MONUMENTS, STATUES + PUBLIC ART

Purpose:

To establish formal policies as a guide to the City Council in considering the placement of a Monument, Statue or public art on city-owned land including city facilities and outdoor spaces; whether and under what circumstances a desired location would be best suited for the placement of a Statue, Monument and/or public art in honor of an individual or family; and the duration of this placement of a Statue, Monument, and/or public art.



Memorial park benches are not included as part of this policy. These are administered by the Public and should be contacted directly for further details. The Community Development Department oversees placement of Monuments, Statues and public art on private property.

Guiding Principles

In considering proposals for the placement of a Monument, Statue or public art on city-owned land including City facilities and outdoor spaces, the city will evaluate whether the Monument or public art piece:

- Engenders a strong positive image consistent with the city's goals and values;
- Have historical, cultural, or social significance for future generations;
- Commemorate places, people, or events that are of continued importance to the city, community, region, state, or nation;
- Have symbolic value that transcends its ordinary meaning or use and enhances the character and identity of the City Asset;
- The location of the Monument, Statue or public art piece is significant in some measurable way to the individual or image depicted;
- The individual or image depicted in the art piece have recognizable geographic, topographic, or historical significance associated with Valdez. In assessing this type of name, the City Council will take into consideration the recommendations from different bodies such as the Parks & Recreation Commission or Planning Commission.
- Have broad public support; and not result in the excessive commercialization of the City Asset.

Guidelines:

The City Council will consider placement of Statues, Monuments or public art whether submitted by City Council members, city staff, city agencies, Civic Organizations, or by members of the community.

Placement of a Statue, Monument or public art should have recognizable geographic, topographic, or historical significance associated with Valdez. In assessing this placement location, the City Council will take into consideration the recommendations from different bodies such as the applicable City Commission(s) or local interest groups. Placement may be in honor of persons who have served the nation, the State of Alaska and/or the City of Valdez in an exceptional and distinguished manner; and where such action is warranted by a contribution or service which is deemed to be of major significance.

Placement of a Statue, Monument or public art in honor of a deceased person shall generally not take place until after a minimum of one-year waiting period unless the City Council determines that there are overriding considerations deviating from this policy guideline. This policy guideline is not intended in any way to reflect on the merits of any deceased individual who may have been a prominent civic leader. However, it is felt appropriate to establish some type of waiting period to ensure that an individual's accomplishments or contributions will stand the test of time; and that a decision shall not be made on an emotional basis immediately following a person's death.

A Statue and/or Monument may be named after individuals or families who have donated the land or funds for the capital project, particularly if such Naming is set forth as a condition of the Donation. The City Council may approve the placement of a Statue and/or Monument based on an organization or individual's monetary contribution to the city for that purpose. The funds from that contribution may be used for any purpose deemed appropriate by the City Council unless there is a specified use as a condition of the contribution. The duration of the name is on a case-by-case basis at the discretion of the City Council unless otherwise set forth as a condition of the contribution approved by the Council.

Review Procedure

Consideration of requests for the placement of a Monument, Statue or public art on city-owned land including city facilities and outdoor spaces will include the following:

1. **Submittal of Request.** Letter requests for Naming of City-owned land, buildings and facilities shall be filed with the City Clerk. Letters shall include clear justification for the request including qualifying information, as outlined below.
2. **Sub-committee Review.** Upon review by the City Manager and if the request warrants further investigation, it will be presented to the City Council to consider designating a sub-committee consisting of two (2) City Council Members to provide a detailed analysis and recommendation. The Council may also direct any applicable Commission to also create a sub- committee to further assist in the review.
3. **Sub-committee(s) Recommendation.** The sub-committee(s) will present their recommendations to the applicable body followed by the City Council for a formal review. If the Sub-committee recommends approval, it will also provide a written statement to be preserved as to who the individual is/was and why the naming is taking place.
4. **City Council Review.** The City Council will make its determination as to the placement of a Statue, Monument or public art on city-owned

land including city facilities and outdoor spaces at regularly scheduled meetings. The decision of the City Council will be final.

- a. In the case the request is denied by the Council, no further action is taken.
- b. If the request is approved, staff will begin implementing the Naming of the public facility or outdoor space through execution of a formal agreement.

Signage

Donor or Naming acknowledgement is permitted but must be approved by the City Council prior to installation. This approval will include review of the size, subject matter, overall sign design, materials, location and placement. Signage shall comply with the Sign Ordinance (HBMC 17.50) and adhere to the City's official logo and branding guidelines. Additionally, the following criteria must also be followed:

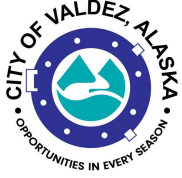
- Any physical form of recognition shall not interfere with visitor use or routine operations.
- The form of any on-site recognition shall:
 - Be of appropriate size and color within the design scheme of the facility, Monument, Statue or public art piece;
 - Not dominate the sign in terms of scale or color; and
 - Not detract from surroundings or any interpretive messages.

The use of corporate logos and insignias on recognition signs will be considered by the City Council for formal approval prior to installation



Municipal Naming, Monument and Sponsorship Quick Glance

	APPROVAL
NAMING OF PUBLIC FACILITIES AND OUTDOOR SPACES	City Council retains sole authority to name City-owned land, buildings, and facilities.
PLACEMENT OF MONUMENTS, STATUES, OR PUBLIC ART	City Council retains sole authority to allow installation of a Monument, Statue or public art to honor or memorialize a person or family or to celebrate the culture of the community.
SPONSORSHIP OF CITY EVENT OR ACTIVITY	The City Manager retains authority to allow for the Sponsorship of city operated programs. If deemed necessary by the City Manager, the sponsorship opportunity would be taken to the City Council for final approval.
MEMORIAL BENCH DONATION PROGRAM	The PRCS department accepts, reviews and administers Memorial Bench Donation requests.



Legislation Text

File #: 24-0130, **Version:** 1

ITEM TITLE:

Capital Facilities Department Report - Engineering

SUBMITTED BY: Nathan Duval, Assistant City Manager / Capital Facilities Director

FISCAL NOTES:

Expenditure Required: N/A

Unencumbered Balance: N/A

Funding Source: N/A

RECOMMENDATION:

Receive & File

SUMMARY STATEMENT:

Capital Facilities Director Nathan Duval will present the attached Engineering Department Report.



City of
VALDEZ

Department Operations Report

Capital Facilities: Engineering

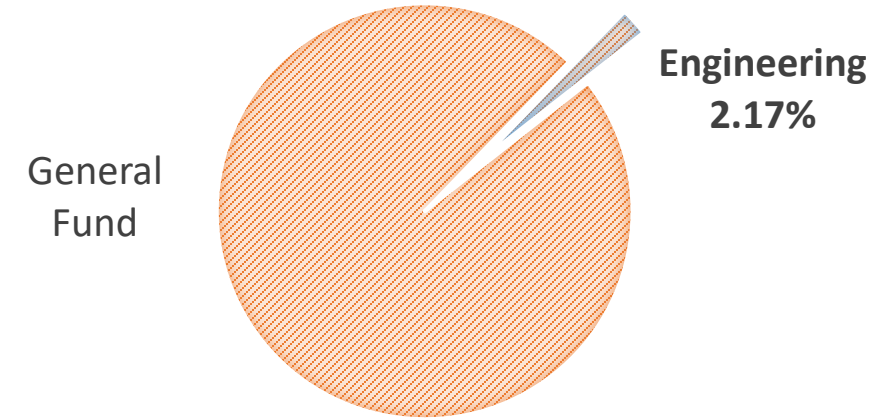


2024 Big Picture

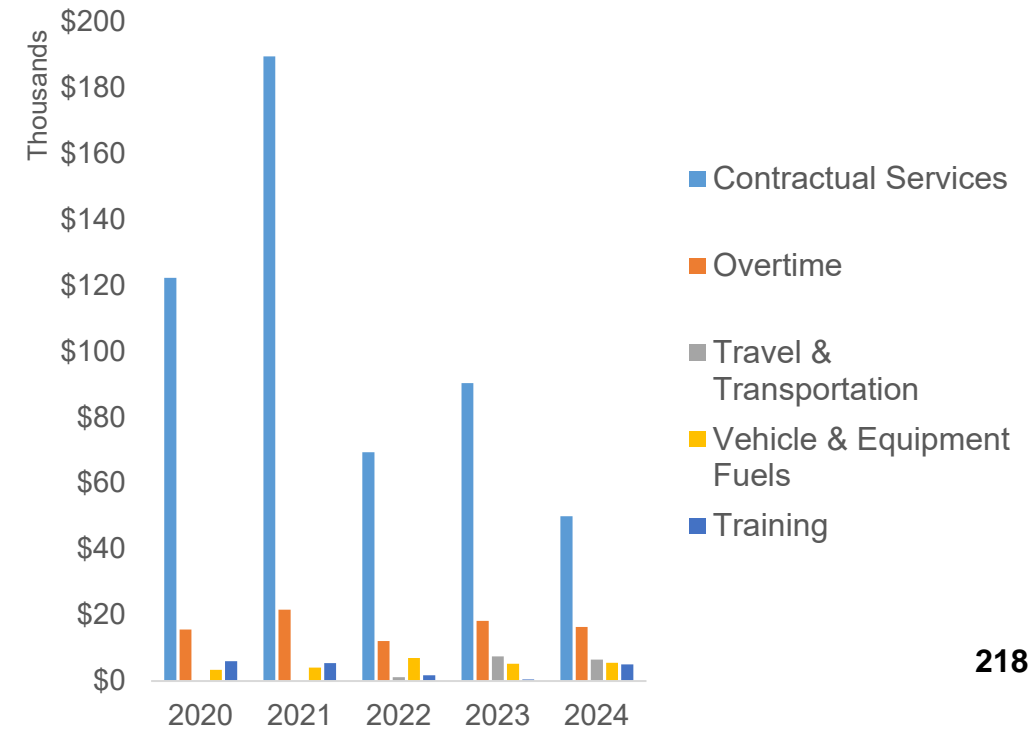
The Engineering Department provides project management services for all Major Maintenance and Capital Improvement projects as well as department initiatives and supports other operations with flood monitoring, drone imagery, technical procurement support, and general facility information.

Contractual Services varies annually. Most recent initiative was to update the Standard Specifications and Details. Project is complete and needs to be presented for adoption.

ENGINEERING AS PERCENTAGE OF GENERAL FUND EXPENSES



Engineering 2024 Budget Top 5 Budgeted Expenses, Excluding FTE Payroll



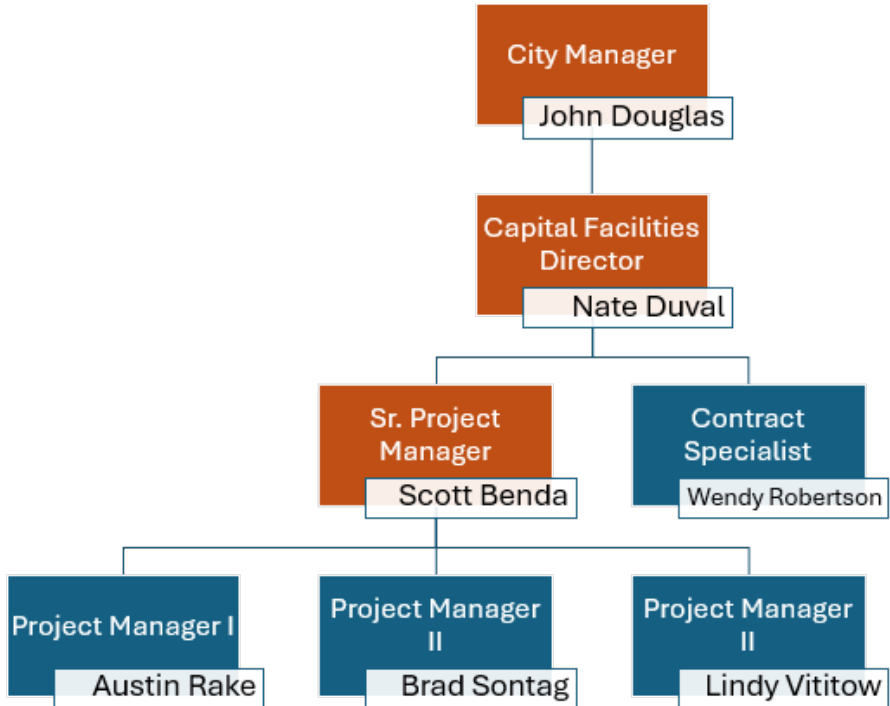


Engineering, 2024 “other” activities

- Support EPA mandated lead water line inventory (to be submitted 4/24/24)
- Assist child care site selection & design
- Assist citywide procurement training and implementation
- Working with VHS on citywide job shadow program
- Assist with ADA inventory & transition plan
- Support Emergency Management exercise (May 2024)
- Purchased new non-nuclear density gauge to perform some in house materials testing.



Personnel History; Engineering Department



2023 Engineering Benefits,Salaries and Wages Budget to Actual



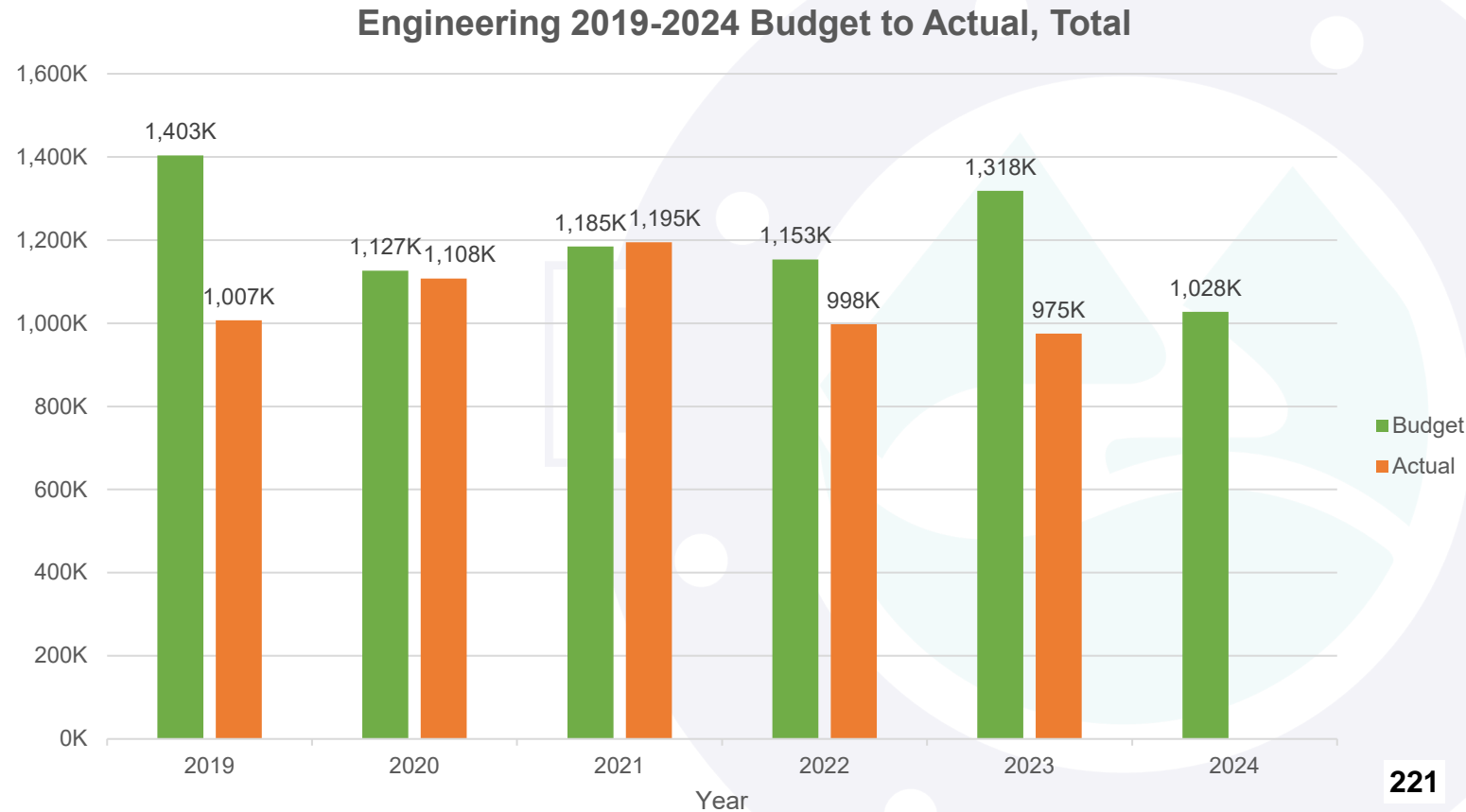
Authorized Position Count	2020	2021	2022	2023	2024
Facilities, Fleet & Infrastructure	37.75	37.5	37	36.5	36.5
BUILDING MAINTENANCE	8.75	8.5	8.5	8.5	8.5
ENGINEERING	7.5	7.5	7	6.5	5.5
SEWER	2.75	2.75	2.75	2.75	2.75
SOLID WASTE	6.75	6.75	6.75	6.75	6.75
STREETS/SHOP	9.25	9.25	9.25	9.25	10.25
WATER	2.75	2.75	2.75	2.75	22075



Budget to Actual 2019-2024

Budget driven by personnel headcount. Staffing has varied over the last 7 years to accommodate the project demands.

Staffing and budget levels expected to be flat over the next 1-3 years.





Engineering KPI

Year End KPI's

2023

- Total \$ under Contract ~\$67-70M
- Total Contract expenditures ~\$25M
- Change order rate (current) 0.27%
- Facility cost index 'FCI' (current) 0.48

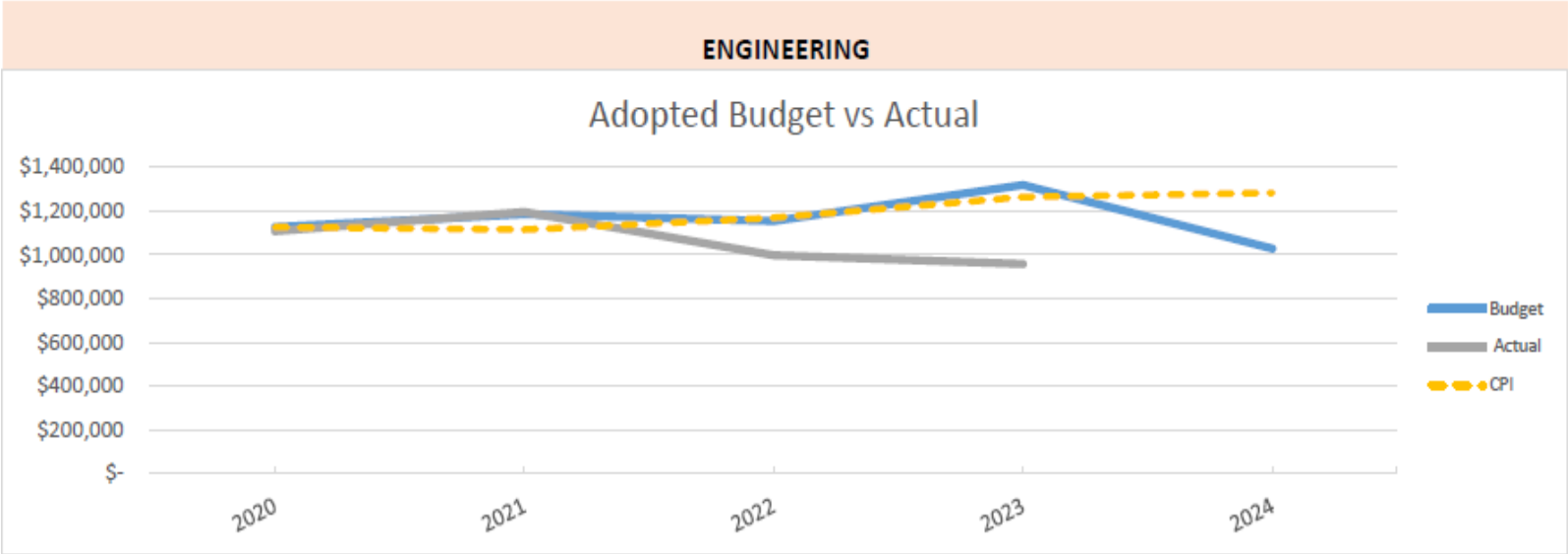
* FCI figures from formulas on building sheets	0.48	0.29	618,755	\$ 640	\$ 495,003,750	\$ 116,063,585	1989
	Average	FCI/SF	Total SF	Average CPSF	Total Replace	Total Deferred	35
							Average Age Yrs

**Average FCI not inclusive of foundation & superstructure



2025 Budget; Engineering

- Relatively flat budget with variances for personnel fluctuations.
- Anticipate “flat” budget into the future.
- Typically spend what we ask for or less & reduce budget when not needed.
- To “cut the budget” would mean reduced personnel; We have adequate personnel for current project portfolio.



Expenses	Actual Expenditure			Estimate	Adopted Budget		2023 to 2024 Budget Changes	
	2020	2021	2022		2023	2024	Dollar Change	Percent Change
FTE Payroll	939,685	963,156	885,963	835,972	1,133,039	929,713	(203,326) ✓	-17.9%
Other Personnel	23,648	30,965	24,195	26,000	38,200	30,859	(7,341) ✓	-19.2%
Other Operating	21,345	11,532	14,480	12,725	16,250	14,650	(1,600) ✓	-9.8%
Contracts	122,988	189,371	73,070	53,500	130,912	52,500	(78,412) ✓	-59.9%
Grand Total	1,107,665	1,195,024	997,708	928,197	1,318,400	1,027,722	(290,678) ✓	-22.0%



Engineering, 2025 Budget Request

- No anticipated changes or large budget requests.
- Expect to maintain staffing levels and complete projects on time and within budget.
- Change for 2025 will be projects prioritization.
 - Anticipate using ClearGov software for better transparency, longevity, and easy of use
 - Timing will change from spring to fall appropriations

Request Title	Project Number	FY 2023 Capital Cost	Budgeted Years Capital Cost	Status	Request Type	Included in Budget?	Actions
Land for Court Facility	62338	\$235,000	\$235,000	Submitted	Other Improvements	Included	...
Land for Fire Station Facility	62339	\$235,000	\$235,000	Submitted	Other Improvements	Included	...
Ladder Truck	62602	\$0	\$1,534,000	Submitted	Vehicles and Wheeled Equipment	Included	...
Fire Station Facility	62904	\$0	\$14,809,000	Submitted	Building and Facilities	Included	...
Court Facility	62409	\$0	\$14,019,000	Submitted	Building and Facilities	Included	...
Public Works Facility	62343	\$2,936,000	\$2,936,000	Submitted	Building and Facilities	Included	...
Customer Service Facility	62345	\$704,000	\$704,000	Submitted	Building and Facilities	Included	...
Police Vehicle Radios (6)	62341	\$42,000	\$42,000	Submitted	Other Equipment	Included	...
Copier for Court	62318	\$7,000	\$7,000	Submitted	Other Equipment	Included	...
Procurement Software	62323	\$18,000	\$18,000	Submitted	Computer Software	Included	...
Freezers for Senior Center	62322	\$14,000	\$14,000	Submitted	Other Equipment	Included	...
Senior Center Remodel for Offices	62109	\$130,000	\$130,000	Submitted	Building and Facilities	Included	...
Senior Bus	62314	\$75,000	\$75,000	Submitted	Vehicles and Wheeled Equipment	Included	...
Vehicle Replacement Program - Po...	62040	\$275,000	\$1243,000	Submitted	Vehicles and Wheeled Equipment	Included	...
Senior Bus Replacement	62705	\$0	\$90,000	Submitted	Vehicles and Wheeled Equipment	Included	...

Screenshot image from Cleargov.com