



Valdez Comprehensive Plan, Branding and Implementation Program

March 31, 2017

General Outline Scope of Work

The Valdez Comprehensive Plan, Branding and Implementation Program seeks to provide the City of Valdez with a comprehensive policy framework that provides a foundation to guide the Valdez community in reaching its goals. Our Scope of Work seeks to achieve this by the development of the follow deliverables:

- **Comprehensive Plan** – Citywide policy strategy plan that provides guidance for land use, economic development, natural resources, safety, community design, housing, and transportation, among other topics.
- **Branding and Marketing Program** - A comprehensive branding program and marketing strategy that will effectively market the Valdez community and contribute to a robust and diverse economy.
- **Zoning Code Update** – A comprehensive update to Title 17 of the Valdez Municipal Code to provide consistency with the Comprehensive Plan.
- **Citywide Design Guidelines** – Citywide design guidelines to be used as a guide for future community design and improvements.

Phase 1: Community Engagement and Visioning

With favorable weather and longer daylight hours, the summer months are the ideal time to engage the Valdez Community in this process. It is our intention to conduct this Phase for both the Comprehensive Plan and Branding processes simultaneously.

1. Defining the Community Engagement Process

We need to define the outreach process in advance of the first site visit. This may involve the following pre-visit activities:

- Website or other online feedback mechanism (Comprehensive Plan and Branding)
- Press releases
- Outreach Schedule
- Questionnaire / Survey
- Key Stakeholder Identification
- Formation of the Advisory Committee(s) and Working Group(s)

2. Community Kickoff Week

Conduct a series of community meetings during a full week period (4-5 days on site), to kick-off the project.

These would include, but are not limited to:

Project Educational Meeting(s) – formal meetings to kick off the planning effort that will describe the key components of the planning effort, their purpose and intent, key deliverables and opportunities

Branding and Marketing Focus Groups – a series of focused meetings with a working committee of 12-15 individuals to discuss Branding and Marketing.

Comprehensive Plan Advisory Committee (CPAC) – meetings with a working committee of 12-15 individuals to introduce the project and describe their role in the planning process.

Stakeholder Interviews – meetings with key identified stakeholders, business, department staff, realtors, elected and appointed officials. We estimate approximately 30 interviews during the site visit.

Youth Focus Groups – meetings with Valdez school age population, this include elementary through college age students.

Community Walks – walks with the community to explore opportunities and challenges

Visioning Workshops – opportunity to explore future challenges, opportunities and visions for the future of Valdez

Phase 2: Baseline Conditions/Site Studies (during kickoff week)

1. Establish Baseline Conditions

Gather whatever information the City has readily available and go out to observe and document existing conditions using notes, maps and photographs.

2. Prepare Summary Report

To serve in support of background information in the Comprehensive Plan

3. Comprehensive Plan

Develop the framework of the Comprehensive Plan with the following Elements:

- Background
- Vision
- Land Use
- Community Design
- Housing– includes housing study.
- Mobility and Transportation
- Economic Development
- Safety and Resiliency
- Natural Resources Management
 - Flora and Fauna
 - Fishery
 - Oil
 - Watercourses
- Parks and Recreation
- Ports and Harbor

Each element will provide background data, objectives and policies, and implementation actions

Phase 3: Branding

The Branding Program will be conducted simultaneously w/ the planning process to gain efficiencies when meeting with groups, data research and gathering and meeting facilitation and timing.

1. Research

During this task, we will evaluate the following:

- Environment
- Competitive situation
- Stakeholder attitudes
- Current communications
- Perceptions of target audiences and influencers

2. Studies/Surveys

Conduct/perform the following surveys/studies

- In-Depth Survey
- Influencer Perception Study
- Quantitative Perception Study
- Competitive Positioning Review

3. Insights and Strategy

- Analysis of the input received
- Creation of a strategic DNA statement for Valdez
- Development of a guiding statement for the Valdez brand

4. Creativity and Design

- Transforming the insight and strategy into tangible creative products that embody Valdez
- Develop alternative straplines, logos, color and messaging
- Conduct a creative workshop
- Prepare the brand and the brand narrative

5. Implementation Plan

6. Workshops and Training

7. Evaluation and Results Tracking

Phase 4: Zoning and Regulatory Implementation

Prepare an update to Title 17 of the Valdez Municipal Code. This task will be conducted subsequent to the development of the Land Use program for the

Comprehensive Plan. This will entail the following general steps:

1. Document Review
2. Existing Code Forensic Assessment
3. Stakeholder Meetings
4. Code Update Task Force Meetings
5. Outreach summary and Issues Identification
6. Prepare Code Outline including Style Guidelines
7. Conduct Planning Commission/City Council Study Sessions

Phase 5: Design Guidelines

Prepare a Citywide Design Guidelines Document which will provide clear design guidance for the design and development of the built environment. Anticipated topical chapters would include:

1. Downtown Urban Design Guidelines
2. Residential
3. Downtown Development
4. Commercial Design
5. Special Uses
6. Industrial Design
7. Parking Design
8. Signage
9. Public Art
10. Waterfront Design

Anticipated Site Visits and Activities

Site Visit One (June/July 2017)

- Outreach Workshops
- Baseline Conditions

Site Visit Two (October/November 2017)

- Policy Development
- Design Alternatives Feedback
- Outreach Workshops
- Code Update Meetings

Site Visit Three (January/February 2018)

- Draft Comprehensive Plan workshops

- Final Branding Program workshop/presentation

Site Visit Four (April/May 2018)

- Final Comprehensive Plan Presentation
- Code Update Meetings
- Planning Commission/City Council Workshop(s)

Site Visit Five (August/September 2018)

- Design Guidelines Presentation
- Zoning Code Presentation

Other Site Visits as may be necessary to address other items the City may request

Estimated Fees by Major Deliverable

Task Name	Labor/Expense Estimate
Comprehensive Plan	\$530,000
Marketing and Branding Program	\$170,000
Zoning Code Update	\$100,000
Design Guidelines	\$100,000

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