



# City of Valdez

212 Chenega Ave.  
Valdez, AK 99686

## Meeting Agenda - Final

### City Council

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Thursday, May 24, 2018

6:00 PM

Council Chambers

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#### Work Session (Kimley-Horn Project Needs Analysis)

#### WORK SESSION AGENDA - 6:00 pm

*Transcribed minutes are not taken for Work Sessions. Audio is available upon request.*

1. [Work Session: Needs Analysis for Kimley-Horn Professional Services Agreement](#)



## Agenda Statement

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**File #:** 18-0227      **Version:** 1

**Type:** Work Session Item      **Status:** Agenda Ready

**File created:** 5/22/2018      **In control:** City Council

**On agenda:** 5/24/2018      **Final action:**

**Title:** Work Session: Needs Analysis for Kimley-Horn Professional Services Agreement

**Sponsors:**

**Indexes:**

**Code sections:**

**Attachments:** [052418 Work Session Kimley Horn Professional Services Agreement](#)  
[VALDEZ OUTREACH-BRANDING 2018-04 Billing & Percentage Complete](#)  
[Email May 18, 2018 - Kimley-Horn Next Steps and June Visit info](#)  
[CPAC Assembly Memo - May 21 2018](#)  
[Department Head Workshops Talking Points](#)

Date	Ver.	Action By	Action	Result
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### **ITEM TITLE:**

Work Session: Needs Analysis for Kimley-Horn Professional Services Agreement

**SUBMITTED BY:** Allie Ferko, CMC, Deputy City Clerk

### **FISCAL NOTES:**

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

### **RECOMMENDATION:**

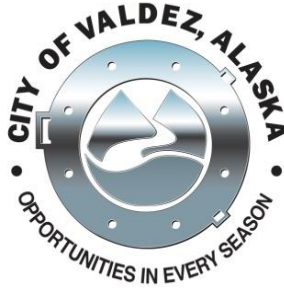
Work session only.

### **SUMMARY STATEMENT:**

Mayor O'Neil has called this work session to discuss the Kimley-Horn professional services agreement and analyze the City's needs with regards to the scope of that agreement. The primary topics for discussion will include City staff comments and concerns, City Council's role and responsibilities related to the Kimley-Horn project, and analysis of future professional services needs.

Included in the agenda packet, please find the following documents to aid in the work session discussion:

- Kimley-Horn invoice for professional services dated April 30, 2018 outlining percentage of work complete and task items billed.
- Email dated May 18, 2018 between Kimley-Horn and City staff regarding Kimley-Horn next steps and June visit information. Several documents are referenced in this email. Those documents which have already been provided to staff are also included in this packet:
  - Memo from Kimley-Horn dated May 21, 2018 outlining their recommendations for composition and scope for a Valdez Comprehensive Plan Advisory Committee (CPAC Assembly Memo).
  - Memo from Kimley-Horn dated May 22, 2018 outlining their recommendations for City department head workshops.



# **PUBLIC NOTICE**

Valdez City Council Work Session

Thursday, May 24, 2018

6:00 PM

Valdez City Council Chambers

Topic:

Kimley-Horn and Associates Professional Services Agreement

Analysis of Future Needs

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Allie Ferko, Deputy City Clerk

POSTED: May 22, 2018

CITY OF VALDEZ  
ATTN: ELKE DOOM  
212 W. CHENEGA AVENUE  
VALDEZ, AK 99686

Invoice No: 11252277  
Invoice Date: Apr 30, 2018  
Invoice Amount: \$9,440.00  
Project No: 094948002.1  
Project Name: VALDEZ OUTREACH-BRANDING  
Project Manager: BARQUIST, DAVE

Please send payments to:  
KIMLEY-HORN AND ASSOCIATES, INC.  
P.O. BOX 79063  
CITY OF INDUSTRY, CA 91716-9063

Client Reference: CONTRACT NO. 1318  
350-5520-55000  
ACTIVITY CODE: 101

Federal Tax Id: 56-0885615

For Services Rendered through Apr 30, 2018

## LUMP SUM

Description	Contract Value	% Complete	Amount Earned to Date	Previous Amount Billed	Current Amount Due
<b>TASK 1: VALDEZ COMMUNITY ENGAGEMENT</b>					
TASK 1.1: ADVANCE PLANNING AND STRATEGY PREPARATION	22,000.00	100.00%	22,000.00	22,000.00	0.00
TASK 1.2: COMMUNITY KICK OFF WEEK	52,500.00	100.00%	52,500.00	52,500.00	0.00
TASK 1.3: BASELINE CONDITION ASSESSMENT	46,500.00	97.00%	45,105.00	44,380.00	725.00
TASK 1.4: EXPLORING COMMUNITY ASSETS AND CHALLENGES	35,000.00	100.00%	35,000.00	35,000.00	0.00
TASK 1.5: PRIORITIZATION OF COMMUNITY ASSETS AND CHALLENGES	41,500.00	77.00%	31,955.00	23,240.00	8,715.00
TASK 1.6: ESTABLISHING THE COMMUNITY VISION	77,500.00	8.00%	6,200.00	6,200.00	0.00
TASK 1.7: FINAL REPORTS AND PRESENTATIONS	75,000.00	0.00%	0.00	0.00	0.00
<b>TASK 2: COMPREHENSIVE PLAN UPDATE</b>					
TASK 2.1: IDENTIFICATION OF ELEMENTS	7,500.00	0.00%	0.00	0.00	0.00
TASK 2.2: SITE VISIT 1	42,500.00	0.00%	0.00	0.00	0.00
TASK 2.3: PLAN UPDATE DRAFT	175,000.00	0.00%	0.00	0.00	0.00
TASK 2.4: REVIEW MEETINGS (ON-SITE)	75,000.00	0.00%	0.00	0.00	0.00
TASK 2.5: PREPARATION OF FINALIZED DOCUMENT	45,000.00	0.00%	0.00	0.00	0.00
TASK 2.6: FINAL PRESENTATIONS	35,000.00	0.00%	0.00	0.00	0.00
<b>TASK 3: BRANDING AND MARKETING PROGRAM</b>					
TASK 3.1 COMMUNITY ENGAGEMENT AND EDUCATION	10,000.00	100.00%	10,000.00	10,000.00	0.00
TASK 3.2: RESEARCH	100,000.00	85.00%	85,000.00	85,000.00	0.00
TASK 3.3: INSIGHTS AND STRATEGY	20,000.00	88.00%	17,600.00	17,600.00	0.00
TASK 3.4: CREATIVITY AND DESIGN	40,000.00	28.50%	11,400.00	11,400.00	0.00

CITY OF VALDEZ  
ATTN: ELKE DOOM  
212 W. CHENEGA AVENUE  
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350-5520-55000  
ACTIVITY CODE: 101

For Services Rendered through Apr 30, 2018

Description	Contract Value	% Complete	Amount Earned to Date	Previous Amount Billed	Current Amount Due
TASK 3.5: IMPLEMENTATION PLAN	20,000.00	0.00%	0.00	0.00	0.00
TASK 3.6: WORKSHOPS AND TRAINING	15,000.00	0.00%	0.00	0.00	0.00
TASK 3.7: EVALUATION AND RESULTS TRAINING	15,000.00	0.00%	0.00	0.00	0.00
<b>Subtotal</b>	<b>950,000.00</b>	<b>33.34%</b>	<b>316,760.00</b>	<b>307,320.00</b>	<b>9,440.00</b>
<b>Total LUMP SUM</b>					<b>9,440.00</b>

**Total Invoice: \$9,440.00**

**From:** [Martha Barberio](#)  
**To:** [Allie Ferko](#)  
**Subject:** FW: Kimley-Horn Next Steps and June Visit info  
**Date:** Tuesday, May 22, 2018 2:40:25 PM

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**From:** Pelan, Keith [mailto:Keith.Pelan@kimley-horn.com]  
**Sent:** Friday, May 18, 2018 1:33 PM  
**To:** Elke Doom; Martha Barberio  
**Cc:** Barquist, Dave; Chen, Nick; Kaltsas, Joe  
**Subject:** Kimley-Horn Next Steps and June Visit info

Elke/Martha:

As a follow-up to our conference call earlier today, we wanted to correspond with you both to clarify our current understanding of Council's direction, and to outline our next steps.

Our intention at this time is to forego the remaining work on the Vision Plan (essentially Tasks 1.5 – Prioritization of Assets and 1.6 – Establishing the Community Vision). And, although we hadn't quite finished Task 1.3 – Baseline Conditions, we will complete that task since the mapping and documentation that is being prepared is directly importable to the Comprehensive Plan.

We will provide to you early next week a slightly revised scope of services for the Comprehensive Plan. We have identified the plan "Chapters" or Elements that we think should be included in the plan, and will spell those out in more detail. We will also provide you with our proposed "Schedule of Events" for our site visits and the overall timeline for production of the Comprehensive Plan, since it is clear that Council wants this project completed ASAP!! The Plan Elements we have identified are:

- **Community Vision (include just a brief overview of the info we gathered in the workshops to date)**
- **Land Use and Development**
- **Housing**
- **Transportation/Streets and Roads**
- **Economic Development**
- **Tourism and Visitor Services**
- **Utilities**
- **Community Facilities**
- **Public Safety and Emergency Services**
- **Parks and Recreation**
- **Ports and Harbor (this may be just a reference to the Ports Master Plan currently being prepared and maybe only the implementation goals and policies are in the comp plan)**
- **Capital Improvements and Implementation**

On Monday or Tuesday of next week (5/21-22), we will provide you with a memo outlining our expectation for the appointment of a Comprehensive Plan Advisory Committee. In a nutshell, we want a diverse committee, but given recent input from the Council, we would ask each Council

member to appoint two people to this committee since it needs to contain those “community influencers” that Councilman Sherrill brought up at the work session. Our hope is that we could at least have that list of names in place by the time we visit in June, and would expect to convene a formal meeting of that group on our visit in August. We would hope to have some outreach to this group as soon as the names are finalized and each person agrees to serve. The memo we are preparing will include our expectations for the group, so that as Council is asking their nominees to serve, they can give them an overview of what to expect.

Over the next few days, we will be going through your Staff directory to get a sense of who the staff members might be that would assist us during our June visit (and ongoing) in confirming baseline conditions and understanding their concerns, desires, and visions for their departments and things that need to be accomplished through the comprehensive plan. We will provide you with a more detailed schedule, but in general, we will be asking those pertinent department staff to engage with us for at least one 2-4 hour working session during our June visit (one department at a time). This might include Community Development, Utilities, Capital Projects, Finance, Emergency Services, Ports and Harbors and others.

**Elke/Martha To-Do:** *We would appreciate your mentioning this to the Department Heads at their regular weekly meeting next week to make them aware and ask for their cooperation and to make this a priority. We will provide you with talking points for that discussion so that they understand what is expected and what preparations they might make before those workshops. We must develop a good working rapport with your staff as they will be critical to the success of the Comprehensive Plan – after all, they are the ones that will be responsible to follow-through on the implementation items it ultimately includes.*

Also during that June visit, we would like to convene workshop sessions with the City’s Planning and Zoning Commission, as well as the Ports and Harbors Commission. Not sure if those groups might have regularly scheduled meetings during our time there, but if not, we would request that workshop meetings be scheduled for us (and we will suggest times for those).

Here is a preliminary outline of a schedule for our June Visit:

Sunday, June 17:	Travel to Valdez
Monday, June 18:	Morning – get organized Afternoon – workshop with Community Development Staff Evening – open for possible Commission workshop
Tuesday, June 19:	Morning – workshop with one City Department (TBD) Afternoon – workshop with one City Department (TBD) Evening – City Council workshop/discussion
Wednesday, June 20:	Morning – KH organizational time (or attendance at weekly Department Head meeting)  Afternoon – workshop with on City Department (TBD) Evening – open for possible Commission workshop or for a Community-wide workshop
Thursday, June 21:	Morning – workshop with one City Department (TBD)



workshop  
Friday, June 22:      Afternoon – workshop with one City Department (TBD)  
Evening – open for possible Commission workshop or for a Community-wide

### **Optional Extra Day**

Saturday, June 23:      Morning – this could be reserved for a morning Community-wide workshop  
if it is felt that attendance  
may be better on a weekend than an evening during the week  
Afternoon/Evening – depart Valdez (maybe)

The overall project schedule will indicate that we want to tackle two plan elements at a time. That way, we have a partial product to review on each site visit, and have that visit to begin the next two. And, we are proposing a visit every two months rather than three as we have been doing. The schedule may look something like this:

*June 2018:      Exploratory meetings with staff and personnel related to individual elements (try to get at least baseline information for all elements during this week, and hold a community workshop to explain what the comprehensive plan is and what it's going to include).*

*August 2018:      Presentation of Plan outline and preliminary findings  
Conduct workshops regarding the first 2 Elements*

*October 2018:      Presentation of Draft of first 2 elements  
Conduct workshops regarding the second 2 elements*

*December/January 2018/19  
Presentation of Finalized Draft of first 2 elements  
Presentation of Draft of second 2 elements  
Conduct workshops regarding the third set of 2 elements*

*February 2019:      Presentation of Finalized Draft of second 2 elements  
Presentation of Draft of third 2 elements  
Conduct workshops regarding the third set of 2 elements*

*April 2019:      Presentation of Finalized Draft of remaining elements  
Presentation of Draft of fourth 2 elements  
Conduct workshops regarding the fourth 2 elements and overall plan*

*May 2019:      Presentation of Finalized Draft of the completed plan  
Community presentation (Optional)  
Planning and Zoning Commission and City Council presentations*

*June 2019: Reserve for clean-up and publication of the final document*

Also – we have spoken at length with Northstar regarding the status of their Branding work. I recall only one Councilman making a passing comment regarding putting that effort “on-hold” for the time being, but I’m not sure there was clear consensus of the Council on that point. Northstar is preparing a separate letter to you that will outline where they are in their process, and confirm what they need to (and are willing to do) to complete their work. Maybe that’s something to be shared with Council for their consideration and direction at their June 5 meeting.

More information to follow in the coming days as outlined above. In the meantime, any thoughts or questions are welcomed.

Have a great weekend.

**Keith A. Pelan** | RLA(FL), AICP

**Kimley-Horn** | 765 The City Drive, Suite 200, Orange, CA 92868

Direct: 714.705.1369 | Mobile: 772.633.0400 |

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Date: May 21, 2018  
To: Martha Barberio, Economic Development Director  
Elke Doom, City Manager  
Sheri Pierce, to Valdez City Council  
From: Dave Barquist / Keith Pelan  
Re: Appointments to Valdez Comprehensive Plan Advisory Committee

As we have discussed during our last couple of visits to Valdez, we request that the City appoint a Comprehensive Plan Advisory Committee (CPAC) that would serve as an official working group and as the first point of review for drafts of Plan elements. The CPAC would be appointed by the end of June 2018, and serve through the completion of the Comprehensive Plan (currently projected to be Summer 2019). The CPAC would then be disbanded, or may remain in place for ongoing Plan monitoring at the pleasure of the City Council.

Given the Council's interest in this project, we propose that each of the seven members of the City Council appoint two members to the CPAC. Two additional members should be appointed by the City Manager. And while it is our hope that CPAC members are a diverse group of City residents, and represent a variety of local interests, it will be up to the Council to make these appointments and decide what the makeup of the CPAC should be.

***Suggested Size of the CPAC: 16 members***

## **RESPONSIBILITIES**

- Meet as a group with the consultant team on an ongoing basis – generally monthly during the Comp Plan preparation process for approximately 9-12 months.
- Provide feedback to in-progress work documents.
- Serve as ambassadors for the process in the Community.
- Provide recommendations to the City Planning and Zoning Commission and the City Council.

## **MEETINGS/OPERATION**

- The City will advertise for members just as they would with any other Board or Commission.
- Council members individually contact each of their desired appointees and encourage them to apply.
- Once the application deadline has passed, Council should consider all applicants during a regular Council meeting, and vote to appoint the CPAC.
- The CPAC will be recognized as an official City Committee and the term of the members' service shall be only for the duration of the Comp Plan project unless otherwise deemed necessary by the City.
- Meetings of the CPAC are to be publicly advertised and open to the public. Meetings are to be recorded and minutes taken, in a manner similar to other City Commissions.
- The City Community Development Director should represent staff at Team meetings, and

may request attendance by other staff in Team meetings as deemed appropriate, i.e., when we are discussing specific topical areas in which other departments have an interest or expertise. Staff members will not be voting members of the CPAC.

## SUGGESTED TEAM MEMBERS

For the CPAC to represent the entire City of Valdez, we suggest the members be considered for appointment based on achieving diversity, inclusiveness, and influence. We would suggest that the Council consider appointments from the following interest areas:

- Business
- Recreation
- Hospitality
- Fishing
- Education
- Oil
- Marine
- Coast Guard
- Health Care
- Arts and Culture

We would further suggest that the appointees to this Committee should be persons who are not already heavily involved in other City Boards and Commissions, and that can be honest and objective in their deliberations. Preferably, the CPAC is equally male and female, and representative of the Valdez demographic. The committee may also include a high school student representing the future residents.

## SCHEDULE

**By May 30, 2018:**

Place an item on the June 5, 2018 Council Agenda requesting authorization to advertise for the Committee

**June 5, 2018:**

Council authorizes the advertisement for the Committee

**June 6 – June 15, 2018:**

Advertise for CPAC members.

**June 15, 2018:**

Application window closes

**June 19, 2018:**

Council reviews applications and appoints the CPAC

**June 20 or 21, 2018:**

CPAC meets with the Consultant team for the first time (if it's too soon to gather the whole committee, we would reach out to Committee members and meet them in small groups or one-on-one while we are in Valdez that week. This would be more of an orientation opportunity and to set expectations.

**Week of July 16, 2018:**

CPAC meets and the KHA team attends by phone.

**Week of August 20, 2018:**

KHA conducts face-to-face meeting with CPAC to review first two elements of the plan.

The CPAC may generally meet monthly with the consultant team via teleconference or in person, depending on the consultant team being local during the meeting. The exact schedule may need flexibility depending on how Plan elements get drafted and how smoothly the process plays out.

We trust this memo is helpful in your consideration of this Committee. If we can be of further assistance in this process, please call.



Date: May 22, 2018  
To: Martha Barberio, Economic Development Director  
Elke Doom, City Manager  
From: Dave Barquist / Keith Pelan  
Re: Talking Points for Department Heads

As we discussed earlier, during our next site visit currently scheduled for June 18-23, we would like to conduct individual working sessions with various City departments. This should include the Department head as well as any appropriate staff that can contribute to the conversation. The purpose of these workshops will include, but is not limited to:

- Review of existing systems and mapping
- Discussion of what's working and what needs improvement
- The Department's vision for the future – short- and long-term
- Staffing
- Planned, in-process, or recently completed projects

As of now, we would like to conduct these working sessions each day during our visit, and include one department at a time. We would like to start with Community Development on Monday afternoon. Please ask the departments to fill in their desired timeslots below.

<b><i>Time Available</i></b>	<b><i>Department</i></b>
Monday (6/18): 1 – 4:00p	Community Development
Tuesday (6/19): 8 – 9:30a	
Tuesday (6/19): 10 – 11:30a	
Tuesday (6/19): 1 – 2:30p	
Tuesday (6/19): 3 – 4:30p	
Wednesday (6/20) AM	Department Head Meeting
Wednesday (6/20): 1 - 2:30p	
Wednesday (6/20): 3 – 4:30p	
Thursday (6/21): 8 – 9:30a	
Thursday (6/21): 10 – 11:30a	

In preparation for these working sessions, we will provide each department with an agenda and a list of relevant information needs. This may include digital or hard copies of any maps, studies, current project documents, or other work products that benefit the discussion.

Please ask each of the above-mentioned departments to provide us with a contact person so that we can be in touch with them directly in the week prior to our site visit. We will coordinate a location for the discussions once the schedule is finalized.