



City of Valdez

212 Chenega Ave.
Valdez, AK 99686

Legislation Text

File #: 16-0285, Version: 1

ITEM TITLE:

Discussion Item: Kimley Horn - Valdez Revisioning Project

SUBMITTED BY: Todd Wegner, Task Force Staff Advisor/Assistant City Manager

FISCAL NOTES:

Expenditure Required: N/A

Unencumbered Balance: N/A

Funding Source: N/A

RECOMMENDATION:

Discussion Item only.

SUMMARY STATEMENT:

As the Task Force is likely aware, the City has gone through an extensive nation-wide search process to identify a consulting firm that will facilitate a Visioning-Redevelopment Program for the community.

Kimley-Horn out of Orange, CA has been chosen as the City's consulting firm for the project. Representatives of the team will be in Valdez next week on a scope refinement trip. They will be meeting with community stakeholders September 12th-14th and have scheduled to meet with the Beautification Task Force during our regular meeting on Monday, September 12th.

Please find the broad baseline scope provided to the consultant in the initial RFQ below:

The final scope of work will be negotiated between the successful firm and the City of Valdez. The following list includes minimum components of the multi-phased scope of work.

- **Community Visioning & Branding Initiative Development & Implementation**
- **Comprehensive Marketing & Promotion Strategy & Initial Implementation**
 - Visitors, Prospective Residents, Prospective Businesses, Events, Education, Facilities & Services
- **Development of new Comprehensive Land Use Plan**
 - Zoning Code Amendments, Architectural & Landscape Standards, Abatement
 - Community Flow & Wayfinding; Amenities
 - Creation of "Sense of Place"
- **Prioritization of Capital Investment Options**
 - Maintenance and improvement of existing facilities
 - **Strategic expansion plan based on service level requirements that will be**

demanding by new development and redevelopment activities.

- *New investment opportunities*

As the revisioning team works to refine the scope of the project, they will be asking for stakeholders to consider the questions below. Please take time to read them to get your ideas flowing.

- What do you think are the City's best attributes/features (for residents and for visitors)?
- What are the biggest challenges in the community?
- What suggestions/ideas do you have to address these challenges or exploit Valdez's positive attributes?
- If you had a magic wand, describe your future Valdez?
- What suggestions/advice do you have for our team?
- What is the best part about living in Valdez for you?
- Where is the first place you take visitors?
- What is it about Valdez that makes you proud to live here?
- What's the hardest part of living here?
- Do you feel that Valdez is a good place to raise a family?
- If you have children in school, how do you feel about the school system, teachers, administration?
- How do you feel about your elected leaders?
- Did you vote in the last City election?
- How do you feel about your City staff?
- Do you feel that City government is fiscally responsible?
- If you could add one or two entertainment options to Valdez, what would they be?
- Do you feel a sense of community here?
- What other public, recreational, or tourist attraction facilities would you like to see in Valdez?
- What things (shopping, dining, services) would you add to the mix in Valdez if you could?

- Tell us about your City services (utilities, phone, garbage, cable TV, emergency) and how well you feel you are being served?
- What are your thoughts on the “look and feel” of Valdez?
- What is your favorite summer activity?
- What is your favorite winter activity?
- Where or how do you obtain the things you need for your daily routine (groceries, dry goods, household products, furniture, appliances, automobile services, etc.) ?
- When you tell people you live in Valdez, what is their usual response?
- What do you tell people who ask you what it’s like to live in Valdez?