

COMMUNITY WORKSHOP SUMMARY

DATE: March 21, 2018

TIME: 6:30p - 8:00p

LOCATION: Valdez High School Cafeteria

Kimley»Horn
NORTH STAR



Meeting Summary

On March 21, 2018, the City of Valdez held the second Community Workshop for the Valdez Visioning and Branding Plan at the Valdez High School Cafeteria. Workshop attendees, approximately half of whom had not attended the first meeting, learned about the project components and timeline of the Visioning project, as well as how past and current effort will impact the development of the Comprehensive Plan.

Workshop attendees also participated in three interactive planning exercises to discuss opportunities and constraints that the City of Valdez is currently facing and their vision for the future of Valdez. Lastly, workshop attendees prioritized the vision statements that they developed based on how much they agree with the idea. Workshop attendees organized themselves into tables, which served as their group for the small breakout discussions.

Project team members joined the individual conversations and provided assistance when necessary. The goal of the exercises was for the people who know Valdez best to verify some of the challenges and opportunities facing the city that we heard in the first workshop, as well as provide additional information based on their experiences. This input, along with information from a number of 1 on 1 interviews and previous community workshops, will be used throughout the process in the development of goals and objectives for the Comprehensive Plan for Valdez. The following information was offered by workshop attendees at each station and provided verbatim in this summary. When possible, the information was organized by categories (ie "housing") or by group names that each table assigned themselves (ie "Team Birthday Boy").



Opportunities & Constraints

Opportunities

The opportunities listed below are areas in which workshop attendees feel the community has the ability to take advantage of a particular strength that Valdez possesses. The vast majority of comments focused around taking advantage of Valdez's unique natural surroundings for recreation and tourism. The full comments are provided verbatim below.

Board Comments:

- Tourism
 - › Outdoor recreation
 - › New recreation areas for community
 - › Tourism identity winter and summer
 - › Stored class natural amenities mountains and sea glaciers
 - › Learning (teaching) opportunities
 - › Tourism year around summer/winter
 - › Tourism year around
 - › Music festival
 - › Thompson Pass/Keystone Canyon
 - › Cruise Ships
- Nature Access
 - › Access to Water
- › Natural Area/beauty
- › The best kept secret in Alaska as a destination
- › Wilderness Area
- Beauty
 - › Great fishing/boating
 - › Natural beauty
 - › Stunning geography
 - › The great outdoors
- Marine
 - › Marine Services
 - › Marine industrial expansion, boat storage/ maine trades
 - › Proximity to Marine Environment (Marine training, sustainable aquaculture, etc)
- Miscellaneous
 - › We have good people in this town
 - › Investment consultants, native run casino
 - › Ski resort
 - › Fantastic traits
 - › Year-round mountain rec center (chairlift)
 - › Renewable energy: tidal power? Wind power?
 - › Regional center



- » Shipping
- » Medical
- › Chainsaw carving art for harbors and downtown (coming august 2018)
- › Under development
- › Flexible open to new ideas
- › City government leading growth
- › PWS College Museum
- › Available \$ capital for public private partnerships
- › Become the rare mountain town with high-paying jobs (TAPS)
- › Port Logistics/Shipping
- › Main Street
- › Wilderness Camping Sites?
- › Enough money to become best in class at whatever we want to be
- › Historical Adventure Encounter
- › New Business

Constraints

The constraints listed below are factors that workshop attendees identified as having the potential to limit the City of Valdez's ability to grow and develop. Some of the most common factors have been grouped together for consistency. They include the lack and high cost of housing,

accessibility issues due to the location, and weather concerns. The full comments are provided verbatim below.

Board Comments:

- Housing
 - › Housing
 - › High cost of housing
 - › Affordable housing
 - › Housing shortage
 - › Available housing cost to build
 - › Housing
 - › Housing across all income/per capita group
- Location
 - › Road distance to populated areas
 - › Difficult for people to fly in, poor air service
 - › Too far away from other communities
 - › Far away from anything else
 - › Transportation
 - » Far distance to major city
 - » Expensive, unreliable air transit
- Long Term
 - › Lack of desire to commit to execution of "new" ideas and projects
 - › Lack of common community interest "vision"
 - › Lack of long-term focus/target
 - › Need city "investment" consultants
- Geo/Weather
 - › Geography
 - › Weather
 - › Lack of coastal property
- Access
 - › Access in/out
 - › Transportation
 - › Access Transportation
 - » Air
 - » Hwy
 - » Marine





- Cost
 - › Cost of living
 - › Housing affordability
 - › Costs to live
 - » Energy/heating
 - » Household goods
 - › Cost of living
 - › High cost of living
 - › High cost of living with utilities, costs of food, etc
- Miscellaneous
 - › Low population (especially winter)
 - › Limited infrastructure, water and sewer
 - › Climate change: traditionally known for big snow pack but that continues to radically change and not for winter rec while still a big driver maybe not seeing return that want
 - › Low population and highly seasonal population exacerbate other issue like housing woes, etc
 - › No centralized shopping area
 - › Not enough retail stores in Valdez
 - › Shopping lack of
 - › Product availability
 - › Supply chain, consumer choice
 - › Year around tourism
 - › Not enough business especially professional services accounting, legal, graphic design, etc.
 - › Long drawn out bureaucratic process "need action not excuses"
 - › Small but determined group of community members who fight any change
 - › Blinders people don't look far beyond town for solutions
 - › NIMBY
 - › Over growth, keep small town vibe

Visioning

Vision Initial Ideas

The vision ideas shown below are the first step that workshop attendees took towards developing an idea of what they would like Valdez to become.

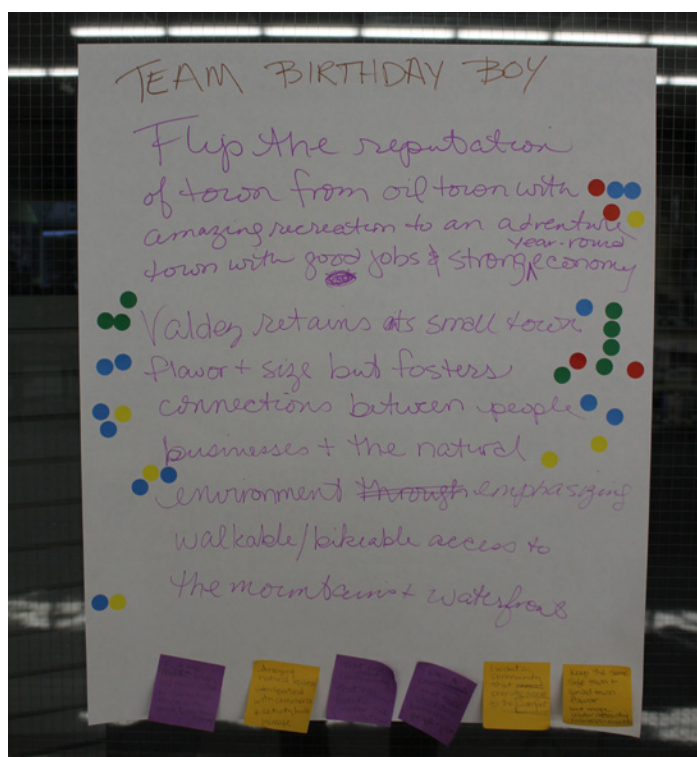
There were no specific time frame constraints set, rather attendees shared ideas ranging from broad concepts to specific actions that could be taken. Some attendees expressed that they wanted to see the town grow and take on a new identity while others saw the community more or less staying the same. The full comments are provided verbatim below.

- Team Birthday Boy:
 - › Flip the reputation from oil town with recreation to adventure town with good jobs/strong economy
 - › Amazing natural spaces interspersed with commerce and activity hubs increase
 - › Tight knit vibrant community that has fun no matter the weather
 - › I want a walkable community that fosters connections between people and place
 - › I want a community that provides access to the waterfront
 - › Keep the same size town and small town flavor but more visitor attracting businesses and events
- World Class Destination:
 - › Valdez to be the “Must See and Experience” World Class Global “Adventure” Destination
 - › To be a great thriving and successful place to raise a family
 - › I want Valdez to be “the” must see, live and experience town in Alaska
 - › Infrastructure to support a thriving economy
 - › World class year-round adventure destination
 - › Center/preferred place for Province William Sound Commercial fishing/processing
 - › World Class destination with thriving economy, strong infrastructure providing adventures for locals as well as tourists

- Year-Round Tourist Destination
 - › Well-defined services known to visitors
 - › Year-round tourist destination
 - › Extensive opportunities to create your adventure
 - › A place this is well defined through signage wayfinding, etc.
- Close Knit Sustainable Community
 - › Outdoor education
 - › Extreme outdoor enthusiasts
 - › Destination community
 - › Planned events monthly
 - › Self-sustaining community

Vision Statements

Lastly, workshop attendees revised their initial vision ideas into action-oriented, measurable statements. Following presentations of each of the vision statements, attendees were given sticky dots that they used to prioritize the statements. Each attendee was given a limited number of dots, and one or more dots was placed next to a vision statement that the workshop attendee agreed with. The full comments are provided verbatim in the table below.



Board Name	# of dots
Team Birthday Boy	
Flip the reputation of town from oil town with amazing recreation to an adventure town with good jobs and strong year-round economy	30 dots
Valdez retains its small-town flavor and size but fosters connections between people businesses and the natural environment emphasizing walkable/bike able access to the mountains and waterfronts	
World Class Destination	
World Class destination with a thriving economy, strong infrastructures providing adventures across generations for locals as well as tourists	26 dots
Year-Round Tourist Destination Board	
Valdez is a year-round tourist destination with well-defined services known to visitors. which provides extensive opportunities to create your adventure!	25 dots
Live Large , Work Smart, Play Hard	
Close Knit Sustainable Community Board	
A close knit sustainable community that welcomes wild population swings to encourage visitors and seasonal industries to enjoy the bountiful and beautiful region for the benefit of all.	23 dots

