



Agenda Statement

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ITEM TITLE:

Visioning and Redevelopment Program

SUBMITTED BY: Jenessa Ables, Port Operations Manager

FISCAL NOTES:

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

RECOMMENDATION:

SUMMARY STATEMENT:

As you are 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. Representatives of the team will be in Valdez next week on a scope refinement trip. They will be meeting with community stakeholders Monday-Wednesday. We have scheduled a lunch with the Ports & Harbor and Parks & Rec Commissions this coming **Tuesday, September 13th from 11:30am-1:00pm in the City Council Chambers**. Please RSVP to let us know your availability as soon as possible.

The broad baseline scope provided to the consultant in the initial RFQ is 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 demanded by new development and redevelopment activities.**
 - *New investment opportunities*

As the team works to refine the scope they will be asking for stakeholders to consider the questions below. Please take time to read them to get the “juices flowing.” We certainly hope you can join us on Wednesday. Please email your RSVP answer as soon as you can.

- 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 to 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