

Appendix 11: Project Outreach Materials

- Plan Committee Roles and Responsibilities handout
- Cordova Times ad, December 2018
- Postcard #1, December 2018
- Postcard #2, June 2019
- Meeting in a Box overview sheet, sign-in sheet and comment form
- October 2018 Project Snapshot
- January 2019 Project Snapshot
- Newsletters:
 - June 2019
 - May 2019
 - March 2019
 - December 2018
 - November 2018
- Summer 2019 Visitor Survey
- Representative set of project presentation slides (March 2019 Plan Committee meeting)

Cordova Comprehensive Plan

Roles & Responsibilities — September 2018

Thank you for taking the time to contribute as a member of the Cordova Comprehensive Plan Committee. The committee is intended to be a broadly representative group that will act as a sounding board and creative problem solvers throughout the planning process. Below, the project team has outlined some of the roles and responsibilities of committee members.

Project Team Roles and Responsibilities

The project team appreciates your willingness to volunteer and will run working committee meetings efficiently, provide timely information, and be reasonable in our requests for assistance.

Committee Roles and Responsibilities

Balance personal and community-wide interests.

- Provide input that represents personal views, and to equally consider the interests of the community.
- Seek to identify areas of agreement and common ground solutions that serve the needs of all parties with a stake in the future of the region.
- Compromise when necessary.
- Work with other committee members to help shape a Cordova Comprehensive Plan that individual members and the whole committee can actively support.

Support the process.

- Devote the time, study and thought necessary to understand and carry out committee's responsibilities.
- Attend meetings whenever possible. Committee members should be prepared to meet monthly throughout the project.

Assist with engagement and outreach.

- On an ongoing and informal basis, keep family, friends, neighbors and colleagues informed about the process and key outcomes.
- Encourage others to participate at various stages of the process when appropriate.
- Provide feedback on public participation tools and process.
- Support recruitment, engagement and outreach efforts.
- Participate in interviews and attend community meetings.
- Encourage others to offer feedback on draft materials.

Work productively with other committee members, city staff, and other community members, even when experiences and opinions may differ.

- Listen and be open to new ideas.
- Stay on topic and keep comments specific.
- Be respectful and polite.
- Be positive and focus on being problem solvers.
- The committee will help shape and clarify the comprehensive plan goals and strategies and should be prepared to meet monthly throughout the project.

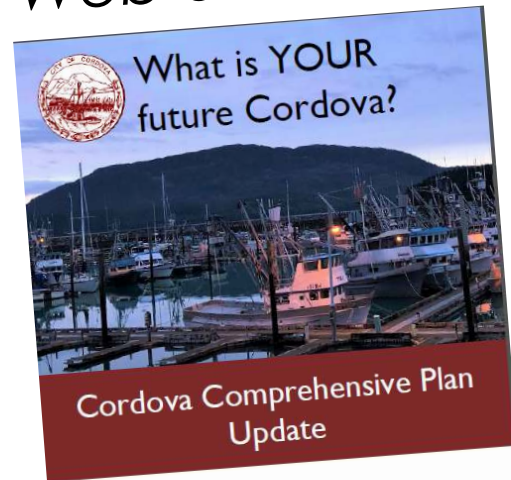
Help with plan approval.

- Provide input at meetings and during the Planning Commission and City Council review and approval process.
- Provided a resolution recommending adoption of the final comprehensive plan document.


Cordova Times Advertising

December 2018

Web ad



What is YOUR future Cordova?



Cordova Comprehensive Plan Update

Take the survey:

www.surveymonkey.com/r/futurecordova

Visit the interactive map:

<https://arcg.is/0a8fb0>

Survey and map close on December 31st

Visit the project website for updates and ways to get involved:

www.CordovaCompPlan.com

Print ad

What is YOUR future Cordova?

Cordova Comprehensive Plan Update

Help Shape Your Community – Take the Survey!

www.surveymonkey.com/r/futurecordova

- ❖ Closes December 31st, 2018
- ❖ Paper copies available at the CCMC hospital cafeteria, library and city hall
- ❖ Visit the interactive map where you can share your place-based comments: <https://arcg.is/0a8fb0>



Scan this image with your phone to go to the survey

Visit the project website for updates, including meeting information and ways to get involved:

www.CordovaCompPlan.com

Poster # 1, December 2018



What is YOUR future Cordova?

Cordova Comprehensive Plan Update

Help Shape Your Community – Take the Survey!

www.surveymonkey.com/r/futurecordova

Closes
December
3rd

What is a comprehensive plan?

- A process for communities to plan for their future by creating a long-term vision, community goals, and practical short-term strategies.
- The updated plan will guide decision-making on topics including land use, housing, economic development, transportation and quality of life.
- Cordova's Comprehensive Plan was last updated in 2008.

look on the other side – learn more and other ways get involved

Cordova Comprehensive Plan Update

Take the Survey!

www.surveymonkey.com/r/futurecordova

Paper copies available at the CCMC
hospital cafeteria, library, and city hall.

Visit the interactive map where you can
share your place-based comments:

<https://arcg.is/0a8fb0>



Scan this image
with your phone to
go to the survey

Visit the project website for project
updates, including meeting information
and ways to get involved:

www.cordovacomplan.com

Questions? Contact us!

Leif Stavig

Interim Planning Director, City of Cordova
phone: 907-424-6220
email: planning2@cityofcordova.net

Shelly Wade

Project Manager, Agnew::Beck Consulting
phone: 907-242-5326
email: shelly@agnewbeck.com

Address here

Poster # 2, June 2019

Cordova Comprehensive Plan Update

The draft plan is ready for your review.

Check it out.

www.CordovaCompPlan.com



Tell us what you think! *Ways to share your feedback:*

1

Submit your electronic comments online.

Visit the web link above to submit comments.

2

Complete a comment form.

Find paper copies of the plan and comment forms at the Cordova Chamber of Commerce, the Library and City Hall in the Cordova Center.

3

Email or call the project team.

See reverse for contact information.

Comments are due August 31st, 2019

Cordova Comprehensive Plan Update

We have a Visitor Survey!

Encourage visitors to tell us about their Cordova experience.

Find paper copies:

**Cordova Chamber of Commerce
Cordova Museum**

Find online:

www.surveymonkey.com/r/CordovaVisitors



Scan and link to survey

Visit the project website for more updates:

www.CordovaCompPlan.com

Questions? Contact us!

Leif Stavig

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email: planning@cityofcordova.net

Shelly Wade

Project Manager, Agnew::Beck Consulting

phone: 907-242-5326

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Address here

Cordova Comprehensive Plan Update : Meeting in a Box Overview

This tool is intended to help city staff, committee members and other residents quickly share information about the comprehensive planning process at existing community meetings, events and workplace locations around Cordova. It includes talking points and a list of recommended materials to bring when presenting information about the plan.

WHAT is a comprehensive plan?

- A comprehensive plan is a process for communities to plan for their future by creating a long-term vision, community goals, and practical short-term strategies.
- Cordova's Comprehensive Plan was last updated in 2008.
- The comprehensive plan is a community-driven tool that will provide direction to community leaders, residents, funders and other partners.

WHO is leading the planning process?

- The City of Cordova, led by Planning Staff, is overseeing this effort with help from consulting team, [Agnew::Beck Consulting](#).
- The [Comprehensive Plan Committee](#), a broadly representative group of Cordova residents, is acting as a sounding board and group of creative problem solvers throughout the planning process.
- Community entities will share the responsibility of plan implementation.

WHEN will plan development happen?

- The timeframe for the comprehensive plan process is fall 2018 through fall 2019.
- The draft plan will be released in late May. The draft will undergo an extended public review process over the summer to give fishermen, seasonal residents and others the opportunity to review and share comments.
- The target for final plan approval is October 2019.

WHY is the comprehensive plan relevant to Cordova residents?

- It is an opportunity to preserve and improve Cordova quality of life – The updated plan will guide decision-making on land use, housing, economic development, transportation, parks and recreation, health and wellness and other topics that impact quality of life in Cordova.
- It starts with and centers on a shared vision and goals for prioritizing and evaluating all future actions – The plan will clearly identify the community's desired future direction

(long-term) and policies and actions (shorter-term) that ensure progress toward that vision.

- It will position the community of Cordova for funding/partnering opportunities – The plan will send a clear message to regional, state and federal partners about Cordova’s priorities, how the community is taking action and contributing to their own success.
- The process will engage residents in shaping how they want the future of Cordova to look, providing many opportunities to share and discuss common ideas and concerns. It broadly answers:
 - How can we as a community protect the characteristics people value about living here?
(insert relevant examples such as the small-town feel, the schools, the harbor, outdoors)
 - How can we address the challenges that make it hard to live here?
(insert relevant examples such as cost of living, limited transportation access)
 - What are our big priorities? How can we work together to achieve them?

HOW can you get involved?

- Visit the website: www.cordovacompplan.com
 - Includes a link to sign up for e-mail updates
 - Meetings and events will be posted
 - Project information and materials available for download
- Attend a community event or focus group (see the website or email the project team for upcoming events)
- Review the draft plan and share your feedback

Reference Materials (bring hard copies of these)

- Project overview flyer (page 4 of PDF)
- Summary of Community Survey and Map Results (pages 5-6 of PDF)
- Sign-in sheet for project updates (pages 7-8 of PDF)
- City area Map (page 9 of PDF)
- Comment Form (pages 10-11 of PDF)

Possible Locations

Workplaces	Organizations	Community Events
<ul style="list-style-type: none"> • Coast Guard • Copper River Seafoods • Copper River Watershed Project • Copper Valley Telecom Cooperative • Copper Valley Wireless • Cordova Community Medical Center • Cordova Electric Cooperative • Cordova Family Resource Center • Cordova Schools (teachers) • Cordova Telecom • Cordova Wireless • Eyak Corporation • GCI • Ilanka Cultural Center • Ilanka Health Center • Native Village of Eyak • Prince William Sound Science Center • US Forest Service 	<ul style="list-style-type: none"> • Chamber of Commerce • Cordova Amateur Youth Athletics Corporation • Cordova District Fishermen United • Cordova Northwind Quilter's Guild • Cordova Parent-Teacher Association (PTA) • Cordova Volunteer Fire Department • Eyak Corporation Board of Directors • Native Village of Eyak "monthly mug" tribal offices, last Thursday of every month • Native Village of Eyak Tribal Council • Senior Luncheon • Sheridan Alpine Association • Student Council 	<ul style="list-style-type: none"> • Native Village of Eyak Sobriety Celebration (Nov 9-11) – DONE • Christmas Tree Lighting and Holiday Kick-off (Nov 30-Dec 1) – DONE • Iceworm Festival (late January – early February 2019) - DONE • Cordova College and Career Fair (April 18th) • Community dance performance (April 19-20th) • Cordova Health Fair (April 27th) • SERS Drill (end of April) • Shorebird Festival (1st weekend in May) • Copper River Salmon Jam (July 2019)

EMAIL



City of Cordova

A L A S K A

EMAIL

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Cordova Comprehensive Plan Update

Comment Form



We want to hear from you! What are your ideas, suggestions and concerns for Cordova's future?

Visit the project website to learn more and to sign up for project updates:

www.CordovaCompPlan.com

How to return your comment form:

- Drop it off at the front desk of City Hall in the Cordova Center.
- Email it to project manager Shelly Wade, shelly@agnewbeck.com
- Mail it to: Shelly Wade
Agnew::Beck Consulting
441 West Fifth Avenue Suite 202
Anchorage, AK 99501

Your input matters! Thank you in advance for your feedback!

1. What makes Cordova special?

2. How can we create more stable, year-round jobs in Cordova?

3. Share your ideas for these potential comprehensive plan categories.

Category	What is the most important project or strategy for Cordova over the next 5 years in this category?	How can the community successfully accomplish the project or strategy you suggested?
Land Use <i>(existing uses; areas for future growth, development, preservation; environment)</i>		
Housing <i>(supply, demand, affordability, quality)</i>		
Economic Development <i>(businesses, jobs, market opportunities, increased community wealth)</i>		
Transportation <i>(roads, harbors, ferries, trails)</i>		
Quality of Life <i>(health and wellness, recreation, education)</i>		
Public Facilities and Services <i>(water, sewer, energy, public facilities and services)</i>		
Fiscal Health <i>(financial sustainability, city budget)</i>		

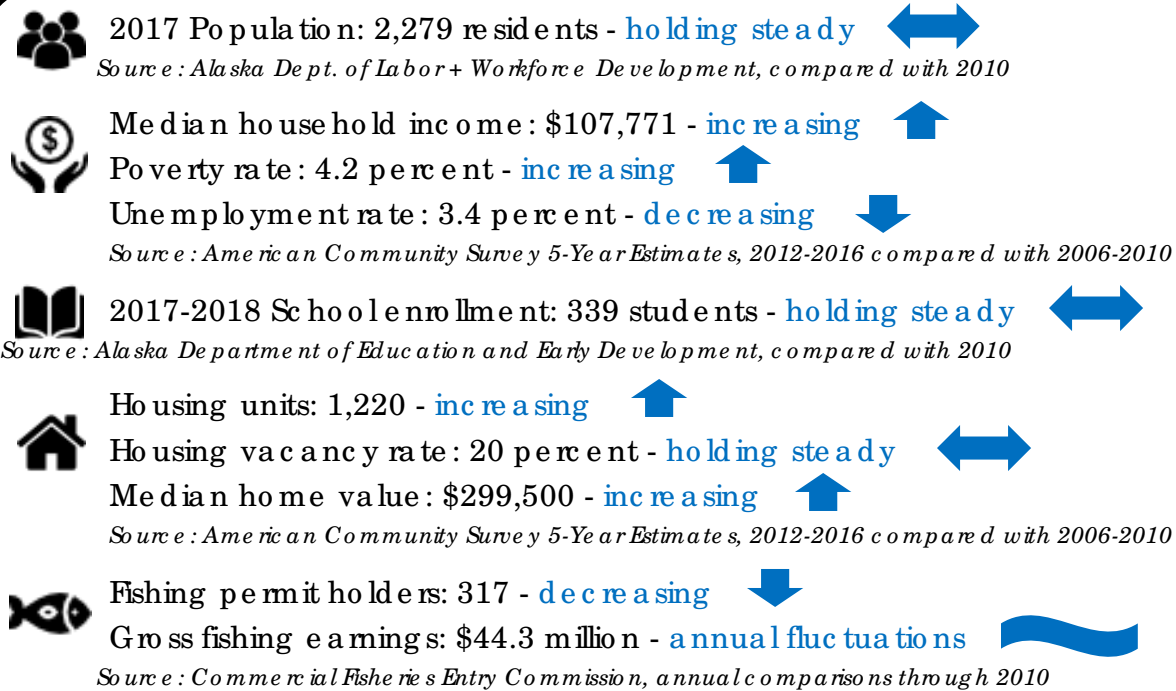
4. What other ideas, suggestions or concerns do you have?



Cordova Comprehensive Plan Update:

October 2018 Snapshot

Who are we? How have we changed?



Local Taxes

■ property tax 11.5 mills ■ sales tax 6% ■ bed tax 6% ■ car rental tax 6% ■

Top Industries by Number of Employees

24% Local government (includes school, city, tribal staff)

20% Trade, transportation and utilities (includes retail)

16% Manufacturing (includes seafood processing)

Source: Alaska Department of Labor + Workforce Development, Research + Analysis Section, 2016. Excludes federal workers, military and self-employed individuals.

What have we learned so far?



What is important to Cordova residents? What do we value most about our community?

- Sense of community, small-town feel
- Family-friendly, quality schools
- Active volunteers, commitment/service to community
- Creative, artistic, well-educated, resourceful residents
- Support for local businesses
- Ready access to outdoor recreation, natural resources
- History and culture

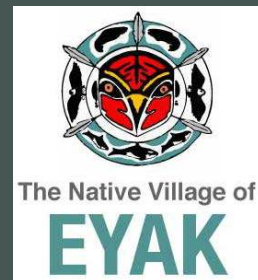


What are our biggest challenges and potential areas for improvement?

- Undiversified economy, overdependence on one industry
- Aged harbor, lack of waterfront infrastructure
- Lack of access, ability to effectively move goods and people
- Lack of affordable, quality housing
- Limited land base and options for growth
- Limited affordable, appropriate commercial space
- Small workforce, limited training and certification options

Legend tells us that long ago, Eyak people migrated down the Copper River and into the Prince William Sound in cottonwood canoes. The Eyak people separated into two main villages, the Alaganik, located on the Copper River Delta, and the Eyak, located at the mouth of Eyak Lake. The Eyak people became the traditional caretakers of this land and were the middleman for all trades between other Indigenous groups as well as intermarrying with other tribes.

Today, Cordova is a melting pot of Native and non-Native cultures. The Native Village of Eyak (NVE) is a group of four distinct Alaska Native groups (Tlingit, Alutiiq, Athabaskan and Eyak) who came together to form a federally recognized tribe. NVE's traditional boundaries span from the eastern edge of Prince William Sound down to present day Yakutat. Those lands include some of the traditional areas for the Alutiiq and Tlingit people, and all the traditional lands of the Eyak people. The last village of Eyak, located on the western edge of Eyak Lake, was annexed by the City of Cordova in the early 1900s. NVE tribal members continue to promote and revive cultural traditions shared across the four distinct Native groups, including subsistence activities, skin sewing, weaving and beading.



What are our potential priorities? What projects or strategies will help us achieve our goals?

- Replace and expand harbor and waterfront infrastructure
- Advocate for consistent, reliable ferry service
- Provide affordable and quality healthcare and housing
- Expand Cordova Center use, revenue generation
- Revitalize main street, uptown
- Continue strategic marketing and support visitor industry
- Incentivize small business development
- Explore Prince William Sound borough formation

What is a Comprehensive Plan?

A comprehensive plan is a process for communities to plan for their future by creating a long-term vision, community goals, and practical short-term strategies. The updated plan will guide decision-making on topics including land use, housing, economic development, transportation and quality of life. Cordova's Comprehensive Plan was last updated in 2008.

Our Timeline

Fall 2018

- Project kick-off
- Talk with residents and collect information
- **October: Community Visit #1**

Winter-Spring 2018-2019

- Share what we learn and collect feedback
- Additional research; write draft
- **February: Community Visit #2**

Summer-Fall 2019

- Release and get feedback on the draft
- **April: Community visit #3 to share draft plan**
- **September: Community visit #4 to finalize plan**
- Plan approval: October 2019

Get Involved: Share Your Ideas + Questions

- Visit our website: www.cordovacompplan.com
- Receive project updates: sign up on the website or email shelly@agnewbeck.com
- Attend an in-person meeting: see the website or email the project team to learn about upcoming events
- Respond to our project survey: <https://www.surveymonkey.com/r/futurecordova> Closes December 31st. Paper copies available at the CCMC hospital cafeteria, library or city hall.
- View what other residents are saying and share your comments on our online comment map: <https://arcg.is/0a8fb0>
- Follow the City of Cordova on Facebook: <https://www.facebook.com/CordovaAK/>



Scan this image with your phone to go to the survey

Contact Us to Learn More

Leif Stavig

Interim Planning Director, City of Cordova
907-424-6220, planning2@cityofcordova.net

Shelly Wade

Project Manager, Agnew::Beck
907-242-5326, shelly@agnewbeck.com

What have we accomplished since we last updated our plan in 2008?

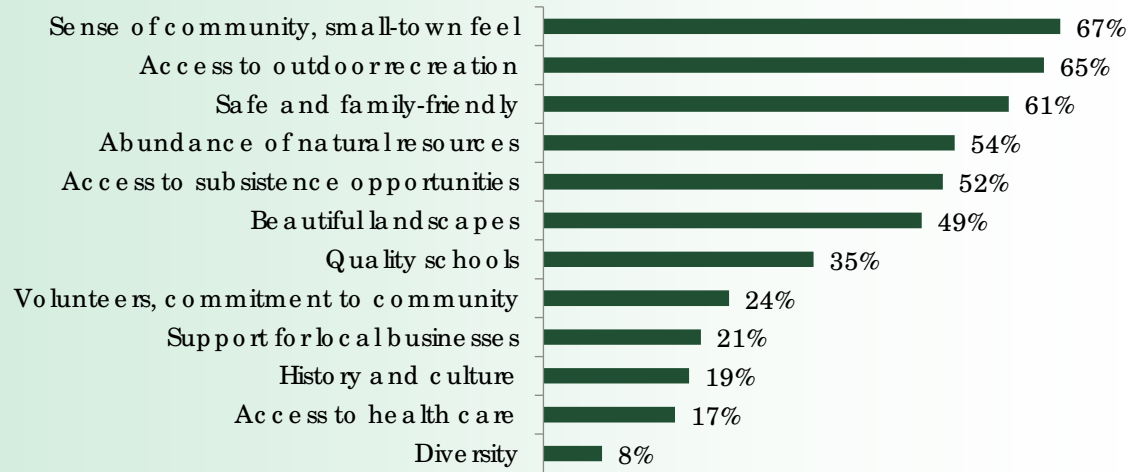
- Completion of the Cordova Center
- Upcoming relocation and expansion of the Prince William Sound Science Center
- Addition of new travel lift
- Development of Native Village of Eyak's Ilanka Community Health Center
- Improvement to community drinking water infrastructure
- Completion of school remodel in 2012
- Expansion of medical capabilities at the hospital
- Increase in emergency preparedness planning
- Establishment of the Salmon Jam – Copper River Wild Salmon Festival



Cordova Comp Plan Update Survey + Map Results, Jan 2019: What you have to say

A summary of most repeated and supported themes, strategies and project ideas from the comment map and survey

What do you most value about Cordova?

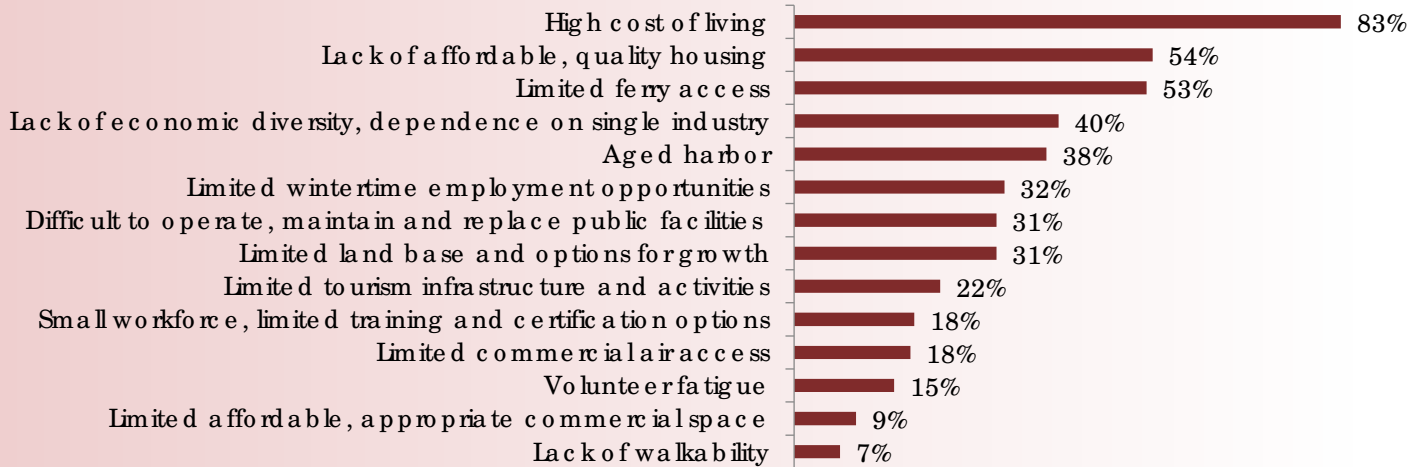


"Cordova is a wonderful community because it is small, because of the strong fishing economy, and because of the vibrant people who would not fit in anywhere else."

How can Cordova create year-round jobs? Your ideas:

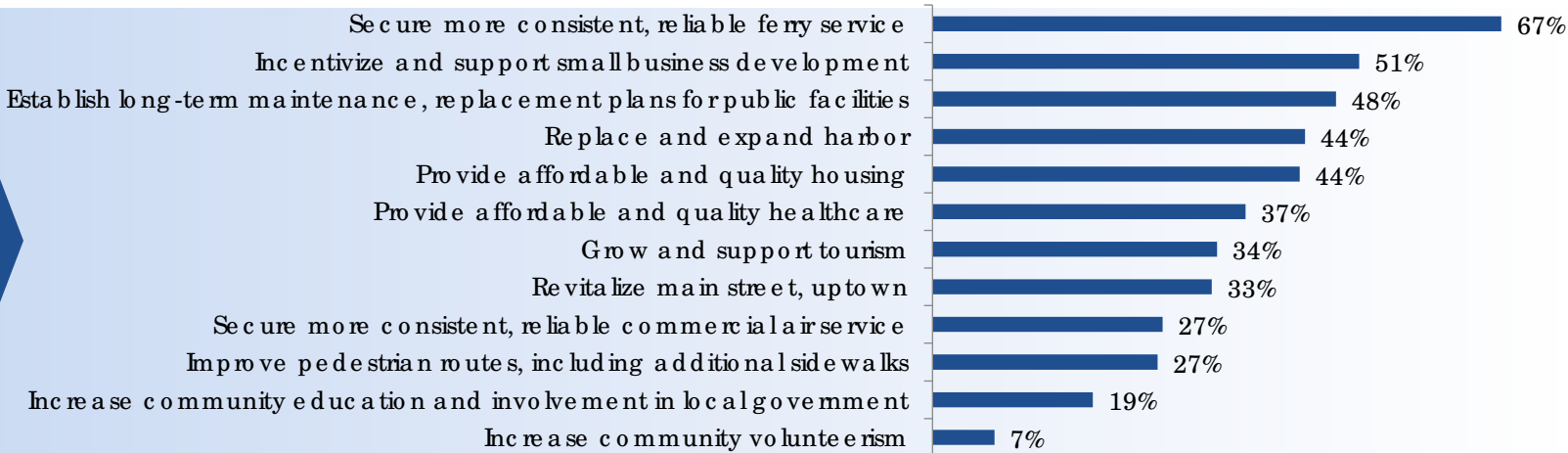
- ❖ Diversify the economy (agriculture, aquaculture, more small-scale tourism, timber)
- ❖ Expand maritime services (indoor boat maintenance facility, increased vessel repair services, boat rebuilding, community cold storage)
- ❖ Expand value-added seafood processing (fish sticks, imitation crab, smokehouse)
- ❖ Grow wintertime fisheries (cod, shrimp, herring, crab, halibut)
- ❖ Expand vocational and technical education opportunities (marine industry-specific trainings)
- ❖ Create small business incentives (tax incentives, training, co-work space)
- ❖ Improve access via improved ferry service or other connections
- ❖ Address Cordova's high cost of living (groceries, housing, travel)

What are Cordova's biggest challenges?



"I love this town and hate the thought of having to leave but it costs so much to live here ...now that I'm retired I have to leave."

What are the most important projects, strategies we should focus on over the next 5 years?



"Cordova is difficult to get to which is one of the reasons why many people live here. It is off the beaten path, in a beautiful place...But with this comes additional challenges. When the ferry or airlines cannot support the needs of the community, people may begin to look for opportunities elsewhere."

What other ideas and concerns were shared in the survey?

- ❖ Create more senior housing options
- ❖ Limit infill of tidelands to protect fish and bird habitat
- ❖ Clean up streets and encourage property owners to tidy lots
- ❖ Consider supplementing city revenues with sources other than property tax
- ❖ Explore ways to consolidate healthcare delivery between the City and the Native Village of Eyak
- ❖ Improve recycling and trash management, including better bear management

[View this email in your browser](#)



Cordova Comprehensive Plan Update: Project Newsletter, *November 2018*

Dear Cordova Community Members and Partners,

Thank you to everyone who has participated and contributed your thoughts and ideas at recent Cordova Comprehensive Planning events and through the [project website](#) and [online survey](#).

The updated Cordova Comprehensive Plan will guide planning, funding and development efforts in Cordova over the next 10 years. Projects, ideas and direction for the future are developed and implemented by the community and the city.

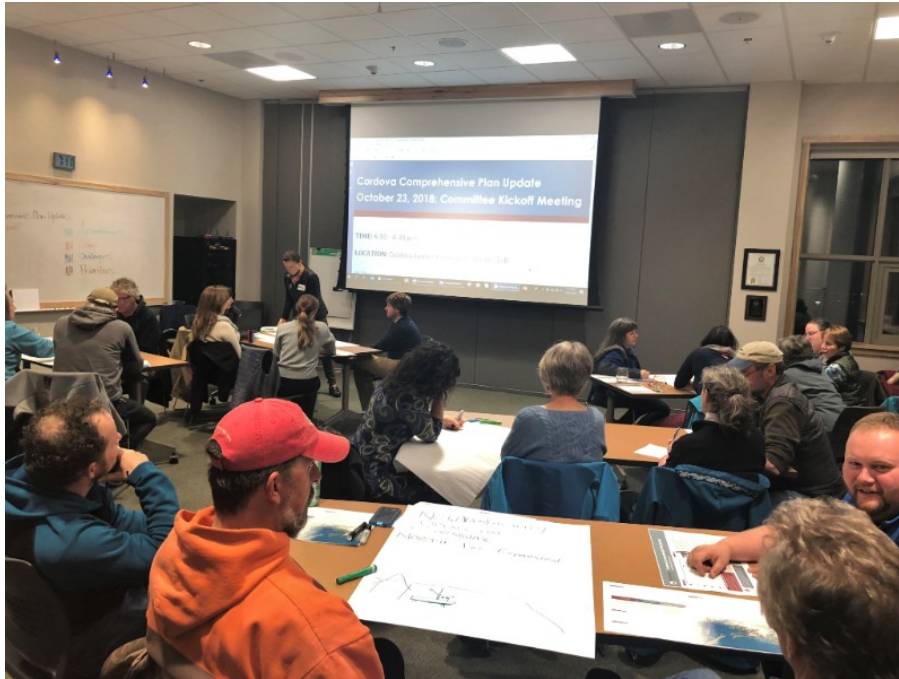
Your continued feedback and participation are critical to the success of the planning process, and to the development and implementation of the final plan.

Today, we are excited to share our first project update. We will send these electronic newsletters with important information on progress made and upcoming events approximately once every two months. If you know someone who may be interested in receiving these updates, please encourage them to sign up on the project website: www.cordovacompplan.com/.

Have a Safe and Happy Thanksgiving!

In this newsletter, learn about:

- [How can you learn more and get involved?](#)



What have we been up to?

Plan Kickoff Events – We held a project kickoff with the Comprehensive Plan Committee on October 23rd, and a community conversation with residents on October 25th. Between both events, over 70 residents shared what they value most about the community and improvements and changes they envision for a future Cordova.

Comprehensive Plan Committee – To help guide the planning process, we have established the Cordova Comprehensive Plan Committee. The Committee is a broadly representative group of Cordova residents, and is acting as a sounding board and group of creative problem solvers throughout the planning process. To meet the committee and learn more about their roles in the planning process, click the “Plan Committee” button on the [project webpage](#).

Interviews – Thank you to everyone that has taken the time to talk with our project team. We have interviewed approximately 14 community representatives and regional leaders to identify issues and discuss ideas for Cordova’s future.

Survey – The project survey launched last week! **The survey is open through December 31, 2018 and takes a short 10 minutes.** Please encourage family, friends, neighbors and co-workers to respond! Paper copies are also available at the CCMC hospital cafeteria, library or city hall. In the coming months, also look for “comprehensive plan

Comment Map – An Interactive Online Tool AVAILABLE NOW –

Where do you want to see future housing, roads and sidewalks, businesses, parks and trails and other kinds of development? Which areas do you want to remain undeveloped? [JUST CLICK HERE](#) to review what other residents are saying and share your comments on the map.

The map is open through December 31, 2018.

Native Village of Eyak Sobriety Celebration – City staff hosted a table at the celebration event to share project information and to encourage residents to participate in the community survey.

Research – The project team is collecting information to help tell the story of Cordova: how it is changing and how it compares to other coastal Alaska communities, the state and nation. This information will be summarized in the draft plan.



What is happening next?

- We are in the early stages of gathering and reviewing information from the community and other partners.
- Over the coming months, City staff and Plan Committee members will give presentations at events and in workplaces around

- Would you like a presentation to your staff and/or organization? Contact Leif Stavig (see info below).
- During Iceworm Festival, late January/early February 2019, we will share what we are learning and get community feedback on the preliminary direction of the draft plan.
- The draft Cordova Comprehensive Plan Update is slated for an April 2019 release, and will be finalized in fall 2019.
- Check the [project website](#) often for up-to-date information on when and where City staff, the Plan Committee or project team are presenting on the comprehensive plan, like the upcoming [Holiday Kickoff and Bazaar – November 30th and December 1st](#).



How can you learn more and get involved?

- Visit our website: cordovacomplan.com
- Receive project updates: sign up on the website or email shelly@agnewbeck.com
- Attend an in-person meeting: see the website or email the project team for upcoming events
- Respond to our project survey: <https://www.surveymonkey.com/r/futurecordova>
- Post your comment on our online interactive map: [Click Here](#)
- Follow the City of Cordova on Facebook: www.facebook.com/CordovaAK/

Questions or thoughts? Contact the project team:

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Interim Planning Director
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Cordova Comprehensive Plan Update: Project Newsletter, *December 2018*

Dear Cordova Community Members and Partners,

Today, we are excited to share our second project update. If you missed the first one, you can view it [here](#). We will send an update approximately every two months as the project progresses.

If you know someone who may be interested in receiving these updates, please encourage them to sign up on the project website: CordovaCompPlan.com.

Happy Holidays to you and yours!

What have we been up to?

- **On the Radio** – Interim Planner, Leif Stavig, and Agnew::Beck Project Manager, Shelly Wade, participated in KCHU's **Coffee Break on Wednesday, December 19th**, to talk about the importance of the project and how residents can get involved. **Listen for Leif and Shelly in coming weeks on KLAM (AM 1450) /KCDV (100.9 FM)!**
- **Project Introduction Postcards** – We sent postcards to **over 1,500 P.O. boxes** in Cordova, introducing the project, survey and comment map.
- **Holiday Bazaar** – City staff and plan committee members hosted a booth at the Cordova Holiday Bazaar – they chatted with

wanted to see Cordova look like in the future.

- **Survey and Interactive Comment Map** – We have received **over 275 survey responses** and **almost 200 comments** on the interactive map. Thank you for your input so far!
- **October 2018 Community Conversation Summary** – We have prepared a summary of the well-attended (over 70 residents!) **October 25th Community Conversation**. [View it here](#).
- **Mapping** – We are developing **land use, transportation and other relevant maps** to share and discuss during our next visit (see below for details!).
- **Research** – The project team continues to collect information to **tell the story of Cordova**: how it is changing and how the population, housing and economic characteristics compare to other coastal Alaska communities and the state. Come to Iceworm Festival events to learn more!



We want to hear from you.

Over the next several weeks, the project team will use **your survey responses, map comments** and other research to guide the direction and content of the draft comprehensive plan.

During **in-person community conversations** in late January/early February, there will be several opportunities to review and discuss what we have heard and learned so far, including summaries and themes of map comments.

- **Survey** – The project survey is open until the end of 2018 and **only takes about 10 minutes** – please encourage family, friends, neighbors and co-workers to respond! Paper copies are also available at the CCMC hospital cafeteria, library or city hall. www.surveymonkey.com/r/futurecordova
- **Interactive Map** – Post your comment on our **online interactive map**: [JUST CLICK HERE](#)

directly, or submit your comments through the website, under “Contact Us”.

- **Iceworm Festival** – Our team will be in Cordova for the [Iceworm Festival](#).

Join us Wednesday, January 30th, 6:00 to 8:00 pm, at the Cordova Center for: “Cordova Comp Plan Update: Community Survey and Comment Map Results Revealed!”

Come learn what your Cordova family, friends, neighbors and co-workers had to say about their future Cordova. **We will also have a table at the Cordova Center on Saturday, February 2nd**, so stop by and say hello!

- **Plan Committee Conversations and Presentations** – In the coming months, City staff and Plan Committee members are giving short presentations at Cordova events and workplaces. **Want us to present at an upcoming staff gathering, board meeting, book club or after-work meet-up event? Contact us using the information at the bottom of this newsletter.**



How can you learn more and get involved?

- **Visit our website** – www.cordovacompplan.com
- **Attend an in-person meeting** – Check out the website or email the project team for upcoming events.
- **Follow the City of Cordova on Facebook** – www.facebook.com/CordovaAK/
- **Review the Draft Plan** – The draft Cordova Comprehensive Plan Update is slated for an April 2019 release, and will be finalized in fall 2019.

**Questions or have additional comments?
Contact the project team:**

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Cordova Comprehensive Plan Update: Project Newsletter, *March 2019*

Dear Cordova Community Members and Partners,

Today, we are excited to share our third project update. If you missed the first two, you can view them on the project website, CordovaCompPlan.com.

If you know someone who may be interested in receiving these updates, please encourage them to sign up at CordovaCompPlan.com



Thank you for joining us during Iceworm Festival! And...THANK YOU

to the Iceworm Festival Board and volunteers for the many fun-packed activities and events, and numerous opportunities to get resident feedback on their future Cordova.

- **Community Conversation** – We hosted a well-attended January 30th Community Conversation, where we revealed and discussed the interactive map and survey results. [View the meeting summary.](#)
- **Cordova Community Medical Center (CCMC) Lunch** – We talked with seniors and other residents during the Wednesday, January 30th Senior Lunch. Thank you, seniors, for your lifelong contributions to Cordova, and for your valuable input on how to improve quality of life for Cordova's older residents.
- **Cordova Center Conversations** – All day Friday and Saturday, February 1st and 2nd, we shared information and talked with Cordova residents and visitors in the upper atrium, including many of you that were checking out and voting on the photo competition at the museum, or perusing items the Arts and Crafts Fair, or just warming up after the survival suit races or parade!
- **Variety Show** – We got feedback from residents during the Iceworm Variety Show.
- **St. Joseph's Breakfast** – We enjoyed a delicious Cordova breakfast (freshly made falafel – what a treat!) and talked with residents at the Iceworm Breakfast at St. Joseph's Catholic Church. Thank you, Father Michael and team, for allowing us space in the entry way!
- **Raffle** – As part of our Iceworm festivities, we raffled off some delicious Pete's Treats. Congratulations, Colby and Marleen!



January 2019 Question of the Month – You did it, Cordova!

Leading up to and throughout the week of Iceworm we collected in-person and online responses to the January 2019 question of the month, “What makes you want to stay in /leave Cordova?” [CLICK HERE to view the results](#). 259 residents responded, which far exceeded our goal of 100 responses!





How can you learn more and get involved?

Over the next two months, the project team will use **your survey responses, map comments** and other research to guide the direction and content of the draft comprehensive plan.

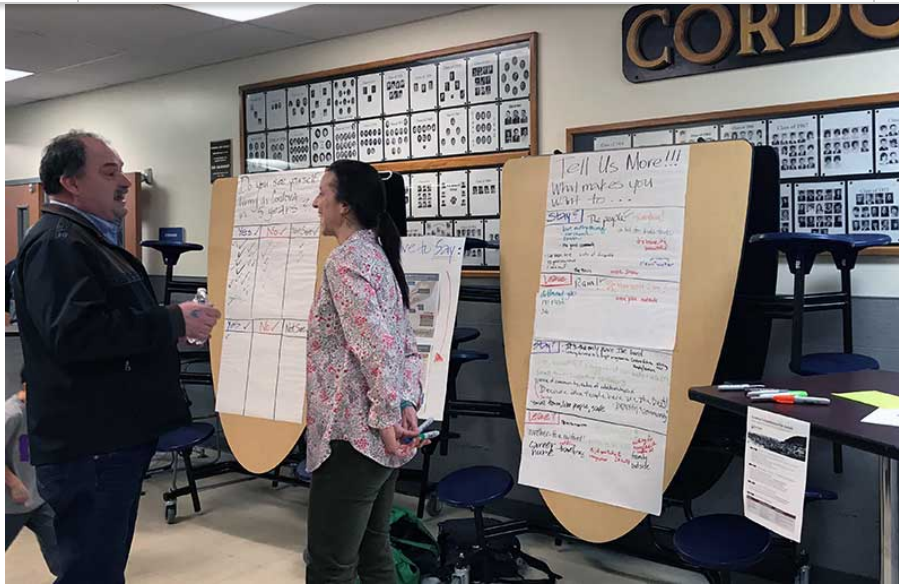
In the meantime, there will be several upcoming opportunities to review and discuss what we have heard and learned so far, including summaries and themes of map comments.

- **March 2019 Question of the Month**

*THE QUESTION: Pick the best idea! What project or strategy do you think would bring **the most economic benefit** to Cordova residents (i.e., more year-round jobs, more businesses that meet resident/visitor needs, and overall, increased revenue to support community priorities)? [CLICK HERE to pick your idea and share more!](#)*

OUR GOAL – 100 responses in 10 days!

- **Plan Committee Conversations and Presentations** – In the coming months, City staff and Plan Committee members are giving short presentations at Cordova events and workplaces. **Want us to present at an upcoming staff gathering, board meeting, book club or after-work meet-up event?** Contact us using the information at the bottom of this newsletter.
- **Visit our website** – CordovaCompPlan.com
- **Follow the City of Cordova on Facebook** – www.facebook.com/CordovaAK/



What is our schedule?

- **March 2019** – Reconvene the Planning Committee to review emerging themes, confirm preliminary goals and strategies, and discuss ways to get the word out about the draft plan.
- **March and April** – Conduct additional outreach with organizations and businesses.
- **April** – Hold joint work session with the Planning Commission and City Council to get feedback on the draft plan.
- **Early May** – Release the draft plan.
- **Early May through Early Fall** – Conduct an extended public review process over the summer to give fishermen, seasonal residents and others the opportunity to review and share comments.
- **Fall 2019** – Finalize the plan.

Questions or have additional comments? Contact the project team:

Leif Stavig

Planner

City of Cordova

907-424-6220

planning@cityofcordova.net

Shelly Wade

Agnew::Beck Project Manager

907-242-5326

shelly@agnewbeck.com

Thank you for contributing to your community plan.
Visit the project website for more information and to sign up for updates: CordovaCompPlan.com



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[View this email in your browser](#)



Cordova Comprehensive Plan Update: Project Newsletter, *May 2019*

Dear Cordova Community Members and Partners,

Today, we are excited to share our fourth project update. If you missed the first three, you can view them on the project website, CordovaCompPlan.com.

If you know someone who may be interested in receiving these updates, please encourage them to sign up at CordovaCompPlan.com



What have we been up to since Iceworm?

planning process in Fall 2018 (thank you, Cordova residents, for your great input!), the project team developed a draft vision, goals and strategies for Plan Committee, Planning Commission and City Council consideration and feedback.

- **Conducted Plan Committee Draft Plan work session** – On April 26, the [Plan Committee](#) gathered to review and discuss an early version of the draft plan and strategies for increasing resident participation in the comprehensive planning process.
- **Conducted joint work with Cordova Plan Commission and City Council** – On May 1, the Cordova Planning Commission and City Council convened for a joint comprehensive plan work session to review and provide feedback on draft plan policies.
- **March 2019 Question of the Month Results Revealed** – [Check them out!](#)

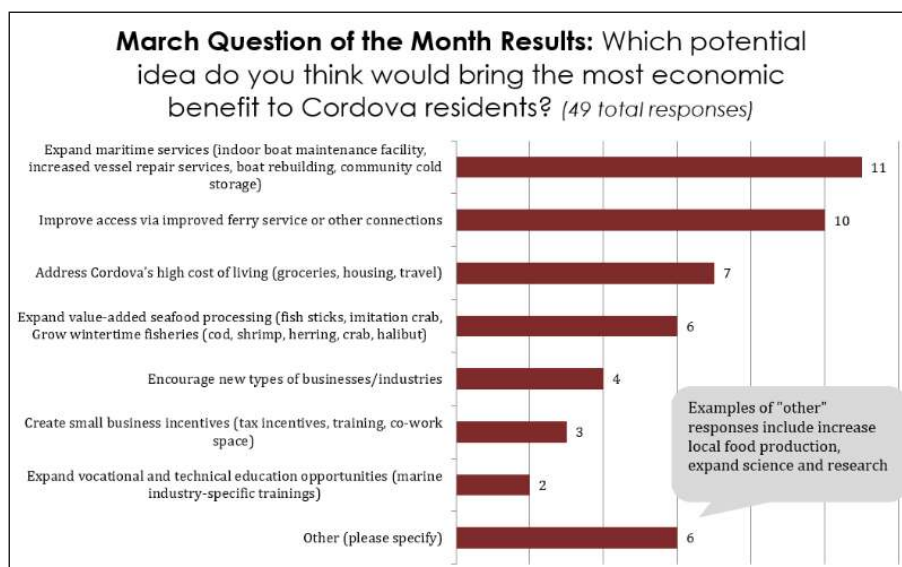


Photo courtesy of Cordova Chamber of Commerce

How can you learn more and get

- **Attend or Request a Plan Committee Conversation or Presentation**

In the coming months, City staff and Plan Committee members will continue to give short presentations at Cordova events and workplaces. Want us to present at an upcoming staff gathering, board meeting, book club or after-work meet-up event? Contact us using the information at the bottom of this newsletter.

- **Visit our website** – CordovaCompPlan.com

- **Follow the City of Cordova on Facebook** – www.facebook.com/CordovaAK/



Photo courtesy of Cordova Chamber of Commerce

What is our schedule?

- **Early June** – Release the draft plan.
- **Early June through Early Fall** – Conduct an extended public review process over the summer to give fishermen, seasonal residents, visitors and others the opportunity to review the draft plan and to share their input.
- **Fall 2019** – Finalize the plan.

Contact the project team:

Leif Stavig

Planner

City of Cordova

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planning@cityofcordova.net

Shelly Wade

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Dear Cordova Community Members and Partners,

WE NEED YOUR FEEDBACK

The Draft Cordova Comprehensive Plan Update is READY FOR YOUR REVIEW!

This plan will be a community resource and guide for decision-making on topics including land use, housing, economic development, transportation, fiscal health, public facilities and services, and quality of life.

YOUR INPUT MATTERS! Have a say in what goes in the final plan.

The **DEADLINE** for comments is August 31st, 2019.

How to Access the Draft Plan

- View, download and/or print the draft plan at www.CordovaCompPlan.com. There, you will find:
 - [The Draft Executive Summary](#) – a concise, graphic overview of the plan.
 - [The Draft Comprehensive Plan Update](#) – more details on draft plan issues, policies and actions.
 - **COMING SOON** – a complete appendices with detailed data and background research used to develop the draft plan, including maps and results from community surveys.
- Review or pick up a hard copy of the plan and comment form at:
Cordova City Hall
601 1st Street
Cordova, Alaska

HOW TO COMMENT ON THE DRAFT PLAN

- [Submit your electronic comments online.](#)
- Complete and mail a comment form:
City of Cordova Planning Department
Re: Cordova Comprehensive Plan Update
601 1st Street, Cordova, AK 99574
- Email or call the project team:
 - Leif Stavig, City of Cordova Planner,
907-424-6220, planning@cityofcordova.net
 - Shelly Wade, Agnew::Beck Project Manager,
907-242-5326, shelly@agnewbeck.com

Questions or have additional comments? Contact the project team:

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Planner

City of Cordova

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Cordova Visitor Survey: Summer 2019

Thank you for visiting Cordova! We are updating our community plan and want to learn about your trip so we can make Cordova an even better place to visit.

Thank you in advance for taking five minutes to complete this survey. Survey respondents will be entered to win a locally-made craft, treat or experience from a Cordova-based business.



WHERE TO DROP OFF YOUR SURVEY

Drop boxes are located at:
Cordova Chamber of Commerce
Cordova Museum

Prefer to respond online?

Scan this code with your phone to go directly to the survey page or visit:

www.surveymonkey.com/r/CordovaVisitors



About Your Trip

1. How did you arrive in Cordova?

<input type="checkbox"/>	By ferry
<input type="checkbox"/>	By cruise ship
<input type="checkbox"/>	By commercial flight
<input type="checkbox"/>	Other: _____

2. Why did you choose to visit Cordova? (select all that apply)

- | | |
|---|---|
| <input type="checkbox"/> Friends and/or family live here | <input type="checkbox"/> Festival or special event: _____ |
| <input type="checkbox"/> Recommendation from family, friend or colleague | <input type="checkbox"/> Part of a larger tour package |
| <input type="checkbox"/> Recommendation from professional travel source (e.g., magazine, website/mobile application, TV show) | <input type="checkbox"/> Here for work |
| | <input type="checkbox"/> Other (please share): _____ |

3. What sources did you use to plan your trip to Cordova? (select all that apply)

- | | |
|--|---|
| <input type="checkbox"/> Brochures | <input type="checkbox"/> Information from previous visit(s) to Cordova |
| <input type="checkbox"/> City of Cordova | <input type="checkbox"/> Magazine/newspaper/television |
| <input type="checkbox"/> Cordova Chamber of Commerce | <input type="checkbox"/> Other travel guides (e.g., Lonely Planet, Fodor's, etc.) |
| <input type="checkbox"/> Facebook, Instagram or other social media | <input type="checkbox"/> Websites/mobile applications |
| <input type="checkbox"/> Forest Service resources | <input type="checkbox"/> Other (please share): _____ |
| <input type="checkbox"/> Friends/family | |

4. What did you do/ what are you planning to do on your visit? (select all that apply)

- | | |
|--|---|
| <input type="checkbox"/> Biking | <input type="checkbox"/> Ice climbing |
| <input type="checkbox"/> Birdwatching | <input type="checkbox"/> Kayaking |
| <input type="checkbox"/> Camping | <input type="checkbox"/> Museums and historical attractions |
| <input type="checkbox"/> Conference, training or other organized gathering (please indicate here: _____) | <input type="checkbox"/> Rafting |
| <input type="checkbox"/> Cultural tourism | <input type="checkbox"/> Shopping |
| <input type="checkbox"/> Day cruise | <input type="checkbox"/> Sightseeing |
| <input type="checkbox"/> Event | <input type="checkbox"/> Skiing/snowboarding, guided __ unguided __ |
| <input type="checkbox"/> Festival* (please indicate here: _____) | <input type="checkbox"/> Snowmachining |
| <input type="checkbox"/> Fishing, guided __ unguided __ | <input type="checkbox"/> Visiting friends and relatives |
| <input type="checkbox"/> Hunting, guided __ unguided __ | <input type="checkbox"/> Walking and hiking |
| | <input type="checkbox"/> Wildlife viewing |
| | <input type="checkbox"/> Other (please share): _____ |

**Annual Cordova festivals include Shorebird Festival (May), Fourth of July (early July), Salmon Jam (mid July), Fungus Festival (late August/early September), Iceworm Festival (late January)*

5. How many days did you spend/ are you planning to spend in Cordova? _____ days

6. Where did you stay/ are you staying? _____

Feedback on Your Visit

7. How would you rate your overall satisfaction with your Cordova trip? (circle one)

Very Satisfied	Satisfied	Neither Satisfied nor Dissatisfied	Dissatisfied	Very Dissatisfied
----------------	-----------	---------------------------------------	--------------	-------------------

8. How likely are you to return to Cordova? (circle one)

Extremely Likely	Likely	Neutral	Unlikely	Extremely unlikely
------------------	--------	---------	----------	--------------------

9. What did you/ do you like most about your trip to Cordova?

10. What did you/ do you like least about your trip to Cordova?

11. What would improve your Cordova experience?

12. How does Cordova compare with other destinations in terms of value for the money of your trip? (circle one)

Much better	Better	About the same	Worse	Much worse	I don't know
-------------	--------	----------------	-------	------------	--------------

About You

13. Where do you live?

City: _____
State: _____
Country: _____

14. What is your age?

- | | |
|--|--|
| <input type="checkbox"/> 0-18 years old | <input type="checkbox"/> 45-55 years old |
| <input type="checkbox"/> 19-24 years old | <input type="checkbox"/> 55-64 years old |
| <input type="checkbox"/> 25-34 years old | <input type="checkbox"/> 65 or older |
| <input type="checkbox"/> 35-44 years old | |

Have other comments, suggestions or ideas?

Share your thoughts in the space below.

Contact Information (Optional)

If you would like to be eligible for a prize, please enter your contact information. This information will only be used to contact prize winners – we will not be sending you anything or sharing your contact information with others. Your name will NOT be associated with your responses.

First and Last Name: _____

Email: _____

Phone: _____

Want to learn more about Cordova's community plan?

Check out our project website: www.CordovaCompPlan.com

Cordova Comprehensive Plan Update

**Comprehensive Plan
Committee Meeting**

March 28, 2019

Welcome and Introductions



Our Schedule : Overview

Fall
2018

- Project kick-off
- October community visit

Winter
2018-19

- Additional research and community survey
- January Ice worm visit

Spring
2019

- Develop draft plan; get feedback from Plan Committee + City Council
- Release public review draft at the end of May

Summer
2019

- Public comment period
- Outreach to seasonal residents and visitors

Fall
2019

- Revise plan to incorporate public feedback
- Plan approval

Detailed Schedule of Next Steps

April 2019	<ul style="list-style-type: none">• Week of April 1st: Close March Question of the Month and send brief e-newsletter posting results and announcing schedule for draft plan release• Week of April 22nd: draft plan goes to the Plan Committee for review• April 26th: Plan Committee meets to review and discuss draft
May 2019	<ul style="list-style-type: none">• Planning Commission and City Council work session on May 1st• May 1st – 26th: Project team addresses remaining comments, questions and concerns and prepares launch campaign• May 28th: public draft is released for extended comment period
Summer 2019	<ul style="list-style-type: none">• Extended public comment period – to be discussed later in presentation
Fall 2019	<ul style="list-style-type: none">• August 31st: end of public comment period• Week of September 16th: reconvene Plan Committee• October: final plan approval

Overview of Outreach



October 2018 Visit

View summary on website:
www.CordovaCompPlan.com



View snapshot on website: www.CordovaCompPlan.com

A summary of most repeated and supported themes, strategies and project ideas from the comment map and survey

A summary of most repeated and supported themes, strategies and project ideas from the comment map and survey

7



Ice worm Festival

January Question of the Month

259
responses!





The Comprehensive Plan Committee



Plan Committee

The Cordova Comprehensive Plan Committee, a broadly representative group of Cordova residents, is acting as a sounding board and group of creative problem solvers throughout the planning process.

[Learn More About Committee Roles and Responsibilities](#)

Bret Bradford

school board, fisherman, GCI staff, Cordova Amateur Youth Athletics Corporation

Brooke Johnson

Ilnaka Cultural Center Director, Eyak Corporation Board vice president, business owner

Cathy Renfeldt

Chamber of Commerce executive director, Cordova Arts Council, Volunteer Fire Department

Dave Zastrow

Forest Service public services officer, Parks and Recreation Commission, Trails Committee

Katrina Hoffman

PWS Science Center president and CEO, business owner

Kristin Carpenter

Copper River Watershed Project executive director, Cordova Community Medical Center Board chair

Nancy Bird

Planning and Zoning Commission, retired PWS Science Center CEO, Historic Preservation Commission, Cordova Legislative Information Office

Olivia Carroll

Cordova High School Student Council representative

Tom McGann

Planning and Zoning Commission chair, contractor

EX-OFFICIO

Ken Jones

City Council, fishermen, business owner


EX-OFFICIO

Melina Meyer

City Council, business owner

Roles and Responsibilities

- Balance personal and community-wide interests.
- Support the process.
- Assist with engagement and outreach.
- Work productively with other committee members, city staff, and other community members, even when experiences and opinions may differ.
- Help with plan approval.



*More on
next slide*

Roles and Responsibilities

- **Assist with engagement and outreach.**

- On an ongoing and informal basis, keep family, friends, neighbors and colleagues informed about the process and key outcomes.
- Encourage others to participate at various stages of the process when appropriate.
- Provide feedback on public participation tools and process.
- Support recruitment, engagement and outreach efforts.
- Participate in interviews and attend community meetings.
- Encourage others to offer feedback on draft materials.

Meeting in a Box

Cordova Comprehensive Plan Update: Meeting in a Box Overview

This tool is intended to help city staff, committee members and other residents quickly share information about the comprehensive planning process at existing community meetings, events and workplace locations around Cordova. It includes talking points and a list of recommended materials to bring when presenting information about the plan.

WHAT is a comprehensive plan?

- A comprehensive plan is a process for communities to plan for their future by creating a long-term vision, community goals, and practical short-term strategies.
- Cordova's Comprehensive Plan was last updated in 2008.
- The comprehensive plan is a community-driven tool that will provide direction to community leaders, residents, funders and other partners.

WHO is leading the planning process?

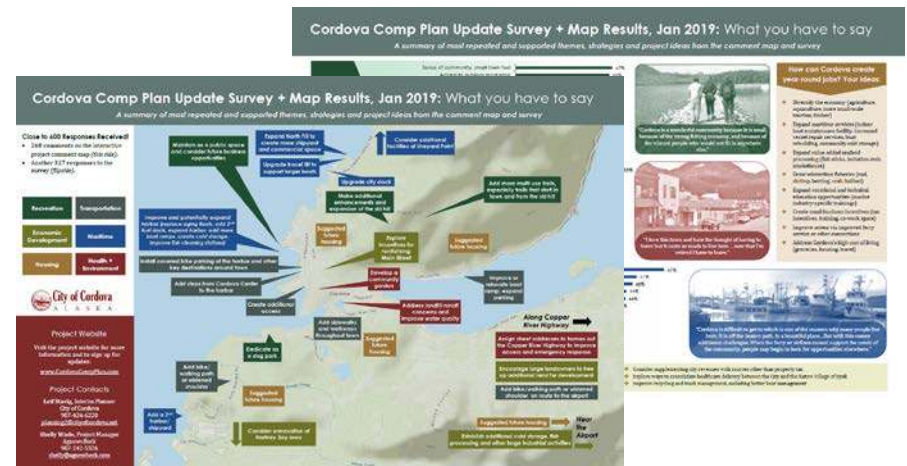
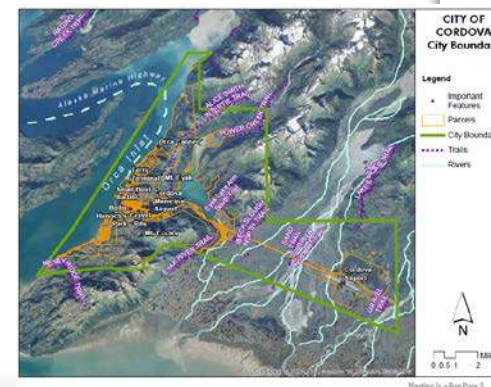
- The City of Cordova, led by Planning Staff, is overseeing this effort with help from consulting team, [Agnew/Beck Consulting](#).
- The [Comprehensive Plan Committee](#), a broadly representative group of Cordova residents, is acting as a sounding board and group of creative problem solvers throughout the planning process.
- Community entities will share the responsibility of plan implementation.

WHEN will plan development happen?

- The timeframe for the comprehensive plan process is fall 2018 through fall 2019.
- The draft plan will be released in late May. The draft will undergo an extended public review process over the summer to give fishermen, seasonal residents and others the opportunity to review and share comments.
- The target for final plan approval is October 2019.

WHY is the comprehensive plan relevant to Cordova residents?

- It is an opportunity to preserve and improve Cordova quality of life – The updated plan will guide decision-making on land use, housing, economic development, transportation, parks and recreation, health and wellness and other topics that impact quality of life in Cordova.
- It starts with and centers on a shared vision and goals for prioritizing and evaluating all future actions – The plan will clearly identify the community's desired future direction

[illegible]

Possible Meetings

Workplaces	Organizations
<ul style="list-style-type: none">• Coast Guard• Copper River Seafoods• Copper River Watershed Project• Copper Valley Telecom Cooperative• Copper Valley Wireless• Cordova Community Medical Center• Cordova Electric Cooperative• Cordova Family Resource Center• Cordova Schools (teachers)• Eyak Corporation• GCI• Ilanka Cultural Center• Ilanka Health Center• Native Village of Eyak• Prince William Sound Science Center• US Forest Service	<ul style="list-style-type: none">• Chamber of Commerce• Cordova Amateur Youth Athletics Corporation• Cordova District Fishermen United• Cordova Northwind Quilter's Guild• Cordova Parent-Teacher Association (PTA)• Cordova Volunteer Fire Department• Eyak Corporation Board of Directors• Native Village of Eyak “monthly mug” tribal offices, last Thursday of every month• Native Village of Eyak Council Meeting• Senior Luncheon• Sheridan Alpine Association• Student Council

Draft Plan Launch

April 29th <i>Monday</i>	April 30th <i>Tuesday</i>	May 1st <i>Wednesday</i>	May 2nd <i>Thursday</i>	May 3rd <i>Friday</i>
Availability for Plan Committee meeting to review draft and garner support for May 1st work session?		6-7 pm Joint work session with Planning Commission and City Council		

Ideas for Collecting Community Input

- Simple Story Maps product
- E-newsletter announcement
- Facebook
- Cordova Times
- City newsletter
- Shorebird Festival, May 2 – 5
- Salmon Jam, July 12-13
- Visitor survey
- Conduct presentations/work sessions with key stakeholder groups: City committees and commissions, organizational boards, etc.
- Community meeting/open house?
- Other Plan Committee outreach?

Do you have
other ideas?

Sample Plan from Another Community

Salcha-Badger Road Area Plan DRAFT Executive Summary FEBRUARY 2019



Our Vision

The Salcha-Badger Road area is a community in the Fairbanks North Star Borough renowned for its:



How has the Salcha-Badger Road Area changed?

The Salcha-Badger Road area is the **most rapidly growing** part of the Fairbanks North Star Borough.

Sources: 2000 estimate from the U.S. Decennial Census, 2017 estimate from the American Community Survey 2013-2017 Five-Year Average.



Eielson Air Force Base (AFB) is receiving two squadrons of F-35 fighter jets
+ 3,300 residents



Impact: 85% of new residents are anticipated to live in the Salcha-Badger Road area, resulting in increased demand for housing and related programs and services.

To learn more about anticipated needs and how the FNSB community is planning for the arrival of F-35 families, check out the Eielson AFB Regional Growth Plan: www.eafbrgplan.com.

Plan Purpose How can we actively shape changes in our community?

This plan is a community resource and guide that will help:

- ✳ **Protect what residents value most about the Salcha-Badger Road area.**
- ✳ **Enhance quality of life for current and future residents.**
- ✳ **Address immediate and longer-term community needs:**
 - housing
 - recreation
 - transportation
 - commerce
 - utilities

For more information and to review and comment on the draft plan: <http://salchabadgerplan.com>

Project funded through Department of Defense Office of Economic Adjustment grant

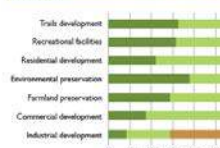
PROPOSED AREA PLAN GOALS AND STRATEGIES Land Use

Goals

- A. Maintain the area's predominantly small town and rural character with ready access to open space as well as vital community commercial services in population centers like the City of North Pole.
- B. Protect private property rights and provide for freedoms to enjoy private and public properties.
- C. Provide for quality residential neighborhoods with rural land use conflicts and policies to buffer residential uses from more intensive industrial/commercial uses.
- D. Encourage availability of durable quality housing in a mix of densities, prices and settings.
- E. Provide for shopping and other commercial and industry activities to meet local needs for goods and services as well as create local jobs and business opportunities.

"I truly value the rural feel and wide open towns to be developed and made richer for it shopping, the library, etc., and then we love it."

In the Salcha-Badger Road area, should I in these development categories? 2014 Survey



PROPOSED AREA PLAN GOALS AND STRATEGIES Transportation

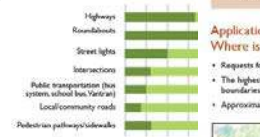
Goals

- A. Ensure that the transportation system is planned, constructed and maintained to facilitate access and improve safety and mobility for all users.
- B. Improve road maintenance to (1) maintain roads at levels appropriate to current use and to respond to demand (change of use and/or growth); (2) protect adjacent resources and user safety; and (3) provide efficient, convenient travel along the route.
- C. Establish and maintain a connected bicycle and pedestrian network that creates safer and more efficient connections throughout the area.
- D. Maintain an effective and efficient regional freight and rail transportation system.
- E. Develop an interconnected recreational trail system that serves all users and abilities and serves as a

PROPOSED AREA PLAN GOALS AND STRATEGIES Housing

Goals

- A. Increase access to quality affordable housing.
- B. In developed areas such as the City of North Pole, promote mixed use and higher density development that combines commercial and residential uses.
- C. Preserve low-density residential characteristics of the Salcha area where residents have space, privacy and are surrounded by nature.



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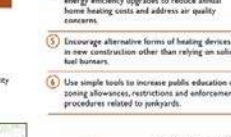
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Strategies

1. Target new housing developments in areas with established planned infrastructure and services.
2. Incorporate basic building standards into zoning requirements for areas outside of the city limits of Fairbanks and North Pole, including basic safety requirements that increase health, safety and welfare.
3. Encourage a coordinated response between community leaders, developers, policymakers and planners to ensure housing needs are met for existing residents and incoming F-35 families. This includes work through the newly formed Housing Task Force.
4. Encourage energy efficient construction and energy efficiency upgrades to reduce annual home heating costs and address air quality concerns.
5. Encourage alternative forms of heating devices in new construction other than relying on solid fuel burners.
6. Use single tools to increase public education of zoning allowances, restrictions and enforcement procedures related to junkyards.



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2. Incorporate basic building standards into zoning requirements for areas outside of the city limits of Fairbanks and North Pole, including basic safety requirements that increase health, safety and welfare.
3. Encourage a coordinated response between community leaders, developers, policymakers and planners to ensure housing needs are met for existing residents and incoming F-35 families. This includes work through the newly formed Housing Task Force.
4. Encourage energy efficient construction and energy efficiency upgrades to reduce annual home heating costs and address air quality concerns.
5. Encourage alternative forms of heating devices in new construction other than relying on solid fuel burners.
6. Use single tools to increase public education of zoning allowances, restrictions and enforcement procedures related to junkyards.



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Wrap-Up

