

Open House #1

June 12, 2025

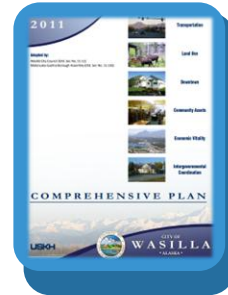


Project Background



The City of Wasilla's 2011 Comprehensive Plan is **due for an upgrade!** Comprehensive plans typically provide guidance for 20+ years, so we are seeking your input on **"Wasilla 2045."**

The City needs an updated plan to establish a clear vision with goals and objectives to guide future policy and implementation.



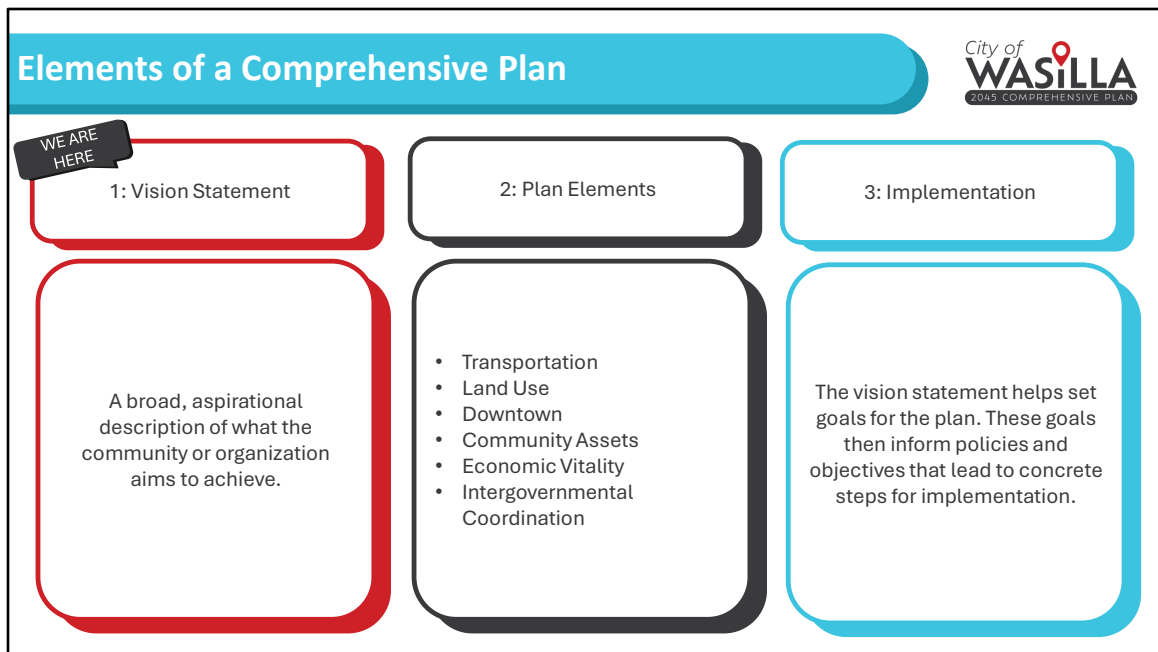
The City of Wasilla's current comprehensive plan was adopted in 2011, and it's time for an update. A lot has changed in Wasilla over the past decade, and with those changes, the community's goals and vision have evolved as well. This plan serves as a roadmap for the city's long-term vision for growth and development. So why is the comprehensive plan important? It guides the City in making informed decisions about capital improvement projects, development, and infrastructure upgrades—ensuring those actions align with the community's shared vision and goals. The plan also supports the City's efforts to secure grants for improvements to roads, parks, and other infrastructure by demonstrating community backing for these projects.

Project Timeline



This meeting is the project kick-off so the team could learn what your vision is for Wasilla.

Through further community engagement, the plan is to have a draft Comprehensive plan for public review in Spring 2026 and a final plan ready for adoption in fall 2026.



This is an overview of the elements of a comprehensive plan..


It begins with a **vision statement**—a broad, aspirational description of what the city hopes to achieve.

The plan is organized into **elements** that focus on specific areas such as transportation, land use, downtown development, and economic vitality. Each plan element includes:

- **Goals** that support the overall vision
- **Objectives** that further define and refine each goal
- **Actions** that outline concrete steps to achieve the objectives
- **Implementation strategies**, which provide a roadmap for turning goals into reality

The goal is to have a streamlined plan that is being implemented to bring the communities vision to life.

Open House #1- Workshop Purpose



Explore the boards around the room! Share what you love about Wasilla, how you spend time and travel through your community, and how you want to see the community grow and change with time.

You will help us formulate a **vision statement** that represents your community.

Keep in mind plan elements: Transportation, Land Use, Downtown, Community Assets, Economic Vitality, and Intergovernmental Coordination

What is a vision statement?

A vision statement is different from a mission statement.

A mission statement defines a group's purpose and the actions it takes to achieve its purpose.

A **vision statement** is aspirational and future-oriented and describes what we want to be. It describes the future state of our community.

It answers the question of “**What do we want to become?**” Vision statements describe the impact we want to make.

One of the things your input will be used for tonight is to formulate the overarching vision for the City of Wasilla. The vision statement is aspirational and forward-looking—it reflects what we, as a community, want Wasilla to become.

The vision statement becomes a touchstone to align the goals, strategies, and implementation for the different elements of the comprehensive plan.

Vision Statement Examples



2011 City of Wasilla Comprehensive Plan: *“It is the mission of the City of Wasilla to provide optimum service levels to the public as cost effectively as possible to ensure a stable and thriving economy, promote a healthy community, provide a safe environment and quality of lifestyle, and promote maximum citizen participation in government.”*

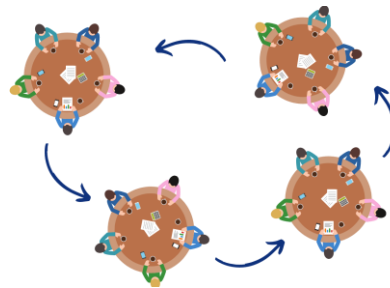
2023 Comprehensive Economic Development Strategy Report: *“Wasilla is a resilient community with future-ready infrastructure that supports a strong business hub, quality job growth, and unparalleled opportunities to explore the outdoors and raise a family.”*

The first statement is the 2011 Comprehensive Plan Vision Statement.

The second statement is from the 2023 Comprehensive Economic Development Strategy Report.

Community Involvement Boards

- At the end of this presentation, we will facilitate conversations at each of the boards around the room.
- Please interact, write ideas, and share your thoughts!
- You will be at each station for approximately 5 minutes before you are asked to switch to a new board.



As you look around the room, there are seven stations.

Station 1 – What do you love about Wasilla?

Station 2 –What should Wasilla look like in the next 10 to 20 years as it relates to the elements of the comprehensive plan.

Station 3 –What is something out of the box that could really make a difference in Wasilla? A bold creative idea that could improve or transform the community in a meaningful way.

Station 4 – What are the challenges we might face in bringing these ideas to life? And even better, do you have thoughts on how to overcome those challenges?

Station 5 – Are there three long term goals that you want to see the community work towards?

Station 6 – How do you want to see the city grow or do you want it to stay the same? What areas of focus should there be for growth and what things should

stay the same.

Station 7 –Use the map to show us the places that matter to you – your favorite park, coffee shops or those hidden gems only locals know about.

Next Steps



Visit Wasilla2045.com or the QR code below.

Sign up for project emails! We will send project updates and share about engagement events, surveys, and open houses by email.

Email wasilla2045@dowl.com if you have interest and time in your schedule to join our community advisory board!

Interested in joining the
community advisory group?

Send us an email and share
your contact information!



How to stay connected and involved, visit the project web page or send an email to the project team.