



City of Homer

www.cityofhomer-ak.gov

Planning

491 East Pioneer Avenue
Homer, Alaska 99603

Planning@ci.homer.ak.us

(p) 907-235-3106

(f) 907-235-3118

Memorandum

Agenda Changes/Supplemental Packet

TO: COMPREHENSIVE PLAN STEERING COMMITTEE
FROM: ZACH PETTIT, DEPUTY CITY CLERK I
DATE: AUGUST 5, 2024
SUBJECT: SUPPLEMENTAL

7. NEW BUSINESS

7. B. Overview of Community Survey and Interactive Comment Map Draft Results

Homer Comprehensive Plan Revision: Community Survey Preliminary Results **Page 3**



CITY OF HOMER
Comprehensive Plan Rewrite

Homer Comprehensive Plan Revision: Community Survey Preliminary Results

Total Responses: 556

Dates: Open from April 22 – July 1, 2024

About the Survey

- Total Responses: 556
- All questions optional, so actual number of responses varies by question
- Response Window: April 22 – July 1, 2024

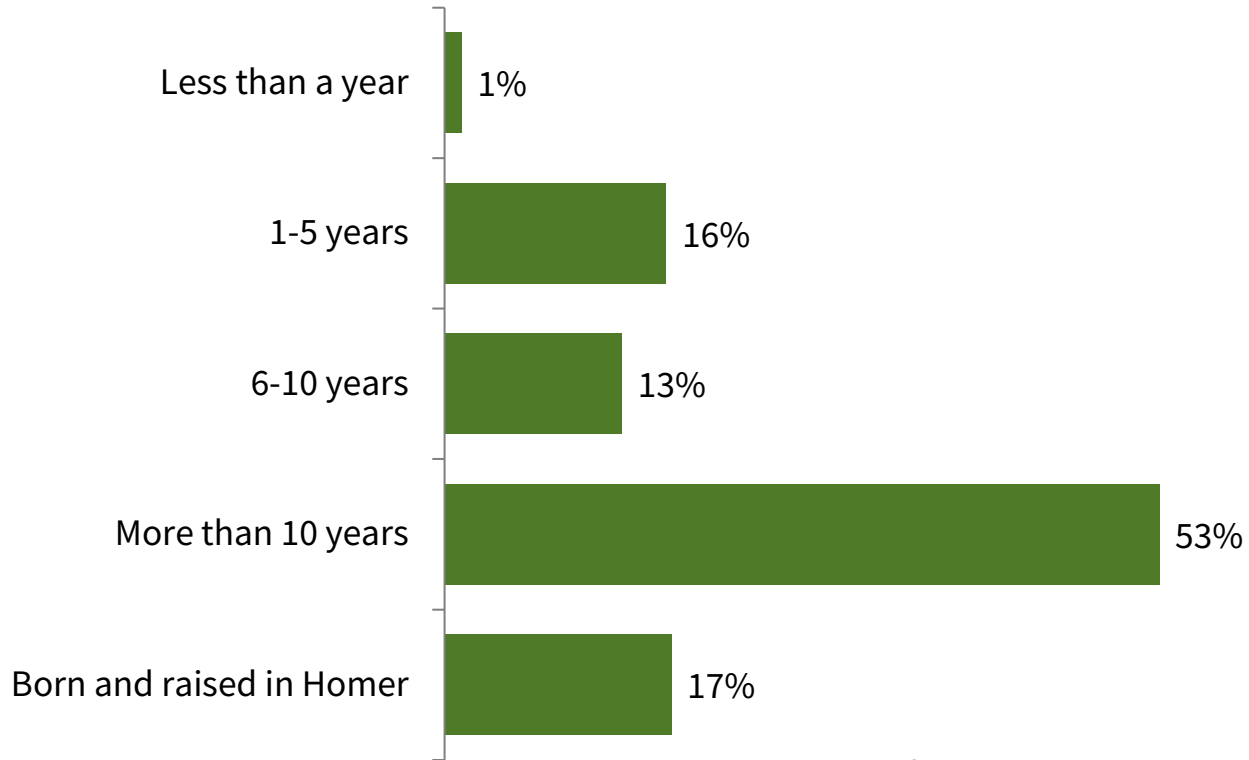
Survey Promotion

- Posts on social media
- E-blasts sent to project distribution list
- Announcements via partner networks (e.g. Chamber)
- 1,000 business cards
- Ad in Homer News
- Fliers posted around town
- Hard copies at City Hall
- Announcements at community meetings

Demographic Representation

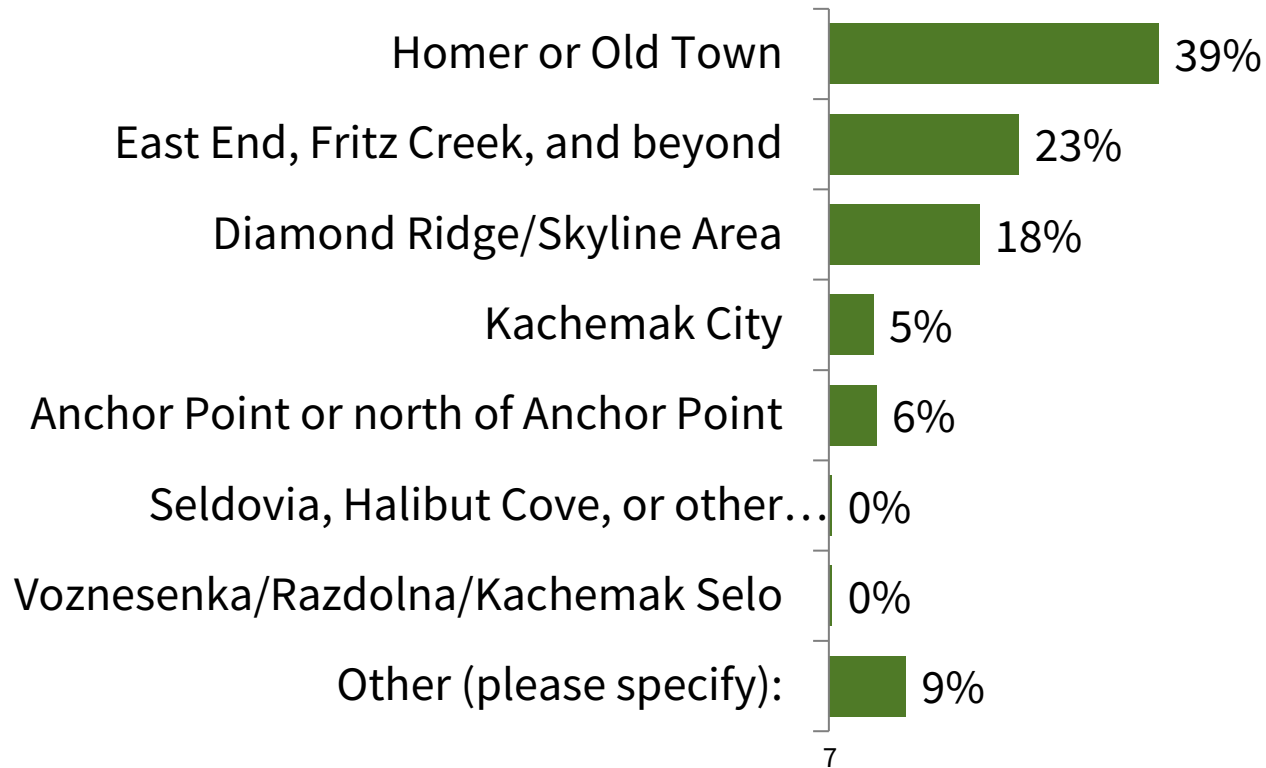
Q18: How long have you lived in the Greater Homer area?

Answered: 551
Skipped: 5



Q20: Where do you live or own property in the Greater Homer Area?

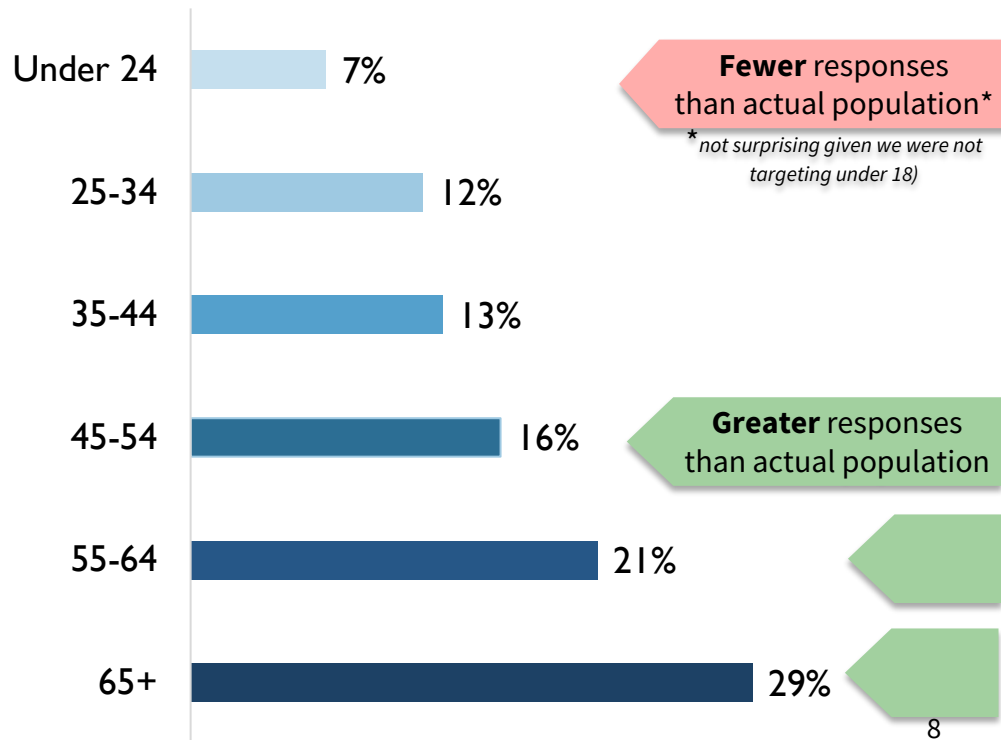
Answered: 551
Skipped: 5



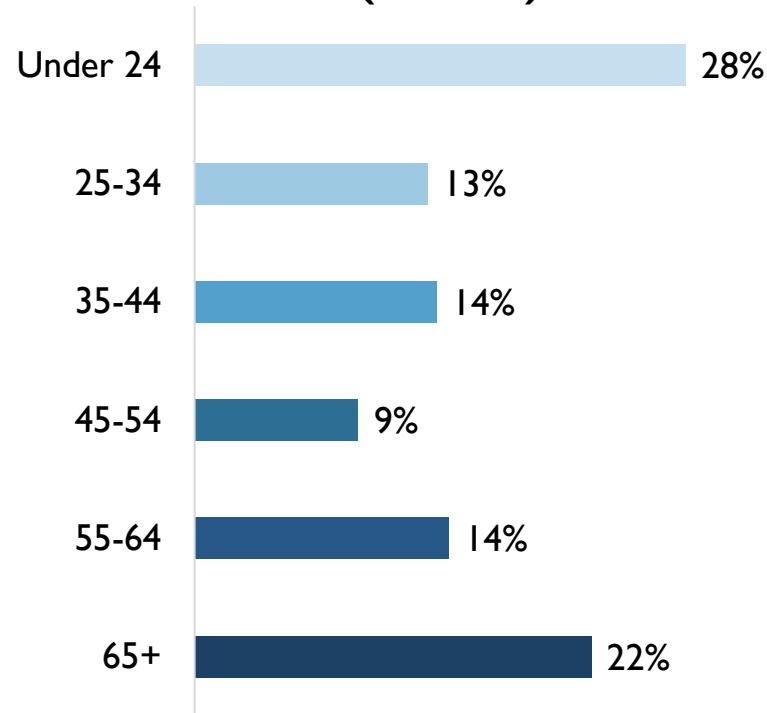
Q22: What is your age?

Answered: 552
Skipped: 4

Survey Participants

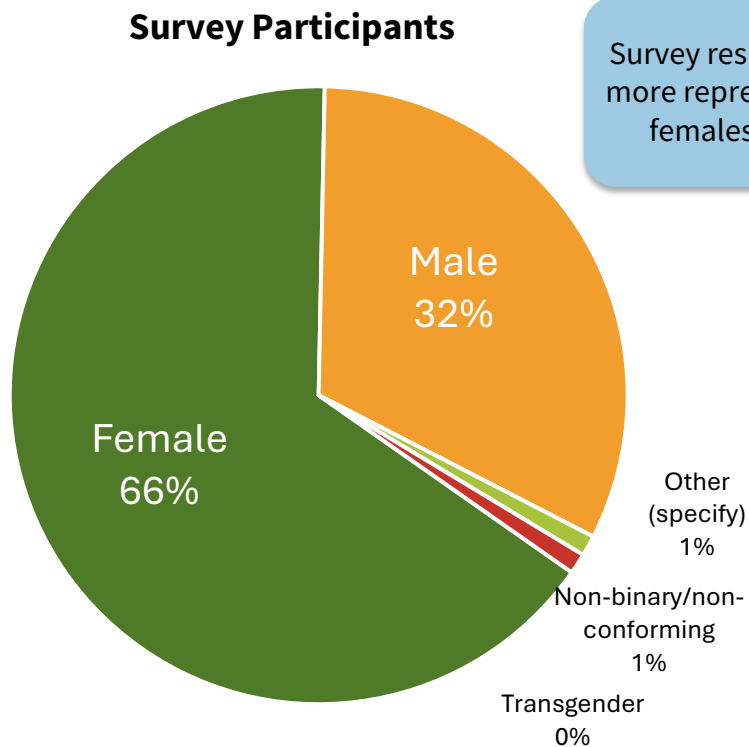


Actual (Census)

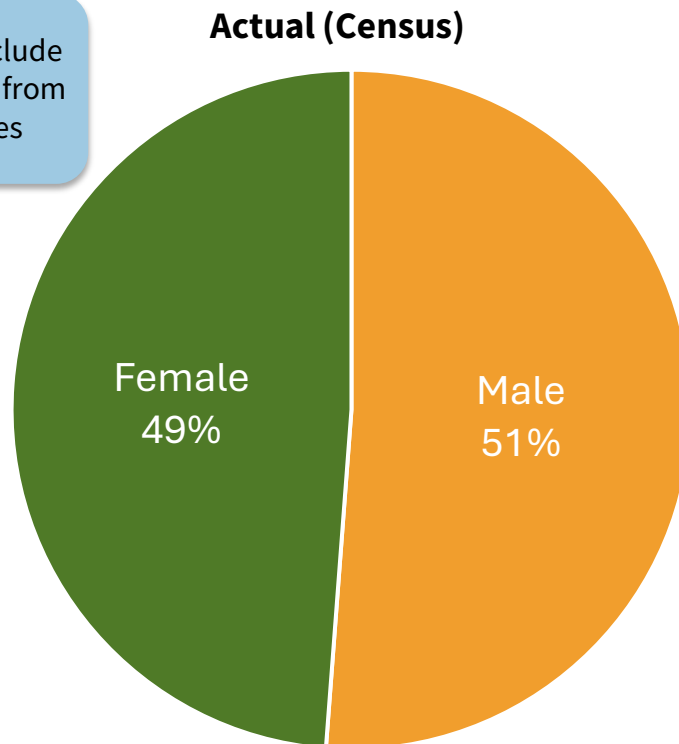


Q23: What is your gender?

Answered: 546
Skipped: 10



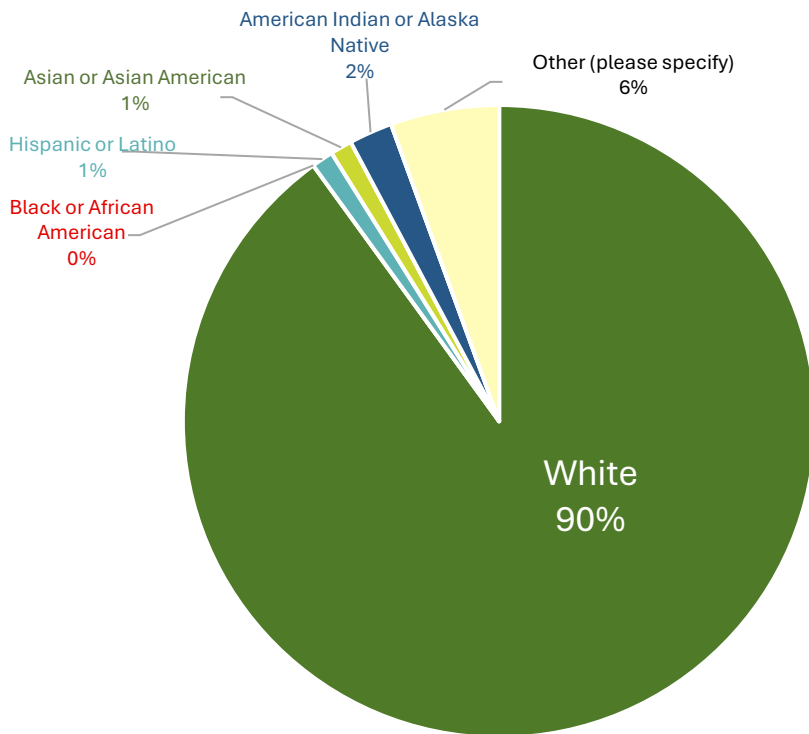
Survey responses include more representation from females than males



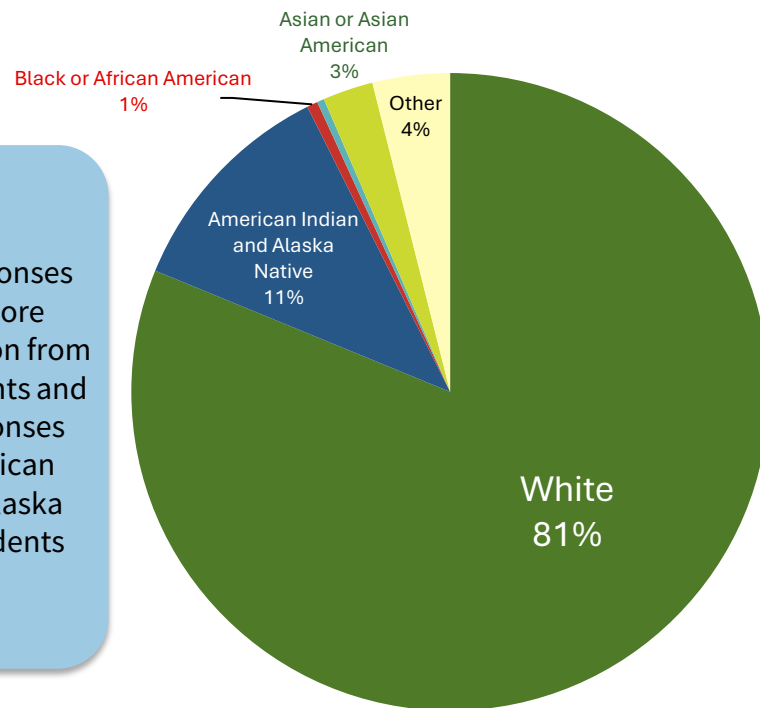
Q24: What is your race?

Answered: 546
Skipped: 10

Survey Participants



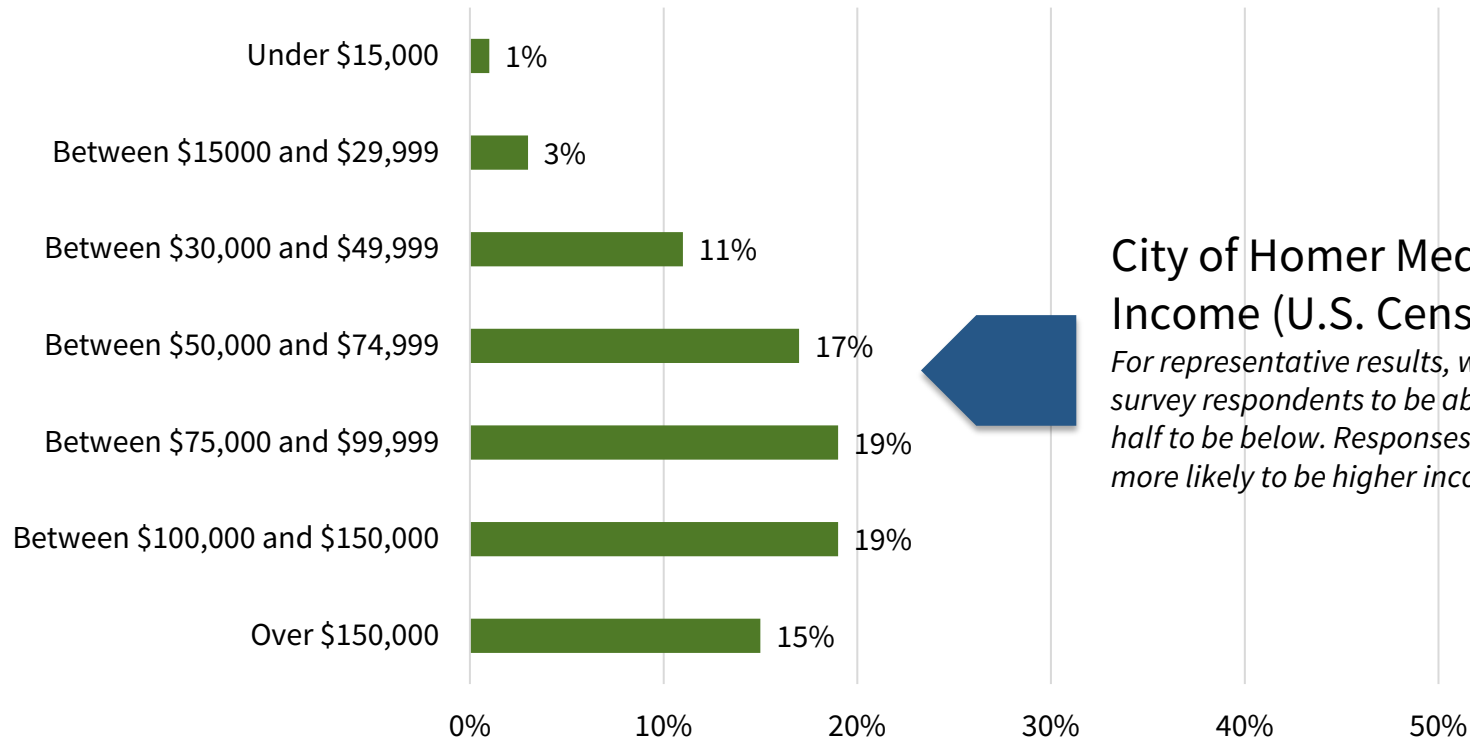
Actual Race, 2022 (Census 5-Year Average)



Survey responses include more representation from white residents and fewer responses from American Indian or Alaska Native residents

Q25: What is your annual household income from all sources?

Answered: 546
Skipped: 10



City of Homer Median Household Income (U.S. Census) = \$69,757

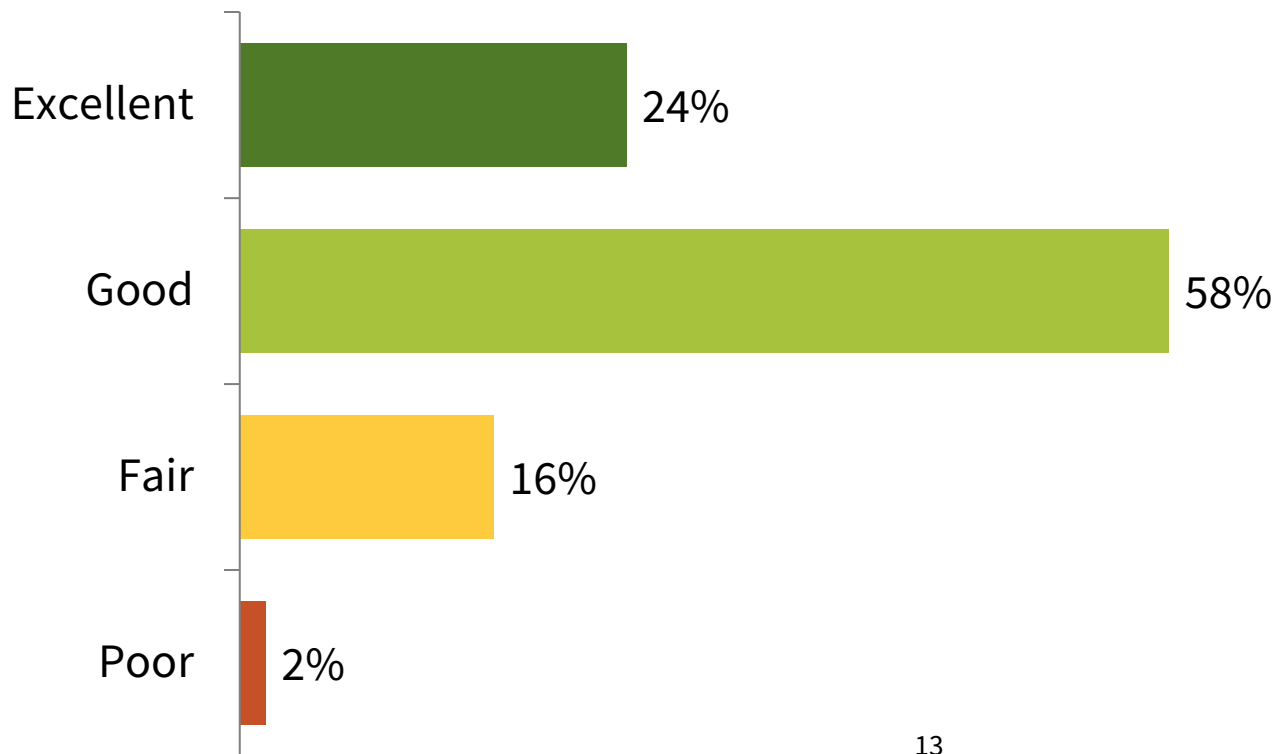
For representative results, we would expect about half of survey respondents to be above the median income and half to be below. Responses suggest respondents are more likely to be higher income than Homer overall.

Preliminary Results

Q1: How would you rate quality of life in Homer?

Answered: 553

Skipped: 3



A combined 82% rate quality of life in Homer as good/excellent.

Q3: What three things do you find most challenging about living in Homer? **Top Four Emerging Themes.**

Answered: 553

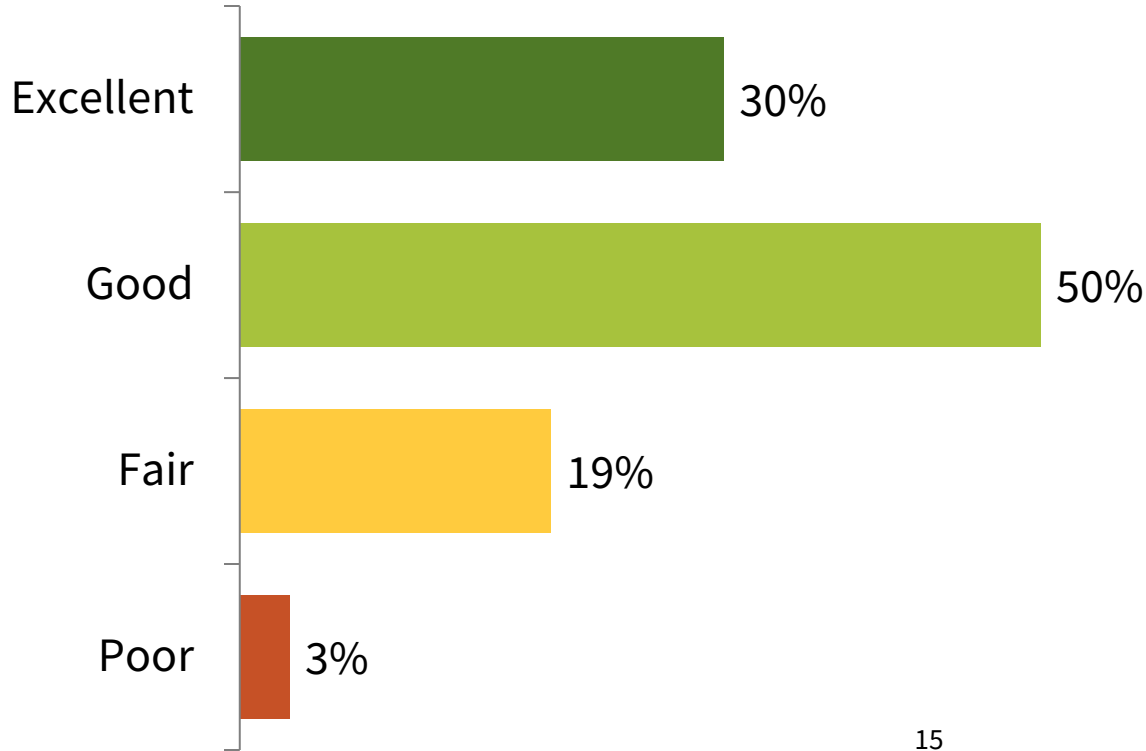
Skipped: 17

Emerging Theme <i>(in descending order of frequency)</i>	Examples	Percent of responses
Overall Cost of Living		24%
Infrastructure and Transportation	poor pedestrian and biking safety and infrastructure; lack of road maintenance; unreliable air travel	17%
Affordable Housing for Residents	limited rental options; and the impact of seasonal vacation rentals on the housing market; lack of workforce housing	14%
Concerns about Overdevelopment	Increased noise and traffic, especially during the tourist season; influx of new residents with differing values; habitat destruction	10%

Q4: How would you rate Homer as a place to raise a family?

Answered: 544

Skipped: 12

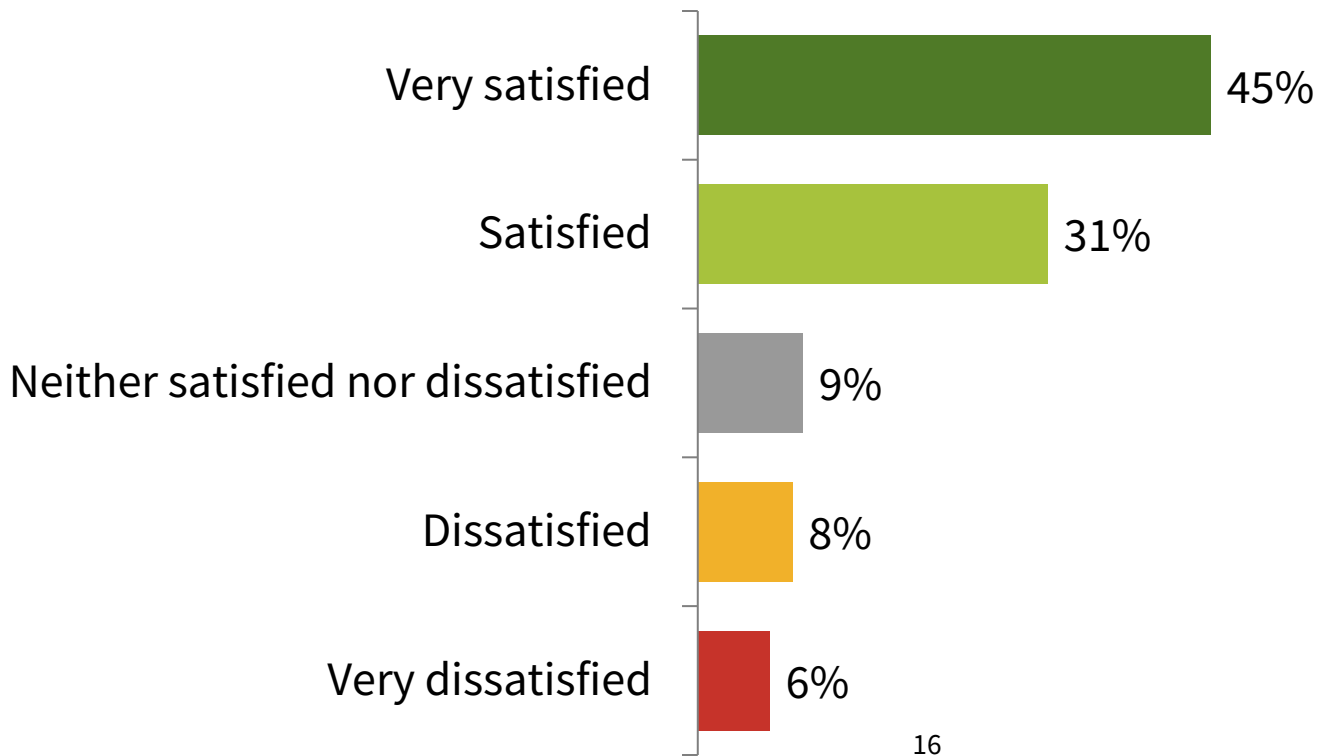


A combined 88% rate Homer as an excellent/good place to raise a family.

Q6: How satisfied are you with your current housing situation?

Answered: 551

Skipped: 5



A combined 76% are very satisfied or satisfied with their current housing situation in Homer.

Q7: Please choose up to three statements from the options below that best summarize the housing situation in Homer.

Answered: 551
Skipped: 5

Housing is too expensive in Homer, and we need more



68%

We need more attainable starter homes for younger residents, families, or residents that wish to downsize.



66%

Top 2; selected
by more than half
of respondents

We need different, less expensive housing options from what we currently have, such as duplexes or apartments.



35%

People are moving to Homer, and we need new housing to meet this need.



32%

Other (Please specify – see next slide)



30%

We need more senior/elder housing in Homer.



25%

17
Includes answers receiving more than 20% of responses. Additional responses received between 2-16% and will be detailed in full results.

*166 responded
“Other”*

Q7: Choose up to three statements from the options below that best summarize the housing situation in Homer.

Most common themes from the “Other” response, in descending order by frequency of mention:

- Impact of Short-Term Rentals
- Affordability Issues
- Seasonal and Part-Time Residency
- Development and Zoning Concerns
- Community and Lifestyle Impact
- Market and Economic Factors

Q8: How satisfied are you with the availability of the Health & Safety programs or services in Homer?

Answered: 551
Skipped: 4

- **Fire/Emergency**
- **Law Enforcement**
- **Medical Services/Hospital**
- **Public Health**
- **Mental Health Services**
- **Senior Services**

Highest Satisfaction



Lowest Satisfaction

Q9: How satisfied are you with the availability of the following Community & Economic Development programs or services in Homer?

Answered: 551

Skipped: 5

- **Harbor**
- **Water and Sewer**
- **Solid Waste – Garbage/Recycling**
- **Electric Utility**
- **Roads and Sidewalks**
- **Business Development Support**
- **Workforce Development**
- **Planning and Zoning**

Highest Satisfaction



Lowest Satisfaction

Q10: How satisfied are you with the availability of the following Quality of Life programs or services in Homer?

Answered: 551
Skipped: 5

- **Museum, Arts, and Culture**
- **Outdoor Recreational Opportunities**
- **Parks and Trails**
- **K-12 Education**
- **Indoor Recreational Opportunities**
- **Early Childhood Development**
- **Youth Activities**
- **Childcare**

Highest Satisfaction

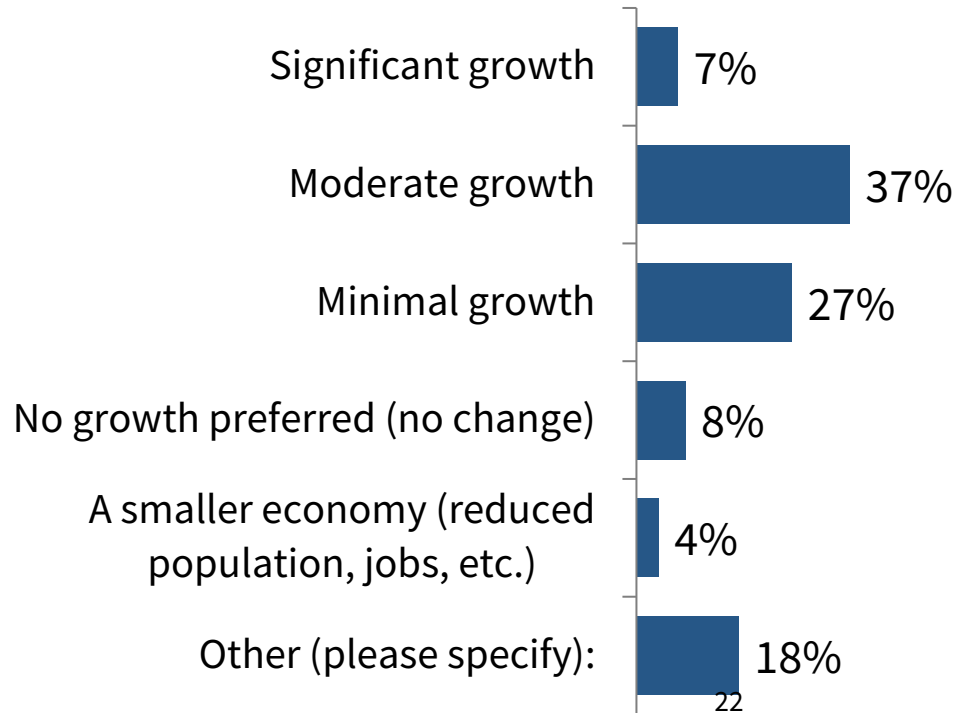


Lowest Satisfaction

Q11: What is your preference for community/economic growth in Homer (increased population, jobs, specific industries expanding, etc.)?

Answered: 548

Skipped: 8



44% desire significant or moderate growth

35% desire minimal to no growth

4% want a smaller economy

Q11: What is your preference for community/economic growth in Homer? (increased population, jobs, specific industries expanding, etc.)? *Responses to “other:”*

96 responses

The most common themes about housing from the comments listed in order of mentions:

- **Sustainable and Controlled Growth**
- **Economic Considerations**
- **Quality over Quantity**
- **Infrastructure and Services**
- **Environmental Concerns**
- **Local Input and Community Values**
- **Housing and Affordability**
- **Tourism and Seasonal Impact**

Q12: Please indicate your preferred level of growth for the following key economic sectors:

Answered: 544
Skipped: 12

- **Education**
- **Professional or Service Industry**
- **Healthcare**
- **Marine Trades**
- **Construction**
- **Visitor Industry**
- **Government**

More Growth

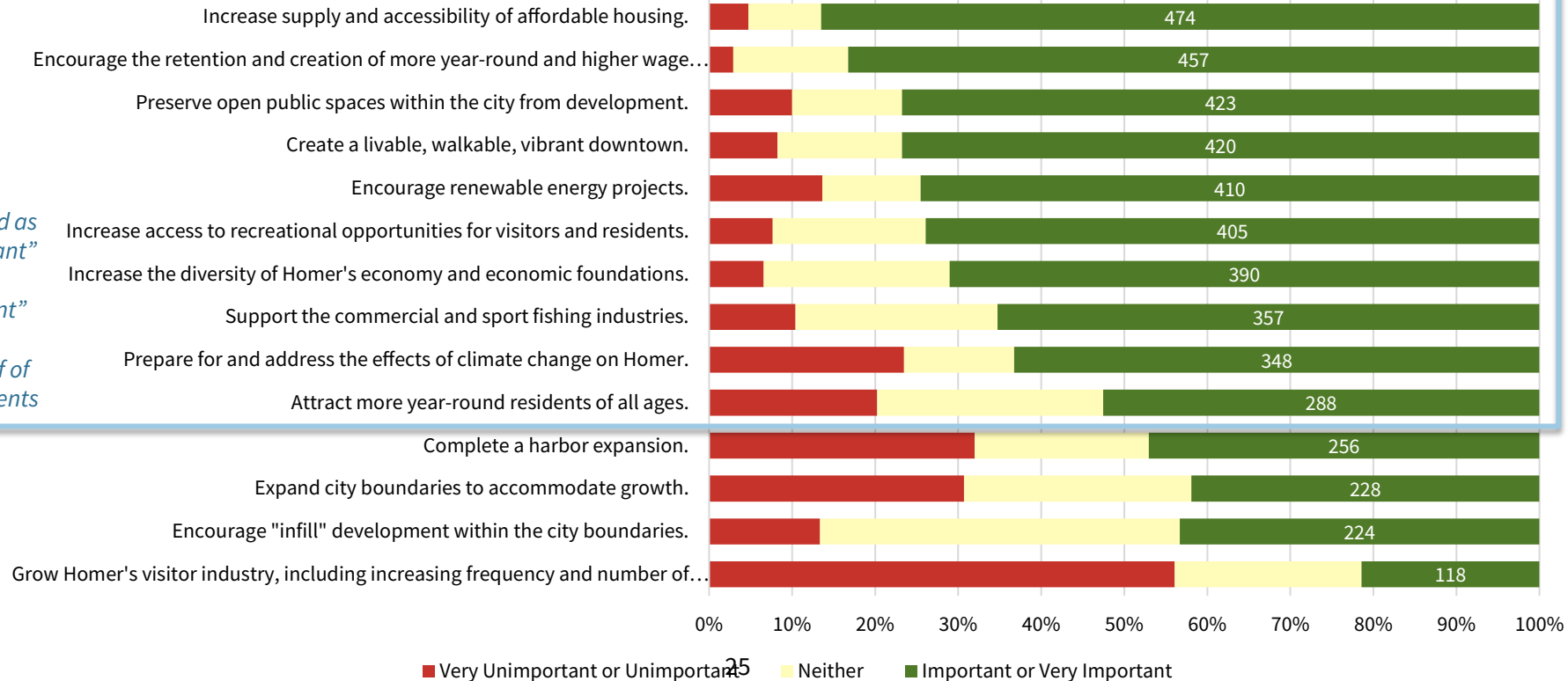


Less Growth

Q13: Listed below are potential priorities for the greater Homer community to focus on for the next 10-20 years. For each potential priority, please indicate level of importance.

Answered: 551
Skipped: 5

Identified as
"Important"
or "Very
Important"
by more
than half of
respondents



Q14: What is the single most important project we can do as a community over the next 10-20 years?

Answered: 482

Skipped: 74

The most common themes, in descending order of mention:

- **Affordable Housing**
- **Community and Recreation Facilities**
- **Harbor Expansion**
- **Sustainable Development and Environmental Protection**
- **Walkability and Infrastructure Improvement**
- **Economic Diversification and Support of Local Businesses**
- **Educational and Youth Support**
- **Healthcare and Senior Services**
- **Climate Resilience and Renewable Energy**
- **Zoning and Regulatory Changes**

Questions still being analyzed:

- Q2. What three things do you value most about living in Homer?
- Q5. In five words or less, how would you describe Homer's character, people, and attributes?
- Q15. Twenty years from now, what does your ideal Homer look like?
- Q16. What leaders or organizations do you look to for guidance about Homer's future?
- Q17. What other questions, comments, or concerns do you have?
- Q19. How many months of the year do you live in Homer? If you live in Homer seasonally, during what months are you typically in Homer?
- Q21. In your own words, please describe your connection to the Greater Homer Area, and its people, lands, and waters.

Interactive Comment Map

Interactive Comment Map Responses

- Total comments: 224
- Number of comments by location:

<i>Location</i>	<i># Comments</i>
Homer/Old Town	182
East End, Fritz Creek, and Beyond	6
Diamond Ridge, Skyline Area	7
Kachemak City	6
All areas or non-location-related	0

Interactive Comment Map Responses: Count By Topic

In descending order of frequency

Focus Area-related Comments*:	# Comments	Includes comments about:
Quality of Life	111	<i>Education, health services/programs/activities/spaces, culture/identity, affordability, natural environment</i>
Land Use & Environment	107	<i>Current and future land use, natural hazard mitigation, habitat value, zoning code</i>
Sustainability, Resilience, & Climate Change	96	<i>Air and water quality, climate change, natural hazard mitigation, habitat value, energy, active transportation modalities and connections, green infrastructure</i>
Transportation	89	<i>Roads, sidewalks, bike lanes, trails, transit, transportation modes (bus, cycling, walking, ATVs, etc.), connections</i>
Public Services & Infrastructure	85	<i>Utilities (water, sewer, stormwater, solid waste, etc.), public buildings/ facilities/ programs/ spaces/ safety, taxation</i>
Health & Wellness	72	<i>Education, health services/programs/activities/spaces, accessibility</i>
Economic Development	40	<i>Small business support, workforce development, economic sectors (fishing, tourism, consumer goods, etc.)</i>
Other	18	<i>Comprehensive plan rewrite process, technical edits, maintenance requests</i>
Housing	10	<i>New construction, housing affordability/availability/preservation/revitalization</i>

**Organized by plan focus area; most comments relate to more than one focus area*

Priorities for Addressing Gaps

Targeted Outreach to Underrepresented Groups

- Tribes and Tribal organizations
- Young professionals and young families
- Kenai Peninsula Borough
- College
- Bunnell Arts Center

Who else
are we
missing?