



Homer City Hall
491 E. Pioneer Avenue
Homer, Alaska 99603
www.cityofhomer-ak.gov

AGENDA

Comprehensive Plan Steering Committee

Tuesday, February 20, 2024 at 2:00 PM

City Hall Cowles Council Chambers In-Person & Via Zoom Webinar

Zoom Webinar ID: 971 1030 8124 Password: 151329

<https://cityofhomer.zoom.us>

Dial: 346-248-7799 or 669-900-6833;

(Toll Free) 888-788-0099 or 877-853-5247

CALL TO ORDER, 2:00 P.M.

AGENDA APPROVAL

PUBLIC COMMENTS UPON MATTERS ALREADY ON THE AGENDA

APPROVAL OF MINUTES

- A. Steering Committee Meeting Minutes of February 5, 2024

VISITORS/PRESENTATIONS

REPORTS

PENDING BUSINESS

- A. Review of Draft Public Participation Plan

NEW BUSINESS

- A. [Project Website: https://homercompplanupdate.com/](https://homercompplanupdate.com/)
- B. Case Study Examples (each document hyperlinked to corresponding municipal webpage) – [Cordova Comprehensive Plan](#), [Salcha-Badger Road Area Plan](#), [Kenai Peninsula Borough Comprehensive Plan](#), and [Petersburg Comprehensive Plan](#)
- C. Draft Community Visit #1 Framework

INFORMATIONAL MATERIALS

- A. Strong Towns Event Flyer
- B. “Cruise Boom” Movie Event Flyer

COMMENTS OF THE AUDIENCE

COMMENTS OF CITY STAFF

COMMENTS OF THE TASK FORCE

ADJOURNMENT

All meetings scheduled to be held via Zoom Webinar and in person in the City Hall Cowles Council Chambers located at 491 E. Pioneer Avenue, Homer, Alaska.

CALL TO ORDER

Session 24-01 a Regular Meeting of the Comprehensive Plan Steering Committee was called to order by Acting Chair Kathy Carssow at 3:30 p.m. on February 5, 2024 at the City Hall Cowles Council Chambers located at 491 E. Pioneer Avenue, Homer, Alaska and via Zoom Webinar.

PRESENT: COMMITTEE MEMBERS BARNWELL, CARSSOW, ERICKSON, & KIM

ABSENT: COMMITTEE MEMBER DAVIS

STAFF: CITY CLERK JACOBSEN & DEPUTY CITY CLERK PETTIT

CONSULTING: MAYOR CASTNER & CITY PLANNER FOSTER

AGENDA APPROVAL

ERICKSON/BARNWELL MOVED TO APPROVE THE AGENDA.

Committee Member Carssow stated that she desired some changes be made to the agenda.

CARSSOW/BARNWELL MOVED TO AMEND THE AGENDA BY MOVING ITEM C (APPROVAL OF MEETING SCHEDULE) TO THE END OF THE AGENDA, AND MOVING ITEMS D (COMMITTEE SCOPE OF WORK AND EXPECTATIONS) AND E (DRAFT PUBLIC PARTICIPATION PLAN) UP IN FRONT OF ITEM C.

Ms. Carssow explained that she wanted to look at the schedule in respect to the work plan and the consultant schedule, reasoning that she didn't want to meet just for the sake of meeting.

Ms. Carssow called for the question on the amendment.

VOTE (AMENDMENT): NON-OBJECTION: UNANIMOUS CONSENT.

Motion carried.

VOTE (MAIN MOTION): NON-OBJECTION: UNANIMOUS CONSENT.

Motion carried.

PUBLIC COMMENTS UPON MATTERS ALREADY ON THE AGENDA

APPROVAL OF MINUTES

VISITORS/PRESENTATIONS

REPORTS

PENDING BUSINESS

NEW BUSINESS

A. Introductions

Committee Members provided their backgrounds and experience to the Committee and members of Agnew::Beck Consulting attending via Zoom. Shelly Wade and Meg Friedenauer of Agnew::Beck also provided their backgrounds and professional experience.

B. Memorandum CPSC-24-001 from City Clerk re: Election of Chair and Vice Chair

BARNWELL/ERICKSON MOVED TO ELECT KATHY CARSSOW AS THE CHAIR OF THE COMMITTEE.

There was no further discussion.

VOTE: NON-OBJECTION: UNANIMOUS CONSENT.

Motion carried.

BARNWELL/KIM MOVED TO ELECT SHELLY ERICKSON AS VICE CHAIR OF THE COMMITTEE.

There was no further discussion.

VOTE: NON-OBJECTION: UNANIMOUS CONSENT.

Motion carried.

C. Memorandum CPSC-24-002 from City Clerk re: Approval of Meeting Schedule

ERICKSON/KIM MOVED TO SCHEDULE A MEETING ON THE 20TH AND THE 27TH OF FEBRUARY.

There was no further discussion.

VOTE: NON-OBJECTION: UNANIMOUS CONSENT.

D. Committee Scope of Work and Expectations

City Planner Foster noted the corrected resolution that created the committee, and the goals outlined in the resolution. He then alluded to the Draft Public Participation Plan that was to come up later in the meeting, stating that much of the focus of this group would entail refining and executing the public outreach plan.

Committee Member Barnwell stated that Goals #1 and #2 felt a bit redundant to him given that they're both public outreach activities. He questioned why those two goals weren't combined into public outreach. Mr. Foster stated that the public participation plan needs to be figured out before diving into a robust outreach plan. He continued, reasoning that the first task should be finalizing the Draft Public Participation Plan followed by the second task of executing the public outreach plan.

Committee Member Kim questioned whether the time frame set forth for the public outreach period will be adequate enough to capture the necessary data for a population that varies seasonally. Mr. Foster stated that this is the timeframe that was set at the time, and that it's really just a ballpark guesstimate. He added that it's likely that the timeframe has shifted to more of a March-May time period.

Committee Member Erickson shared her concern that the plan only targets input from people that work in Homer, and not people who live here year-round. Mr. Foster stated that the intent behind the plan was to be as inclusive as possible.

Chair Carrsow shared her concern that the scope of work in Agnew::Beck's contract and the plan set out don't match. She added that it was clear to her that the Steering Committee was an afterthought. Ms. Carrsow continued, stating that it's hard to tell where the Steering Committee fits into this project.

Ms. Wade intervened to suggest reviewing the Draft Public Participation Plan with the committee, as she felt this would help to clear up some of the questions that were being asked.

E. Draft Public Participation Plan

Ms. Wade and Ms. Friedenauer reviewed the document with the Committee. Together, they addressed the public participation section of the document, Steering Committee Member's roles, the potential for a bi-weekly schedule at the front end of the process for collecting data, and using public input to stay connected and engage residents. Other discussion topics included:

- Developing a project website before the next meeting.
- Developing a project flyer that explains the what and why for the project.
- Who the core team (coordination and process team) is in reference to the scope of work.
- Providing agendas and topics to Steering Committee Members so that members can have a sense of what the focus is.
- Potential stakeholder interview questions.
- Other case studies and previous work that Agnew::Beck has been a part of in the past and is a part of currently.
- An opportunity for Committee Members to review the 2018 Comprehensive Plan.

INFORMATIONAL MATERIALS

COMMENTS OF THE AUDIENCE

Mayor Castner emphasized the importance of involving key community stakeholders in the process of updating the City's comprehensive plan. He criticized past approaches that lacked community engagement and stressed the need for a broad, aspirational plan that guides decision-making without being overly restrictive. Mayor Castner highlighted the significance of the newly formed Steering Committee, composed of individuals well-versed in the City's processes and aspirations, to ensure effective community input and direction.

COMMENTS OF THE CITY STAFF

COMMENTS OF THE TASK FORCE

Committee Member Erickson thanked the Mayor for his clarification on what the Committee has been tasked with doing. She also said that she is looking forward to working with the group.

Committee Member Kim stated that it's important to recognize that there are a lot of people that aren't part of the public engagement process, and that it's important to keep these people in mind. He added that he's looking forward to Agnew::Beck's expertise

Committee Member Barnwell agreed with Mayor Castner about not getting too deep into the weeds. He also said that he's excited to work with the committee.

Chair Carssow thanked everyone for their help and added that she is looking forward to working with Agnew::Beck.

ADJOURNMENT

There being no further business to come before the Committee, Chair Carssow adjourned the meeting at 5:05 p.m. The next regular meeting is Tuesday, February 20, 2024 at 2:00 p.m. All meetings are scheduled to be held in the City Hall Cowles Council Chambers and via Zoom Webinar.

ZACH PETTIT, DEPUTY CITY CLERK I

Approved: _____



City of Homer

Phase 1: Comprehensive Plan Update

Public Participation Plan

DRAFT February 15, 2024

Prepared for City of Homer by Agnew::Beck Consulting

Table of Contents

1. Introduction.....	3
2. Schedule.....	4
3. Community and Partner Stakeholders	5
4. Complete List of Potential Outreach Activities.....	8
5. Potential Stakeholder Interview Questions	10
6. Community Visits.....	13
7. Public Participation Roles.....	15

DRAFT

1. Introduction

Project Overview

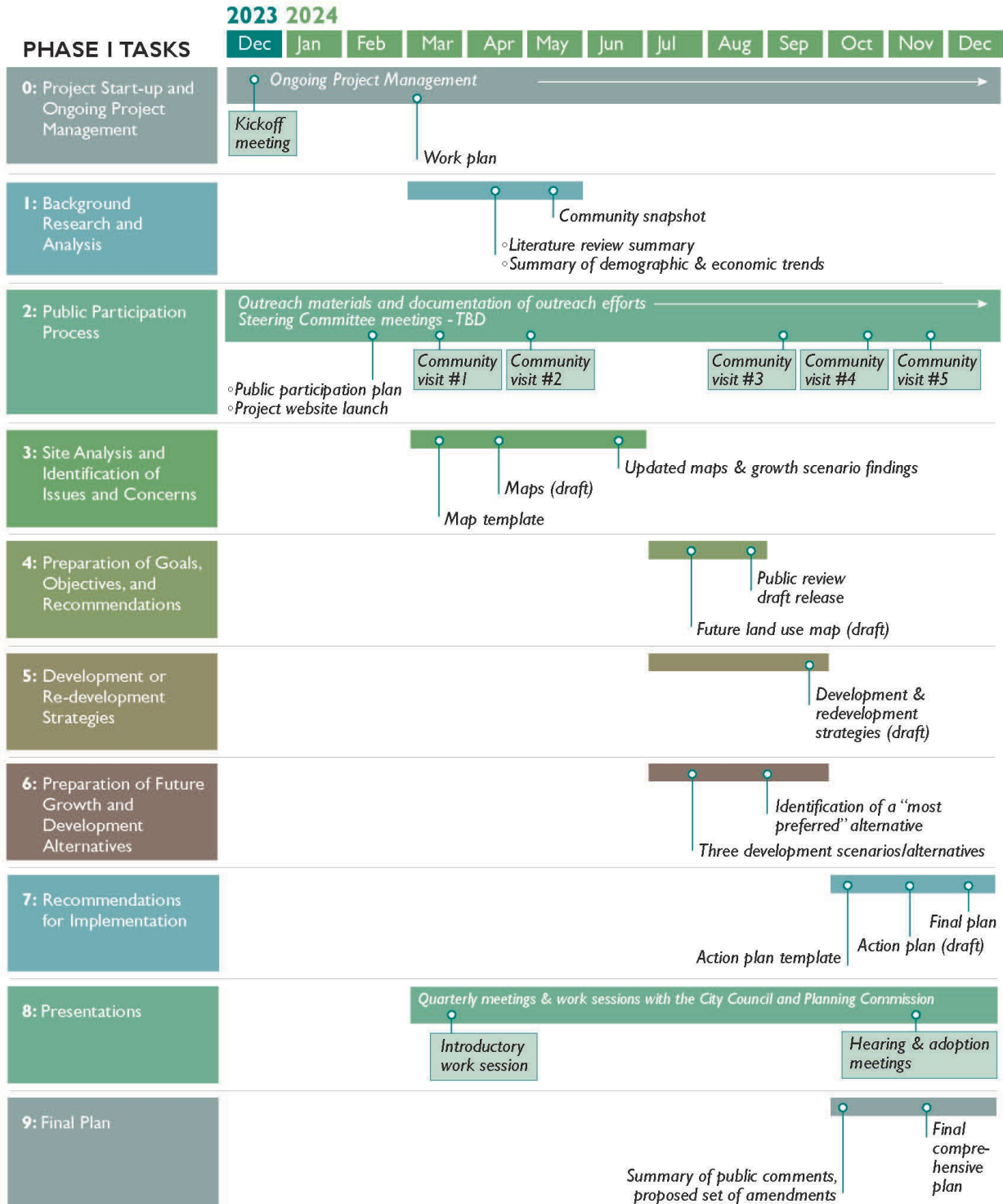
The purpose of this project is to update the Homer Comprehensive Plan. The process will include:

- **Background research and Analysis**, to include a literature review and compilation of demographic and economic trends.
- A set of **reference maps** depicting land ownership, existing zoning, natural/environmental constraints, and more as determined by the project team.
- **Community outreach**, to include interviews, community discussions, a community survey, and interactive comment map.
- **Preparation of development or re-development strategies** that include strategies for utilization of City-owned land, land acquisition, land disposal, and other details.
- **Preparation of future growth and development alternatives** that includes three specific alternatives that address possible future growth scenarios for the City of Homer.
- Release of a **public review draft** of the comprehensive plan for a public comment period to collect feedback, followed by a refined and final draft of the comprehensive plan for City approval.

Purpose of the Public Participation Plan (PPP)

This Public Participation Plan (PPP) outlines the project team's approach for engaging with residents, partners, and other stakeholders to develop a comprehensive plan that meets the needs of residents, neighbors, and partners. The PPP identifies target audiences, outreach activities, communication tools, an outreach schedule, and key questions to consider throughout the planning process.

2. Schedule



3. Community and Partner Stakeholders

The table below is organized by the preliminary focus areas for the plan.

Note: Some representatives of businesses or organizations are also members of City or community boards and commissions. In addition to the targeted outreach below, both seasonal and permanent residents will be encouraged to participate in the planning process.

Table 1. Preliminary Breakdown of Community and Partner Stakeholders

Name	Includes	Partners/Stakeholders to Interview and/or Include in Small Group Discussions/Work Sessions
General	Residents, community leadership	<ul style="list-style-type: none"> • Residents • Homer City Council members • Homer Planning Commission members • Homer City staff
Land Use	Landowners and managers	<ul style="list-style-type: none"> • Alaska Department of Natural Resources (DNR) • Alaska Mental Health Trust Authority Land Office • Alaska State Parks • Bureau of Land Management • Kenai Peninsula Borough • Seldovia Native Association • Ninilchik Traditional Council • Homer Planning Commission • Local Developers • U.S. Fish and Wildlife Service • University of Alaska Land Management • Alaska Department Fish & Game
Housing	New construction, rental market and availability, housing preservation and revitalization	<ul style="list-style-type: none"> • Mobilizing for Action Through Planning & Partnerships (MAPP) • Choosing Our Roots • South Peninsula Hospital Foundation • Kenai Peninsula Economic Development District • Kachemak Keller Williams Alaska Group • Homer Chamber of Commerce and Visitor Center • Alaska Housing Finance Corporation • Kenai Peninsula Housing Initiatives, Inc.
Public Services and Infrastructure	Power, water, sewer, solid waste, internet	<ul style="list-style-type: none"> • City of Homer • ENSTAR • Homer Electric Association • HomeRun Oil • Petro Marine • Suburban Propane • GCI • Alaska Communications

		<ul style="list-style-type: none"> • Starlink
Transportation	Roads, marine, airport, trails, transit	<ul style="list-style-type: none"> • Alaska Department of Transportation and Public Facilities/Alaska Marine Highway System • Alaska Marine Lines/Lynden • Ravn Air • Kenai Aviation • Port and Harbor Advisory Committee • Homer Marine Trades Association • Alaskan Coastal Freight • Mako's Water Taxi • ATB Water Taxi and Freight • Span Alaska Transportation
Economic Development	Economic development, tourism, agriculture, maritime, education and workforce development	<ul style="list-style-type: none"> • Homer Economic Development Advisory Council • Kenai Peninsula Borough School District • Homer Chamber of Commerce and Visitor's Center • Seldovia Native Association • Kenai Peninsula Economic Development District • Ninilchik Traditional Council • Icicle Seafoods/OBI • Coal Point Trading Company • Kenai Peninsula College • South Peninsula Hospital
Health and Wellness		<ul style="list-style-type: none"> • South Peninsula Hospital • Seldovia Village Tribe Health and Wellness • Kachemak Bay Medical • Homer Medical Center • Kachemak Bay Family Planning Clinic • Alaska Department of Health • Central Peninsula Hospital • Kenai Veteran's Administration Clinic
Sustainability, Resilience, and Climate Change		<ul style="list-style-type: none"> • Homer Drawdown • Center for Alaskan Coastal Studies • Cook Inletkeeper • Friends of Alaska National Wildlife Refuges • Homer Soil and Water Conservation District • Kachemak Bay National Estuarine Research Reserve • Kachemak Bay Conservation Society • Seldovia Native Association • Kenai Peninsula Economic Development District • Ninilchik Traditional Council • Mobilizing for Action Through Planning & Partnerships (MAPP)

Quality of Life		<ul style="list-style-type: none"> • Mobilizing for Action Through Planning & Partnerships (MAPP) • South Peninsula Hospital Foundation • Homer Chamber of Commerce and Visitor Center • Alaska Housing Finance Corporation • Homer Economic Development Advisory Council
Financial Considerations		<ul style="list-style-type: none"> • City of Homer Finance

DRAFT

4. Complete List of Potential Outreach Activities

We will use the following suite of tools below to encourage robust public participation and to guarantee that the revised comprehensive plan truly represents the voices of the community.

Interviews and Small Group Discussions: One-on-one interviews or small group discussions will be conducted with entities and organizations identified in Table 1. These interviews and discussions help to identify preliminary issues, opportunities, and priorities within various topic areas through the Potential Stakeholder Interview Questions in Section 5.

Community Survey: An online attitudinal community survey will collect feedback on key issues and prioritize potential strategies. We would not expect to get a statistically valid sample of the full population, but enough to achieve a helpful sense of the views of a wide cross-section of the Homer area's residents. To boost participation, we will include a suite of survey incentives such as fuel cards, coffee cards, and more.

Existing Community and Organizational Meetings: Whenever possible and appropriate, we will connect with, ask to join a meeting agenda, and accept invitations from existing community and organizational meetings either in-person or remotely to get direct input on emerging strategies and priorities for the comprehensive plan. The groups we intend to reach out to are included in Table 1 of this document. We will provide an overview of the process to date, key dates and events happening in the process, and solicit feedback on comprehensive plan topics germane to each group.

Community Visits: The project team will engage residents and other partners and stakeholders in public meetings and open house events to share their input and stay connected throughout the process, share project team findings to date learned through background research and interviews, and gather initial input on community vision, values, challenges, opportunities, and priorities. See a detailed list of community visit activities in Section 6.

Community Events: To accommodate summer and fall outreach during typically busy months for residents, our team will attend community events to discuss the comprehensive plan, and to listen and capture resident ideas and feedback. This will include casual engagement, such as having a presence and engaging with residents and visitors at the 4th of July parade, the Kachemak Bay Shorebird Festival, the Kachemak Bay Wooden Boat Festival, the Kenai Peninsula State Fair, the Seldovia Summer Solstice Festival, and others.

Notices, Radio Announcements, and Local Radio Programs: We will take the opportunity when appropriate to share information and promote outreach tools, such as the survey, via radio announcements on KBBI and Homer News.

Social Media: Our team will work with City staff and other community organizations to post relevant updates, including project milestones and opportunities for community input, such as the survey, on appropriate social media outlets.

Flyers, Postcards, and E-Newsletters:

- We will develop a project flyer that summarizes the project purpose/importance, schedule, how residents and other stakeholders can get involved, and project points of contact.
- We will develop and send up to six e-newsletters for consistent and efficient project communications with residents and stakeholders. We will begin by creating a contact list and an e-newsletter template using the communication platform Mailchimp. We will continue to update the contact list with new subscribers throughout the planning effort.
- We will also design and coordinate the mailing of two postcards to all landowners within City boundaries. While printing and distributing postcards can be costly and require strategic timing, they are a useful tool for reaching older residents, individuals living in outlying areas, and those who may not be tracking happenings online.

Project Website We will work with the City to prepare content for a project-specific webpage that will be referenced on outreach materials. The webpage will include a summary of the project purpose, information on upcoming opportunities to get involved (including an online comment tool), the project schedule, copies of draft products, team contact information, and other relevant materials.

Interactive Comment Map: Our team will use ArcGIS Online as one component of public outreach. By hosting an interactive map of the community, we can solicit public comments on specific elements of the community that are geocoded by location, allowing us to identify site-specific issues, needs and themes.

5. Potential Stakeholder Interview Questions

The following is a list of potential questions to guide conversations during interviews and small group discussions. The list will be adapted for different stakeholder groups as needed.

General – for residents, staff, City Council members, and planning commissioners.

1. **Accomplishments:** As a community, what have been our biggest accomplishments over the last 10 years?
2. **Values:** What do you like most about living in Homer? What makes it special? Which programs, services, or projects are important for the community? Why do you choose to live here?
3. **Challenges:** What are the biggest issues or challenges facing the community? What can make it hard to live and work in Homer?
4. **Opportunities:** How could life be improved for Homer residents?
5. **Future:** 20 years from now, what does your ideal Homer look like? What would you change and what you would keep the same?
6. **Priorities:** What should be the highest priorities for Homer, both in the short term and long term? These can be projects, activities, programs, etc. *(for suggestions that are emerging as potential priorities, ask for details when possible – what steps and resources are needed to make that happen? Who would lead the project and partnerships are needed? What is the potential impact?)* Specifically, how can the community help enhance and support the projects you've identified?

Land Use Questions

1. What are your organization/community/agency's short and long-term land use goals and strategies in the Homer?
2. Which areas in Homer are the best sites for future growth?
3. Which areas do you want to remain undeveloped or for some other specific purpose?
4. How would you characterize growth and development in Homer? What would you say are the highest priority development projects in Homer?
5. Based on the values, opportunities, and priorities mentioned above, how do any or all of those depend on land use policies?
6. How supportive are you of regulatory or zoning land use policies?
7. What is the capacity of staff to implement current and any proposed land use policies or ordinances?
8. How well do you think land use conflicts are currently addressed in Homer? What could help address conflicts or disagreements before they happen?
9. What, if any, changes are needed to current land use policies to help meet goals for quality of life, for economic development, and for environmental protection?

Housing Questions

1. Describe the quality of housing stock in the Homer.
2. Describe the efforts the community has already undertaken to address housing issues in Homer? Which solutions have gained traction?
3. If there is a need for new or improved housing:
 - a. Who needs that housing?
 - b. What type of housing is needed?
 - c. Which specific populations and services are needed? For example, does Homer have sufficient senior/elder care housing and services for aging residents who want to stay in Homer?
 - d. Where should that housing be located (relates to current and desired future land use and zoning policies)?
4. Which building standards and permitting processes are in place for new construction? Do current standards and permits meet community needs?
5. Do you know of any recent or planned new housing developments in Homer? Where are they? What type? Do you have any ideas or comments about access to services, type of housing, etc.?

Public Services and Infrastructure Questions

1. What are the community's utility challenges, needs, and/or opportunities in the following subcategories:
 - Drinking water
 - Sewer, stormwater, septic systems
 - Solid waste, recycling
 - Communications
 - Power
 - Renewable and alternative energy sources

Transportation Questions

1. How satisfied are you with the quality and maintenance of Homer's roads, sidewalks, harbors, airport, and trails?
2. What are the community's transportation challenges, needs, and/or opportunities? For example:
 - How does transportation affect the quality of life for residents and businesses in Homer?
 - What are the future facility needs for the Homer marine transportation system, including docks and harbors?

Economic Development Questions

1. What are Homer's unique economic features and strengths? Where do you see business, families, and residents thriving?
2. What are the biggest barriers or threats to economic development opportunities?
3. Which projects, strategies and/or business opportunities have the potential to economically benefit (create jobs, retain, or expand businesses, bring in more outside revenue) the entire region and improve quality of life for Homer residents?

4. What actions are needed to strengthen the economy and improve resilience to withstand economic downturns, disruptions, or unforeseen events?

Health and Wellness

1. How healthy do you think the residents of Homer are, overall?
2. What are the biggest barriers or challenges to physical and mental health for residents?
3. Which events, services, and programs in Homer come to mind when thinking about physical and mental health for residents?
4. Which types of services or programs do you think could increase the physical and mental health for residents, including elders, families, and youth?

Sustainability, Resilience, and Climate Change

1. What are some of the greatest effects of climate change Homer faces?
2. What does sustainability and resilience mean to you?
3. What are Homer's unique efforts in addressing sustainability, resilience, and climate change?
4. What more needs to be done to address the current and future effects of climate change in Homer?

DRAFT

6. Community Visits

Community Visit #1 – Visioning (Week of March 25th, 2024).

- **Purpose:** Introduce planning process and how residents and other partners and stakeholders can share their input and stay connected throughout the process; share project team findings to date learned through background research and interviews; gather initial input on community vision (including thoughts on development/growth scenarios), values, challenges, opportunities, and priorities.
- **Proposed Activities:**
 - Steering Committee meeting(s) focused on current and future outreach activities.
 - Planning Commission and City Council joint work session aimed at sharing information on the purpose, structure, benefits, and legal aspects of comprehensive plans, including relevant insights from other communities, best practices, and recommendations on how to create a successful comprehensive plan, from draft report to implementable, tangible outcomes.
 - One-on-one or small group interviews with entities/organizations identified in Table 1.
 - Community open house with short presentation and stations for each comprehensive planning topic that include relevant maps.
 - Opportunistic presentations and participation in community activities, events, and/or entity gatherings.
 - Community survey and interactive comment map launch with potential 30-day window for responses.

Community Visit #2 – Community Snapshot/Emerging Themes & Policies (Week of April 29th, 2024). To include:

- **Purpose:** Share and continue to get resident, partner, and other stakeholder input on project team findings, including preliminary results from literature review (existing plans, reports, studies), interviews, focus area-specific dialogues, community survey and interactive comment map. The summary of these findings will be shared in the form of the “Community Snapshot” that includes an initial summary of community input and research on potential growth/development scenarios.
- **Proposed Activities:**
 - Steering Committee meeting(s) focused on current and future outreach activities related to Snapshot/Emerging Themes & Policies.
 - Planning Commission and City Council work sessions/updates.
 - One-on-one or small group interviews with entities/organizations identified in Table 1.

- Community open house with short presentation on Community Snapshot and stations for each comprehensive planning topic to build from preliminary findings in the Community Snapshot.
- Opportunistic presentations and participation in community activities, events, and/or entity gatherings.

Community Visits #3 and #4 – Public Review Draft Share, Feedback, & Refinement (Week of September 23rd or October 7th 2024 for Visit #3 and Week of October 28th or November 11th for Visit #4). To include:

- **Purpose:** Two rounds of meetings, month-to-month, to share and get community and partner stakeholder feedback on the public review draft of comprehensive plan (would have been released approximately one week prior to visit). These engagements will define and/or confirm plan components, including growth, development, and redevelopment strategies, and other high priority strategies and identify ways to measure future progress towards comprehensive plan objectives.
- **Proposed Activities:**
 - Steering Committee meeting(s) focused on current and future outreach activities related to Public Review Draft launch and input.
 - Planning Commission and City Council joint work sessions to present and get initial feedback on the draft plan.
 - One-on-one interviews or small group discussion with entities/organizations identified in Table 1, potentially organized by comprehensive plan topic, to share and get feedback on the draft plan.
 - Community open house with short presentation on Public Review Draft and stations for each comprehensive planning topic to get direct input on draft maps, policies, priority strategies and projects, and to get preliminary input on the plan implementation and related actions.
 - Opportunistic presentations and participation in community activities, events, and/or entity gatherings.

Community Visit #5 – Plan Adoption (TBD, potentially 2025). To include:

- **Purpose:** Support City staff in preparing materials (motions, resolutions, and related presentations on the Final Plan) for adoption of the Final Plan, including in-person support for Planning Commission and City Council public hearings.
- **Proposed Activities:**
 - Steering Committee meeting(s) focused on adoption-related outreach activities.
 - Planning Commission and City Council public hearings.

7. Public Participation Roles

Agnew::Beck Consulting will work in partnership with other members of the consulting team and the City of Homer to implement the public participation plan. Primary roles and responsibilities of each group are described below.

Steering Committee

Steering Committee roles and responsibilities include as outlined in City of Homer Resolution 23-129(A):

- Assist in the refinement and execution of the public outreach process, outreach program, and schedule.
- Participate in public outreach activities and events including work with each of the member’s represented organizations to keep them informed on the project and encourage their participation, solicit participation from a wide range of people and organizations in the community, participate in event exercises and provide feedback.

Steering Committee membership includes:

- Kathryn Carssow, Library Board Member (Chair)
- Mel Kim, Economic Development Commissioner
- Charles Barnwell, Planning Commissioner
- Shelly Erickson, City Council Member
- Jason Davis, City Council Member

Proposed Steering Committee Activities (next three months)

Activity	Timeframe
Steering Committee Meetings	Bi-weekly or as needed
Review Public Participation Plan (PPP), website, initial outreach flyer, revised project schedule, and discuss outline of first community visit and activities in March	February 20 th meeting
Identify additional partners or stakeholders to engage (as currently outlined in PPP)	
Work on outreach for March visit and refine activities; review outreach materials.	February-March
Review draft community survey questions (to launch at March community visit)	February-March
Review Draft Literature Review	March
Assist with outreach for community survey	March-survey close
Review outcomes of March events; emerging vision, themes, goals, and strategies.	April
Review Summary of demographic and economic trends	April

Assist in planning and outreach for April/May community events	April
--	-------

Coordination and Process Team

Coordination and Process Team roles and responsibilities include:

- Communicate and meet regularly to discuss project status, review relevant planning documents, and proactively address next steps and phases of the planning process.
- Provide guidance on overall public participation process and tools.
- Suggest community and stakeholder activities/virtual events for collecting resident input.
- Participate in interviews and small group discussions, when available.
- Support in-person outreach efforts at key points in the process, such as helping staff at events and open houses.
- Help get the word out about the planning process and opportunities to get involved.
- Review draft materials and help make sure what is presented is accurate and complete.

Coordination and Process team membership includes:

- Robert Dumouchel, City Manager
- Ryan Foster, City Planner
- Julie Engebretsen, Economic Development Manager
- Aaron Yeaton, Engineering GIS Technician
- Shelly Wade, Agnew::Beck Consulting
- Meg Friedenauer, Agnew::Beck Consulting
- Holly Smith, Agnew::Beck Consulting

Planning Commission

Planning Commission roles and responsibilities include:

- Be a sounding board and creative problem solver throughout the planning process.
- Provide guidance on overall public participation process and tools.
- Participate in key informant interviews and focus groups, when available.
- Support in-person outreach efforts at key points in the process, such as helping staff at events and open houses.
- Suggest community and stakeholder activities/virtual events for collecting resident input.
- Help get the word out about the planning process and opportunities to get involved.
- Seek to identify areas of agreement and common solutions that serve all Homer residents.
- Review draft materials and help make sure that what is presented is accurate and complete.
- Work productively with other Core Team members, project staff and partners even when there are differences of opinion.
- Help identify priorities in the plan.
- Advocate for adoption of the plan.

Planning Commission Members:

- Scott Smith, Chair
- Charles Barnwell, Vice Chair
- Mike Stark
- David Schneider
- Roberta Highland
- Brad Conley
- Franco Venuti

Mayor and City Council

Mayor and City Council roles and responsibilities include:

- Participate in key informant interviews and focus groups, when available.
- Help get the word out about the planning process and opportunities to get involved.
- Seek to identify areas of agreement and common solutions that serve all Homer residents.
- Review draft materials and help make sure what is presented is accurate and complete.
- Review and adopt the final plan.

Mayor and City Council Members:

- Ken Castner, Mayor
- Donna Aderhold
- Shelly Erickson
- Storm Hansen
- Caroline Venuti
- Rachel Lord
- Jason Davis

City Staff

City staff roles and responsibilities include:

- Provide guidance on overall public participation process and tools, including reviewing the public participation plan.
- Suggest community and stakeholder activities/virtual events for collecting input.
- Help arrange project updates, work sessions, and presentations with the Planning Commission and City Council.
- Participate in key public outreach activities such as the open houses and stakeholder dialogues.
- Support in-person outreach efforts at key points in the process, such as helping staff at events and open houses.
- Collaborate on efforts to produce local news articles and participate in local radio programming, with support and guidance from the consultant team.
- Post project announcements and content to Homer social media, with support and guidance from the consultant team.
- Review draft materials and help make sure what is presented is accurate and complete.

City staff team includes:

- Robert Dumouchel, City Manager
- Ryan Foster, City Planner
- Julie Engebretsen, Economic Development Manager

- Aaron Yeaton, Engineering GIS Technician

Consulting Team

Consulting team roles and responsibilities include:

- Prepare the public participation plan.
- Plan for and facilitate interviews, focus groups, community meetings, and other public participation efforts.
- Prepare for, facilitate, and document the results of virtual meetings and events.
- Oversee the development and distribution of outreach materials, including e-newsletters, postcards, and flyers.
- Produce materials (talking points, QR codes, sign-up sheets, handouts, etc.) to support in person outreach efforts led by Core Team members, City staff, and Planning Commissioners.
- Develop, promote, and analyze results from a community survey.
- Compile background information and relevant data on demographic and economic trends and summarize key findings.
- Work with the City's staff to develop key maps including land ownership and zoning maps.
- Package public participation feedback and results.
- Assist with plan hearings and adoption, including preparing presentations, providing virtual meeting support, and answering questions.

The Consulting Team includes:

- Agnew::Beck Consulting
- Northern Economics
- Corvus Design
- RESPEC
- Kinney Engineering
- Stantec



Homer Comprehensive Plan Update: Community Visit #1 Framework, March 25-29, 2024

Working Draft

Questions:

- Are there any community events or organizational meetings happening this week where we can share materials and/or present, get preliminary feedback?
- We will be marketing the community survey and interactive comment map at all events, but is there a public space/location where we could set up, during the lunch hour, for example, to have a comp plan table with info and QR code and hard copies of the flyer?

Timing	Monday March 25 th (Seward's Day)	Tuesday March 26 ^h	Wednesday March 27 th	Thursday March 28 th	Friday March 29 th
Morning	A::B travel to Homer	9:00 – 11:00 AM: Meet with Staff and Steering Committee to prepare for the week, confirm roles	Informal sharing and feedback activity at local establishment where community members gather	Informal sharing and feedback activity at local establishment where community members gather	9:00 – 10:30 AM: Morning debrief with City staff and/or Steering Committee

<p>Morning/ Afternoon</p>	<p>Possible community tours, interviews, and small group discussions in afternoon</p>	<p>LUNCH TIME: Informal sharing and feedback activity at local establishment where community members gather</p> <p>Stakeholder interviews, organizational presentations as time allows throughout day</p> <p>3:00-4:50 PM: Joint Work Session with Council and Planning Commission</p>	<p>LUNCH TIME: Informal sharing and feedback activity at local establishment where community members gather</p> <p>Stakeholder interviews, organizational presentations as time allows throughout day</p>	<p>LUNCH TIME: Informal sharing and feedback activity at local establishment where community members gather</p> <p>Stakeholder interviews, organizational presentations as time allows throughout day</p> <p>6:00 – 8:00 PM: Evening Community Open House (space TBD)</p>	<p>A::B travel back to Anchorage</p>
<p>Evening</p>		<p>Informal sharing and feedback activity at local establishment where community members gather</p>	<p>5:30 PM: Ports and Harbor Advisory Commission meeting/presentation</p>	<p>Informal sharing and feedback activity at local establishment where community members gather</p>	

Building a Strong Town

FREE • OPEN TO EVERYONE

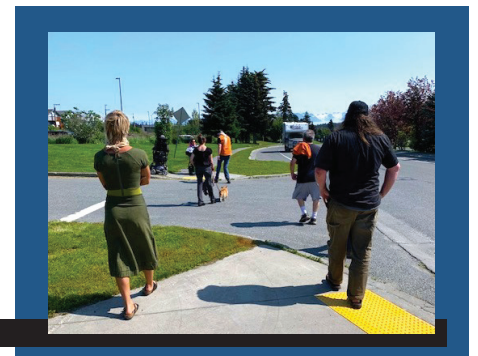
Homer community members, groups, and the City of Homer are actively seeking solutions to local challenges like sustainable growth, affordable housing, a walkable and bike-able community, and fiscally responsible local government.



A COMMUNITY PRESENTATION WITH CHUCK MAROHN STRONG TOWNS FOUNDER & PRESIDENT

Charles “Chuck” Marohn is the founder and president of Strong Towns. He is a land use planner and civil engineer with decades of experience. He holds a bachelor’s degree in civil engineering and a Master of Urban and Regional Planning, both from the University of Minnesota.

Visit <https://www.strongtowns.org> for more info.



Tuesday February 20, 2024 • 6 pm - 7:30 pm

Doors open at 5:30 pm. Talk begins at 6 pm followed by Q&A

In Person: Kachemak Bay Campus, Room 202

Online: Zoom



<https://us02web.zoom.us/j/81377496791>
Meeting ID: 813 7749 6791
Passcode: 99603

Join the City of Homer and community partners for a special guest presentation, “Building a Strong Town” by Strong Towns founder Chuck Marohn. Strong Towns advocates for a new way of thinking about the way we build our world, and supports thousands of people across the United States and Canada who are working to make their cities safe, livable, and financially resilient.

We look forward to connecting Marohn and his organization’s experience with Homer residents interested in building a resilient and prosperous community, and to spark conversation and solutions as the City of Homer begins development of a new Comprehensive Plan that will guide our community for the next 10-20 years.

SPONSORED BY THE CITY OF HOMER

For more event info, contact:
planning@ci.homer.ak.us
Phone: (907) 435-3119



STRONG TOWNS

A FILM BY ELLEN FRANKENSTEIN & ATMAN MEHTA

CRUISE BOOM

A community on the cusp of change

- FREE ADMISSION -

HOMER SCREENING

sponsored by the City of Homer

TUESDAY | FEB 27TH | 6 PM | HOMER THEATRE



Archange Inc. presents
Directed, Filmed & Edited by Ellen Frankenstein & Atman Mehta
Consulting Editor Shirley Thompson - Animation Ryan Morse
Audio Post Tom Disher - Original Music by Bryan Lovett, Graham Lebron,
Fred Knowles, Ritch Phillips & Ethan Vastola
www.cruiseboomfilm.com



Watch the Trailer