



**Homer City Hall**  
491 E. Pioneer Avenue  
Homer, Alaska 99603  
[www.cityofhomer-ak.gov](http://www.cityofhomer-ak.gov)

# AGENDA

## Comprehensive Plan Steering Committee

Monday, March 4, 2024 at 3:30 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, 3:30 P.M.

### AGENDA APPROVAL

### PUBLIC COMMENTS UPON MATTERS ALREADY ON THE AGENDA

### APPROVAL OF MINUTES

- A. Steering Committee Meeting Minutes of February 20, 2024

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### VISITORS/PRESENTATIONS

### REPORTS

### PENDING BUSINESS

- A. Updated Public Participation Plan
- B. [Project Website: https://homercompplanupdate.com/](https://homercompplanupdate.com/)
- C. Draft Community Visit #1 Framework

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### NEW BUSINESS

- A. Draft Project Flyer

**Page 26**

### INFORMATIONAL MATERIALS

### 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 24-02 a Regular Meeting of the Comprehensive Plan Steering Committee was called to order by Chair Kathy Carsow at 1:52 p.m. on February 20, 2024 at the City Hall Cowles Council Chambers located at 491 E. Pioneer Avenue, Homer, Alaska and via Zoom Webinar.

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

STAFF: CITY CLERK JACOBSEN

CONSULTING: CITY PLANNER FOSTER

**AGENDA APPROVAL**

ERICKSON/BARNWELL MOVED TO APPROVE THE AGENDA.

There was no discussion.

VOTE: NON-OBJECTION: UNANIMOUS CONSENT.

Motion carried.

**PUBLIC COMMENTS UPON MATTERS ALREADY ON THE AGENDA**

Aaron Yeaton, GIS Technician for the City of Homer’s Public Works Department, took to the podium to introduce himself to the Committee. He provided a brief background on himself, and stated that his role with the Comprehensive Plan Steering Committee was to be the bridge for the GIS and mapping aspects of the project.

**APPROVAL OF MINUTES**

A. Steering Committee Meeting Minutes of February 5, 2024

ERICKSON/BARNWELL MOVED TO APPROVE THE FEBRUARY 5, 2024 STEERING COMMITTEE MINUTES.

There was no discussion.

VOTE: NON-OBJECTION: UNANIMOUS CONSENT.

**VISITORS/PRESENTATIONS**

**REPORTS**

**PENDING BUSINESS**

A. Review of Draft Public Participation Plan

City Planner Foster acknowledged the updated draft of the Public Participation Plan in the packet before deferring to Shelly Wade of Agnew::Beck Consulting. Ms. Wade highlighted the changes that had been made to the Draft Public Participation Plan at the request of the Committee Members, including:

- An updated schedule and flushed out roles for the Comprehensive Plan Steering Committee with a specific section that gives a short-term view of the member’s roles and responsibilities.
- The overall project schedule and better integration of the Steering Committee.
- Community Visit framework.

Chair Carsow raised some concerns she had regarding the Community Visits and Public Participation Roles portions of the Draft Public Participation Plan, stating that the projected schedule was a little bit off. Ms. Wade affirmed Ms. Carsow's suspicion, reasoning that the dates were either overlooked by Agnew::Beck or inaccurately represented due to a program malfunction. Ms. Wade added that Agnew::Beck would revisit that and make the necessary corrections.

Committee Member Erickson asked about the dates for both the introductory work session and the hearing and adoption meetings. Ms. Wade stated that the joint work session with City Council and the Planning Commission is scheduled for Tuesday, March 26<sup>th</sup>.

Meg Friedenauer of Agnew::Beck Consulting reviewed the rest of the Draft Public Participation Plan with the Committee.

Committee Member Barnwell shared that the interactive map that Kinney Engineering created for the City's transportation plan was very user-friendly and nice to use. Ms. Wade added that Kinney Engineering is a key partner with Agnew::Beck on the Comprehensive Plan project, and that she would inquire with them about the technology used. City Planner Foster added that Aaron Yeaton is on the mapping team for the Comprehensive Plan Project.

Chair Carsow asked how Agnew::Beck would be participating in the community events. Ms. Friedenauer explained that their approach would be casual engagement, meaning that they will try to meet people where they are. She pointed to an example of the firm's work with the harbor in Haines, stating that Agnew::Beck decided not to set up a table and instead went around to boat slips and engaged with people one-on-one. She added that if Agnew::Beck can't be in attendance for some of the community events, they hope to empower others to be there and provide the resources and support necessary for success. She also said that the community events can be tailored to reach the highest number of people during those events. City Planner Foster added that City staff can help with filling in the gaps.

Mr. Barnwell pointed out that a third bullet was missing under the 'Steering Committee' portion of the Draft Public Participation Plan document. Ms. Wade and Ms. Friedenauer agreed with Mr. Barnwell and said that they would get the document updated.

The Committee then began review of the proposed Steering Committee activities over the next three months. It was determined that the group will meet for pre-visit work on April 1<sup>st</sup> and April 15<sup>th</sup> for the visit that will take place on April 29<sup>th</sup>.

At the request of Chair Carsow, the group went back and reviewed the Community and Partner Stakeholders on page 5 of the document. The following groups/organizations were requested to be added to the Community and Partner Stakeholders portion of the Draft Public Participation Plan:

- **General:** Economic Development Advisory Commission
- **Land Use:** Kachemak Heritage Land Trust, Kachemak Bay Birders, Homer Soil and Water Conservation District, and Parks Art Recreation and Cultural Advisory Commission
- **Public Services and Infrastructure:** Kenai Peninsula Borough Solid Waste, Moore & Moore, and Alaska Waste
- **Transportation:** Port and Harbor Advisory Commission
- **Economic Development:** Homer Marine Trades Association

- **Health and Wellness:** Ninilchik Tribal, South Peninsula Behavioral Health Center, Haven House, Hospice, and Homer Service Area Board (under South Peninsula Hospital)
- **Sustainability, Resilience, and Climate Change:** Friends of Kachemak Bay State Park
- **Quality of Life:** Library Advisory Group, Independent Living Center, Americans with Disabilities Advisory Board, Guiding Homer’s Growth Group, and Faith Based Community

Committee Member Erickson also suggested adding AGTL Radio and KHCX 90.9 FM to the ‘Notices, Radio Announcements, and Local Radio Programming.’

## NEW BUSINESS

- A. Project Website: <https://homercompplanupdate.com>

Ms. Wade and Ms. Friedenauer presented the City of Homer’s Comprehensive Plan Rewrite website to the Committee, noting that this wasn’t complete and that it was pretty “bare bones.” Ms. Wade and Ms. Friedenauer then showed their previous work with the Haines Comprehensive Plan website to the Committee to give the group a better idea of what the final website will look like.

Committee Members Kim and Davis suggested incorporating the history of Homer into the project website for the purpose of honoring those who helped to build the community, as well as acknowledging the newcomers that have arrived recently. Mr. Davis went on to provide some key points in Homer’s history that could be included.

- B. Case Study Examples

Ms. Wade exhibited the previous work that Agnew::Beck had done with the Salcha-Badger Road Area Plan and how that plan related to zoning. Committee Members noted the graphics and readability of the Salcha-Badger Road Area Plan.

- C. Draft Community Visit #1 Framework

The Committee Members and Ms. Wade reviewed the schedule for the first Community Visit and scheduled the following items tentatively:

- **Tuesday, March 26<sup>th</sup>:** 12:00-1:00 p.m. – Guiding Growth Group conversation
- **Wednesday, March 27<sup>th</sup>:** 9:00 a.m. – KBBI Coffee Table and other radio stations (90.9), Lunch Time at Captain’s Coffee, 5:30 p.m. (after Port & Harbor Advisory Commission Meeting) – Guiding Growth Group conversation
- **Thursday, March 28<sup>th</sup>:** 9:00 a.m. – KBBI Coffee Table and other radio stations (90.9)

There was further discussion about a potential flyer that would explain the purpose, timeline, how to engage, et cetera.

## INFORMATIONAL MATERIALS

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

## COMMENTS OF THE AUDIENCE

Scott Adams, city resident, shared his concern that the dates for the first Community Visit are the same week as spring break and Good Friday. He urged the Committee Members to take the public into consideration when scheduling public outreach events. He added that he's hopeful the Comprehensive Plan will look into the recent changes at Bridge Creek Reservoir, reasoning that each property should be look at individually and not as a whole. Lastly, he stated that policy changes are the reason why people are moving outside of city limits. He highlighted a recent policy change where some residential land above Pioneer Avenue near the hospital was rezoned to medical.

**COMMENTS OF THE CITY STAFF**

**COMMENTS OF THE TASK FORCE**

**ADJOURNMENT**

ERICKSON/BARNWELL MOVED TO ADJOURN THE MEETING.

There was no discussion.

VOTE: NON-OBJECTION: UNANIMOUS CONSENT.

Motion carried.

There being no further business to come before the Committee, Chair Carssow adjourned the meeting at 3:50 p.m. The next regular meeting is Monday, March 4, 2024 at 3:30 p.m. All meetings are scheduled to be held in the City Hall Cowles Council Chambers and via Zoom Webinar.

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ZACH PETTIT, DEPUTY CITY CLERK I

Approved: \_\_\_\_\_



# City of Homer

## Phase 1: Comprehensive Plan Update

Public Participation Plan

DRAFT February 29, 2024

Prepared for City of Homer by Agnew::Beck Consulting

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# 1. Introduction

## Project Overview

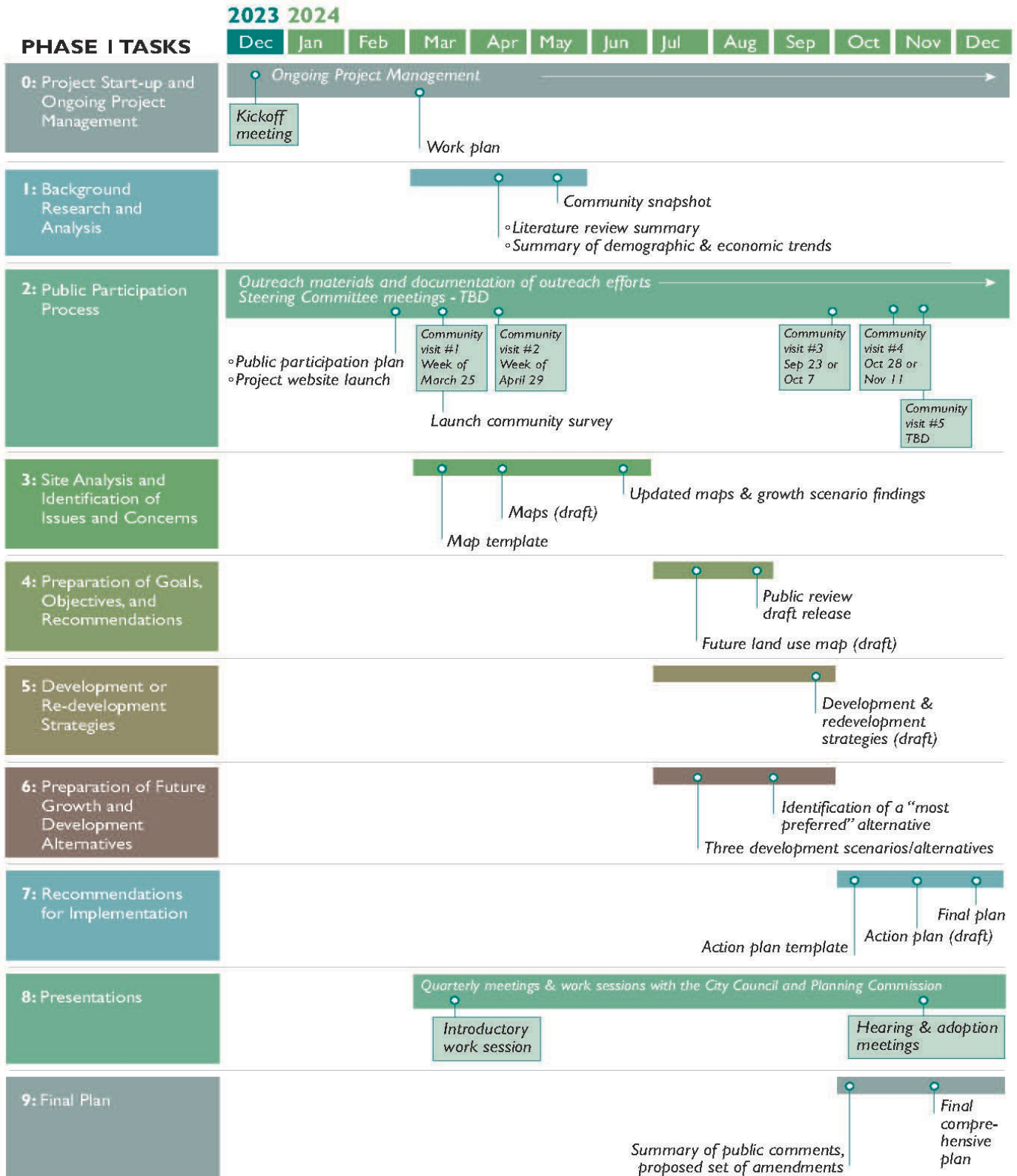
The purpose of this project is to update the Homer Comprehensive Plan. The process will include:

- **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: The entities below are categorized by their primary focus area but many will be encouraged to provide input across several topic areas. 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
<b>General</b>	Residents, community leadership	<ul style="list-style-type: none"> <li>• Residents</li> <li>• Homer City Council members</li> <li>• Homer Planning Commission members</li> <li>• Homer City staff</li> <li>• Homer City advisory committees and councils</li> </ul>
<b>Land Use</b>	Landowners and managers	<ul style="list-style-type: none"> <li>• Alaska Department of Natural Resources (DNR)</li> <li>• Alaska Department Fish &amp; Game</li> <li>• Alaska Earthquake Center</li> <li>• Alaska Mental Health Trust Authority Land Office</li> <li>• Alaska State Parks</li> <li>• Bureau of Land Management</li> <li>• Guiding Growth</li> <li>• Homer Planning Commission</li> <li>• Homer Soil and Water Conservation District</li> <li>• Kachemak Bay Birders</li> <li>• Kachemak Heritage Land Trust</li> <li>• Kenai Peninsula Borough</li> <li>• Local Developers</li> <li>• Seldovia Native Association</li> <li>• U.S. Fish and Wildlife Service</li> <li>• University of Alaska Land Management</li> </ul>
<b>Housing</b>	New construction, rental market and availability, housing preservation and revitalization	<ul style="list-style-type: none"> <li>• Alaska Housing Finance Corporation</li> <li>• Choosing Our Roots</li> <li>• Kenai Peninsula Housing Initiatives, Inc.</li> <li>• Realtors, mortgage lenders, financing organizations</li> </ul>
<b>Public Services and Infrastructure</b>	Power, water, sewer, solid waste, internet	<ul style="list-style-type: none"> <li>• Alaska Communications</li> <li>• Alaska Waste</li> <li>• City of Homer</li> <li>• ENSTAR</li> <li>• GCI</li> <li>• Homer Electric Association</li> </ul>

		<ul style="list-style-type: none"> <li>• HomeRun Oil</li> <li>• Kenai Peninsula Borough Solid Waste</li> <li>• Petro Marine</li> <li>• Starlink</li> <li>• Suburban Propane</li> </ul>
<b>Transportation</b>	Roads, marine, airport, trails, transit	<ul style="list-style-type: none"> <li>• Alaska Department of Transportation and Public Facilities/Alaska Marine Highway System</li> <li>• Alaska Marine Lines/Lynden</li> <li>• Alaskan Coastal Freight</li> <li>• ATB Water Taxi and Freight</li> <li>• Homer Marine Trades Association</li> <li>• Ravn Air</li> <li>• Span Alaska Transportation</li> </ul>
<b>Economic Development</b>	Economic development, tourism, agriculture, maritime, education and workforce development	<ul style="list-style-type: none"> <li>• Homer Chamber of Commerce and Visitor Center</li> <li>• Kenai Aviation</li> <li>• Mako's Water Taxi</li> <li>• Ravn Air</li> <li>• Span Alaska Transportation</li> </ul>
<b>Health and Wellness</b>		<ul style="list-style-type: none"> <li>• Alaska Department of Health</li> <li>• Central Peninsula Hospital</li> <li>• Faith based organizations (Church on The Rock Homer, Salvation Army, Homer United Methodist Church)</li> <li>• Homer Medical Center</li> <li>• Homer Senior Center</li> <li>• Hospice of Homer</li> <li>• Independent Living Center</li> <li>• Kachemak Bay Family Planning Clinic</li> <li>• Kachemak Bay Medical</li> <li>• Kenai Veteran's Administration Clinic</li> <li>• Ninilchik Traditional Council</li> <li>• Seldovia Village Tribe Health and Wellness</li> <li>• South Peninsula Behavioral Health Services</li> <li>• South Peninsula Haven House</li> <li>• South Peninsula Hospital</li> <li>• South Peninsula Hospital Foundation</li> <li>• South Peninsula Hospital Service Area Board</li> </ul>
<b>Sustainability, Resilience, and Climate Change</b>		<ul style="list-style-type: none"> <li>• Center for Alaskan Coastal Studies</li> <li>• Cook Inletkeeper</li> <li>• Friends of Alaska National Wildlife Refuges</li> <li>• Friends of Kachemak Bay State Parks</li> <li>• Homer Drawdown</li> <li>• Kachemak Bay Conservation Society</li> <li>• Kachemak Bay National Estuarine Research Reserve</li> <li>• Kenai Peninsula Economic Development District</li> </ul>

		<ul style="list-style-type: none"> <li>• Mobilizing for Action Through Planning &amp; Partnerships (MAPP)</li> <li>• Seldovia Native Association</li> </ul>
<b>Quality of Life</b>		<ul style="list-style-type: none"> <li>• South Peninsula Hospital Foundation</li> </ul>
<b>Financial Considerations</b>		<ul style="list-style-type: none"> <li>• City of Homer Finance</li> </ul>

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## 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. We will also engage youth and students by working with Homer High School to arrange a visit and activities with a social studies or civics class or the student council to gather input on vision, values, challenges, and opportunities. 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 4<sup>th</sup> 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 (KBBI, KGTL, KHCX) 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?

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## 6. Community Visits

### Community Visit #1 – Visioning (Week of March 25<sup>th</sup>, 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 29<sup>th</sup>, 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 23<sup>rd</sup> or October 7<sup>th</sup> 2024 for Visit #3 and Week of October 28<sup>th</sup> or November 11<sup>th</sup> 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.
- Provide feedback and recommendations on Comprehensive Plan draft documents.

*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 <sup>th</sup> 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 <sup>th</sup> (Seward's Day)	Tuesday March 26 <sup>h</sup>	Wednesday March 27 <sup>th</sup>	Thursday March 28 <sup>th</sup>	Friday March 29 <sup>th</sup>
<b>Morning</b>	A::B travel to Homer	<b>9:00 – 11:00 AM:</b> 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  <b>KBBI Coffee Table and other radio stations, 90.9</b>	Informal sharing and feedback activity at local establishment where community members gather  <b>KBBI Coffee Table and other radio stations, 90.9</b>	<b>9:00 – 10:30 AM:</b> Morning debrief with City staff and/or Steering Committee

<p><b>Morning/ Afternoon</b></p>	<p>Possible community tours, interviews, and small group discussions in afternoon</p>	<p><b>12:00 – 1:00 PM:</b> Guiding Growth Conversation (Kathy as POC)</p> <p>Stakeholder interviews, organizational presentations as time allows throughout day</p> <p><b>3:00-4:50 PM:</b> Joint Work Session with Council and Planning Commission</p>	<p><b>LUNCH TIME:</b> Informal sharing and feedback activity at local establishment where community members gather</p> <p><b>Captain's Coffee</b></p> <p>Stakeholder interviews, organizational presentations as time allows throughout day</p>	<p><b>LUNCH TIME:</b> 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>A::B travel back to Anchorage</p>
<p><b>Evening</b></p>		<p>Informal sharing and feedback activity at local establishment where community members gather</p>	<p><b>5:30 PM:</b> Ports and Harbor Advisory Commission meeting/presentation</p> <p><b>Guiding Growth hosted convo?</b> (Mel as POC)</p>	<p><b>6:00 – 8:00 PM:</b> Evening Community Open House (potentially Islands &amp; Oceans space)</p>	



# CITY OF HOMER

## Comprehensive Plan Rewrite

What, Why, Who, When, and How | March 2024

### Why a Comprehensive Plan Revision

- ✓ The City of Homer is updating the [2018 Comprehensive Plan](#) to recognize and celebrate what we have accomplished, to address new challenges and opportunities for our community, and to coordinate efforts to achieve our shared vision for a future Homer.
- ✓ The Comprehensive Plan will serve as a community resource and guide for community leaders, residents, and other partners to protect what residents value most about Homer while enhancing the quality of life for current and future residents.

### What is a Comprehensive Plan?

A combination of **long-term vision, goals,** and **practical strategies** that will:

Guide decisions about land use, housing, public services and infrastructure, transportation, economic development, health and wellness, sustainability, resilience and climate change, quality of life, and more.

Provide a roadmap for implementation, with clear priorities and actions.



Photo credits: This page – first and third by Kachemak Communications; middle from the Homer Chamber of Commerce; Next page – Kachemak Communications

# What is Our Timeline?

## FEBRUARY 2024

- Project kick-off
- Steering Committee kick-off and initial meetings to map out public participation plan
- Background research and data collection



## MARCH 2024

- Resident, community leader, and partner interviews and small group discussions
- Community survey and interactive comment map launch
- **COMMUNITY VISIT #1 AND OPEN HOUSE: Introduce planning process, gather initial input on community vision.** (See details below and project website)



## APRIL 2024

- **COMMUNITY VISIT #2 AND OPEN HOUSE: Share a “Community Snapshot” that includes an initial summary of community input and research on potential growth/development scenarios**
- Community survey and comment map continue



## SUMMER-FALL 2024

- Community survey and comment map close
- Ongoing community outreach
- Public Review Draft release (by early October)
- **COMMUNITY VISITS #3 & #4: Share and get feedback on Public Review Draft**



## NOVEMBER 2024

- **COMMUNITY VISIT #5: Provide information during public hearings on plan adoption**



## WINTER 2024

- Revision and Adoption Process



## Upcoming March 2024 Visit

- ✓ Joint Work Session w/ Homer City Council & Planning Commission | Tues, March 26
- ✓ Meeting with the Ports & Harbor Advisory Commission | Wed, March 27
- ✓ **Community Open House | Thursday, March 28, 6:00-8:00 PM | Location TBD**
- ✓ Meetings with the Comprehensive Plan Steering Committee
- ✓ Public sharing and feedback opportunities at local establishments
- ✓ Stakeholder interviews and meetings with local organizations



## How Can You Get Involved?

- Visit the project website: [www.homercompplanupdate.com](http://www.homercompplanupdate.com).
- Attend an in-person meeting: Check out the timeline and preliminary March 2024 schedule above and project website for more details.
- Follow the City of Homer on Facebook: <https://www.facebook.com/cityofhomerak/>
- Contact the project team:
  - Ryan Foster, City of Homer City Planner, [rfoster@ci.homer.ak.us](mailto:rfoster@ci.homer.ak.us), 907-299-8529
  - Shelly Wade, Project Consultant, [shelly@agnewbeck.com](mailto:shelly@agnewbeck.com), 907-242-5326