

Greater Homer Housing Conversation



Agenda

- Community Organizers
- Purpose
- Background Research
- Outreach Efforts
- March 25 Event
- Report Findings
- Thematic Analysis
- Survey
- Next Steps/Resources



Community Organizers

- Mobilizing for Action Through Planning & Partnerships
- Choosing Our Roots
- Homer Chamber of Commerce and Visitor Center
- City of Homer
- Kenai Peninsula Economic Development District
- South Peninsula Hospital Foundation
- Event Volunteers
- Event Donations



Purpose

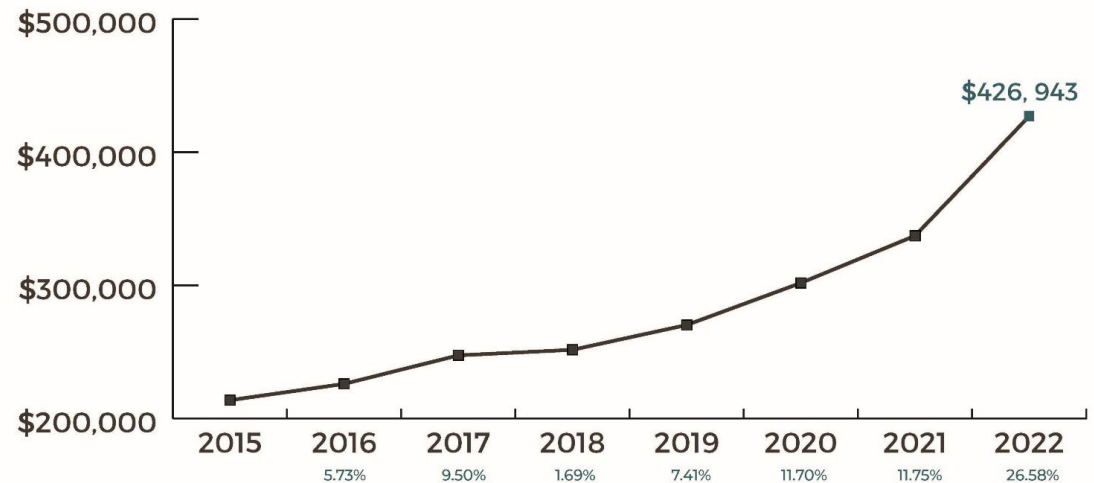
- Start a conversation on the topic of housing in the community as a first step towards addressing the housing crisis in Homer and creating a more livable community for everyone
- Identify key issues, discuss potential solutions, and collect information
- Focus on Greater Homer Area
- Allowing everyone to be heard and be invested in any solutions
- Provide a report with findings that can be used in next steps

Background Research

- City of Homer Dwelling Unit Permit Information
- Real Estate Data – Residential Inventory
- Real Estate Data – Land Inventory
- Homer Area Livability Data

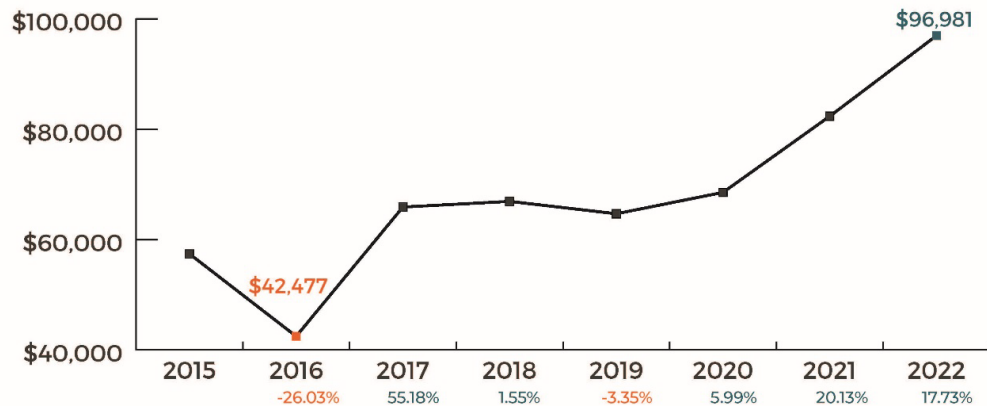
Residential

Average Sale Price 2023 AVERAGE SALE PRICE \$375,800



Land

Average Sale Price 2023 AVERAGE SALE PRICE \$81,833



Outreach Efforts

- Event Flyer
- Radio Interviews KBBI & Peninsula Radio Group
- Public Service Announcements
- Project Website
- Press Releases
- Newspaper Ad
- Social Media
- Invites to commissions, committees, and community organizations
- Survey
- Word of mouth



COMMUNITY CONVERSATION: Housing Solutions in the Greater Homer Area

SATURDAY MARCH 25, 2023
9:00AM TO 12:30PM
Christian Community Church, 3838 Bartlett Street, Homer, AK

Doors open at 9 AM - Meeting begins at 9:30 AM
9:30-12:30 PM AGENDA

- Homer Housing Survey Results
- Workshop: What are our priorities?
- Workshop: Solutions and Next Steps!

For more information email:
INFO@DDAALASKA.COM

**SCAN HERE FOR
MORE INFO:**

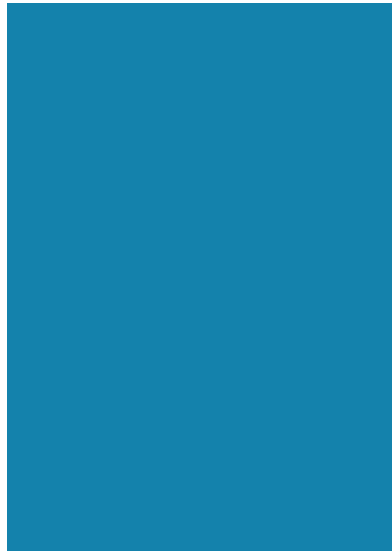
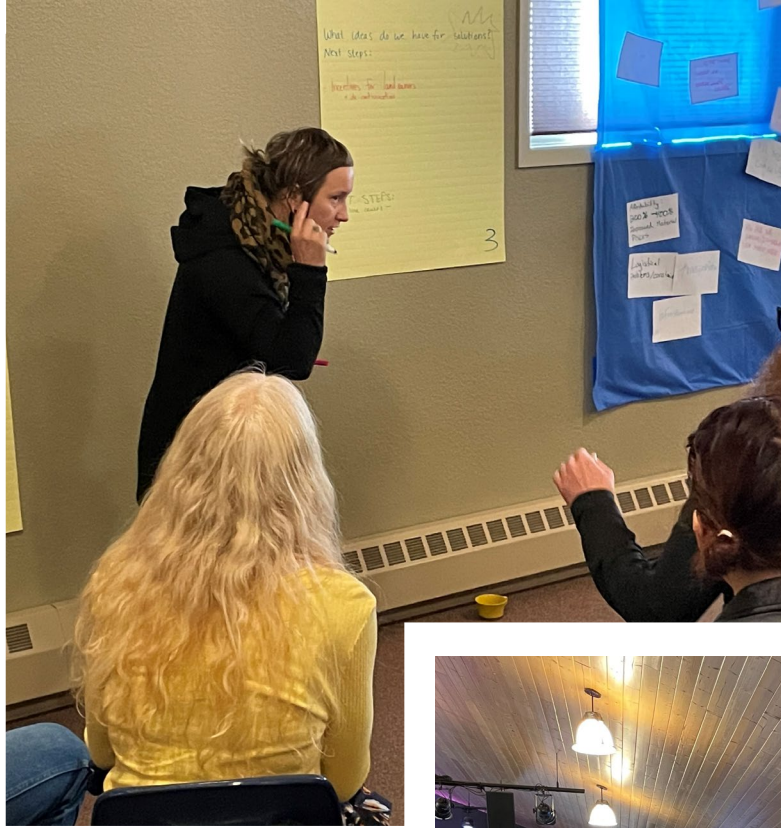


SUPPORTED BY:



March 25 Event

- Held at Christian Community Church
- Facilitated by Denali Daniels + Associates
- Attended by over 100 community members
- Consisted of breakout groups to discuss the topics of housing challenges and possible housing solutions
- All ideas were collected and presented in the report



Report Findings

- The organizers invite community members to read the report, use it as a resource and participate in the discussion about how to solve the housing crisis
- Identified challenges
- Identified solutions
- Acknowledges and encourages potential next steps
- Please find report link here:
<https://www.cityofhomer-ak.gov/economicdevelopment/housing>

COMMUNITY CONVERSATION:

HOUSING SOLUTIONS IN THE GREATER HOMER AREA

MARCH 25, 2023

CHRISTIAN COMMUNITY CHURCH
HOMER, ALASKA



Thematic Analysis

- After each theme, a total amount of ideas related to that theme are listed. The themes are in numerical order by total amount of supporting ideas
 - Incentivization Opportunities: 20
 - Borough and City, and Zoning Changes: 13
 - Building & Land Development: 10
 - Tiny Homes: 9
 - Working Together as a Community/Community Involvement in the Process: 8
 - Shared Planning and Decision Making in the form of a Task Force, and Influencing Governmental Change: 7
 - Partnering with Resources and Organizations: 7

Thematic Analysis Continued

- Tax Changes: 7
- Group Housing, Youth and Senior Housing: 6
- Emergency & Temporary Housing: 6
- Air B&B and Short-Term Rental Changes: 5
- Changing Regulations & Restrictions: 5
- Education: 5
- Affordability: Wages & Pay: 5
- Transportation as Part of the Solution: 3
- Loans & Lending Opportunities: 3
- Culture: 3
- Data: 3

Survey

- Community Survey & Employer Survey
- Provided before and after the March 25 event
- Closed April 28
- Finalizing survey results and will post on the project webpage

PRELIMINARY SURVEY RESULTS: What are barriers to housing?
Affordability (32.7%)
Lack of housing (32.1%)
Vacation/Short-Term Rentals (18.7%)
Seasonal Housing (7.8%)
Other (8.4%)

Next Steps/ Resources

Next Steps:

- Presentation to Economic Development Commission 6/13
- Presentation to Planning Commission 6/21
- Finalize and post survey results
- Opportunity for a Fall Event

Links:

- Housing: <https://www.cityofhomer-ak.gov/economicdevelopment/housing>

Contact Information:

- Ryan Foster, Special Projects Coordinator, City of Homer, 907-299-8529, rfoster@ci.homer.ak.us