



MEMORANDUM

Ordinance 26-28, An Ordinance of the City Council of Homer Appropriating Funds in the Amount of \$8,000 from the General Fund Balance and Authorizing the use of Limited Staff Time and City Equipment for Public Information on the Ballot Proposition for the Continuation of the Homer Accelerated Roads And Trails (HART) Program and Reauthorizing the Three-Fourths Percent (3/4%) Sales Tax Levy for up to Twenty Additional Years Including Without Limitation Information that may Influence the Outcome of the Election on the Proposition. City Manager.

Item Type: Backup Information
Prepared For: Mayor Lord and Homer City Council
Date: May 18, 2026
From: Melissa Jacobsen, City Manager

Background: The Homer Accelerated Roads and Trails (HART) Program, originally known as Homer Accelerate Roads Program (HARP), was established in 1987 as a three-fourths percent (3/4%) sales tax levy that is subject to voter approval every 20 years.

The HART program funds reconstruction of substandard city roads, upgrades to existing roads, construct of new streets and non-motorized trails and ongoing maintenance. Its purpose is to proactively maintain road conditions, manage long-term maintenance costs, improve access, support emergency repairs, enhance property values, and contribute to overall quality of life.

State-maintained roads are generally not included in the program; however, HART funds may be used to leverage state-funded projects.

Discussion: Ordinance 26-23 authorized placing a ballot question before voters at the City of Homer regular election on November 3 to determine whether to renew the 0.75% sales tax supporting the HART Program.

Prior to the election, the City plans to conduct a public information campaign to educate voters about the HART Program and its benefits, in compliance with Alaska Statutes (AS) 15.13.145 and requirements of the Alaska Public Offices Commission (APOC).

The campaign is expected to begin approximately two months before Election Day and will include, at a minimum:

Print media

- Postcard mailed to City of Homer residents;

- Display ads in two local newspapers;
- Informational fliers.

Radio

- 30-second informational spots aired on KBBI Public Radio and area commercial radio stations.

Digital media

- Banner display ads on local newspapers' websites;
- Feature stories on the City's Social Media Facebook and Instagram accounts;
- Feature article(s) on the City's website.

Recommendation: Adopt the ordinance appropriating funds for a public information campaign for the continuation of the HART Program and reauthorizing the 3/4% sales tax levy for up to twenty additional years.