



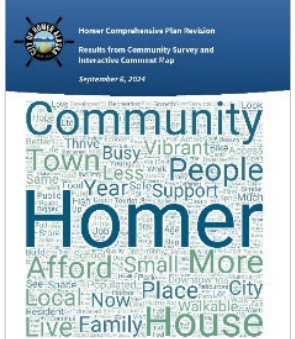

Appendix C: Methodology

How Was this Plan Developed?

This plan was developed with extensive input from residents, city leadership and staff, commissions, committees, and other community leaders, and regional, state, and federal partners.

The following table summarizes the activities and inputs that contributed to this draft plan. Detailed summaries of project outreach activities can be found on the project website: homercompplanupdate.com.

In-Person Activities	
Steering Committee	<p>The Steering Committee met 15 times (through December 2024) during the duration of the project and assisted in the development of the comprehensive plan. The committee plans to meet twice more during the drafting phase in January and February 2025. The five-member committee is comprised of two city council members, one city planning commissioner, one economic development commissioner, and a city resident representative nominated by the mayor and approved by the City Council. The roles and responsibilities of the Steering Committee are outlined in City of Homer Resolution 23-129(A) and include:</p> <ul style="list-style-type: none"> • 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. <p>The Steering Committee meetings are noticed and open to the public.</p>
City Meetings	<p>The project team routinely provided updates at the Homer City Council meetings and Planning Commission meetings. The project team facilitated a Joint City Council and Planning Commission Work Session in March 2024 to kick off the project, review the overall purpose and legal basis for comprehensive plans and prepare the planning commissioners, Council members, and staff for the comprehensive plan revision process. The project team also attended and engaged many of the city boards and commissions including the Port and Harbor Advisory Commission, Parks, Art, Recreation and Culture Advisory Commission, Library Advisory Board, Economic Development Advisory Commission, and Americans with Disabilities Act Advisory Board. Project team members also met with City department staff, including the library staff, public works staff, port and harbor staff, community development staff, and others.</p>
Community Group Meetings	<p>The project team attended and provided updates at the meetings of several active community groups including, the Homer Chamber of Commerce board of directors, Homer Guiding Growth, Homer Stormwater Working Group, Mobilizing for Action through Planning and Partnerships (MAPP) Steering Committee, MAPP Housing Working Group, Homer Marine Trades Association, and others.</p>
Community Conversations and Open Houses	<p>The project team hosted the following public community conversations and open houses where the project team discussed current economic conditions, emerging vision, values, priorities, and policies for the Homer Comprehensive Plan:</p> <ul style="list-style-type: none"> • Community Open House March 28, 2024 at Alaska Islands and Oceans Visitor Center. • Community Work Session on Growth Scenarios October 22, 2024 at Alaska Islands and Oceans Visitor Center. • Community Open House to launch Public Review Draft Planned for February 11, 2025 at Alaska Islands and Oceans Visitor Center. 
Events and Information Tables	<p>The project team and Steering Committee attended the following community events or locations to engage with the community:</p>

	<ul style="list-style-type: none"> • March 15, 2024: Hosted an information table at the Spenard Builders Supply's Contractors day to engage with local contractors, builders, and others. • April 11, 2024: Met with high school government class at Homer High School. • May 14-16, 2024: Held open hours at the Homer Public Library to receive feedback and provide information on the plan. • May 15, 2024: Hosted an Under 40 Focus Group to collect feedback and input from Homer residents under 40 years old. • May 24, 2024: Hosted a conversation with fishermen and marine trade representatives at the Gear Shed. • September 14 and 21, 2024: Hosted a booth at the Farmer's Market to engage with residents and visitors.
Interviews	<p>The project team conducted more than two dozen interviews with business owners, community leaders, community organizations, and committees to learn about community challenges, priorities and collect suggestions for the plan.</p>
Surveys	
Community Survey	<p>The community survey was aimed at engaging residents and gathering feedback. The survey was open April 22, 2024, through July 1, 2024 and received 556 responses. The survey was distributed online, announced via project e-newsletters and website, announced via social media, in public meetings, and through outreach by Steering Committee members. The survey was also available in hard copy at the Homer Public Library and City Hall.</p> 
Business Survey	<p>The business survey was aimed at engaging business owners. It was open from July 12, 2024, through August 25, 2024 and received 66 responses. The survey was designed and promoted with assistance from the City's Economic Development Commission and the Homer Chamber of Commerce and Visitor Center.</p>
Visitor Survey	<p>The Visitor's Survey received five responses. The Project Team decided to not analyze these results due to the low response rate.</p>
Interactive Map	<p>The Interactive Comment Map was aimed at soliciting location-based input on community priorities. It was open in conjunction with the community survey, for the same time period and distributed through the same methods and received 224 responses.</p> 
Outreach and Media	
Project Website	<p>The project website provided a place for residents to easily find background information about the project, downloads of past presentations and draft files, announcements of upcoming meetings, links to project surveys, and a form to sign up for project e-newsletters. https://homercompplanupdate.com/</p>
Email Distribution	<p>Throughout the project, the project team developed and sent multiple email project updates to nearly 250 interested community and partner subscribers.</p>
Social Media	<p>The project team announced project updates on social media, through the City of Homer's Facebook page that has 814 followers. The Homer Chamber of Commerce & Visitor Center also shared some announcements, reaching its 5,600 followers.</p>

Newspaper and Radio	Ads announcing public events were published throughout the project in the Homer News and newspaper staff covered some community events and conversations. Public Service Announcements announcing events aired on radio stations KBBI, K-Wave FM 105, KPEN FM 102, K-BAY 93.3, and KGTL AM 620/FM 100.
Research Tasks	
Mapping	The project team developed land use, transportation, and other relevant maps to use as decision-making tools and guide future development.
Secondary Research	The project team collected information from local, state and federal sources to tell the story of Homer: how it is changing and how the population, housing, economy and land use characteristics compare to other Kenai Peninsula communities.
Plan Review	The project team reviewed past and existing community, regional and other relevant plans and reports, including the 2018 Comprehensive Plan.