



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

## City of Homer Agenda

**Economic Development Advisory Commission Regular Meeting**

**Tuesday, March 9, 2021 at 6:00 PM**

**City Hall Cowles Council Chambers**

**Webinar ID: 990 0366 1092 Password: 725933**

**Dial: 346-248-7799 or 669-900-6833; (Toll Free) 888-788-0099 or 877-853-5247**

**CALL TO ORDER, PLEDGE OF ALLEGIANCE, 6:00 P.M.**

**AGENDA APPROVAL**

**PUBLIC COMMENTS UPON MATTERS ALREADY ON THE AGENDA (3 Minute Time Limit)**

**RECONSIDERATION**

**APPROVAL OF MINUTES**

A. February 9, 2021 Regular Meeting Minutes **Page 3**

**VISITORS/PRESENTATIONS (10 Minute Time Limit)**

A. Jan Keiser, Public Works Director – Quarterly Public Works Update  
i. Memo Re: Mariner Lagoon “Dredging” **Page 9**  
ii. Memo Re: Proposed Road Financial Plan **Page 11**

**STAFF & COUNCIL REPORT/COMMITTEE REPORTS (5 Minute Time Limit)**

A. EDC Staff Report **Page 17**  
i. 2013-2020 Planning & Zoning Permit Statistics **Page 18**

B. Chamber Director Report

C. Homer Marine Trades Association Report **Page 19**

D. Pioneer Avenue Task Force Report

E. Kenai Peninsula Economic Development District Report

**PUBLIC HEARING**

**PENDING BUSINESS**

A. Comprehensive Economic Development Strategy (CEDs) Update **Page 21**

## **NEW BUSINESS**

- [A.](#) Helping Businesses Create an Online Presence **Page 22**
- [B.](#) Economic Development Budget **Page 23**
  - i. 2020/21 Adopted Operating Budget – Economic Development Section **Page 24**
  - ii. Proposed Budget Development Schedule for FY 2022 & 2023 **Page 26**
- [C.](#) April KPEDD Comprehensive Economic Development Strategy (CEDS) Forum **Page 27**
- [D.](#) Karen Hornaday Park Improvement Plan **Page 28**
  - i. Concept Maps **Page 30**

## **INFORMATIONAL MATERIALS**

- [A.](#) Request for Proposals for Development of Homer Wayfinding-Streetscape Plan Packet **Page 32**
- [B.](#) City Manager’s Report for February 22, 2021 **Page 47**
- [C.](#) City Manager’s Report for March 8, 2021 **Page 51**
- [D.](#) EDC 2021 Calendar **Page 56**

**COMMENTS OF THE AUDIENCE** (3 Minute Time Limit)

**COMMENTS OF THE CITY STAFF**

**COMMENTS OF THE CITY COUNCILMEMBER**

**COMMENTS OF THE CHAIR**

**COMMENTS OF THE COMMISSION**

**ADJOURNMENT**

Next Regular Meeting is **TUESDAY, APRIL 6, 2021 at 6:00 p.m.** A Worksession is scheduled for Tuesday, April 6, 2021 at 5:30 p.m. All meetings scheduled to be held via Zoom Webinar in the City Hall Cowles Council Chambers located at 491 E. Pioneer Avenue, Homer, Alaska.

Session 21-02 a Regular Meeting of the Economic Development Advisory Commission was called to order by Chair Karin Marks at 6:00 p.m. on February 9, 2021 at the Cowles Council Chambers, City Hall located at 491 E. Pioneer Avenue, Homer, Alaska via Zoom Webinar, and opened with the Pledge of Allegiance.

**PRESENT:** COMMISSIONERS MARKS, BROWN, RICHARDSON, AREVALO, SPEAKMAN, CHEROK  
(arrived at 6:04 p.m.)

**ABSENT:** COMMISSIONER JOHNSON

**STAFF:** DEPUTY CITY PLANNER ENGEBRETSSEN  
DEPUTY CITY CLERK TUSSEY

### **AGENDA APPROVAL**

Chair Marks called for a motion to approve the agenda.

BROWN/RICHARDSON MOVED TO APPROVE THE AGENDA.

There was no discussion.

VOTE: NON OBJECTION: UNANIMOUS CONSENT.

Motion carried.

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

### **RECONSIDERATION**

### **APPROVAL OF MINUTES**

A. January 12, 2021 Regular Meeting Minutes

Chair Marks called for a motion to approve the last meeting minutes.

AREVALO/RICHARDSON MOVED TO APPROVE THE MEETING MINUTES.

Commissioner Arevalo noted under Pending Business Item A. COVID Business Survey, all references to PPE should be amended to PPP. Ms. Arevalo also noted under New Business Item B. Main Street Sidewalk Project, the comments made by Chair Marks should reflect that the sidewalk was not meant to go on the west and east side as that was not what Public Works was proposing. Deputy City Clerk Tussey responded that Ms. Marks did make those comments, and that the motion reflected in the meeting minutes was still applicable to the commission's intent. It was requested that a footnote be added to clarify the intent of Ms. Marks' comments.

VOTE: NON OBJECTION: UNANIMOUS CONSENT.

Motion carried.

### **VISITORS/PRESENTATIONS**

A. Tim Dillon, KPEDD Executive Director – 5-year Comprehensive Economic Development Strategy

Chair Marks introduced Tim Dillon, Kenai Peninsula Economic Development District (KPEDD) Executive Director.

Mr. Dillon gave a presentation on KPEDD, highlighting the following:

- What is KPEDD and their purpose
- Purpose of developing a Comprehensive Economic Development Strategy (CEDDS)
- KPEDD’s CEDDS planning and outreach efforts on the Kenai Peninsula from major industries and business groups
- How KPEDD conducts their presentations and engagement with communities
- What a SWOT Analysis is (Strengths, Weaknesses, Opportunities, Threats) and what types of items are identified in those areas
- The five overarching CEDDS goals
- Their expected timeline of completion for the CEDDS
- When having a CEDDS has made a difference; efforts to invest in broadband infrastructure, identifying it as a universal priority, and other existing challenges on the Kenai Peninsula
- What City of Homer’s top five State requests are and what the EDC can do to help in this process

The commission and Deputy City Planner Engebretsen directed questions to Mr. Dillon, seeking clarification on points made during his presentation and how the EDC can help KPEDD during the outreach process. Chair Marks requested the slides be shared with commissioners wishing to have a copy.

### **STAFF & COUNCIL REPORT/COMMITTEE REPORTS**

A. EDC Staff Report for February 2021

Deputy City Planner Engebretsen asked if the commission had any questions regarding her written report. She added that staff plans to have Public Works Director Keiser be a quarterly visitor to present updates on projects relevant to EDC.

B. Chamber Director Report

Chamber Director Brad Anderson was not in attendance.

C. Homer Marine Trades Association Report  
i. HMTA Regular Meeting Minutes January 6, 2021

Chair Marks noted the HMTA minutes in the packet.

D. Pioneer Avenue Task Force Report

Chair Marks reported that with all the Chamber's Winter Carnival Festival planning, the task force's February meeting to work on the peony celebrations was postponed to March. She encouraged anyone who wishes to participate in the Peony Celebration Task Force to contact the Chamber of Commerce.

E. Kenai Peninsula Economic Development District Report

Chair Marks noted there was no KPEDD report.

**PUBLIC HEARINGS**

**PENDING BUSINESS**

A. COVID Business Survey

- i. Forbes Article "Nine Ways Local Governments Can Support Small Business Success During A Pandemic"

Chair Marks introduced the item by reading the title and opened the floor for discussion on if there was further action the EDC could take or help with regarding common problems businesses are experiencing. She commented that when she gave the last City Council report on this subject, they were interested but did not have any additional feedback.

Commissioner Richardson provided an update on his efforts in resolving the substitute teacher issue. He reported that he has not made much progress given it's a very complicated situation and difficult to reach from the City into the school district and motivate change. Everyone has so much on their plate and do not have as much spare time.

Chair Marks asked the commission if they felt there was anything the EDC could do at this point, ways to help businesses, or have they gone as far as they can go? Commissioner Richardson opined the EDC has gone as far as they can with the survey. He felt the achievement they made may not have been what they intended, but they have increased communication between businesses and the City. He sees that as a big accomplishment.

Chair Marks referenced the Forbes article provided in the packet and commented on how it ties into KPEDD's efforts and her desire to see a new and improved City website. She sees the website as outdated and in need of revamping.

Commissioner Arevalo shared a concept she would like to explore with staff in creating a curated package of online-based support systems that that help businesses get more digital, and if there was some financing available through the City to assist with that. Deputy City Planner Engebretsen recommended they discuss the concept in greater detail outside of the meeting. In response to comments and suggestions to revamp the City's website, Ms. Engebretsen commented that she can

assist with updating the EDC's page, including relevant resources and links, but a complete revamp of the City's website is unlikely and very far on the horizon. There was brief discussion on what existing links and resources could be added to the EDC page.

Mr. Richardson commented on the Forbes article, and how making big changes may not happen until sometime after the pandemic once businesses have returned to some level of normalcy. Discussion ensued on examples of businesses who already made the shift to an online presence because of the pandemic, the increase in buy-local campaigns, how informational projects take a lot of work to break through a person's everyday life, Ms. Arevalo's curated package concept to better help businesses get online, and different resources that are already available for businesses through other organizations such as the Chamber.

Ms. Engebretsen and the commission discussed having this topic be on the March agenda to see if there is any part of this subject that the EDC can do. In response to questions, Deputy City Clerk Tussey explained how the Open Meetings Act restricts commissioners to work through their staff person on tasks instead of together outside of meetings.

Commissioner Speakman responded to Ms. Engebretsen's inquiry on tech grants being offered by Kenai Peninsula Foundation to assist businesses with their online presence. She also noted that many of the online tools Ms. Arevalo was suggesting are available through Small Business BC. During discussion on making sure these resources are more available to business owners, it was pointed out that many of these resources are also available on websites for the Chamber of Commerce, University of Alaska, KPEDD, and the City of Homer's Economic Development page.

Chair Marks requested this topic be on the next agenda.

#### B. Comprehensive Economic Development Strategy (CEDS) Update

Chair Marks introduced the item by reading the title and noted the next steps are to identify ways the EDC can assist KPEDD over the next 30 and 60 days, and assign/volunteer for EDC tasks and report back for March meeting.

Deputy City Planner Engebretsen explained that once they get the informational flier from KPEDD it will help with online and in-person outreach. It sounds like KPEDD has media outreach pretty well covered but she was open to comments from the commission.

Chair Marks voiced her interest in knowing which groups/organizations would be beneficial to have a KPEDD presentation at. She commented that having more info provided towards KPEDD's CEDS will later result in more info for the EDC to pull from when determining their next steps. She also noted how having the flier would help when speaking to businesses.

#### C. Community Design Manual Update

- i. Memo PL 21-01 to Planning Commission Re: Draft Community Design Manual
- ii. DRAFT Chapter 2 Site Design
- iii. DRAFT Chapter 3 Outdoor Lighting

Chair Marks introduced the item by reading the title and deferred to Deputy City Planner Engebretsen.

Ms. Engebretsen provided an update on the community design manual and the revisions being made by the Planning Department and Planning Commission.

Chair Marks inquired on if there was anything being done with grandfathering or if it was automatically included. Ms. Engebretsen explained that they try to apply the manual in a fair way. If you're not putting new siding onto your building then they're not going to require you meet that part of the design manual. If something needs to be contested then it would be done through the appeal process.

## **NEW BUSINESS**

### **INFORMATIONAL MATERIALS**

- A. City Manager's Report for January 25, 2021
- B. City Manager's Report for February 8, 2021
- C. Memo from City Clerk to City Advisory Bodies Re: Reports to Council
- D. EDC 2021 Calendar

Chair Marks noted the informational materials provided, pointing out the change in EDC reports to City Council. She encouraged commissioners to give that report; Ms. Marks agreed to attend the February 22<sup>nd</sup> meeting.

### **COMMENTS OF THE AUDIENCE**

#### **COMMENTS OF CITY STAFF**

Deputy City Clerk Tussey noted the changes in City Council reporting, and that Chair Marks had already covered that.

Deputy City Planner Engebretsen thanked everyone for a great meeting.

#### **COMMENTS OF THE COUNCILMEMBER**

#### **COMMENTS OF THE CHAIR**

Chair Marks thanked everyone for being present. She opined they're making themselves more educated, and looks forward to when the EDC has a revised CEDS to work from.

#### **COMMENTS OF THE COMMISSION**

Commissioner Speakman shared that in her official capacity she is Executive Director for Kenai Peninsula Tourism Marketing Council and are dealing with another poor year due to cruise ships not coming into port. For Homer, there is one scheduled from Gulf Asia that plans to stop but they don't

know what the CDC guidelines will be at that time. The past year they have been working with CDC and the Canadian Government on travel policies, which impacted Homer tourism through limiting bus and individual travels. She noted while it was a lot of bad news this week, Alaskans did come through last year, vaccines are being rolled out, and they foresee this summer being another year of the Alaskan. There was brief discussion on small craft cruises.

Commissioners Arevalo, Brown, Richardson, and Cherok had no further comments.

**ADJOURN**

There being no further business to come before the Commission, Chair Marks adjourned the meeting at 7:37 p.m. The next Regular Meeting is Tuesday, March 9, 2021 at 6:00 p.m. All meetings scheduled to be held via Zoom Webinar in the City Hall Cowles Council Chambers located at 491 E. Pioneer Avenue, Homer, Alaska.

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RACHEL TUSSEY, CMC, DEPUTY CITY CLERK I

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





## **Memorandum**

TO: Economic Development Commission  
FROM: Janette Keiser, Director of Public Works  
DATE: March 4, 2021  
SUBJECT: Mariner Lagoon “Dredging”

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**Issue:** The Mariner Park Lagoon becomes landlocked as naturally deposited sand/gravel build a “storm berm” on the western side of the Lagoon. This prevents tidal water from washing into the Lagoon and degrades it as habitat for many types of birds. Public Works will be asking for funding to “dredge” a portion of the storm berm, to allow some water to enter. However, the Lagoon will not be fully restored to the mudflat it once was. This memorandum explains the history of the Lagoon so you can better understand and explain the rationale behind this policy, particularly considering the upcoming Shorebird Festival.

### **Background:**

Before the Spit Road was built, Mud Bay Flats at the base of the Spit included the area on the west side of the Spit, now known as Mariner Park Lagoon. It was a rich biological area, which supported a wide variety of organisms and birdlife. When the permanent Spit Road was built in the 1940’s, storms and tidal action deposited sand/gravel into a “storm berm”, which built up on the far western shore. These natural processes largely cut off the western area from the sea. Consequently, the western area developed into an intertidal lagoon, only periodically flushed by a narrow channel in the storm berm. Left along, the channel becomes completely blocked. This interruption in tidal flushing caused the rich biotic communities associated with the mud flat environment to be degraded considerably.

In May of 2000 Dames and Moore, Inc. produced an environmental assessment of the Mariner Park Lagoon. The purpose was to develop alternatives for restoring or rehabilitating the site in terms of improving shorebird feeding habitat without disrupting sediment transport along the shore. The assessment evaluated the physical and biological environment, as well as the social environment; that is, the impact of people on the Lagoon and *vice versa*. Comprehensive field studies were conducted in conjunction with literature reviews, local history research and examination of historical imagery and maps. Extensive public outreach was also conducted.

During the investigation, the FAA, and other parties expressed concern about restoring the Lagoon; it lies directly in the flight path of the Homer Airport. The concern was that if the Lagoon were fully restored, it would attract larger birds, which would become a flight hazard.

Dames and Moore offered multiple alternatives, of which Alternative 1 was adopted by the City, primarily because it does not fully restore the Lagoon and thus, minimizes the risk of become an attractive nuisance to birds. This alternative involves periodic “dredging” of the storm berm to allow some tidal action to flow into the lower parts of the Lagoon. It also allows for the area to be preserved from development, such as an expansion of Mariner Park, through conservation easements. This alternative was not intended to restore Mariner Lagoon to its pre-road mud flat condition, but was intended to prevent the area from drying out completely. The storm berm needs to be “dredged” every 3-4 years.

**Conclusion:**

The opening in the “storm berm” is almost closed, making it time to “dredge” the area again. Public Works will be requesting an appropriation from the City Council for this work. The estimated cost is \$3000-\$5000.



# City of Homer

[www.cityofhomer-ak.gov](http://www.cityofhomer-ak.gov)

Public Works

3575 Heath Street  
Homer, AK 99603

[publicworks@cityofhomer-ak.gov](mailto:publicworks@cityofhomer-ak.gov)

(p) 907- 235-3170

(f) 907-235-3145

## Memorandum

TO: ECONOMIC DEVELOPMENT COMMISSION

FROM: JANETTE KEISER, PE, DIRECTOR OF PUBLIC WORKS

DATE: MARCH 4, 2021

SUBJECT: PROPOSED ROAD FINANCIAL PLAN

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### I. The Issue:

We promised to develop a Road Financial Plan, which would (1) identify roads that needed work, beyond normal maintenance, to keep them in serviceable condition and (2) show how expenses associated with such work, would be funded. Attached is our proposal for such a plan. We will be presenting this to the Planning Commission at its March 17 meeting and the City Council at its April 12 meeting.

### II. Background:

The citizens of Homer voted to establish the Homer Accelerated Road & Trails Fund (“HART”), which would be built from a portion of sales tax. The Homer City Council adopted the HART Policy Manual which identifies criteria to use when considering whether projects are eligible for HART Funds. In mid-2020, the City Council adopted a Road Assessment Report, which establishes a systematic means of evaluating and rating the condition of Homer’s Roads. The assessment can be accessed online on the Public Works webpage under “*Road Assessment Report – Summer 2020*” or by using the following link: <https://www.cityofhomer-ak.gov/publicworks/road-assessment-report-summer-2020>.

The purpose of the subject memorandum is that connects the dots; that is, introduces a Road Maintenance Financial Plan, which shows now the HART Fund and the Road Assessment Report can be used together to program improvements to Homer’s road system in an affordable and sustainable manner.

The Road Maintenance Financial Plan describes how the condition of the road, as determined using the PASER methodology, developed by the University of Wisconsin to evaluate the condition of paved and gravel roads, with socio-economic factors, such as the impact of economic development and traffic circulation, to develop an Overall Rating for each road. Funding is then assigned to fix “the worst first”; that is, use HART monies to repair roads with the lowest Overall Rating first.

The Road Maintenance Financial Plan shows how all of Homer’s roads can be upgraded to at least a “good” rating, within the next five years. The Plan is designed to be a living document; that is, it will change from year to year as road conditions change or as roads are prioritized differently, as development conditions change.

### **III. Conclusion**

We will be recommending that the Road Maintenance Financial Plan be ratified by the Planning Commission and adopted by the City Council. What does this mean? It means the City would adopt the criteria-based methodology and commit to the concept of a long-term plan to repair/rebuild Homer’s roads. We would not be asking for specific appropriations for specific projects at this time. We will do this later, as we strategize each year’s capital road program.

Attached: Gravel Road Assessment  
Paved Road Assessment  
Road Financial Plan

Gravel Road	Developed Parcels		Parcel Rating	Road Condition - Rating	Impact on Traffic circulation	Impact on economic development	Repairs are beyond the scope of normal maintenance	Overall Rating
	Served	Rating						
RANGEVIEW AVE	23	1	2	2	2	3	2	10
SPRUCEWOOD DR	17	2	2	2	2	3	2	11
LAMPERT LN	6	4	2	2	2	2	2	12
SHELFORD ST	7	4	2	2	3	1	2	12
MISSION RD	18	2	2	2	3	3	2	12
HIDDEN WAY	12	3	2	2	3	3	2	13
MEADOW DR	8	4	2	2	3	2	2	13
OHLSON LN	5	5	2	2	2	2	2	13
EAGLE PL	10	4	2	2	3	2	2	13
CROSSMAN RIDGE RD	0	5	1	3	3	3	2	14
HANSEN AVE	1	5	2	3	3	2	2	14
PAINTBRUSH CT	7	4	2	2	3	3	2	14
QUEETS CIR	4	4	2	2	3	3	2	14
EMERALD RD	6	4	2	2	3	3	2	14
WRIGHT ST	2	5	2	2	2	3	2	14
ALDER LN	5	5	2	2	3	2	2	14
PAINTBRUSH ST	8	4	2	2	3	3	2	14
BAY VISTA CT	5	5	2	2	3	3	2	15
PLEASANT WAY	3	5	2	2	3	3	2	15
ORION CIR	4	5	2	2	3	3	2	15
WYTHE WAY	5	5	2	2	3	3	2	15
SPRUCE LN	3	5	2	2	3	3	2	15

**Key to Rating System**

Parcel Rating Based on Parcel Development Density Along Roadway - Very low-5, low-4, Med-3, High-2, Very high-1	Road Condition: Failed - 1; Very Poor - 2; Poor - 3; Fair - 4; Good - 5; Very Good - 6; Excellent - 7;	Impact on Traffic Circulation - Low -3, Medium-2, High-1	Impact on Economic Development - Low 3, Medium-2, High-1	Repairs are beyond the scope of normal maintenance - No - 2; Yes - 1
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Paved Roads	Developed Parcels		Parcel Rating	Road Condition - Rating	Impact on Traffic circulation	Impact on economic development	Repairs are beyond the scope of normal maintenance	Overall Rating
	Served	Rating						
BAY AVE	24	1	3	2	2	1	9	
KLONDIKE AVE	30	1	4	1	2	1	9	
OHLSON LN	5	5	2	1	1	1	10	
W BUNNELL AVE	5	5	3	1	1	1	11	
ISLAND VIEW CT	11	3	3	3	3	1	13	
BAYVIEW CT	7	4	3	3	3	1	14	
PINE TERRACE CIR	4	5	2	3	3	1	14	
TULIN TERRACE BLVD	3	5	2	3	3	1	14	
WOODSIDE AVE	3	5	2	3	3	1	14	
A ST	4	5	4	3	2	1	15	
CALHOUN CT	7	4	4	3	3	1	15	
SPRUCE TERRACE CIR	2	5	4	3	3	1	16	

**Key to Rating System**

Parcel Rating Based on Parcel Development Density Along Roadway - Very low-5, low-4, Med-3, High-2, Very high-1	Road Condition: Failed - 1; Very Poor - 2; Poor - 3; Fair - 4; Food - 6; Very Good - 7;	Impact on Traffic Circulation - Low -3, Medium-2, High-1	Impact on Economic Development - Low 3, Medium-2, High-1	Repairs are beyond the scope of normal maintenance - No - 2; Yes - 1
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		1st 6 mos. 2021 Rating 9-10	FY 22 Rating - 11	FY 23 (Rating - 12)	FY 24 (Rating - 13)	FY 25 (Rating - 14)	FY 26 (Rating - 15)	FY 27	FY 28	FY 29	FY 30
<b>Fleet Replacement</b>		\$ 272,200.00	\$ 670,000.00	\$ 235,000.00	\$ 250,000.00	\$ 250,000.00	\$ 250,000.00	\$ 250,000.00	\$ 250,000.00	\$ 250,000.00	\$ 250,000.00
<b>Grind &amp; Repave Projects</b>	Bay Avenue	\$ 177,895.00	\$ 70,784.00								
	Klondike Ave										
	W. Bayview Ave		\$ 100,000.00								
	Lakeside Circle		\$ 100,000.00								
	E Street			\$ 120,000.00							
	Svedlund Circle			\$ 120,000.00							
	Island View Court				\$ 120,000.00						
	B Street				\$ 120,000.00						
	Pine Terrace Circle					\$ 120,000.00					
	Tulin Terrace Blvd					\$ 120,000.00					
	Spruce Terrace Circle						\$ 120,000.00				
	A Street							\$ 120,000.00			
<b>Road base reconstruction projects</b>	Karen Hornaday Park Road	\$ 120,000.00									
	Rangeview Ave	\$ 120,000.00									
	Ohlson Lane	\$ 120,000.00	\$ 120,000.00								
	Sprucewood Dr		\$ 120,000.00								
	Shelford Street		\$ 120,000.00								
	W. Bunnell Ave										
	Lampert Lane			\$ 120,000.00							
	Mission Road			\$ 120,000.00							
	Pleasant Way				\$ 120,000.00						
	Rainbow Place				\$ 120,000.00						
	Kalalock Ct.					\$ 120,000.00					
	Meadow Drive					\$ 120,000.00					
	Spruce Lane						\$ 120,000.00				
	Wright Street							\$ 120,000.00			
	Paintbrush Court								\$ 120,000.00		
	Paintbrush Street								\$ 120,000.00		
	Woodside Ave									\$ 120,000.00	
	Bayview Court									\$ 120,000.00	
	Calhoun Court									\$ 120,000.00	
	W City View Ave									\$ 120,000.00	
	Spruce Circle									\$ 120,000.00	
<b>Dig out Frost Boils</b>	Crossman Ridge Road - Skyline to Gate	\$ 5,000.00									
	Eagle View Drive - Diamond Willow to Garden Park	\$ 5,000.00									
	Garden Park Road - at 1630	\$ 5,000.00									
	Sprucewood - near west entrance by Roger's Loop	\$ 5,000.00									
	Sprucewood - 2200- 2240	\$ 5,000.00									

		1st 6 mos. 2021 Rating 9-10	FY 22 Rating - 11	FY 23 (Rating - 12)	FY 24 (Rating - 13)	FY 25 (Rating - 14)	FY 26 (Rating - 15)	FY 27	FY 28	FY 29	FY 30
	Emerald Place - 135 LF	\$ 5,000.00									
	Bay Vista Pl. and Bay										
	Vista Court	\$ 5,000.00									
	Fireweed Lane	\$ 5,000.00									
	Fireweed Avenue	\$ 5,000.00									
<b>Add Gravel</b>	E. Fairview Ave	\$ 10,000.00									
	Saltwater	\$ 10,000.00									
	Alder Lane	\$ 10,000.00									
	Dewberry Lane	\$ 10,000.00									
	Eagle Pl	\$ 10,000.00									
	Hanso Ave	\$ 10,000.00									
	Dehel Ave	\$ 10,000.00									
	Hidden Way	\$ 10,000.00									
	Kalalock Ct				\$ 10,000.00						
	Orion Circle				\$ 10,000.00						
	Emerald Road				\$ 10,000.00						
	Diamond Creek PL				\$ 10,000.00						
	Queets Circle				\$ 10,000.00						
<b>Sidewalks</b>	Main Street Sidewalk		\$ 900,000.00								
	Ben Walters Way										
	Sidewalk			\$ 1,000,000.00							
	Svedlund/Herrndon to										
	Senior Citizens Center				\$ 750,000.00						
	Kachemak Way										
	Sidewalk					\$ 1,100,000.00					
<b>Total Projected</b>											
<b>Expenditures</b>		\$ 795,095.00	\$ 1,900,784.00	\$ 1,675,000.00	\$ 1,490,000.00	\$ 1,850,000.00	\$ 750,000.00	\$ 610,000.00	\$ 610,000.00	\$ 490,000.00	\$ 610,000.00
<b>Revenues</b>		\$ 250,000.00	\$ 500,000.00	\$ 500,000.00	\$ 500,000.00	\$ 500,000.00	\$ 500,000.00	\$ 500,000.00	\$ 500,000.00	\$ 500,000.00	\$ 500,000.00
<b>Balance</b>		\$ 6,472,383.26	\$ 4,526,504.26	\$ 3,351,504.26	\$ 2,361,504.26	\$ 1,011,504.26	\$ 761,504.26	\$ 651,504.26	\$ 541,504.26	\$ 551,504.26	\$ 441,504.26
	Projects in Blue will be repaired with funds from the Small Works Roads Repair Program										





# City of Homer

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## Planning

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Homer, Alaska 99603

[Planning@ci.homer.ak.us](mailto:Planning@ci.homer.ak.us)

(p) 907-235-3106

(f) 907-235-3118

TO: Economic Development Advisory Commission  
FROM: Julie Engebretsen, Deputy City Planner  
DATE: March 9, 2021  
SUBJECT: March Staff Report

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- The Wayfinding RFP was approved by Council and its out for bid. HURRAY!!!!
- No word on additional federal funding for COVID relief. There are some limited funds for things like testing and vaccinations, and I am part of a working group for that grant (due March 15).

### PC updates:

- Only had one meeting in February instead of two. Meetings are occasionally canceled when there are no permit applications or other time sensitive issues.
- Reviewed planning department fees. The City purchased new permitting software (HURRAY!) with CARES Act funds. There is an increased cost to providing the convenience of an online permitting and inspection process, so fees will increase accordingly. It should save developers many visits to city offices for permits.

### ~ Other activities:

- Attended February chamber meeting

### **Attachments**

Planning and Zoning Permit information

Year	Residential Zoning Permits Issued		Commercial Zoning Permits Issued		Total
	New Construction	Additions/Remodels /Accessory	New Construction	Additions/Remodels /Accessory	
2020	48	10	6	2	66
*	\$15.7 million	\$670,000	\$1.7 million	\$480,000	\$18.6 million
2019	37	20	8	5	70
*	\$10.3 million	\$1 million	\$10.7 million	\$3.3 million	\$25.3 million
2018	41	12	9	5	67
*	\$12.4 million	\$1.0 million	\$7.8 million	\$1.0 million	\$22.2 million
2017	35	12	7	3	57
*	\$9.3 million	\$450,000	\$2.1 million	\$2.9 million	\$14.8 million
2016	33	14	6	0	53
*	\$8 million	\$850,000	\$1.7 million	0	\$10.6 million
2015	38	14	5	3	60
*	\$9.8 million	\$878,900	\$2.4 million	\$125,000	\$13.1 million
2014	37	10	10	5	62
*	\$9.3 million	\$370,000	\$5.5 million	\$240,000	\$15.4 million
2013	36	14	11	3	64
*	\$6.9 million	\$580,000	\$3 million	\$2.1 million	\$12.6 million

\* Estimated Value of Improvements

New Construction Only (residential & commercial combined)

	New Construction Permits	Value of New Construction Permits
2020	54	\$17.4 million
2019	45	\$21 million
2018	50	\$20.2 million
2017	42	\$11.4 million
2016	39	\$9.7 million
2015	43	\$12.2 million
2014	47	\$14.8 million
2013	47	\$9.9 million

**Homer Marine Trades Association  
Regular Meeting Minutes  
February 10, 2021  
NOMAR**

The meeting was called to order by President Mark Zieset at 6:05 p.m.

Directors Present: Mark Zeiset, Kate Mitchell, Jen Hakala, Cinda Martin, Eric Engebretsen, Bruce Friend and Joshua Hankin-Foley. Matt Alward and Aaron Fleenor were absent/excused. A quorum was established.

Guests Present: none. Mark mentioned that Bryan reported the Port & Harbor is meeting with the Alaska delegation regarding the harbor expansion which is movement in the right direction.

Approval of Agenda: Motion by Eric Engebretsen to approve the Agenda as presented, 2<sup>nd</sup> and carried.

Approval of January 6<sup>th</sup> 2021 meeting minutes: Motion by Jen Hakala to approve the minutes as written, 2<sup>nd</sup> and carried.

Treasurer's Report: Jen Hakala presented a current Balance Sheet and Aging Report with a \$4,000 balance. The only bills to be paid are the 2<sup>nd</sup> half of Fish Expo and the check to KPC for scholarship funds. Jen also reported that the IRS has accepted our application for non-profit status; the next step is to file our 990. The Finance Committee will meet to draft the budget before the March meeting.

**Committee Reports:**

- Advertising/Web/Social Media –
  - Media and Marketing Audit Meeting with Grady – Grady's recommendation was to move our website to the WordPress platform which he has begun. He asked for content and has created a Drop Box for member businesses to drop information into. He is also creating a template for members to use for submissions for the website and social media. Another meeting will be scheduled; Grady will prepare a list of priorities for us.
  - Updates – Kate reported that Fisherman's News discontinued last year and refunded our pre-paid advertising; they now are re-surfacing and have offered us an 1/8<sup>th</sup> page in the magazine @ \$162/month for 10 months. Kate has not heard from Bryan if there is anything set aside in the City's budget for Marine Trades.
  - Radio – Eric suggested we consider doing Anchorage radio spots this spring to entice boat owners to come down for the season
- Workforce Development – Mark reported that the KPC flyers are out for spring courses AB and 100 ton are included. Cinda reported that she has heard from Marissa and it is cost prohibitive for her to attend the PSC course at AVTEC for a two week period since the dorms are closed. We will be cutting a check to the college for the remainder of the CARES funds. Discussion held regarding covering instructor costs for the college; Cinda will check with Jesus.
- Scholarship – The scholarship form has been updated and added to the website. Will need some exposure on FB and Instagram, possibly the radio.

**Old Business:**

- Tide Books – have been distributed; Mark reported that the Chamber could use some
- Round Haul – Bay Weld a tentative venue for spring

- Anchorage Boat Show — March reported that the boat show is now being held at the Cabella's parking lot off of C Street in mid-March tents/heaters are provided. Bay Welding has sent their commitment for the show and will have additional space if members want to participate as they are only taking 1 boat up. Mark will offer space to past attendees first and will order a tripod sign for HMTA.

New Business:

- Meeting with Homer Chamber of Commerce – Mark reported that Cinda, Bruce and he attended the recent Annual Meeting of the Chamber in an effort to educate the board members on who we are and what we do. He spoke about our cooperative advertising efforts and workforce development. The Chamber members were appreciative of the presentation and are very interested in working together on mutually beneficial events and advertising opportunities. Mark suggested to the Chamber that we have reciprocal liaisons and exchange meeting minutes so that each organization could keep apprised of opportunities to work together as they arise; we already have reciprocal memberships. Cinda will reach out to the Chamber ED and Jan regarding attending meetings.
- Winter Carnival – Kate reported that she had included HMTA on the Winter Carnival poster; Jen suggested that we have a table set up in their parking lot with our sign and brochures. Winter Carnival is this weekend.
- Back to the Bay – Kate reported that the sponsors are trying to get the event back on track but it has been difficult with the onset of the Trident COVID outbreak. They are considering a promotion event in Homer summer of 2021.

Next Meeting – Wednesday, March 10<sup>th</sup> at 6:00 p.m.

Adjourn: There being no further business to come before the board of directors, the meeting was adjourned at 7:50 p.m.

Respectfully submitted,

Cinda Martin, Secretary



# City of Homer

[www.cityofhomer-ak.gov](http://www.cityofhomer-ak.gov)

## Planning

491 East Pioneer Avenue  
Homer, Alaska 99603

[Planning@ci.homer.ak.us](mailto:Planning@ci.homer.ak.us)

(p) 907-235-3106

(f) 907-235-3118

TO: Economic Development Advisory Commission  
FROM: Julie Engebretsen, Deputy City Planner  
DATE: March 9, 2021  
SUBJECT: CEDS Update

---

*EDC Strategic Plan Goal: Assist KPEDD in development of the Kenai Peninsula regional (CEDS) – public outreach, information gathering, collaborate with the Chamber of Commerce, include public meetings*

Thank you EDC members who handed out fliers!

- ~ The business owner survey is closed
- ~ The resident survey is open until Wednesday the 10th

### **Next Steps:**

1. Draft Plan will be out in April (?) with final plan submittal in June. Stay tuned for the draft and the EDC opportunity to comment!



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(p) 907-235-3106

(f) 907-235-3118

TO: Economic Development Advisory Commission  
FROM: Julie Engebretsen, Deputy City Planner  
DATE: March 9, 2021  
SUBJECT: Helping Businesses Create an Online Presence

---

*EDC Strategic Plan Goal: Reach out to local businesses to see what immediate needs are (6+ months into COVID). Implementation: develop questions and ask local businesses.*

The EDC recently completed a survey of COVID impacts on local businesses. An article provided by staff listed ways that local government can help businesses, and one way was to increase local businesses presence on the internet. The Commission discussed various ideas and resources. The topic was requested to be on the agenda for further discussion.

Is there a way the EDC can help businesses be more online?

#### Staff suggestions:

- Host Robert Green from the Small Business Development Center, to find out what his clients are doing and how the City could help. SMDC offers numerous free webinars to increase on-line activities.
- Consider having a tech grant for local businesses if there are future COVID relief funds
- Other ideas and next steps?

#### Requested action:

1. Discuss
2. Make a motion on what the EDC wants to accomplish and next steps.
3. A volunteer is needed to be a topic champion and work with staff between meetings.



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(p) 907-235-3106

(f) 907-235-3118

TO: Economic Development Advisory Commission  
FROM: Julie Engebretsen, Deputy City Planner  
DATE: March 9, 2021  
SUBJECT: City of Homer Budget Related to Economic Development

---

*EDC Strategic goal: none*

*No action needed*

Chair Marks requested the topic be on the agenda, as Council is seeking a better understanding of city expenditures. It's good for Commissions too!

Attached are the two pages of the current budget. It is titled "Economic Development."

Out of this budget:

- \$51,000 goes to the Chamber under the marketing contract
- \$8,500 for marketing and promotion of the harbor and marine trades
- The rest of the budget mostly funds the Special Projects Coordinator, whose job is public information, grant writing, the city website, and like most of us at the city "other duties as assigned."
- As with most parts of the city budget, the majority is spent on wages – people to do the work.

### Projects

If the EDC wanted to do a project or hire consultant, Council would need to approve the project and the funding. Sometimes these requests happen during the regular budget cycle, but they don't have to. If a project has enough support, meets comprehensive plan goals, and the city has the funds, then the project usually is approved. For example, the wayfinding contract will be paid out of earmarked transportation funds. (HART Roads and Trails, specifically). But if you wanted to do say a new city website, the Council would have to weigh that project against citywide needs like fire trucks, more employees, or equipment replacement. This bigger discussion of how the city should spend its savings accounts has been ongoing at Council for a few years.

**Staff recommendation:** Ask any questions about the budget process.

### **Attachment**

ED Budget, pages 70 and 71

## General Fund Economic Development

**Objective:** Enhance and promote the quality of life of our community and within our organization through (a) creative, strategic, and thoughtful communications and (b) supporting economic development efforts and fund raising for City projects and programs.

**Functions and Responsibilities:**

This one person office facilitates the City’s marketing and communications efforts including the Annual Report, is the Public Information Officer, seeks grants to support City goals and programs, produces the Capital Improvement Plan and performs research and reports on special topics and projects.

**Future Considerations:**

- Prioritizing special projects.
- Departments being accustomed to City wide communication needs.

**2018 – 2019 Accomplishments:**

- ✓ Distributed Annual Report through local newspaper
- ✓ Completed Advance Public Officer Training, published new Emergency Info website and coordinated Tsunami Awareness Week Events
- ✓ Successful public education campaign for new Police Station
- ✓ AK Clean Water Act Storm Water Planning Funding
- ✓ Emergency Radio Communication System Funding

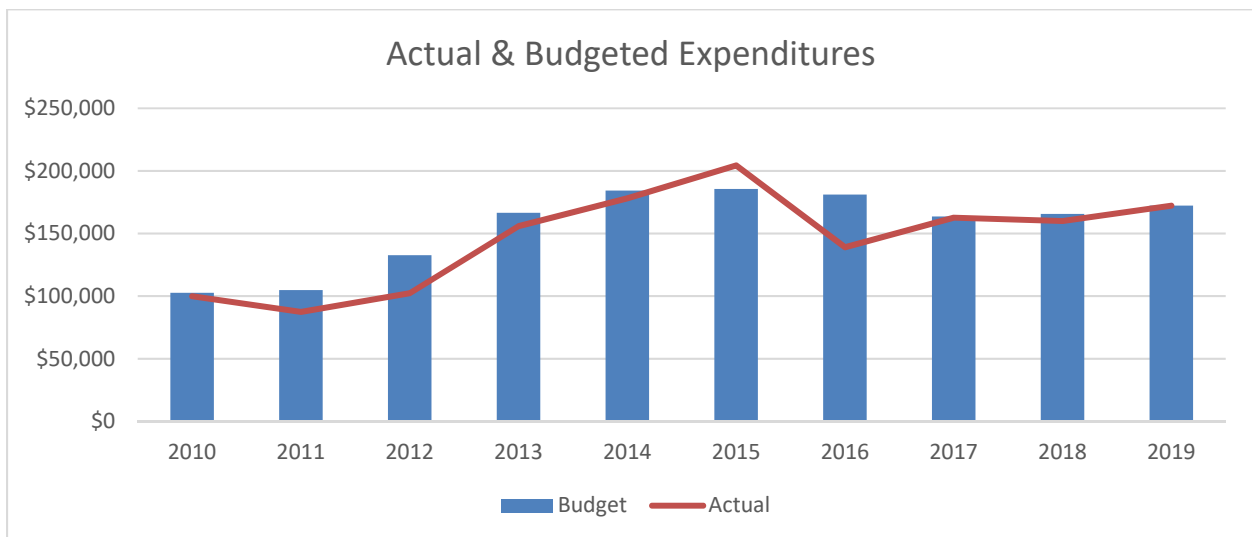
**2020/21 Goals and Objectives:**

- Complete Count – 2020 Census outreach
- Develop emergency preparedness public outreach materials and alert templates

<b>Performance Measures</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>
Web articles written, updated, and microsites created	54	113	124
Grant application funded/written	2 of 3	4 of 5	4 of 4
Grant dollars awarded	\$591,784	\$761,670	\$292,787
City Publications*	3	3	4

\*Revamped Annual Report (newspaper insert), Annual Water Report, new Emergency Information microsite on website and Business Retention & Expansion Survey Report. Produced CIP.

<b>Full time employees (FTE)</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>
Economic Development	1	1	1	1	1





City of Homer  
2020/21 Operating Budget

<b>0112 ECONOMIC DEVELOPMENT</b>				<b>Amended</b>	<b>Adopted</b>	<b>Adopted</b>	<b>Δ %</b>	
<b>A/C</b>	<b>Expenditure Categories</b>	<b>12/31/17</b>	<b>12/31/18</b>	<b>12/31/19</b>	<b>12/31/20</b>	<b>12/31/21</b>	<b>2019 to 2021</b>	
<b>Num.</b>	<b>&amp; Descriptions</b>	<b>Actual</b>	<b>Actual</b>	<b>Budget</b>	<b>Budget</b>	<b>Budget</b>	<b>\$</b>	<b>%</b>
<b><u>Salaries and Benefits</u></b>								
5101	Salary and Wages	64,320	64,445	66,954	73,940	80,230	13,276	19.8%
5102	Fringe Benefits	33,697	34,880	37,210	36,508	40,809	3,599	9.7%
5103	Part-time Wages	-	-	-	-	-	0	0.0%
5104	Part-time Benefits	-	-	-	-	-	0	0.0%
5105	Overtime	307	1,006	2,250	2,250	2,250	0	0.0%
5107	Part-time Overtime	-	-	-	-	-	0	0.0%
5108	Unemployment Benefits	-	-	-	-	-	0	0.0%
5112	PERS Relief	3,866	2,946	-	-	-	0	0.0%
	<b><u>Total Salaries and Benefits</u></b>	<b><u>102,190</u></b>	<b><u>103,277</u></b>	<b><u>106,414</u></b>	<b><u>112,697</u></b>	<b><u>123,289</u></b>	<b><u>16,875</u></b>	<b><u>15.9%</u></b>
<b><u>Maintenance and Operations</u></b>								
5201	Office Supplies	-	-	200	200	200	0	0.0%
5210	Professional Services	51,000	51,000	51,375	51,375	51,375	0	0.0%
5215	Communications	-	-	500	500	500	0	0.0%
5216	Freight and Postage	9	-	-	-	-	0	0.0%
5223	Liability Insurance	63	161	278	261	274	(4)	-1.5%
5227	Advertising	8,250	3,144	8,250	8,250	8,250	0	0.0%
5231	Tools and Equipment	-	89	250	250	250	0	0.0%
5233	Computer Related Items	659	707	460	460	460	0	0.0%
5235	Membership Dues	225	225	225	225	225	0	0.0%
5236	Transportation	2,100	810	2,000	2,000	2,000	0	0.0%
5237	Subsistence	395	90	700	700	700	0	0.0%
5238	Printing and Binding	1,159	-	-	-	-	0	0.0%
5603	Employee Training	514	450	1,000	1,000	1,000	0	0.0%
5604	Public Education	-	-	-	1,000	1,000	1,000	0.0%
5635	Software	-	-	540	540	540	0	0.0%
	<b><u>Total Maint. and Operations</u></b>	<b><u>64,373</u></b>	<b><u>56,676</u></b>	<b><u>65,778</u></b>	<b><u>66,761</u></b>	<b><u>66,774</u></b>	<b><u>996</u></b>	<b><u>1.5%</u></b>
	<b><u>Total</u></b>	<b><u>166,563</u></b>	<b><u>159,954</u></b>	<b><u>172,192</u></b>	<b><u>179,458</u></b>	<b><u>190,063</u></b>	<b><u>17,871</u></b>	<b><u>10.4%</u></b>

2019 Budget Notes:

5635-Adobe membership now coded to Software instead of Computer Related Items

2020 Budget Notes:

5604 - Add new Public Education line item for funds related to Communications Coordinator/PIO duties. It would be used for public outreach related to annual emergency preparedness (events like Tsunami Preparedness Week e.g. Blue Line events, etc.) and publishing of Annual report, etc. Advertising budget line item is earmarked for Homer Marine Trades.

2021 Budget Notes:

**City of Homer**  
**Proposed Budget Development Schedule for FY 2022 & 2023**

<b>Dates</b>	<b>Time</b>	<b>Event</b>
2/8/2021	6:00 PM	Budget Development Schedule approved by Council
2/22/2021		Submit to departments, budget work sheets including salary and fringe benefit costs
	5:00 PM	Committee of the Whole, Council to discuss budget priorities for the coming year
	6:00 PM	Regular Meeting, Public Hearing - public input on budget priorities for the coming year
3/8/2021	5:00 PM	During Committee of the Whole, Council to discuss Revenue Sources for General Fund
3/29/2021		Departmental Draft Budget and narratives to Finance
4/12/2021		Compile data and return copy to departments for review
4/12 - 4/23/2021	Weeks Of	City Manager - Budget Review with Finance Director and Department Heads
4/26/2021		Preliminary budget assumptions to Council.
5/10/2021		City Manager's Budget (Proposed Budget) to Council
	5:00 PM	Committee of the Whole, Council to discuss budget
	6:00 PM	Regular Meeting - Public Hearing
5/24/2021	5:00 PM	Committee of the Whole, Council to discuss budget
	6:00 PM	Regular Meeting - to introduce Budget Ordinance and Fee/Tariff Resolutions
6/14/2021	5:00 PM	Committee of the Whole, Council to discuss budget
	6:00 PM	Regular Meeting - Public Hearing
6/28/2021	6:00 PM	Regular Meeting - Public Hearing & FY 2022/23 Budget Adoption



# City of Homer

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## Planning

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Homer, Alaska 99603

[Planning@ci.homer.ak.us](mailto:Planning@ci.homer.ak.us)

(p) 907-235-3106

(f) 907-235-3118

TO: Economic Development Advisory Commission  
FROM: Julie Engebretsen, Deputy City Planner  
DATE: March 9, 2021  
SUBJECT: April KPEDD Comprehensive Economic Development Strategy (CEDs) Forum

---

**Opportunity:** KPEDD Executive Director Tim Dillon will be in Homer on April 13<sup>th</sup>, and will be having a workshop on the CEDs and also the new workforce development website. This will be held at the Chamber of Commerce and is a joint Chamber/KPEDD event.

**Commissioners have the opportunity to:**

- ~Register and Attend the zoom (let staff know so we can advertise)
- ~Help get the word out through businesses you have spoken with
- ~Other ways?

**Additionally:** The EDC has many goals that involve other organizations, such as workforce development. When an organization is doing an event that supports an EDC goal, is there a role for the city or commissioners? How would you like to participate?

For example, this workshop is put on by KPEDD, showcasing KPEDD products – CEDs and workforce website. In normal times, the EDC could have hosted this forum at City hall, if the Commission chose to organize and host the event.... Kind of like hosting an open house. Is hosting this type of event how you would like to participate?

Or, do you see the EDC role as being more to provide information TO KPEDD, to advise on the KPEDD product. IE the Commission comments to KPEDD on the CEDs and is conduit between KPEDD and the City. Commissioner participation means communicating with businesses, sharing with each other at commission meetings, and relaying that info to Council and KPEDD?

Please discuss these ideas; it will help me understand what your expectation are and how I can help!



# City of Homer

[www.cityofhomer-ak.gov](http://www.cityofhomer-ak.gov)

Public Works

3575 Heath Street  
Homer, AK 99603

[publicworks@cityofhomer-ak.gov](mailto:publicworks@cityofhomer-ak.gov)

(p) 907- 235-3170

(f) 907-235-3145

## Memorandum

TO: Economic Development Commission  
FROM: Janette Keiser, Director of Public Works  
DATE: March 4, 2021  
SUBJECT: Karen Hornaday Park Refurbishment Plan

---

**Issue:** At its June 2009 meeting, the Homer City Council adopted Resolution 09-59, a Master Plan for the redevelopment/restoration of the Karen A. Hornaday Hillside Park (Master Plan). Since then, very little has been done to implement this Master Plan. The purpose of this memo is to lay out an implementation strategy for moving forward with the Master Plan. Public Works will be presenting this strategy to the Planning Commission and the PARCAC at their next meetings. Also, we will be presenting it to the City Council at its April 12 meeting and asking for some appropriations that will allow us to move forward.

**Background:** The Master Plan was developed by a team, including: the City of Homer Planning Commission. It involved hours of work and collaboration with a wide variety of local stakeholders, including the Little League, the Friends of Woodard Creek, the Alaska State Parks and Outdoor Recreation Division and many others. The purpose of the Master Plan was to “*establish a vision for a standard of quality...to project an image of the park [as] a special place.*” Specific objectives included addressing traffic, parking, pedestrian safety, capitalizing on outstanding views, embracing the stewardship of Woodard Creek, improving maintenance efficiency and “*installing pride in the park*”. The Master Plan was to provide a long range view (7-10 years) for uses and activities at the Park. It was intended to serve as a “*roadmap for the City to protect and enhance the park’s natural values, provide appropriate recreation facilities and manage the land and facilities for the safety and enjoyment of the community.*”

The Park suffered from deferred maintenance and ill-advised decisions about the dumping of off-site excavation next to Woodard Creek at the time the Master Plan was developed. These issues triggered the development of the Master Plan! However, since its adoption, little has been done to implement most of the recommendations that were set forth in the Master Plan and thus, the bad conditions have become worse. This Park has the capacity to serve as an economic engine and the recreational heart of the City, if we treat it as such. The time for procrastination is over. We need to take action now and we have begun to do so.

The Master Plan laid out 3 concepts: Concept A, Concept B and Concept B-2, with Concept B-2 being the most feasible for a variety of reasons. It shows a new access road routed more to the east so that all the parking would be on the west side of the road. This improves pedestrian safety because you

don't have people running across the road to get to the playground and ball fields. I wondered if it was still possible to use Concept B-2, considering the possible changes in topography that may have occurred since 2009. We commissioned Steve Smith, Geovera Inc., a local survey firm to do a field survey and ascertain whether Concept B-2 could be accommodated over the existing conditions. We found, that with some adjustment, it could!

Concept B-2 calls for a new restroom in a different location. This was fine with us because the existing restroom had been condemned due to its seriously deteriorating condition. We deployed the Public Works Crew to demolish it and take its remains to the local landfill. The Kenai Borough graciously waived tipping fees for the demolition waste. The concrete slab remains, but we will take this out in the spring. This will leave an open slate for renovation. The question is: How do we pay for this?

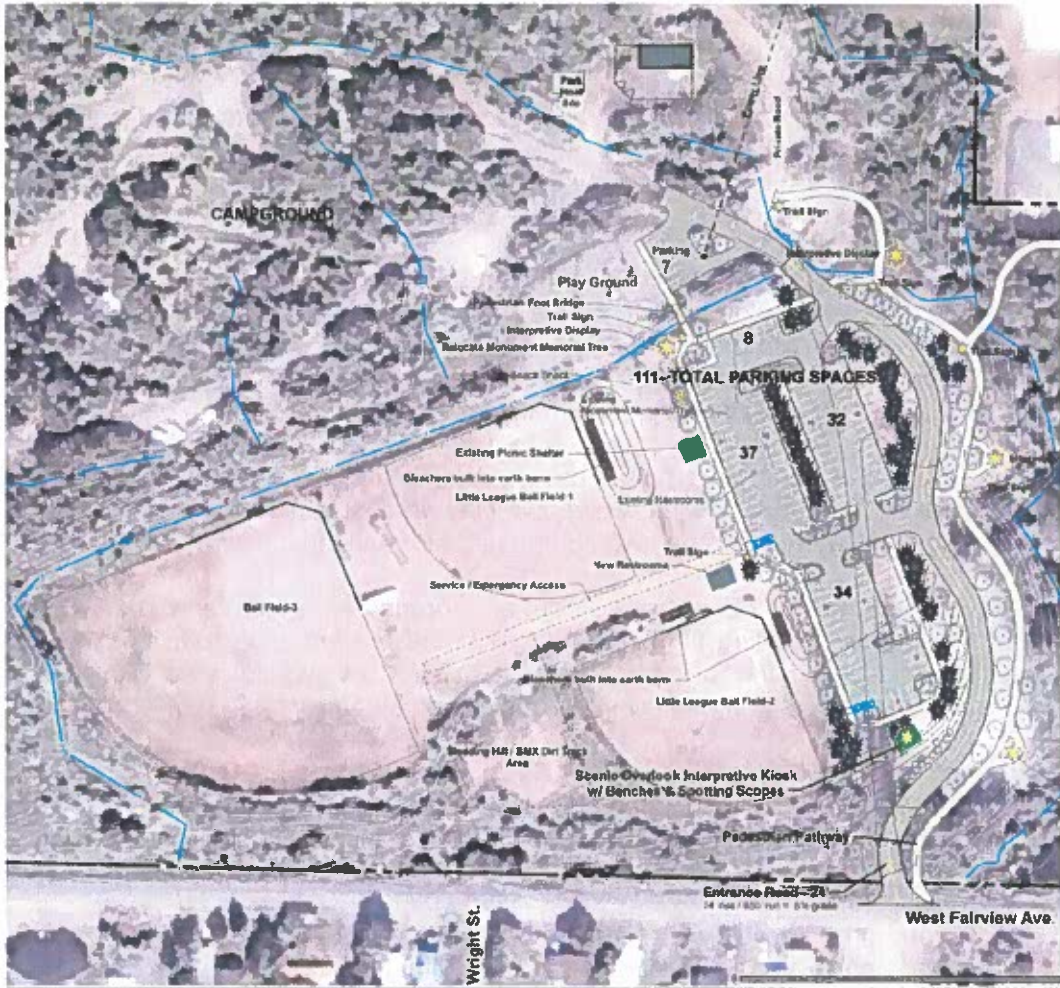
Following is a plan for financing the development of Concept B-2:

New Access Road	HART Road Fund
New Pedestrian Path paralleling road	HART Trails Fund
Reconfigured Parking Area	Parks CARMA Fund
New Restroom	HAWSP Fund
Water line for new Restroom	Water CARMA Fund
Sewer line for new Restroom	Sewer CARMA Fund

We are in the process of developing cost estimates for these elements. My main purpose was to introduce the idea of a multi-pronged approach to financing the development. When we present this plan to the City Council, we will be asking for specific appropriations for these elements.

**Conclusion:**

Funding the renovation of the Karen Hornaday Park with a multi-pronged approach is a viable strategy. This strategy would allow the City to enjoy the fruits of a 12+ year old Master Plan, which would make the Park the Homer centerpiece it was meant to be.

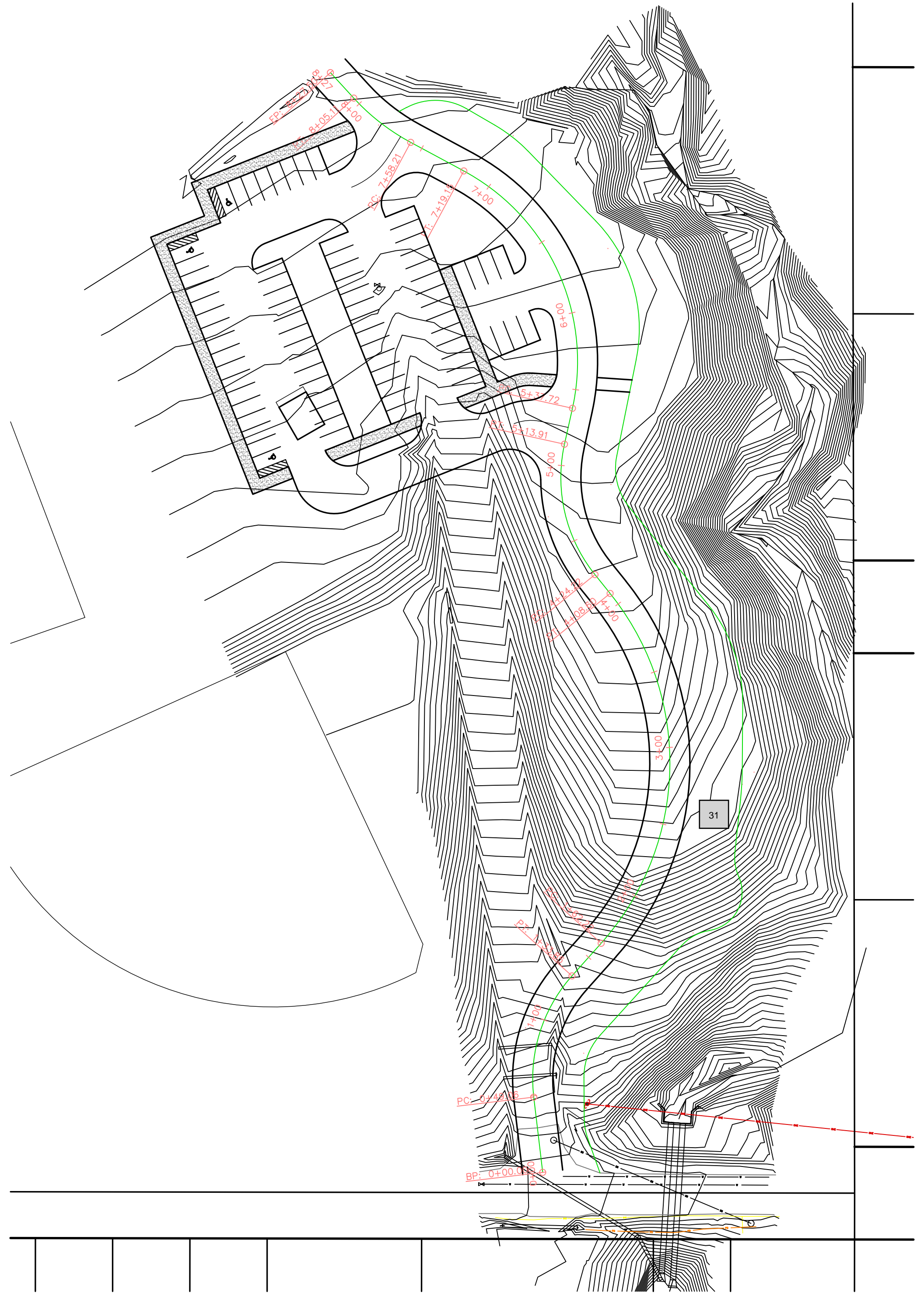


Bleachers built into earth berm

## Master Development Plan

# CONCEPT - B2

Revised 03/12/09 BE





# **City of Homer, Alaska Request for Proposals**

## **Development of Homer Wayfinding-Streetscape Plan**

Sealed Proposals Due March 25, 2021



**REQUEST FOR PROPOSALS**  
**Development of Homer Wayfinding-Streetscape Plan**  
**City of Homer, Alaska**

The City of Homer, Alaska is requesting proposals from qualified landscape architect, design, or other professional firms to develop a Wayfinding-Streetscape Plan for the City of Homer. The completed plan and design standards will be adopted by Homer City Council and used to guide City improvements/enhancements such as the location and design of wayfinding signage, landscaping, benches, trash receptacles, pocket parks, etc. It is the intent of this Request for Proposals (RFP) to have the successful firm enter into a Professional Services Contract with the City of Homer to provide the services outlined in the RFP.

Sealed proposals must be received by the City Clerk's Office, City of Homer, 491 E. Pioneer Avenue, Homer, Alaska by **4:00 p.m., Thursday, March 25, 2021**. Proposals received after the time fixed for the receipt of proposals shall not be considered. All proposers must submit a City of Homer Plan Holders Registration form to be on the Plan Holders List to be considered responsive.

There will be an optional Pre-Close RFP meeting/teleconference held prior to the closure of the RFP via Zoom on **Tuesday, March 16, 2021 at 2:30 p.m.** Zoom meeting invitations will be sent to all qualified entities listed on the Plan Holder's List.

An electronic copy of the RFP Requirements and Plan Holder Registration forms are available online at <http://www.cityofhomer-ak.gov/rfps>. Paper copies of the Proposal Documents may be purchased at the Office of the City Clerk upon payment of \$10 per set (\$15 for priority mail delivery). All fees are non-refundable.

Direct inquiries regarding the Scope of Work or clarification of the RFP in writing to:

Julie Engebretsen, Deputy City Planner  
491 E. Pioneer Avenue  
Homer, Alaska 99603  
Phone: (907) 299-9354  
Email: [jengebretsen@ci.homer.ak.us](mailto:jengebretsen@ci.homer.ak.us)

Direct general RFP and proposal submission inquiries in writing to the City Clerk's Office, 491 E. Pioneer Avenue, Homer, AK 99603; Phone (907) 235-3130; Email [clerk@ci.homer.ak.us](mailto:clerk@ci.homer.ak.us).

The City of Homer reserves the right to accept or reject any or all proposals, to waive irregularities or informalities in the proposals, and to award the contract to the respondent that best meets the selection criteria and the City's needs.

Dated this 25<sup>th</sup> day of February, 2021.

CITY OF HOMER



\_\_\_\_\_  
Rob Dumouchel, City Manager

Publish: Homer News – March 4 & 11, 2021  
Anchorage Daily News – March 7, 2021  
Ad #21-017

Fiscal Note: Split 50/50 Between Account 160-0787-5227 & #165-0928-5227

**REQUEST FOR PROPOSAL**  
**Development of Homer Wayfinding-Streetscape Plan**  
**City of Homer, Alaska**

The City of Homer, Alaska is requesting proposals from qualified landscape architect, design, or other professional firms to develop a Wayfinding-Streetscape Plan for the City of Homer. The completed plan and design standards will be adopted by Homer City Council and used to guide City improvements/enhancements such as the location and design of wayfinding signage, landscaping, benches, trash receptacles, pocket parks, etc. It is the intent of this Request for Proposals (RFP) to have the successful firm enter into a Professional Services Contract with the City of Homer to provide the services outlined herein.

COVID-19 NOTE: The City recognizes the COVID-19 pandemic drastically changes the ability to travel and conduct public meetings within the traditional public process framework. The City encourages proposers to adapt project methods to follow COVID-19 safety guidelines. City policies regarding COVID-19 shall be followed at the time of any direct in person public contact (such as social distancing, hand washing, and mask wearing).

The following subjects are discussed in this RFP to assist in preparing a proposal.

- I. Introduction
- II. Project Overview
- III. Scope of Work
- IV. RFP General Requirements & Submittal Instructions
- V. Proposal Format & Content Requirements
- VI. Evaluation Criteria & Selection Process
- VII. RFP Timeline & Award Schedule

Attachment A: Ordinance 19-54(S-2)(A-2) Authorization of a Wayfinding-Streetscape Plan

**I. INTRODUCTION**

The City of Homer, under advisement of the Economic Development Commission (EDC), is seeking to develop a design and strategic plan for utilizing landmarks, city signage, pathways and streetscape elements to help visitors and residents more easily navigate and more fully experience Homer-- and be a catalyst for economic activity.

While a range of factors are important to business success, knowledge of Homer's various commercial districts, ease of navigation, the quality of the street environment and pedestrian experience are important to attracting business investment and consumer engagement in Homer's commercial districts. Streetscape planning gives us the opportunity to increase business activity with pedestrian-friendly infrastructure, land use improvements, and public gathering or resting areas at reasonable intervals.

The goal is to develop a thoughtful wayfinding plan and an inviting streetscape improvement plan that supports a vibrant Pioneer Avenue corridor, Central Business District, and connections to the Homer Spit.

Definitions for this RFP:

Wayfinding – Signage and other visual markers to help people and vehicles navigate Homer.

Streetscape – Details such as street furniture, light pole banners, and landscaping the City and businesses can use to increase the attractiveness of the community.

Landscaping – Street trees, planters and flower types, and gardening beds (when practical).

## **II. PROJECT OVERVIEW**

The Wayfinding-Streetscape Plan will be used by the City to guide future City purchases and placement of enhancements such as trash cans, benches, pocket parks, etc., to make landscaping decisions, and to fund and install wayfinding signage. Private businesses may choose to augment the City’s efforts by utilizing the plant list, by purchasing coordinating trash cans, benches, etc., or by hosting a wayfinding location.

The plan should be able to be implemented in phases over multiple years as budget becomes available. A limited City budget and staff capacity requires consideration of maintenance costs over time. The plan produced should prioritize improvements, identify potential funding sources, investment cost per year over a reasonable time horizon, and consider existing City resources and equipment to ensure effective ongoing maintenance.

## **III. SCOPE OF WORK**

### **A. Area of Study**

The area covered by this plan includes a concentration on Pioneer Avenue and the Central Business District, connections to and wayfinding between Ocean Drive and the Homer Spit, and orientation wayfinding at Baycrest Overlook, Homer Airport Terminal, and the Pioneer Dock (ferry terminal). The project area includes local and state rights-of-way.

### **B. Wayfinding-Streetscape Plan Objectives**

1. Help distribute economic activity among Homer’s primary commercial districts by:
  - Informing the travelling public (vehicles and pedestrians) about Homer’s primary commercial districts; and
  - Assisting them in navigating between these districts and to key destinations within the Central Business District.
2. Encourage pedestrian activity and foster economic development along Pioneer Avenue and within the Central Business District by:
  - Providing realistic streetscape amenities that, when combined, create an inviting, safe, dynamic and desirable character and feel.
3. Use the plan to guide future City purchases and placements of wayfinding-streetscape enhancements.

### **C. Project Scope**

The Wayfinding/Streetscape Plan will primarily emphasize:

1. Pedestrian experience
2. Attention to continuity of vehicle signage, particularly at route decision points and Homer's gateways;
3. Design that is cohesive, but not necessarily identical, and that enhances and reflects the distinctive and creative character of Homer; and
4. Consider all aspects of technological and physical wayfinding signage and tools, keeping signage 'clutter' to a minimum.

#### Wayfinding Scope

1. Assist pedestrians navigating Pioneer Avenue and to points of interest in the Central Business District.
2. Orientation wayfinding at Homer's gateways.
3. Making connections between Homer's destination areas (i.e. Old Town, the Spit, Farmer's Market, and others as identified and agreed upon.)
4. Identifying ways to help drivers identify and make turns from the highway onto other routes within the Central Business District, such as to Old Town and to Pioneer Avenue.

#### Streetscape Scope

1. Plan should propose realistic streetscape improvement options along Pioneer Avenue and to points of interest within the Central Business District.
2. A strategic approach for implementation of any combination of the following possible elements: Accessibility, Banners, Bicycle Amenities, Landscaping (plant lists, use of gardens), Bench Locations for Rests/View Areas, Pocket Parks, Pedestrian Crossings (safety and aesthetics), Decorative Hardscapes, Trash Cans.

### **D. Task Phases & Deliverables**

The Proposer selected is expected to conduct, at minimum, the following tasks. In response to the RFP, the Proposer may expand on these tasks utilizing their experience and expertise in the subject areas, provide detail on how they are to be accomplished, and/or suggest additional tasks as warranted to meet the stated project objectives.

#### **TASK I: Research, Analysis and Project Familiarization**

- Initial meeting with City staff to finalize schedules, process, and communication.
- Review relevant plans and studies, including existing city logo and colors and park signage guidelines.
- Research and analyze existing condition of identified project area in relation to wayfinding, streetscape, parking, roadways, and safety/access/connectivity for pedestrians and bicyclists.
- Meet with Parks Maintenance staff on preferred street furniture, and level of landscape maintenance the city can sustain. Also discussion of summer and winter light pole banners for Pioneer Ave.

- Analyze local architectural elements, materials, themes, and existing planning documents, in order to develop appropriate design aesthetic.
- Using City staff and stakeholder input, field assessments, existing data and reports, Alaska DOT and City zoning code requirements, conduct an assessment of general geographic and environmental conditions and opportunities for wayfinding/streetscape improvements.
- Identify preferred locations for gateway and wayfinding signage based on major public destinations and amenities, traffic flow/volumes, and parking utilization.
- **Task I Deliverables:**
  - Draft selection of type and style of street furniture
  - Draft map of preferred locations for gateway and wayfinding signage based on major public destinations and amenities, traffic flow/volumes, and parking utilization.
  - Draft landscaping plant list and sample planting diagram or photographs

#### **TASK II: Public Outreach and Opinion Gathering**

- Meet with representatives of stakeholder organizations. This could be in the form of a Zoom Meeting with invited stake holders, focus groups or interviews, or some combination thereof. Stakeholder groups that will help facilitate this process include the Economic Development Advisory Commission, the Planning Commission, Homer City Council and Homer Chamber of Commerce Peonies on Pioneer work group.
- Establish a transparent, inclusive community engagement process for developing the plan through a series of public meetings and virtual participation methods.
- At these public meetings or virtual events, present and discuss (at a minimum) the following subjects:
  - Successful design concepts, schemes, specifications and tools implemented by other communities
  - Successful gateway and wayfinding programs and concepts; examples of landscape, (plantings, trees, peonies, shrubs), hardscape and street furniture features and amenities.
  - Present draft work from Task 1 Deliverables for feedback. Gather preferences for each project area to refine initial design themes and concepts.
- Engage members of the public to refine and articulate a shared vision of streetscape and wayfinding improvements. (Methods could include Zoom, bulletin boards if public facilities are open, or other innovative, inclusive public process methods.)
- **Task II Deliverables:**
  - Summary reports on feedback gathered from the public/stakeholders
  - Revised sketches, maps, and photographs produced based on public feedback

### **TASK III: Alternative Design and Management Concepts**

- Prepare and present a minimum of three (3) alternative design concepts for streetscape amenities and wayfinding signage based on input received at the public meetings. The designs should be in sufficient realistic detail and color, and should reflect the distinctive and unique character of Homer.
- Present wayfinding recommendations on sign sizes, styles, and placement in order to highlight the Pioneer Avenue and key destinations in the Central Business District, parking, and connections to other key locations and Homer gateway orientation signage.
- Design development drawings must include the scale of wayfinding signs in relation to pedestrian and vehicular levels.
- Recommendations/design concepts for streetscape amenities should include, at a minimum, parkway landscape improvements, street furnishing (e.g. trash receptacles, street furniture, and etc.), and hardscape cross walk improvements.
- Revise the individual sign type designs and locations per final comments of the Stakeholder groups (as needed).
- Create a pattern book or style guide with up to five (5) types of designs from the preferred alternative:
  - Vehicle signage for turns off of the highway
  - Shuttle stop or pocket park vignette with benches and signage to include planting examples, street furniture, and banners
  - Major wayfinding kiosk or signage
  - Reduced size wayfinding signage,
  - Trailhead or single marker signage.
- **Task III Deliverables:**
  - Summary report with the preliminary draft of the wayfinding-streetscape plan and recommendations.
  - Large format display graphics (.pdf) illustrating alternative design concepts for both the wayfinding and streetscape plans. Design of wayfinding signage should include all materials to be used for sign and post, background color and letter type, and installation procedures, layout map of the City showing all the final sign locations, sign details, and specifications.
  - Statement of Probable Cost for the fabrication, installation, and maintenance of the wayfinding system.

### **TASK IV: Final Design Concepts**

- Complete refinements of final design concepts, phasing of improvements, and cost estimates based on all input from the public, stakeholder groups, and City staff.
- Once design concepts and locations are approved by staff, the consultant will prepare Final Design Intent Drawings (exact dimensions, letter heights, materials, mounting details, color

specifications, and material performance standards) with written statement regarding rationale for design choices, materials, method of fabrication, and how systems can be modified over time.

- Present final concepts to the City Council.
- **TASK IV Deliverables:**
  - Final Wayfinding-Streetscape Plan, which will include the following:
    - Priorities for implementation (low, medium, and high Priority Action Items) for phasing in Streetscape improvements.
    - Conceptual cost estimates (low, medium, high) for all Wayfinding signage and Streetscape phases.
    - Design of wayfinding signage (all materials to be used for sign and post, background color and letter type, and installation procedures, layout map of the City showing all the final sign locations, sign details, and specifications). Compliant with AK DOT and ADA standards.
    - Large format display graphics illustrating final design concepts. These shall be in .pdf format and unlocked for editing.
  - One hard copy and electronic copy of final Wayfinding-Streetscape Plan as well as electronic copies of all presentations.

#### **IV. RFP GENERAL REQUIREMENTS & SUBMITTAL INSTRUCTIONS**

To achieve a uniform review process and obtain the maximum degree of comparability, it is required that the proposals be organized in the manner specified below. Proposals that do not address the items listed in this request may be considered incomplete and may be deemed non-responsive by the City.

- A. **There will be an optional Pre-Close RFP meeting/teleconference held via Zoom on Tuesday, March 16, 2021 at 2:30 p.m.** This will give all proposers involved the opportunity for questions/ answers with City Staff to ensure all information is open and concise. Zoom meeting invitations will be sent to all qualified entities listed on the Plan Holder's List.
- B. **All bidders must submit a City of Homer Plan Holders Registration form to be on the Plan Holders List and to be considered responsive.**
- C. **Sealed proposals must be received by the City Clerk's Office at the address referenced below no later than 4:00 p.m. on Thursday, March 25, 2021.** The time of receipt will be determined by the City Clerk's time stamp. Proposals received after that time shall not be considered.
- D. Proposers must submit one original and five (5) copies of the completed proposal in an opaque envelope marked as follows:

City of Homer 2021 RFP  
Development of Homer Wayfinding-Streetscape Plan  
March 25, 2021  
Bidders Name and Address

- E. Proposal submittals shall be delivered in person or mailed to:  
City of Homer  
City Clerk's Office  
491 E. Pioneer Avenue  
Homer, Alaska 99603
- F. The City Clerk's Office does not provide envelopes for responsive firms to put their completed proposals in, nor will the Clerk's Office Staff write proposer's information on the envelope on their behalf. Facsimile, email, electronic or telephone proposals will not be accepted. City procurement policies require a paper submittal by the stated time and date.
- G. Proposals may be withdrawn by written, email, or facsimile notice received prior to the deadline for proposal submittal. Withdrawals received after the proposal submittal deadline will not be considered.
- H. Inquiries must be received at least 10 days prior to the RFP submittal deadline. Copies of all written requests and replies will be forwarded to each Proposer on the Official Plan Holders List. Only formal, written responses to properly submitted questions will be binding.
- I. Inquiries regarding the Scope of Work or clarification of the RFP must be directed in writing to:  
Julie Engebretsen, Deputy City Planner  
491 E. Pioneer Avenue  
Homer, Alaska 99603  
Phone: (907) 299-9354  
Email: [jengebretsen@ci.homer.ak.us](mailto:jengebretsen@ci.homer.ak.us)
- J. General RFP and proposal submission inquiries must be directed in writing to:  
City Clerk's Office  
491 E. Pioneer Avenue  
Homer, AK 99603  
Phone: (907) 235-3130  
Email: [clerk@ci.homer.ak.us](mailto:clerk@ci.homer.ak.us)

## V. PROPOSAL FORMAT & CONTENT REQUIREMENTS

For ease of evaluation, the proposal should be presented in a format that corresponds to and references/labels the sections outlined in this RFP. Proposals should be prepared in such a way as to provide a straightforward, concise delineation of capabilities to satisfy the requirements of this RFP.

To be considered responsive, each proposal must include (at a minimum) the following:

- A. Letter of Transmittal (one page maximum):** The transmittal letter shall briefly state the firm's understanding of the City's request, make a positive commitment to provide the professional services specified, and give the name, title, address, and phone number of the person(s) authorized to make representations for the firm. The letter shall be signed by a corporate officer or other individual who has the authority to bind the firm.
- B. Proposal Narrative (8 pages maximum):** The proposal narrative must provide the following information:



1. Specify in detail the firm’s ability to fulfill the Scope of Work that has been outlined in this RFP, including any additional contractual requirements the firm chooses to propose. Other items that must be included in the proposal:
  - Standard, all-inclusive cost schedule that is to be used in this contract, including staff time per task, travel expenses, and incidentals.
  - Schedule – An outline of the anticipated schedule for completing the Scope of Work beginning with issuance of a notice to proceed to submitting the final work product.
  - Insurance – Prior to commencement of work, the Proposer shall be required to provide proof of insurance and to keep it in full force and effect, at its own expense, the following minimum policy limits:
    - i. The City of Homer shall be named as additional insured during the project’s duration.
    - ii. Worker’s Compensation in accordance with the laws of the State of Alaska, and Employer’s Liability Insurance with minimum limits of \$1,000,000/ \$1,000,000/ \$1,000,000.
    - iii. General Liability Insurance in an amount not less than \$1,000,000 per occurrence; \$1,000,000 personal and advertising injury; \$2,000,000 general aggregate; and \$2,000,000 products/completed operations aggregate for bodily injury or death and for property damage.
    - iv. Professional Liability with minimum limits of \$1,000,000 aggregate and each claim.
    - v. Automobile Liability Insurance covering owned, non-owned, or hired vehicles used by the firm, with limits not less than \$1,000,000 combined single limit for bodily injury and property damage.
2. Proposed Project Manager and Team Members and Statement of Qualifications and Experience: This section shall introduce the project manager (Single Point of Contact) and members of the firm that will be performing the work for this project. This section will cover the project team/firm’s qualifications for the proposed work and experience with similar projects. Full resumes are not required but can be included; 1-2 paragraphs on each member of the team will be sufficient. Knowledge of and experience with AK DOT or similar standards, and ADA compliant designs are highly desired.
3. Methods and Work Plan: Proposer will outline a work plan detailing the firm’s step-by-step procedures for accomplishing the Scope of Work and the City’s objectives for this project.
4. References: List the names, titles, and phone numbers of at least three clients who obtained similar services from your firm. Ideally, projects/contracts managed by the proposed project manager and completed by the proposed project team should be referenced.

## **VI. EVALUATION CRITERIA & SELECTION PROCESS**

### **A. Evaluation Criteria**

Proposals will be evaluated on the following criteria and scored according to the point scale:

<b>Proposed Contract, Work Plan, and Cost</b>		<b>45 Points</b>
• Proposed schedule	-	
• Cost	15 points	
• Public and Economic Development Commission involvement plan	10 points	
• Work plan to be broken down by Tasks 1-IV. An innovative process is welcome as long as all tasks are accomplished.	20 points	
<b>Proposed Project Manager and Team Members, Qualifications and Experience</b>		<b>40 Points</b>
• Qualifications, experience, and training of staff to be assigned to project.	15 points	
• Firm’s knowledge of Homer/surrounding area and understanding our community to capture the essence of what makes Homer unique in the final designs.	5 points	
• Record of past performance of Firm in similar, previous projects.	10 points	
• Provide 3 references	10 points	
<b>Quality of Submittal</b>		<b>15 Points</b>
• Conformance with RFP requirements, including compliance and timely submission of all documents requested		
<b>Total Possible Points</b>		<b>100 Points</b>

**B. Selection Process**

A selection committee comprised of City Staff and selected members of the public will evaluate the proposals and make a recommendation to the City Manager and Homer City Council. If the Council approves, the City will offer the highest ranking Proposer an opportunity to negotiate a Contract.

Other Proposal selection terms, conditions, and exceptions:

1. Evaluators may discuss factual knowledge of, and may investigate proposer’s prior work experience and performance. This includes projects referenced in the proposal, available written evaluations, and contacted references that were listed or other persons knowledgeable of a proposer's past performance. Factors such as overall experience relative to the proposed contract, quality of work, cost control, and the ability to meet schedules may be addressed during the evaluation.
2. This request for proposals is designed to be qualifications based, with cost playing a secondary role in the selection process. The City of Homer reserves the right to award a contract to the highest ranked firm based solely on the written proposal or request oral interviews. The highest ranked proposer will be invited to enter into negotiations with the City of Homer for the purposes of contract award. If an agreement with any proposer cannot be reached, the next highest ranked proposer may be contacted for negotiations. The City of Homer reserves the

right to terminate contract negotiations with any proposer should it be in the City of Homer’s best interest.

3. The City reserves the right to alter, amend, or modify any provisions of this RFP, or to withdraw this RFP, at any time prior to the award of a contract pursuant hereto, if it is in the best interest of the City to do so.
4. The City reserves the right to waive informalities and minor irregularities in proposals received. Alterations, modifications or variations to a proposal may not be considered unless authorized by the RFP or by addendum or amendment.
5. The City reserves the right to reject any and all proposals submitted and shall not be liable for any costs incurred by any proposer in response to this solicitation or for any work done prior to the issuance of a notice to proceed or signed contract.
6. Proposals will be kept confidential until contract is awarded, subject to law.

**VII. RFP TIMELINE & AWARD SCHEDULE**

These dates represent a tentative schedule of events. The City reserves the right to modify these dates at any time, with appropriate notice to applicable proposers on the Plan Holders List.

<u>ACTIVITY</u>	<u>DATE/TIME</u>
Publish Dates	Homer News – March 4 & 11, 2021 Anchorage Daily News – March 7, 2021
Optional Pre-Close Meeting	Tuesday, March 16, 2021 at 2:30 p.m.
Submittal Deadline for Proposals	Tuesday, March 25, 2021 at 4:00 p.m.
Evaluation Period and Proposal Selection	March 26 – 31, 2021
Contract Approval by Homer City Council	April 12, 2021
Contract Signing/Notice to Proceed	No later than April 16, 2021
Initial Project Meeting	TBD – Tentatively Planned for April 26-30 <sup>th</sup>

1 CITY OF HOMER  
2 HOMER, ALASKA

Venuti/Smith

3  
4 ORDINANCE 19-54(S-2)(A-2)  
5

6 AN ORDINANCE OF THE CITY COUNCIL OF HOMER, ALASKA  
7 AMENDING THE 2019 CAPITAL BUDGET TO APPROPRIATE AN  
8 AMOUNT NOT TO EXCEED \$50,000 FROM THE HART FUND FOR  
9 THE PURPOSE OF DEVELOPING A WAYFINDING-STREETScape  
10 PLAN FOR THE CITY OF HOMER, AUTHORIZING THE CITY  
11 MANAGER TO PREPARE AN RFP FOR CONSULTANT SERVICES AND  
12 ~~AUTHORIZING THE ESTABLISHMENT OF A WAYFINDING-~~  
13 ~~STREETScape COMMITTEE TO WORK WITH THE CONSULTANT.~~  
14

15 WHEREAS, The Homer City Council established the Economic Development Advisory  
16 Commission (EDC) to advise City Council on ways to improve the local business climate; and  
17

18 WHEREAS, The EDC completed a Business Retention & Expansion (BR&E) Survey with  
19 the goal of identifying areas where the EDC can work to help improve the local business  
20 climate; and  
21

22 WHEREAS, Improved walkability, greenspace and initiatives that showcase Homer's  
23 beauty (particularly in the Pioneer Avenue/Central Business District) were the most frequently  
24 mentioned ideas for improving Homer's business climate and quality of life; and  
25

26 WHEREAS, While a range of factors are important to business success, knowledge of  
27 Homer's various commercial districts, ease of navigation, quality of the street environment  
28 and pedestrian experience are critical to attracting business investment and encouraging  
29 consumer engagement in Homer's commercial districts; and  
30

31 **WHEREAS, Streetscape planning gives us the opportunity to increase business**  
32 **activity, generate tax revenue and a high return on investment in our central business**  
33 **district with pedestrian-friendly infrastructure and land use improvements such as a**  
34 **connected, easily walkable set of sidewalks and trails that offer personal security and**  
35 **traffic safety, public parking solutions, and public gathering or resting areas at**  
36 **reasonable intervals; and**  
37

38 WHEREAS, The EDC has determined that a wayfinding-streetscape plan (a plan and  
39 design standards to guide City improvements and enhancements such as wayfinding signage,  
40 landscaping, benches, trash receptacles, pocket parks, etc.) will support BR&E business  
41 climate goals and be a catalyst for economic activity; and

42 WHEREAS, Establishing a wayfinding-streetscape (WF-SS) system is consistent with  
43 goals in the City of Homer Comprehensive Plan, the Non-Motorized Transportation & Trail Plan  
44 and the Homer Spit Comprehensive Plan; and

45  
46 WHEREAS, A WF-SS plan builds upon citizen interest in Pioneer Avenue through the  
47 Pioneer Avenue Revitalization Task Force’s efforts to make a more attractive, vibrant Pioneer  
48 Avenue business district; and

49  
50 WHEREAS, The scope and objectives for a WF-SS plan have been proposed by the EDC  
51 and have been endorsed by the Homer Planning Commission, Park Arts, Recreation and  
52 Culture Advisory Commission and by community organizations and businesses; and

53  
54 WHEREAS, Best practices for WF-SS plan development would utilize input from a broad-  
55 based local steering committee and the design and outreach expertise of a professional  
56 consultant to work with the public, the City and State agencies responsible for managing  
57 public right-of-ways; **and**

58  
59 **WHEREAS, Upon completion of the WF-SS Plan RFP, City Council will consider a**  
60 **resolution authorizing staff to assemble a WF-SS Committee to serve as a communication**  
61 **link between citizens, user groups, city staff and the consultant, provide input on current**  
62 **conditions and actively promote the project and public participation by communicating**  
63 **with community members and their respective user groups; and**

64  
65 **WHEREAS, The HART Roads Fund Balance is \$6,243,285.25 and HART Trails Fund**  
66 **Balance is \$636,834.84.**

67  
68 NOW THEREFORE, The City of Homer supports the Wayfinding-Streetscape Plan  
69 proposal and Ordains:

70  
71 Section 1. The FY2019 Capital budget is hereby amended by appropriating no more  
72 than \$50,000 from the HART Fund (split 50/50 between HART Roads and HART Trails) to secure  
73 the services of a professional consultant to facilitate the development of a WF-SS Plan through  
74 a competitive bidding process, as follows:

75

Account No.	Description:	Amount:
<b><u>160-0375</u></b>	<b><u>HART Roads Fund</u></b>	<b><u>\$25,000</u></b>
<b><u>165-0375</u></b>	<b><u>Hart Trails Fund</u></b>	<b><u>\$25,000</u></b>

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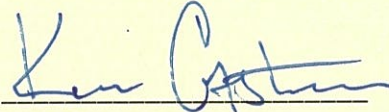
80 Section 2. City Council authorizes the City Manager to prepare a Request for Proposals  
81 to secure these consultant services.

82

83 ~~**Section 3. City Council authorizes formation of a WF-SS Task Force to work with**~~  
84 ~~**the consultant as needed on the WF-SS Plan development.**~~

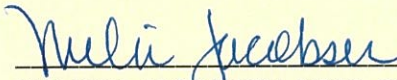
85  
86 Section 43. This is a budget amendment ordinance is temporary in nature, and shall not  
87 be codified.

88 CITY OF HOMER

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90  
91 

92 KEN CASTNER, MAYOR

93  
94 ATTEST:

95   
96 \_\_\_\_\_  
97 MELISSA JACOBSEN, MMC, CITY CLERK



98  
99 YES: 6

100 NO: 0

101 ABSTAIN: 0

102 ABSENT: 0

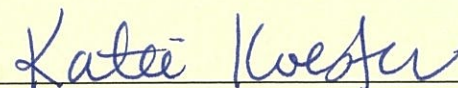
103  
104 First Reading: 11.25.19

105 Public Hearing: 12.9.19

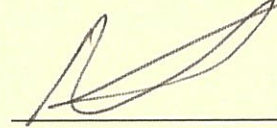
106 Second Reading: 12.9.19

107 Effective Date: 12.10.19

108  
109  
110 Reviewed and approved as to form:

111  
112   
113 \_\_\_\_\_  
114 Katie Koester, City Manager

115  
116 Date: 12.16.19

  
\_\_\_\_\_  
Michael Gatti, City Attorney

Date: 12/20/19



# City of Homer

[www.cityofhomer-ak.gov](http://www.cityofhomer-ak.gov)

## Office of the City Manager

491 East Pioneer Avenue  
Homer, Alaska 99603

[citymanager@cityofhomer-ak.gov](mailto:citymanager@cityofhomer-ak.gov)

(p) 907-235-8121 x2222

(f) 907-235-3148

## Memorandum

TO: Mayor Castner and Homer City Council  
FROM: Rob Dumouchel, City Manager  
DATE: February 17, 2021  
SUBJECT: City Manager's Report for February 22, 2021 Council Meeting

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### **FY22/23 Budget**

I have asked staff to begin thinking about the fee schedule and planning any necessary consultations with boards/committees/commissions for input in the coming month. The City Clerk and Finance Director will be my leads on this topic.

At the last Council meeting there were requests for an increased number of work sessions as we prep the budget. I have sketched out a plan for a series of work sessions which will focus on specific topics and departments. The draft series could include the following meetings: Overhead and Admin Fees; Reserves; Fleet and Capital Projects; Administration and Finance; Police and Fire; Public Works (including Water and Sewer); and Harbor. I haven't set any dates yet, but we will look to do a mix of on- and off-cycle work session meetings during the months of March and April. The Clerk will coordinate with Council on availability and scheduling.

On a related topic, we have been prepping for the next audit and are actively working with BDO to confirm a schedule for FY2020 audit services.

### **Sidewalks, Trails, and Pedestrian Connectivity**

A group of staff from Planning and Public Works have joined up with Councilmembers Lord and Smith to develop solutions which would improve safety and connectivity for pedestrians in Homer. This project will look at both road-adjacent pedestrian facilities (i.e., sidewalks) and alternative connections (i.e., trails). For the first phase of this project, I have staff conducting a geospatial analysis of existing facilities and identifying gaps. Once we have a clear vision of where the opportunities and needs are, we will conduct a public engagement event to get feedback from the public. Expect regular updates on this project in future reports.

### **Potential Updates to the Special Event Code**

Since arriving, I have noticed that HCC Chapter 19.02 doesn't seem to fit the unique situations or scale of events in Homer very well. I would like to investigate potential improvements to this chapter of the code and possibly others that have an impact on events. I will be building a team to review and propose ideas for improving the code and I am looking for interested Councilmembers to join this effort.

### **Pioneer Avenue Water Main**

On February 3<sup>rd</sup> a water main break was identified on Pioneer Avenue in front of the Independent Living Center Building. Public Works planned a response t

and repair the problem. The water main break was repaired by lunchtime. The crew creatively used our Vector Truck to strategically dewater the excavation and “dig” closer to the water pipe, thereby minimizing the size of the open hole which allowed our crew to access the break without disturbing the pavement on Pioneer. A piece of the concrete curb and sidewalk was removed, but has since been replaced by a contractor. No customers lost access to water during the repair operation.



*The photo above shows Paul Raymond (at street level), Jason Hanenberger, and Mike Szocinski working on the Pioneer Avenue water main break.*

### **Public Works Project Updates**

Director Keiser has written memos providing updates to Council on various ongoing projects. See attached for updates regarding the Tasmania Court Water and Sewer Improvement Projects, Alder Lane Water Extension Project, and Mt. Augustine Road Drainage Improvement Project.



### Hornaday Park Demolition Project

Demolition of the restroom and concession stand facilities at Hornaday Park began on February 10<sup>th</sup>. The facilities are being demolished because they have exceeded their useful life, don't meet ADA or building code standards, and have major deficiencies which have led to them being closed to the public and the interim use of portable toilets. All demolition work is being done by City staff and the transfer station has waived tipping fees for disposal of the building debris.



### Share the Road Signage

The Public Works Department has procured some share the road signage (modeled below by Asset Management Specialist Owen Meyer) to test in areas around town where conflicts between different types of road users may occur. Look for signs to be installed on Bartlett Street, Kachemak Way, and Ben Walters Way.



### **Small Boat Station**

Looking to the future, the Port of Homer would be an ideal location for a US Coast Guard small boat station. See the attached memo from the Harbormaster for more information on the history and path forward for this potential project.

### **Lobbying Update**

Staff met with State Senator(s) Bishop and Stevens to discuss issues affecting the City of Homer and the Southern Kenai Peninsula region. Topics included the Homer DMV and expansion of the Port & Harbor.

### **Noise on Beluga Lake**

I have had a few Councilmembers reach out to discuss noise issues in the City. I have started a conversation with the City Planner and the Police Chief to get a better view of the history of this issue in Homer as well as what rules and regulations we have available to the City to mitigate excessive noise. I will report back at a future meeting with more information.

### **Lt. Browning Completes Northwestern University Police Staff and Command Program**

Lt. Ryan Browning of the Homer Police Department has successfully completed the Northwestern University Center for Public Safety's School of Police Staff and Command program. The program provides upper-level college instruction in a total of twenty-seven core blocks of instruction and additional optional blocks during each session. The major topics of study include: leadership; human resources; employee relations; organizational behavior; applied statistics; planning and policy development; and budgeting and resource allocation. Congratulations Lt. Browning!

## **COVID-Related Updates**

### **COVID Risk Status**

On February 1<sup>st</sup> I moved the City from the "Red" to "Orange" level on our COVID risk framework. We remain in orange. The return of activities to the HERC and the Library by appointment has gone well so far with a minimal number of individuals refusing to comply with City masking regulations.

Enclosures:

1. Memo from PW Director Keiser regarding Tasmania Court
2. Memo from PW Director Keiser regarding Alder Lane
3. Memo from PW Director Keiser regarding Mt. Augustine Road
4. Memo from Harbor Master Hawkins regarding USCG Small Boat Station



# City of Homer

[www.cityofhomer-ak.gov](http://www.cityofhomer-ak.gov)

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## Memorandum

TO: Mayor Castner and Homer City Council  
FROM: Rob Dumouchel, City Manager  
DATE: March 4, 2021  
SUBJECT: City Manager's Report for March 8, 2021 Council Meeting

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### **FY22/23 Budget**

The Clerk's office has reached out to Council members regarding possible work session dates. They were not set at the time of this report, but may be set before we meet on the 8<sup>th</sup>.

### **Climate Action Plan – Draft Report**

In 2020, the City Council set an updated Climate Action Plan as a Council-Initiated priority. While COVID slowed that project down a bit, staff was able to review years of climate data during 2020 in order to produce a progress report document. Aaron Yeaton from the Public Works Engineering Division was the primary staff champion for this project and did an excellent job analyzing data and preparing the report. The progress report is included as an attachment. The next phase of the Climate Action Planning process will be to work on an update to the original Climate Action Plan from 2007. We will be working on this in the coming months and anticipate opportunities for public engagement at some point later this year.

### **Kachemak Moose Habitat**

On February 8<sup>th</sup>, Council adopted ordinance 21-05 which authorized an expenditure of up to \$79,000 for the payment of water and sewer assessments for Lot 4, Hodnik Subdivision KPB Parcel No. 17936032 when the property ownership transferred to Kachemak Moose Habitat, Inc. and a deed restriction had been recorded regarding conservation and public access on the property. The deed restriction was recorded on February 24<sup>th</sup> and the assessments have been paid (\$71,769). Thank you to Deputy City Planner Julie Engebretsen and Controller Jenna deLumeau for bringing this project to a successful conclusion!

### **Fire Update**

Fire Chief Kirko and I went to Kachemak City to talk about fire issues in general, but specifically spent some time discussing land clearing fires with two of their elected officials and the City Clerk. We are looking at ways we can collaborate as neighbors to educate contractors and reduce the amount of smoke created by land clearing fires in both of our cities. This will be an ongoing process.

### **Alder Lane Water Special Assessment District**

Update provided by Public Works Director Keiser:

*The plans for the Alder Lane Water Line Extension are complete. The updated cost estimate shows the project is within budget. Because we will be using low-interest financing from the AK Dept. of Environmental Conservation (ADEC), we need to have an ADEC-compliant bid package and approval from the ADEC before we go to bid. We will be*

## Derelict Vessel North Pacific

Update provided by Harbormaster Hawkins:

*On February 23rd, on duty Harbor staff moved the North Pacific to the Fish Dock using the harbor tug and skiff. The local dive and salvage operation, C&C Diving, worked with harbor staff for the next two days to remove and demolish the dredging equipment, crane, and anchor winch from the vessel while Port Maintenance worked to remove the ballast water and secured all hatches. We estimate that we took off between 90,000 - 100,000 pounds of weight from the vessel and raised her waterline by almost 2 feet at the stern. On February 26th Harbor staff moved the North Pacific back to B transit moorage.*



Next Steps for the North Pacific:

- Vision Subsea will perform a remote underwater survey of the hull using their observation class ROV (ARIS Delivery Vehicle), looking for anything that may puncture a haul out airbag as precautionary preparation for the upcoming haul out.
- Harbor staff will move the vessel to the beach haul out site on March 20th and hand her over to Fortune Sea Marine Services for haul out and removal to the lot between Outer Dock and Freight Dock Roads. Alaska Scrap will break her down into scrap steel and dispose of all waste product from the process in July 2021.

#### 4<sup>th</sup> Quarter Sales Tax

The numbers from the Borough are in, and they're up a little bit! Year over year we saw a 4% increase in the amount of sales tax reported by KPB in the 4<sup>th</sup> Quarter. This number does not include remote sales tax collected by the Alaska Remote Sellers Sales Tax Commission. See attached for more information.

#### Homer Seed Library

The Homer Seed Library (HSL) is a new community initiative, run entirely by volunteers. Homer Public Library is proud to host the HSL's collection of seeds, which are displayed in the file drawers near the main entrance of the building. Members of the public who are interested in starting their own gardens, or trying out new plants in an existing garden, are invited to browse through the seeds on offer or add some seeds of their own. The HSL is purely a community effort and no library card is needed to check out seeds.



#### Employee Updates

On March 5, the Public Works Department waved good-bye to Brandon Moyer, Mechanic II, who relocated to Montana after five years of City service. We wish Brandon and his family well as they begin their new journey. A few days later, we welcomed Michael Parish as the new Mechanic II. Michael, who has a BS in Biology, fell in love with mechanical things while doing fisheries-related field work for the AK Dept. of Fish & Game. Along his over-20 year career, Michael became a master mechanic, working with heavy diesel equipment and picking up certifications from the California Fire Mechanics Academy to work on firefighting equipment. In

particular, Michael spent seven years working with the City’s PW Department as a mechanic in the Motor Pool. So, he knows the job and does it well.

Jessica Roper’s last day with HPD was March 1<sup>st</sup>. Jessica has been a Public Safety Dispatcher at HPD for almost three years, after having worked as a Temporary ESS at HVFD and in a volunteer capacity. She’s Moving up the road and will be dispatching for the Kenai Police Department. HPD celebrated her departure with cake and Facebook posts. Good luck in Kenai Jessica!



**Homer Police Department**

23 hrs · 🌐

How do you know when you work with great people?

One of our dispatchers, Jessica Roper (left), is making a terrible mistake (sarcastic face) to go work for some other agency up the road. She got her supervisor, Lisa Linegar (right) a cake that says "Sorry for your loss."

What did we do?

Got her one that says "Don't let the door hit you on the way out." BAM - Mic....drop 😂



## COVID-Related Updates

### COVID Risk Status

On February 1<sup>st</sup> I moved the City from the “Red” to “Orange” level on our COVID risk framework. We remain in orange. The return of activities to the HERC and the Library by appointment continues to go well and I’m told our local pickleball enthusiasts are particularly excited about being back in the HERC.



Enclosures:

1. March Employee Anniversaries
2. Climate Action Progress Report
3. 4<sup>th</sup> Quarter Sales Tax Information
4. Thank you letters from Kachemak Heritage Land Trust, Homer Hockey Association, and Center for Alaskan Coastal Studies
5. Memo from Public Works Director Keiser re: Update to Skyline Water Tank Aeration Project

## ECONOMIC DEVELOPMENT ADVISORY COMMISSION 2021 Calendar

	MEETING	AGENDA DEADLINE	CITY COUNCIL MEETING FOR REPORT*	ANNUAL TOPICS/EVENTS
<b>JANUARY</b>	Tuesday 1/12 6:00 p.m.	Wednesday 1/5 5:00 p.m.	Monday 1/25 6:00 p.m.	<ul style="list-style-type: none"> <li>• City Budget Review/Develop Requests</li> <li>*may not be applicable during non-budget years</li> </ul>
<b>FEBRUARY</b>	Tuesday 2/9 6:00 p.m.	Wednesday 2/2 5:00 p.m.	Monday 2/22 6:00 p.m.	
<b>MARCH</b>	Tuesday 3/9 6:00 p.m.	Wednesday 3/2 5:00 p.m.	Monday 3/22 6:00 p.m.	<ul style="list-style-type: none"> <li>• Reappointment Notices</li> </ul>
<b>APRIL</b>	Tuesday 4/13 6:00 p.m.	Wednesday 4/6 5:00 p.m.	Monday 4/26 6:00 p.m.	<ul style="list-style-type: none"> <li>• Terms Expire April 1<sup>st</sup></li> <li>• Advisory Body Training Worksession</li> <li>• Election of Officers</li> <li>• Review of Strategic Plan/Goals</li> </ul>
<b>MAY</b>	Tuesday 5/11 6:00 p.m.	Wednesday 5/4 5:00 p.m.	Monday 5/24 6:00 p.m.	
<b>JUNE</b>	Tuesday 6/8 6:00 p.m.	Wednesday 6/1 5:00 p.m.	Monday 6/28 6:00 p.m.	
<b>JULY</b>	Tuesday 7/13 6:00 p.m.	Wednesday 7/6 5:00 p.m.	Monday 7/26 6:00 p.m.	
<b>AUGUST</b>	Tuesday 8/10 6:00 p.m.	Wednesday 8/3 5:00 p.m.	Monday 8/23 6:00 p.m.	<ul style="list-style-type: none"> <li>• Capital Improvement Plan Review</li> </ul>
<b>SEPTEMBER</b>	Tuesday 9/7 6:00 p.m.	Wednesday 8/31 5:00 p.m.	Monday 9/27 6:00 p.m.	
<b>OCTOBER</b>	Tuesday 10/13 6:00 p.m.	Wednesday 10/6 5:00 p.m.	Monday 10/25 6:00 p.m.	
<b>NOVEMBER</b>	Tuesday 11/9 6:00 p.m.	Wednesday 11/2 5:00 p.m.	Monday 11/22 6:00 p.m.	
<b>DECEMBER</b>	Tuesday 12/14 6:00 p.m.	Wednesday 12/7 5:00 p.m.	Monday 1/10/22 6:00 p.m.	<ul style="list-style-type: none"> <li>• Upcoming Year Schedule Review</li> <li>• Land Allocation Plan Review</li> </ul>

\*The Commission's opportunity to give their report to City Council is scheduled for the Council's regular meeting following the Commission's regular meeting, under Agenda Item 8 – Announcements/ Presentations/ Borough Report/Commission Reports. Reports are the Commission's opportunity to give Council a brief update on their work.