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# HOME INITIATIVE (AO 2023-87 S)

**DATE** January 29, 2024

**SUBJECT** HOME Initiative Public Engagement Plan, February - Summer 2024

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## Our Approach

The sponsors of the HOME Initiative (AO 2023-87 S, and any revised ordinances to implement its intent) intend to engage in a robust, intentional public process as we move toward the introduction of an updated ordinance package for HOME in June 2024.

This public engagement plan was crafted to go above and beyond the typical public process for any Assembly ordinance, including required review of Title 21 (zoning code) changes by the Planning and Zoning Commission (PZC), with multiple opportunities for the public to learn what's proposed, provide comments, and engage in conversation with the sponsors as the package moves forward through the spring. We will work collaboratively with Legislative Services staff, Planning staff, and other stakeholders such as the Federation of Community Councils to conduct a public engagement process over the next 6 months.

## Public Engagement Objectives

1. **Provide regular status updates about the HOME ordinance** as it moves through the process, especially opportunities to provide public comments and testimony.
2. **Educate the community about proposed changes to Title 21**, specifically:
  - How the changes achieve the overall intent of the HOME Initiative;
  - How changes are guided by and consistent with the policy direction in the 2020 Comprehensive Plan, 2040 Land Use Plan, the Assembly Housing Action Plan and related policy actions by the Assembly;
  - How they impact current residential zoning districts and other rules; and
  - How these changes interact with other recent policy actions by the Assembly, such as addressing parking, ADUs, 3 and 4 plex development, and others.
3. **Engage in conversations and gather feedback** from interested members of the public, community councils, and other stakeholder groups, at multiple points in the process, to gather feedback and make improvements to the ordinance.
4. **Proactively address questions and potential concerns** about changes to residential zoning, from broad policy to specific dimensional standards, and how the proposed changes compare with current rules for the equivalent districts.

### Methods

We anticipate engagement in multiple formats, including several opportunities for interactive Q&A and conversation. To the extent possible, we will ask that the public utilize the official public testimony and comment process, to ensure comments are preserved in the public record. However, we will also utilize user-friendly materials and dialogue during meetings to enhance our efforts and help people understand the proposed changes.

1. **Written communication:** We will use e-newsletter (e-mail) content, press releases, Q&A and other materials to share about the project. We will also prepare earned media (such as op-eds to local news outlets) to increase public awareness.
2. **Web content:** Sponsors have requested for a new page on the Assembly website, under Housing, to post updates. We also request Planning staff post links to materials on the department web page and Planning case system.
3. **Informational webinars:** We will host a detailed overview webinar of the ordinance in February, prior to the PZC hearing, which will be available live and recorded. We will likely host additional webinar(s) as needed on specific topics; these may coincide with some proposed meetings with the Federation of Community Councils.
4. **Assembly meetings:** After the PZC hearing, we will request time on the agenda at the Community and Economic Development Committee, as well as one or more work sessions with the full Assembly, prior to the Assembly's first public hearing.
5. **Community meetings:** We will participate in live meetings (live, online, and/or hybrid formats) with the Federation of Community Councils, individual community councils, groups representing diverse communities in the city, industry and trade groups, and other stakeholder groups who request presentations.
6. **Social media:** We will use sponsors' social media channels, as well as the Assembly account maintained by Legislative Services staff, to post notices about the project around key dates; encourage public testimony; and share links to project materials.

Whenever possible, we will record meetings for future viewing, particularly webinars and any Federation of Community Council meetings (utilizing their Zoom capability). Meetings (such as webinars) whose recordings can be accessed by Legislative Services will be posted on the Municipality's YouTube channel for meetings.

We will continually look for other opportunities to engage with the public, within our timeline and capacity to do so. We will particularly seek out diverse communities and historically underrepresented groups to meet with, as zoning changes will affect a variety of neighborhoods, and create new opportunities for property owners.

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### Schedule

Time	Event	Lead(s)	Notes
January	Transmit draft package to Planning Dept., PZC	Sponsors	PZC packet submitted as draft supplemental ordinance
Early February	Prepare public materials for roll-out of PZC package	Sponsors, Planning	Scheduled for PZC meeting on March 4, 2024
Mid February	Press release & summary info, notice of webinar to public Letter with HOME packet, PZC notice & webinar date to community councils, via FCC, other stakeholder groups	Sponsors, Leg. Svcs, Planning	Include information about timeline, and how to provide comments to PZC before 3/4, "Request a presentation at your meeting this spring!" Initial meetings week of 2/26
Monday Feb. 26 (tentative)	Informational webinar with overview, brief Q&A	Sponsors, Leg. Svcs, Planning	Deliver live and record, post for later viewing. Include detailed overview, initial Q&A
Late February	Prepare for PZC presentation Initial outreach, presentations to stakeholder groups Schedule future presentations and meetings through May	Sponsors, Technical consultant, Planning	Packet will include brief presentation and summary document by section, draft findings for PZC
Monday, March 18	Planning and Zoning Commission Worksession	Sponsors, Technical consultant, Planning	Sponsors give overview on ordinance, then technical consultant gives detailed presentation.
Monday, March 18	Planning and Zoning Commission Hearing	Sponsors, Technical consultant, Planning	Public hearing & sponsors response.
Early March (after PZC)	Press release: "HOME advances from PZC & next steps"	Sponsors, Leg. Svcs, Planning	Includes summary of PZC action, timeline, next steps. Ask for meeting requests.
March, April, May	Schedule series of meetings, hosted with FCC, to have	Sponsors, Leg. Svcs,	Hybrid meetings if possible, and record discussion, to be

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Time	Event	Lead(s)	Notes
	community & sponsor conversations about current version of HOME.	Planning, FCC staff	posted for public viewing. Potentially have 1 meeting per new zoning district.
Wednesday, April 17	Presentation at FCC meeting (request in Feb.)	Sponsors, FCC staff	Brief overview, collect any requests to attend a CC.
Monday, April 29	Press release when new version for PZC review is published to the public	Sponsors	Including ordinance and amendments to Comprehensive Plan & 2040 Land Use Plan
April, May	Presentations to community councils, on request	Sponsors, Planning	We will split up this task (1 or 2 per), to cover all requests.
March, April, May	Presentations and outreach to all other stakeholder groups	Sponsors, Planning	See list below of anticipated groups to reach out to
Monday, May 6	Planning and Zoning Commission Worksession	Sponsors, Technical consultant, Planning	Sponsors give overview on Comprehensive Plan & 2040 LUP amendments, then technical consultant gives detailed presentation.
Monday, May 20	Planning and Zoning Commission Hearing	Sponsors, Technical consultant, Planning	Public hearing & sponsors response.
June (date TBD)	Press release when new version of ordinance introduced to Assembly	Sponsors	Include overview of version, notice of public hearing, when & how to testify

### Stakeholders to Engage

This is not a complete list, but identifies stakeholders who will likely want to learn, ask questions, and provide feedback. The sponsors will also be available for media requests.

- Federation of Community Councils, and individual community councils whose area includes impacted zoning districts (excludes Chugiak/Eagle River, Girdwood)
- Community organizations, particularly those who regularly host member or public events: Pacific Association of Alaska, Korean American Community of Anchorage, faith groups such as AFACT, Alaska Black Caucus, Alaska Native Brotherhood
- Business groups: Anchorage Chamber of Commerce, Anchorage Economic Development Corporation, other trade groups interested in this topic

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- Housing development industry stakeholders: Anchorage Homebuilders Association (AHBA), Anchorage Board of Realtors individual developers and builders
- Other agencies working on housing and development: Anchorage Community Development Authority, AWWU, Alaska Housing Finance Corporation
- Housing Action mailing list (Summit attendees, others who opted in)
- Assembly e-newsletter mailing list

## Consistency with the 2040 Land Use Plan

This public engagement plan follows 2 relevant policies in the 2040 Land Use Plan (LUP):

1. LUP 1.4: Use the 2040 LUP and area-specific plans in conjunction with other elements of the comprehensive plan to determine appropriate zoning in the Bowl, and evaluate proposed changes to land use regulations (pg. 16).
2. LUP 1.8: Engage Anchorage residents, businesses, and property owners in predictable and transparent process leading to the adoption of plans that guide growth. Engage affected communities when making long-term land use decisions, with particular communities that are historically underrepresented (pg. 17).

## Sponsor Contacts

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