

City of Arcata

CITY COUNCIL GOALS



Facilities and Infrastructure

Enhance Appearance, Public Safety and Livability of the City

- Improve infrastructure and facilities.
- Improve transportation and circulation systems.
- Provide service for citizen safety and comfort.



Environmental Leadership

Provide Leadership in Environmental Progress of the City

- Increase local energy independence.
- Strive to achieve zero waste.
- Develop non-motorized transportation routes.
- Support open space and ecosystem functions.
- Improve water resource management.



Sustainable Development

Improve Local Economy through Business support

- Improve community services for business development.
- Improve linkage between energy needs and resources.
- Support a living wage and encourage investment in workforce satisfaction.

Public Service

Improve the Quality of Service to the Public

- Improve the quality of communication between the City and the public.
- Improve technological capabilities of the City.

Citizen and Community Health

Support Community Creative and Cultural life

- Support healthy eating and active living programs.
- Provide recreation opportunities for all citizens.
- Support diverse housing opportunities.
- Support essential human services, as applicable.
- Encourage citizen participation and community engagement.

Prepare for Future Needs

Provide Training Opportunities for Citizens and Staff

- Provide leadership in developing adaption strategies for climate change.
- Use best available science for future planning.



City Council Policy Objectives

1. Develop policies and support community organizations that provide services that improve the quality of life in Arcata and events that promote Arcata as a “livable community.”
2. Maintain benefits, labor standards, and improve workplace safety for City Employees.
3. Promote an energy efficient and pedestrian friendly transportation web between neighborhoods emphasizing pedestrian, bicycle, and alternative modes of transportation.
4. Promote efficient use of energy and use of renewable energy in buildings, facilities and infrastructure in Arcata.
5. Implement the Capital Improvements Program to City infrastructure.
6. Strengthen partnerships with Humboldt State University, College of the Redwoods, local schools, civic and professional organizations.
7. Address expanding land management needs including updating Forest Management Plan and Non-Industrial Timber Management Plan.
8. Develop strategies in response to the changing needs of youth, teens, families and seniors.
9. Maximize opportunities for public participation and civic engagement.
10. Collaborate with other jurisdictions and non-profits to maximize regional effectiveness and increase funding opportunities.
11. Maintain contacts and open communication with representatives at various State and Federal levels.
12. Incorporate Low Impact Development (LID) and smart growth technology, design, principles and practices in the advancement of a sustainable city.

2015-2016 City Council Priority Projects

Number	<i>City Manager's Office</i>	Priority
01	Work with City departments to review and evaluate energy efficiency, effectiveness and comfort of City Hall workspaces and restrooms, and research possible funding sources for energy efficiency measures.	High
02	Create a technology communication strategy including policy and outreach plan; have an active social media presence (Twitter, Facebook, Nextdoor); and utilize additional online tools to encourage civic engagement.	High
03	Work with County and regional partners to assess community level infrastructure (i.e. broadband) to support the current and future technology needs of businesses and industry given the trend towards high tech development.	High
04	Develop a comprehensive review of the City's partnership with Humboldt State University that highlights all of the successful partnering activities and identifies additional opportunities for collaboration: A) Consider identifying annual data collection points, working with Humboldt State University, that allows the tracking of changes and needs in the neighborhoods; B) Explore shared dispatch services; C) Explore future housing needs with expanding enrollment; D) Review long term technology infrastructure support for the University and community.	High
05	Work with City Departments to prepare submittals for applications to the League of California Cities Helen Putnam Award and other various City awards, including the Institute for Local Government (ILG) Beacon Award program and the Walkable City Status Award.	Medium
06	Continue to develop methods for marketing and communicating our accomplishments in achieving sustainable excellence in government with community and business partners.	Ongoing

Number	<i>Community Development</i>	Priority
07	Complete the process of updating the Local Coastal Program (LCP).	High
08	Coordinate development of city-wide adaptation strategy for climate change and local climate preparedness to include sea level rise, extreme weather conditions and tsunami readiness. The plan should consider both short and long term strategies to address land use, City operations / facilities and community level education and response.	High

2015-2016 City Council Priority Projects

09	Continue to streamline procedures for permits: A) Ensure timely services to applicants while providing opportunities for meaningful public participation in the decision-making process; B) Develop a streamlining program for select priority blighted properties; C) Improve historic preservation education and incentive programs; and Committee/Commission structure; and D) Provide opportunities to address land use codes / zoning that inhibit innovative development; E) develop online over the counter permit capabilities and an online permit tracking system.	High
10	Draft a strategy for former redevelopment properties. Improve technological capabilities to improve customer service in Planning and Building Divisions.	High
11	Develop a strategy to respond to the potential impacts and opportunities of medical marijuana currently, and recreational marijuana if it becomes legal in California.	High
12	Continue work toward targeted annexations and selected rezoning. Prioritize the coastal zone properties.	High
13	Provide education and training for City staff, commissioners, committee members, and developers in green building standards by working with regional partners to develop trainings on smart growth, complete streets, transit-oriented design and low-impact development.	Medium
14	Continue to implement and develop amendments to the Housing Element's affordability strategies, including incentives; identification of potential sites; allowing non conventional housing types (Opportunity Village); and reduction of barriers.	Medium
15	Continue collaborative efforts between the City and the Arcata Playhouse / Playhouse Arts to develop the "Creamery District".	Medium
16	Continue to have the Economic Development Committee work for business retention, diversification, growth and attraction, and focus on new Business Parks.	Ongoing
17	Develop technical assistance and funding mechanisms to support economic development.	Ongoing

2015-2016 City Council Priority Projects

18	Work with community partners, including County of Humboldt, to address needs for retaining, recruiting and expanding medical facilities and healthcare providers in the community by participating in ongoing project activities.	Ongoing
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Number	<i>Finance</i>	Priority
19	Explore formation of an Enhanced Infrastructure Finance District as allowed through SB 628 to assist with development post the dissolution of the Redevelopment Agency.	Medium
20	Develop a plan and options to fund a participatory budget process.	Medium
21	Identify the opportunities and risks for local revenues associated with the emerging “sharing economy” (i.e. Airbnb, vacation rentals, car/bike sharing); a) Look at existing land use restrictions for taxis, etc.	Medium
22	Evaluate the City's financial assets, identify opportunities for the City to generate new revenue streams, develop other budgetary and fiscal strategies, and identify opportunities for cost savings.	Ongoing

Number	<i>Engineering</i>	Priority
23	Continue to develop and prepare an annual report for the City Council on the use, expenditures, and needs of the transportation mode share within City rights-of-way.	Medium
24	Continue to address priority list of bus shelter upgrades/ installation of bus stop improvements, including covered shelters and bike racks at bus stops. Coordinate and cooperate with Humboldt Transit Authority on joint bus stops.	Medium

Number	<i>Environmental Services-Community Services</i>	Priority
25	A) Finalize Community Choice Aggregation B) Develop a Carbon Emission Free Arcata plan for all sectors (carbon free by 2030) in conjunction with Statewide emissions goals.	High
26	Create a Zero Waste Action Plan that includes specific benchmarks for reduction goals (i.e.75% diversion by 2020) and outlines both a strategy and action steps (policies, programs and technologies) to achieve zero waste. A) Continue to partner with Zero Waste Humboldt/SCRAP to support ongoing and new diversion efforts for food waste, e-waste, construction and demolition waste and other hard-to-recycle items currently going to and/or banned from the landfill.	High

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27	A) Coordination at the regional level of a Bicycle and Pedestrian Master Plan (BPMP), including developing regional or local public/private partnerships for funding bike sharing; B) Identify potential sites for a “bike park”.	High
28	Continue to pursue funding for energy upgrades to City Hall, the Arcata Community Center, D Street Neighborhood Center, Public Works Department Annex, Intermodal Transit Facility, Marsh Interpretive Center and the Arcata Library to be energy-use neutral, and evaluate the Arcata Library as a potential demonstration site.	Medium
29	A) Continue researching open space funding mechanisms and options to generate revenue; B) Develop a management plan for City open spaces, natural resources and agricultural properties.	Medium
30	Draft the Parks and Recreation Element and incorporate into the General Plan.	Medium
31	Coordinate with City Departments to review options in implementing the Redwood Park Master Plan.	Medium
32	Secure site control for a dog park and/or leash free area(s).	Medium
33	A) Continue to implement the Valley West Neighborhood Streetscape and Pedestrian Trail Improvement Plan; B) Design trail along and to the Mad river through Caltrans property; C) Continue work towards transferring Caltrans property access for future recreational development. D) Explore an Environmental Enhancement Mitigation Program (EEMP) grant to assist in trail development.	Medium
34	Work with interested community members and consultants including the Humboldt Crabs and Arcata Ball Park users to develop an economic plan to support additional revitalization of the park including new bleachers, façade improvements, field protective measures, and ADA improvements to allow additional year round events.	Medium
35	Work with Humboldt State University, the City's Forest Management Committee and others to determine the feasibility of developing a Sister Forest Project.	Low

2015-2016 City Council Priority Projects

36	Continue to develop and work with partners on the Youth Master Plan with long term goal of obtaining matching funding for programs.	Low
37	A) Continue to develop a comprehensive watershed strategy for Janes Creek and a Drainage Master Plan for West End Road area, including Aldergrove; B)Secure access easements and obtain permits for work.	Ongoing
38	A)Coordinate with Redwood Coast Energy Authority to promote solar and energy-efficiency programs, financing, public outreach, electric vehicle infrastructure, PACE program, and Community Choice Aggregation; B)Identify community demonstration projects that highlight successful retrofit examples for others to follow; C)Research potential of requiring HERS score as part of the PACE program; D)Explore the feasibility of developing an Ordinance for a time of sale property audit and energy retrofit requirement.	Ongoing
39	Explore opportunities to work with willing landowners to acquire property or secure easements around the community forests and other open space lands.	Ongoing
40	Develop and implement a Recreational Trail Plan throughout the City with links to the Humboldt County regional trails system which includes: A) Supporting the Eureka/Arcata Bay Trail, California Coastal Trail, and Annie and Mary Trail; B) Maintaining the Railroad Right-of-Way with North Coast Railroad Authority throughout the City; C) Coordinate Coastal Trail signage through Arcata, from Bracut to Hammond Bridge.	Ongoing
41	Identify and address recreational priorities for individuals in our community with special needs and our senior community.	Ongoing
42	Continue maintaining expanded recreation programs designed by and for youth/teens, including summertime activities; B) Identify new partnerships for additional offerings for all ages; C) Work to increase access to technology opportunities for youth and seniors in Recreation.	Ongoing
43	Support opportunities for green business development existing and new businesses which include waste prevention, reuse, and recycling; and increase community education and outreach. Examples include food waste diversion/collection programs.	Ongoing

2015-2016 City Council Priority Projects

Number	<i>Environmental Services-Utilities & Streets</i>	Priority
44	Explore options and identify properties for both temporary and permanent relocation of City equipment and facilities outside the tsunami inundation zone.	Medium
45	Increase water storage capacity for emergency preparedness, drought management strategies and energy savings, and implement water distribution and storage system improvements as funding is available.	Ongoing
46	Develop implementation schedule to construct improvements to the wastewater collection system and treatment to meet the City's new NPDES permit and ensure system's stability.	Ongoing
47	Implement a major Pavement Rehabilitation, Reconstruction, and Maintenance Program focused on prevention and maintenance.	Ongoing

Number	<i>Police</i>	Priority
48	A) Coordinate city-wide emergency management training and disaster preparedness; B) Continue emergency management NIMS/SEMS training for City staff; C) Work with regional partners to provide public education and Community Emergency Response Team (CERT) training.	High
49	Continue to coordinate and implement the graffiti/sticker reduction response plan.	Ongoing
50	Increase technological capabilities of the Police Department.	Ongoing
51	Support a Crime Prevention Program that includes Neighborhood and Business Watch Programs with website links for community access to information.	Ongoing
52	Continue to make pedestrian, bicycle, skateboard and vehicle safety and enforcement a Department priority; B) Promote bicycle registration at Bicycle Rodeo.	Ongoing
53	In coordination with City committees, departments, and the community, continue to evaluate the expansion and efficacy of current parking policies; B) Consider paid parking options for City parking lots.	Ongoing