

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.
- Encourage community beautification and public art.



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

- Respond to the needs of our citizens.
- Increase opportunities for community engagement.
- 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.

Prepare for Future Needs

Provide Educational Opportunities for Citizens and Staff

- Provide leadership developing 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 and conditions 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, students, 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 smart growth technology, design, principles and practices in the advancement of a sustainable city.

2016-2017 City Council Priority Projects

Number	City Manager's Office	Priority
01	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
02	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) Explore shared dispatch services; B) Explore future housing needs with expanding enrollment; C) Review long term technology infrastructure support for the University and community; Consider identifying annual data collection points, working with Humboldt State University, that allows the tracking of changes and needs in the neighborhoods; Develop template for a welcome email from the Mayor for incoming students.	High Low
Number	Community Development	Priority
03	Complete the process of updating the Local Coastal Program (LCP).	High
04	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
05	Develop online over the counter permit capabilities and an online permit tracking system.	High
06	Draft a strategy for former redevelopment properties (Little Lakes and Happy Valley).	High
07	Develop a strategy to respond to the potential impacts and opportunities of recreational marijuana if it becomes legal in California.	High
08	Continue work toward targeted annexations and selected rezoning. Prioritize the coastal zone properties.	Medium
09	Continue to implement and develop amendments to the Housing Element's affordability strategies for all housing market levels. Identify incentives and potential sites for low income housing options inclusive of non-conventional housing types (Opportunity Village).	High

10	Continue collaborative efforts between the City and the Arcata Playhouse / Playhouse Arts to develop the “Creamery District”.	High
11	Assess City collaboration opportunities with other transitioning and transitional districts; focused activity districts (i.e. Marsh District)	Medium
12	Identify ways to incentivize and support trail enhancing development along the through town trail corridor	High
13	Identify the opportunities and risks for local revenues associated with the emerging housing / lodging “sharing economy” (i.e. Airbnb, vacation rentals).	Medium
14	Explore formation of an Enhanced Infrastructure Finance District as allowed through SB 628, and other post redevelopment funding, to assist with development post the dissolution of the Redevelopment Agency.	High
Number	Finance	Priority
15	Develop a plan and options to fund a participatory budget process.	Medium
Number	Engineering	Priority
16	Identify the opportunities and risks for local revenues and community benefits of the emerging “sharing economy” associated with transportation (car/bike sharing) including current restrictions on Taxis	Medium
17	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
Number	Environmental Services-Community Services	Priority
18	A) Finalize Community Choice Aggregation B) Develop a Carbon Emission Free Arcata plan for all sectors (carbon free by 2030) in conjunction with State emissions goals.	High
19	Support implementation of the 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. 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
20	Work with the Forest Committee and Energy Committee to review and assess biomass; develop an incentivize-based program to encourage the change out of wood stoves; and develop further education on energy conservation programs.	Medium
21	Develop a management plan for City open spaces, natural resources and agricultural properties and continue researching open space funding mechanisms and options to	Medium

	generate revenue.	
22	Update the Parks and Recreation Element of the General Plan.	Medium
23	Secure site control for a dog park and/or leash free area(s). Create a development plan for use of D Street Linear Park while continuing to explore the potential use of Little Lakes property.	High
24	Continue the work towards transferring Caltrans Mad River front property to the City to provide public river access and recreational development.	High
25	Work with interested community members, Main Street and consultants including the Humboldt Crabs and Arcata Ball Park users to develop an economic plan to support activities and revitalization of the park including expanded types of use; new bleachers, façade improvements, field protective measures, and ADA improvements to allow additional year 'round events.	Medium
26	Work with Humboldt State University, the City's Forest Management Committee and others to determine the feasibility of developing a Sister Forest Project.	Low
27	Continue to develop and work with partners on the Youth Master Plan with long term goal of obtaining matching funding for programs.	Low
28	Develop a "Hug your Carbon" marketing campaign that markets the City and our available Carbon offsets. Have Forest Committee & Economic Development Committee provide input on education/marketing.	Medium
29	Work with the Parks and Recreation Committee & Economic Development Committee, in coordination with Arcata Main Street, Chamber of Commerce, and other community groups, to review current and potential uses of the plaza and provide recommendations for streamlining and increasing programming and recreational use (including evaluating permit streamlining, use fee incentives, etc).	High
30	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.	Medium
Number	Police	Priority
31	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.	

2016-2017 On-Going Priorities

32	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.	Ongoing
33	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.	Ongoing
34	Continue to develop methods for marketing and communicating our accomplishments in achieving sustainable excellence in government with community and business partners.	Ongoing
35	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.	Ongoing
36	Continue to have the Economic Development Committee work for business retention, diversification, growth and attraction, and focus on new Business Parks.	Ongoing
37	Develop technical assistance and funding mechanisms to support economic development.	Ongoing
38	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
39	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
40	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 demonstration site.	Ongoing
41	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	Ongoing

	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.	
42	Explore opportunities to work with willing landowners to acquire property or secure easements around the community forests and other open space lands.	Ongoing
43	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
44	Identify and address recreational priorities for individuals in our community with special needs and our senior community.	Ongoing
45	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
46	Support opportunities for green business development existing and new businesses which include waste prevention, reuse, and recycling; and increase community education and outreach.	Ongoing
47	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
48	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
49	Implement a major Pavement Rehabilitation, Reconstruction, and Maintenance Program focused on prevention and maintenance.	Ongoing
50	Continue to coordinate and implement the graffiti/sticker reduction response plan.	Ongoing
51	Increase technological capabilities of the Police Department.	Ongoing
52	Support a Crime Prevention Program that includes Neighborhood and Business Watch Programs with website links for community access to information.	Ongoing

53	Continue to make pedestrian, bicycle, skateboard and vehicle safety and enforcement a Department priority; B) Promote bicycle registration at Bicycle Rodeo.	Ongoing
54	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