

## Arcata Visioning Survey- Core Values

The City of Arcata created a community visioning survey to help inform the General Plan Update, which was available online from February 2021-April 2022. Responses from the survey will assist staff in updating the City's vision statement and relevant goals throughout the General Plan. This question was not a required submission on the visioning survey; 400 of 494 participants provided a response.

**Question: *In your opinion, what are Arcata's core values?***

### Common Themes

1. community
2. sustainability/environmentalism
3. equity, diversity, inclusion
4. innovation
5. "small town" values

### Wordcloud generated from submissions



## Original Submissions

Progressive and inclusive

Local, sustainable, natural, and healthy are pillars of happiness and success, and we're wanting to do the hard work for more just and equitable outcomes.

Arts, nature, earth-conscious, high compassion and community support

Innovative, forward looking, progressive, striving towards racial equity.

That is a really great question and I don't have a clue. Like us as individuals, & HSU, it is one thing to speak of values it is another to live them. For many of us I think that a focus on the outdoors and the environment and racial equity; but for many others I don't think that is true. For many a shared sense of commitment to community, but for many others I don't think it is true. Great question!!!

A progressive approach to quality of life and environment.

Social responsibility, social equity, environmental justice and stewardship, maintaining agricultural and open spaces and recreation (trails, parks, etc.)

Sustainability; "Not like everywhere USA"

Open minded, welcoming, and forward looking

Arcata's unofficial motto is where the 60's meet the sea

Respect for each other and our environment

Environment, independence

Caring, progressive, environmentalists

Natural resources, sustainability, inclusion.

Progressivism, Equity & Inclusivity, Innovation

Fostering community

Progressive, Environmental Awareness, Diversity

Diversity and a welcoming community

Inclusiveness, education, healthy environment

Improve and maintain Quality of life: safety, environmentalism, innovation

progressive, sustainable and economically sound development

Eco-conscious, environmentally friendly, family and community

Progressive

Thoughtful growth and economic development that draws upon progressive values and takes advantage of our spectacular natural setting. It is imperative that we are a welcoming community that promotes equity, sustainability and quality of life for all.

Progressive attitudes, nature, small town character

Open minded, inclusive to all different from us

Resilience, sustainable, equity

Fun, nature, lead the way

A sense of community, welcoming participation, local appealing businesses/ Minor Theatre, bookstores,

Respecting diversity, caring for everyone, caring for our environment

Arcata is not a person. People have core values. Hint, hint.

Healthy community-oriented

Local-first, progressiveness, and community

A welcoming spirit toward all people willing to also welcome all people. A loss for meeting those with differing opinions on middle ground. Respect for environment, but still plenty of NIMBYs.

Trying to make this city work for everybody.

Lack of awareness that poverty is a real problem

Care for people and environment, welcoming and just.

Environmental awareness, - appreciation of natural beauty, - supporting small business

Supporting HSU students

Mutual respect

To co-exist with the environment

Small town trying to be inclusive and fairminded, Openness to everyone's involvement in community and democratic governance

"Nature" and "Community"

Not sure how to answer. I would want to say sustainability, equity and art but I have not seen this represented lately.

Community

Respect, acceptance, environmentalism

Equity, environmentalism, welcoming all folks

Safety, feigning progressive policies - but maintaining the status quo

Inclusivity and environmental justice

It used to be Peace and Love, but I'm not sure what Arcata's core values are right now. Written values have not turned into real actions, so they aren't truly core values.

Inclusiveness.

Inclusivity. Environmental awareness. Responsive and responsible government.

Appreciation for the natural environment, cultural heritage of native peoples, progressive thinking and education

To be kind to each other and to the land.

Environmentally aware, progressive community

I don't know.

Creativity, community connection

Tolerance, openness, fun..

Arcata's core values are focused on small independent business and variety. We are not a town littered with strip malls, we have one of a kind businesses and an appreciation for nature and recreational spaces.

Seems to depend on who you talk to

I really don't know.

Advancing ecotopia and community.

Diversity and an extremely relaxed approach to visioning

I honestly don't know. I'd like for them to be transparency, honesty, education, and dedication to preserving our small town feel

The environment, commitment to inclusivity [though not yet always realized], creativity, and progressive values

Being unique and not following standards.

Care for the environment, Love of place, kindness

I've lived in Arcata five years and am black. To me there are two Arcatas. One is progressive, full of racially and socially conscious people working to see those values reflected by city leaders. The other, which seems to have greater influence on those leaders, is not progressive, overwhelmingly white, and resistant to change.

Progressive solutions to problems, maintaining a healthy environment, openness of government

Arcata values free expression, inclusivity, and equity.

Not sure.

Food sovereignty, bartering, less structured/government regulated lifestyle, small business focus

Making money for Danco

I cannot answer this, as I do not live in Arcata.

I do not know

Serve all people, especially those in need. Good education. Take care of the environment.

Progressive community

Concern for environment, progressive politics, innovative approaches to problem solving

Openness, Leadership, Ethical Behavior

Inclusiveness, sustainability

Celebrate difference; environmental awareness; buy local;

Community, inclusion

Environmentalism, Outdoor Space, Counter-culture quirkiness

Arcata's progressive values are welcoming appreciation of all its residents and of its natural beauty.

I have no awareness of Arcata's core values

To maintain the city's non-commercial businesses and "smaller town" values

helping local businesses thrive. Providing decent access to good food.

Thinking out of the box and supporting our unique commuting

Acceptance, innovation, Protection of open space, mixed use development, Walking/biking accessibility to shopping and recreation, protection of adjacent agricultural land

A town small enough to make things happen and for citizens to work together in a meaningful way.

A town accepting of all people

A concept of community that includes the trees, wildlife, waterways and salmon. Being accountable to one another for building a better world. Loving our planet.

In my perception, Arcata seems to value it's eco-friendly counter-culture the most.

Respect for surroundings/nature, people, history.

Community, compassion, creativity 1500mg+

A progressive, intelligent approach to balancing community needs with state and federal programs, including recognizing the importance of our Tribal obligations.

Sustainability

Inclusiveness

Love and freedom

I have no idea

To appear to be environmentally friendly and socially responsible

Peace, acceptance, personal growth, mindfulness, sustainability, Environment

Sustainability, flexibility, community, mindful city growth, more.

I don't know.

Support for all people

Environmentalism & Open Mindedness

Elitism

Used to be environmental awareness and sustainability; now the City is interested in raising MONEY

Cooperative problem-solving, embracing the arts, engaged citizenry

Striving to be a progressive, inclusive, innovative, equitable community.

Accessibility to and preservation of nature, small community relationships

Diversity and environmental stewardship

Welcoming

Stewardship of the environment and natural resources, education, uniqueness

Sustainability, collaboration, active

Resilience, sustainability, community

Progressive, green, inclusive

Composting. No to McDonald's. Redwood trees. Hippies. Bicycles. Organic food.

Living up to how our planet wants us to act

Community, environment, acceptance

Freedom of expression; respect and celebration of nature; openness to new ideas

Compassion

Community

Misguided

Innovation, progress, and inclusion

Environmental and social stewardship

Open to new ideas, challenging the status quo, environmental awareness and sustainable living

Art and Education

Progressive (Left) politics

Respect

#### PROGRESSIVESNESS AND INCLUSIVITY

Acceptance.

Environmentalism, community activism, arts and music friendly, education

Business

People and the environment and the healthy relationship between them

Hypocrisy (e.g. talk about protecting the environment but keep driving gasoline vehicles).

Environmental conservation, friendliness, creativity

Welcoming

Inclusiveness

Environment, science, sustainability

Being free to live

Community and creative freedom

progressive and environmentally aware

Environmental ethics

Low population and sustainable values that don't include large future growth and development.

Friendly, progressive, environmentalist

Being Unique, Community Oriented, Welcoming, and Green

Keep Arcata as a sustainability leader in America, Arcata keeps nature within reach at all times

Commitment to the environment, to justice and equity, and to community.

Preservation; exclusivity; natural beauty

Cheap place to live near nature.

## Innovation, Sustainability, and Health

Takes the time & energy necessary to consider important community planning & decisions based on public good with a focus on the environment.

A diverse, loving, and artistic community valuing nature and ancestral lands

Actual: Better than our neighbors (sorry but true), Liberal policies, needless regulation. Future: we can do better.

Community voice and power over local government

Friendship and community with a little wackiness

More for the well-off and less for anyone else.

Sustainability, community, eccentricity, walkability, art and culture, progressive

Being a tiny portland

Sustainability

Being progressive, accepting of science and education, inclusion, conservation

Open minded point of view, respect for the environment, non mainstream way of life.

Community, beauty, uniqueness.

Small-town local flavors. Trees, trails, and people.

Arcata's core values are being environmental and socially open-minded

assimilation of characteristics into pragmatic lifestyle of well-being

Inclusiveness, community, art, environmentalism

I think the people of Arcata value small town community living with locally made goods and food, but it seems like the city government is more about catering to humboldt states highly paid administration, and puts HSU's desires and needs in front of the people of Arcata.

an active concern for the environment and a progressive small-town character

Diversity, resourcefulness

Environmental and historic priorities

Eco friendly diversity and respect for wiyot land

Small Town Social progressiveness

Small town feel, beauty of the surrounding countryside.

Community vibe, nature, downtown culture

Strong connected community, Love of nature, Small enough to make innovative businesses and events

Small buildings, small town, natural areas nearby

Arcata desire laid back, small town living with old historic charm and natural amenities.

Preserve the small town atmosphere. Everyone Welcome.

High quality life for all

The community and how it supports local business.

Sustainability, Growth, and Accessibility

Small town values. Freedom of expression. Nature conservancy.

There's room for all of us

Progress through Love, and environmentalism,

Arcata Values nature, authenticity, community

Progressive politics, innovative solutions, thoughtful engagement.

Respect for others and nature

Keeping things local and authentic.

New resident—I'm still learning

Historic preservation, equality, nature, environmental protection

Funkiness, diversity, community

Too focused on HSU

Inclusiveness

A small town that is walkable, surrounded by easily accessible hikes in the community forest and dunes. Little traffic and easy to get around town, not like Eureka or McKinleyville.

Art

Survival

Environmentalism, Art, Friendliness, Inclusion, Forward thinking

Equality and justice, respect for our natural environment

Preservation of our small town and small town values

Small town living, education, nature, town-town-farm cooperation

Natural stewardship, anti-corporate approach-I would like them to be emphasizing local in all ways, respecting and collaborating with tribal communities, and the arts (especially music! more music!)

I didn't care to go to Arcata. It is not a very drivable town

Community

Left wing

The environment

Sustainability, artistic expression, community

I can't think of any.

Arcata is a small town, College town, next door to a large city Eureka.

Community, culture, rural resilient life

Literally none.

Small town community feels

Being a small-town haven away from big-city craziness

Community, inclusiveness and progressive planning

Community, entrepreneurs, natural beauty

Environmentalism, sense of community

Semi-rural city in paradise

I am not sure - I can only say that I find Eureka to be more honest about what it is than Arcata, which seems to want to pretend to be something it really isn't.

The City has lost focus

Diversity

Diversity, care for each other and the planet

Intelligence and awareness

A welcoming community that lives its environmental and social values.

Innovative community problem-solving and wisely planned development. Ex....taking the State of CA to court for the right to process our own sewage via the Marsh, NOT building central sewer lines to connect to Eureka and create the sprawl so familiar in CA.

Equity, fairness, livability

Diversity

Environmental friendly

I don't know. It depends upon who you ask.

Acceptance of a variety of lifestyles

Friendly, small, approachable

Small town, quieter and conscientious way of life.

Compassion, Science based decisions

Respect for nature, respect for diversity, quality of life over money/ consumerism

Inclusivity, respect of the natural environment, small biz, art and creativity, intelligent lifestyle design

Sustainability, encouraging community participation, attempt at keeping big box stores out of the City limits

A small town feel, historic preservation and appropriate design

Community, progressive development, local business and sustainable futures

I have lived here all of my life, business owner since 1980. I don't like the way Arcata is heading. What business can survive with no parking. That is what our plaza is all about. I am 61 years old, and am in very good shape. But as the years go by , if you have no where for us to park close by, then the plaza will be a place that limits the elderly to shop and dine.

I think the small town atmosphere and community spirit.

Community respecting each other

The city administration/staff values are untethered growth, back room deals, and personal job security. The community values are sustainability, cultural enjoyment, and aesthetics in a safe, quaint college town.

Mild progressivism, environmental preservation/restoration, community developments

Openness while still being accountable to one another

Inclusiveness, vision.

Equity, Conservation and Art

Community, including the trees, salmon, etc.

Eco-friendly, anti-corporation, Green Party policy-making with idealized equity goals not matched fully yet by actions and with unfinished business.

Natural beauty, strong community, unique, home

The core values are a sense of community where one can be part of an aware community and recognize everyone's voice matters.

Wholistic community with sustainable practices

Sustainability and livability

Tolerant of diversity, appreciative of nature

Supporting community activities, protecting the environment, hiking and biking trails, farmers markets and festivals on the plaza, considering what businesses and development reflect the best for the future of Arcata. I am not excited about any buildings that go over four stories!

Inclusiveness and acceptance. Let your freak flag fly!

I have no idea

Small town vibe with increasing sophistication.

sustainable living and supporting education and the arts

Respect,fairness,progressive

People are important. The arts are important and should be available to everyone.

Individualism

Environmentalism and a specific kind of counterculturalism

Small town community living

Gentrification?

Environmental stewardship, conscious counter culture, inclusivity, ingenuity, creativity.

Community

Not sure entirely, but I'd like to think that social equity, land stewardship, and other forms of community (human and otherwise) care are up there

Respect, environmental protections

Historic preservation; maintenance of the natural environment; inclusion

Endless debate without action. The subsequent questions below reveal how feckless the current administration is.

Community, art, environment, education

Small town

Sustainability and cooperation

Small quiet town

Prioritizing environmental sustainability

Artistic environmentalism

Being inclusive & progressive. Encouraging the arts.

Rural, small town. Respect for residents. Not building too big or too quickly.

Moral relativism, laissez-faire, nepotism

Sustainable living, welcoming, innovation

Nature, community, ecosocial justice

Community, Openness, Wellness

Progressive and people oriented

Education, progressiveness, innovation

Community and inclusivity

Blending the needs of people with those of the environment.

Free, independent thinkers who love nature

Eco SMALL town beliefs

Appreciation for nature and sense of strong human community

Environmentalism, outdoor recreation, and social justice.

Progressive approach; emphasis on maintaining/expanding open, green, community forest, etc.

Community events, HSU, shopping

The nature and art

Local, eco- friendly, Arcata's core values to me revolve around the loving small community and the small businesses which support the happy lifestyle.

Small town feeling

Inclusiveness and nature

Ecology, the arts

Nature, friendliness, inclusivity

Liberal attitudes of people

Education, health and artist community that is SUSTAINABLE

Small town and beautiful place to live

Don't know

Arcata, like most cities (big or small), is not a single community but several overlapping communities coexisting in shared physical space. There is not, and cannot meaningfully be, a single statement of "Arcata's core values." From one perspective, Arcata's core values might be

understood as preserving the capital of a relatively wealthy white liberal minority through low and no-growth measures that make it extremely difficult for anyone else to establish their homes, businesses, or families here. Another perspective might say that Arcata values art, individualism, and a living in a certain amount of harmony with the natural environment. Still another perspective might be that Arcata values non-judgmental inclusion of all peoples while consistently honoring the indigenous histories (and present realities) of this land. All of these are correct and incomplete.

Our natural beauty

environmentalism, progressive, quirky

Peace, Compassion, and Sustainability

Inclusiveness, community and sustainability

Respect for nature and people

Welcoming to all who come here.

Iconoclasm, conservation and fun

Inclusive

Community

This is an impossible question to answer. Some of the things that previous visionaries of Arcata's future valued included a world-class waste water treatment system and a community forest.

Protecting and helping each other

Friendliness, walkability

Progressive policies while maintaining small town feel.

Environmental protection, livability, inclusivity

Well. I live by the highway. Sometimes I count the cars. This sounds insane but if you heard the highway all day like I do then you might also be curious. I figure there are at a minimum 35,000 a day that pass. Probably closer to 50,000. So I'd love to say environmentalism or something but that would be just blind to the truth. I'd have to say Arcata's core values, if it's a vote, is capitalism and oil. Everyone who can afford to own a car. You can't bike safely to Eureka. The buses are horrible. If there is one ubiquitous element: cars.

During the 35 years we've lived here, I'd say the emphasis on community, progressive politics, valuing locally owned and sourced businesses, environmental sensitivity, inclusiveness and tolerance

Morally for the environment, no cluster of buildings that take away from the natural beauty of the area

Inclusive and progressive

Environmental awareness/sustainability, kindness, chill vibes

Kindness, community, sustainability

Friendliness and let your freak flag fly

Sustainability

Environmentalism, liberalism, NIMBYism

Community, sustainability, progressive thinking

People listen to each other. Decisions are made with community input. Concern for the environment.

Sustainability, community, equity

To be an active community, to maintain an aesthetic and fun town, to care for and enjoy the surrounding environment we call home.

They are as varied as the people living in the city and that is the core.

Small town friendliness with diverse culture, art and community

Sustainability and acceptance

Community, sustainability

Progressive & Artistic

Environmentally friendly, art, youth

Hypocrisy (say we care about diversity and the environment but we our students continually experience prejudice and the area is filled with invasive species and little sustainable energy)

Weed, art, community, progression, equality, revolution,

Uniqueness of citizens, sustainability and renewability

Being free, nature

Farmers markets, kicking out homeless people, not looking both ways before turning your car on to G street and hitting pedestrians, lack of rental rights

Complaining, victimhood, tribalism.

Community engagement

Openness, community and artistic

Liberalism

Environment, culture, Cal Poly Humboldt

Being historical and modern simultaneously with an emphasis on preserving natural environments.

### Community

Arcata's core values are the welcoming and cohesive characteristics that make it feel like home to those who care. This is a place where I feel safe. Where I know most peoples smiles, and I can always find many friendly faces in a crowd. This town is built upon and embodies the mentality that we are all working together and that we are all here to help one another. This is a sacred gem in a sea of highly developed, consumer based cities that monopolize the US. This is a safe haven, an oasis, a sanctuary to those who didn't feel they belonged in places full of housing developments, people rushing from place to place, corporations that care monumentally more about the intake of money than the wellbeing of the customers they serve. This is what makes Arcata home to so many people. Developing and increasing the amount of people who don't know the core and try nature and spirit of this town is so heartbreaking to think about. This town runs on love and togetherness, please don't take this away. The humans, the wildlife, the trees, and the nature of this town make it home, we cannot lose this. Please. This is something that goes hand in hand with the small and primarily non developed model of arcata. Adding housing developments and monopolizing on the space that many people consider safe spaces will be detrimental to the culture and the community of arcata, especially those who have lived here for most of their lives. Further developing in an area that has prided itself on and is built upon mom and pop shops and community values is irresponsible and will have adverse effects to the culture and wellbeing of and the environment. If these housing development plans were to target getting houseless folk of the streets and into safe housing, then I think the opinions of many Arcatians would be different. Instead of trying to drive in more privileged individuals that will continue to drive up the cost of living, food and resources, there should be plans implemented to help the incredibly large population of living houseless folk here. Further development also brings this land further and further from its Wiyot roots. The disrespect and assault of this land is already drastic and inexcusable, across all of the US in regards to Native peoples. But continuing to develop and monopolize on safe spaces and natural sanctuaries just continues and perpetuates this disrespect towards Native culture. Overall, this idea of development disregards the Wiyot culture, Arcatian culture, the needs of the houseless people, the trees, the environment, and the people of Arcata who love it for who the town is.

### Small businesses and nature

Inclusion and acceptance. Pro-environment and protection of resources

Keeping Arcata for local, long-term residents only, xenophobia, exclusivity

Sustainability and environmental awareness

Reclusive and accepting

Caring for one another

Sustainability, people, acceptance

Beauty, sustainability and community

Freedom, diversity, nature

Open spaces, walkable areas, relationships with people and nature

Freedom of expression, environmentally centered, equity focused

Environment and Community

Values?

Innovation

Environmentally friendly, sustainability, green, friendly, and peaceful.

Make more affordable housing for students

Progressive

progressive, willing to be different, thinking ahead, for years...

Community oriented, environmental sustainability, quality of life over quantity of conveniences

Acceptance, love, kindness. Supporting each other locally is an integral part of this community

Rape students in rent because it's a college town.

Community and environmentalist

Natural landscapes, local-business/mom-&-pop shops, social awareness

Small town living with an emphasis on sustainability

Neighborliness, or what we now call "Inclusion" except mean in to include all of us

Nature, nurture, restore.

Small town living

To grow opportunity and build community equitably.

diversity inclusion, financial stability for small businesses, community focused

Arcata's core values: celebrating diversity, environmental awareness, and rural, tight-knit community practices.

Creativity, students, and eco friendly alternatives

I'm not sure

Bike-friendly, green/progressive, diversity

Inclusivity, environmental justice

The community events and connection

The forest

Engaging community and allowing it to lead in long-range planning direction and visions for Arcata's future.

Knit-Community

City committees

Humboldt state university

Environmental consciousness

Foreword thinking and future orientation

## **Questions about our survey or process?**

**Stay in touch with us!**

**Call us: (707) 825-5955**

**Email us: [comdev@cityofarcata.org](mailto:comdev@cityofarcata.org)**

**Visit our site: <https://www.cityofarcata.org/896/Strategic-Infill-Redevelopment-Plan>**

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