

**CITY OF ARCATA  
PLAZA IMPROVEMENT TASK FORCE**

**2020:  
FINAL REPORT TO THE  
ARCATA CITY COUNCIL**

**FEBRUARY 19, 2020**

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## **1.0 Executive Summary and Acknowledgments**

The Plaza Improvement Task Force (Task Force) was created by the Arcata City Council following a January 2018 Plaza Study Session. At that meeting the community expressed a strong desire for a “critical shift” to ensure the Plaza is a peaceful gathering place free from verbal harassment, racist symbols, drug dealing, alcohol-related incidents, aggressive dogs, and vandalism. The City Council directed the Task Force to identify, prioritize and make recommendations to the Council on projects and programs to improve the downtown Plaza neighborhood. The Task Force’s objective as set by the City Council was to focus on general safety, economic development, infrastructure improvements, beautification and an increase of Plaza-based community activities.

To meet this goal, members of the Task Force collaborated with key stakeholders, the general community and residents to identify priority projects and programs to increase public use of the Plaza and reduce calls for police service. Over the course of fifteen (15) months the Task Force undertook extensive outreach, received and analyzed recommendations from numerous community members, local experts, and the City’s Parks & Recreation Committee, Economic Development Committee and Transportation Safety Committee. Additionally, the Task Force reviewed and considered over 25 years of previous efforts surrounding the Plaza as well as the Public Safety Task Force’s final report presented to the City Council in 2018. These recommendations cover both short and long-term actionable solutions directed at bringing about a critical shift on the Plaza.

In making these recommendations, the Task Force incorporated the diverse opinions expressed by all involved with the process. To do so, the Task Force considered the common themes that emerged from the survey responses, community input at meetings, expert information, as well as themes that emerged from past efforts to improve the Plaza. This information was used to develop actionable recommendations under each of those themes. The common themes and specific recommendations include:

### **Increase Access to the Plaza and Connectivity to HSU, Creamery District, Northtown**

- 1) Add wayfinding mapping/signage - Map, business info, points of interest, etc.
- 2) Improve public transit/ridesharing - Night-time hours and shuttles for large events
- 3) Improve bicycling experience - Increase quantity of bike racks, provide parking-protected bike lanes and improve demarcation of bike lanes
- 4) Increase multi-modal transit options - Designate 8th and 9th Streets as one-way from F to K or N Streets - Extra lane to increase bike and bus routes as well as shift some parking in the downtown area off the Plaza
- 5) Increase pedestrian safety - Continue to explore temporary/permanent road closures/lane reductions during the Farmers’ Market and other permitted events while maintaining/expanding ADA pedestrian access, ADA parking and delivery vehicle access

### **Beautification/Infrastructure**

- 1) Keep the Plaza visually open and consider removing the center planter
- 2) Institute a façade/alley improvement program in collaboration with area businesses and special event organizers
- 3) Create visual enhancement to existing structures - paint utility boxes, sidewalks, crosswalks with a visual theme or themes, create murals
- 4) Provide ongoing maintenance to existing structures, signage and pavement/curb markings
- 5) Ensure that all improvements are sensitive to Wiyot and other cultures

### **Increase Programming**

- 1) Increase City programming including:
  - a) HSU internships that include activities on the Plaza, e.g., every Tuesday night sponsor Family Game Nights, include lawn game rentals and tournaments
  - b) Increase quantity of small-scale events on the Plaza by exploring contract class opportunities such as morning fitness classes, afternoon kid activities, yoga/tai chi/Zumba/dance classes, etc.
- 2) Increase recreation programming of community partners to provide options such as Lunch-on-the-Lawn, live theatrical productions, outdoor movie nights, rotating art exhibits, historic walking tours/talks, rental items for table and lawn games
- 3) Increase drop-in programming by scheduling current drop-in programming at Plaza when feasible, such as ukulele and badminton, and consider new drop-in programs specifically for the Plaza
- 4) Improve process for Plaza rentals by reviewing and streamlining current permitting for different size/types of events
- 5) Promote multi-cultural arts and culture programming, such as coordinating with Indigenous events (e.g. California Indian Big Time & Social Gathering) and encouraging cultural and heritage/faith celebrations

### **Safety/Regulation**

- 1) Upgrade Plaza lighting to dark-sky compliant LED
- 2) Establish a safety corridor from Plaza to HSU utilizing Crime Prevention Through Environmental Design (CPTED) safety features
- 3) Maintain/increase police presence and responsiveness and enforcement of rules on Plaza

- 4) Collaborate with appropriate service providers to establish a formal plan for provision of support services and programs for people in need of mental health services and addiction counseling, as well as support for food and housing- insecure community members
- 5) Explore additional regulations and re-evaluate nuisance behavior/bouncers/noise control/bar hours/business hours/enforce ABC practices as outlined in the Public Safety Task Force report

### **Economic Development**

- 1) Increase marketing, outreach, routine activities and special events by working collectively on regional marketing with area Chambers of Commerce, the Humboldt County Visitors Bureau, Arcata Main Street, HSU, etc., to encourage visitors and tourists to Humboldt County and the Plaza as a destination
- 2) Promote restaurants and businesses on the Plaza, including the expansion of business participation at events by enabling local vendors to sell products, hold sidewalk sales, permitting buskers and food trucks to obtain permits
- 3) Add parklets in select areas to provide additional outdoor eating options for area businesses
- 4) Consider more infill development in the downtown area to increase foot traffic and energy that will promote increased investment in small businesses and more funds being spent locally
- 5) Work with businesses to provide a diverse range of options and affordability of products and services for consumers to purchase at or around the Plaza that reflect the varied interests of all members of our community

### **Acknowledgments**

The members of the Task Force would like to thank the Arcata City Council for the opportunity to work with Arcata and the surrounding community in exploring and developing recommendations for improving Arcata's Plaza. The Task Force would like to thank the many subject matter experts and individuals who shared their thoughts and suggestions. The Task Force could not have done this work without the broad community support received throughout the entire process. While those individual names may not be specifically listed in this final report, numerous dedicated individuals and organizations helped contribute and remained civically-engaged throughout this robust effort. It is the hope of the Task Force members that these individuals are identified in the body of this report and its appendices, or within the approved-minutes from the monthly Task Force meetings. If there are any contributors whose efforts were not properly acknowledged, the Task Force regrets that oversight.

## **2.0 Introduction**

The Plaza Improvement Task Force (Task Force) prepared this report for the City Council to utilize in implementing projects and programs that the community feels will achieve a critical shift and improve the downtown Plaza. In drafting these recommendations, the Task Force took into consideration the City Council's direction to focus on general safety, economic development, infrastructure improvements, beautification and an increase of Plaza-based community activities. The Task Force, consistent with Council direction, collaborated with key stakeholders, community members and residents to identify priority projects and programs to increase public use and reduce calls for police service. To do this, the Task Force considered public comment, survey responses, reports, and conversations with subject matter experts including economic development and police department staff, an architect and community stakeholders: students, business owners, property owners, event organizers, and residents.

The Task Force resolved that Council and City staff should evaluate policy recommendations and specific measures for their effectiveness and feasibility. The Task Force encourages the Council to consider the following recommendations and implement all measures the Council determines to be useful as soon as possible. There is community concern that many past planning efforts regarding the Plaza were not implemented. The community has voiced their desire to see tangible change and the Task Force asks the Council to be bold and implement these recommendations to create a true shift in Plaza public use, police calls and overall community perception regarding the Plaza.



*Figure 1. People enjoying the Plaza. Credit: visitredwoods.com.*

### **3.0 Background**

On January 8, 2018, the Arcata City Council held a Study Session at the D Street Neighborhood Center in response to growing concerns regarding the state of the downtown Plaza. The workshop consisted of 11 stations and focused on options for Plaza improvements identified through various community meetings over the years. Participants of this workshop identified strong support for several critical shifts believed necessary to make change. This workshop, along with numerous discussions and meetings dating back to 1994, led the City Council to take action and create the Plaza Improvement Task Force (Appendix A).

The Council directed the Task Force to review the collection of public input and improvement ideas and make recommendations on projects, programs, and solutions to improve the downtown Plaza. The City approved an initial \$150,000 to fund the final Task Force recommendations chosen by Council.

To ensure broad participation, the Council appointed members from four City Committees, the Arcata Chamber of Commerce, Arcata Main Street, and three members at-large to represent the community's various interests. All appointed members lived or worked within the City of Arcata. From October 2018 through January 2020, Plaza Improvement Task Force Members included:

- Daniel Bixler, Member At-Large, Vice-Chair
- Erica Grey, Member At-Large
- Laura Hughes, Member At-Large
- Jane Woodward, Economic Development Committee Appointee
- Jayne McGuire, Ph.D., Parks & Recreation Committee Appointee, Chair
- Anjali Browning, Ph.D., Public Safety Committee Appointee (Beginning June 2019)
- Ryan Campbell, Transportation Safety Committee Appointee (October 2018–May 2019)
- Moonlight Macumber, Transportation Safety Committee Appointee (Beginning June 2019)
- Molly Steele, Arcata Chamber of Commerce Representative
- Jeanette Todd, Arcata Main Street Representative (October 2018–May 2019)
- Josh Neff, Arcata Main Street Representative (Beginning June 2019)

Staff support to the Task Force was provided by:

- Kayla Johnson, City Task Force Secretary
- Julie Neander, City Staff Liaison
- Emily Sinkhorn, Redwood Community Action Agency Meeting Facilitator



The City Council directed the Task Force to identify, prioritize and make recommendations on projects and programs that would improve the downtown Plaza with a focus on general safety, economic development, infrastructure improvements, beautification and increasing Plaza activities. Additionally, the Task Force was to:

- Collaborate with key stakeholders (including the business community, Humboldt State University, Community Pride and Peace, and the Living Plaza proponents) and residents to identify priority projects and programs to increase public use and reduce calls for police service;
- Over the course of twelve (12) months, deliver recommendations for immediate, short and long-term actionable solutions that will ensure the critical shift change;
- Develop community outreach strategies to ensure that the residents, businesses and employees on and around the Plaza are updated on the Task Force's efforts and recommendations;
- Provide a forum to share comments, issues or concerns regarding Plaza improvements, including but not limited to beautification, infrastructure, safety, events and activities, economic development and business strategies;
- Identify potential funding sources to support priority projects and programs; and
- Evaluate the long-term structural support that would best provide long-lasting, comprehensive changes for the Plaza.



*Figure 2. Kinetic Grand Championship Sculpture on Plaza. Credit: arcatastay.com.*



## **4.0 Overview of Process**

To fulfill its mission, the Task Force reviewed existing information regarding the Plaza, conducted outreach to various community groups and engaged the support of experts in law enforcement, economic development and design of public spaces.

### **Review of previous feedback**

Early in its process, the Task Force reviewed prior City and community information and recommendations regarding the Plaza (Appendices A, B & D). These included reviewing and discussing:

- Prior minutes/notes from Plaza-related meetings spanning from 1994–2018 including, but not limited to, various City Council/Committee meetings; community/town hall meetings; “Healthy Plaza Initiative” (2005); “Arcata Plaza Action Plan” (2006); and “Streetscape 2000–A Vision for the New Millennium” proposal from the Arcata Downtown Business Community
- Notes from the January 2018 City Council Study Session at the D Street Neighborhood Center
- Public Safety Task Force Final Report Recommendations (2018)
- A Business Survey conducted by Arcata Main Street, Chamber of Commerce and Councilmember Watson in September/October 2017 (34 responses)

### **Outreach, survey process and analysis**

The Task Force participated in extensive public engagement and outreach to various community groups to ensure that all community members and stakeholder groups had an opportunity to voice Plaza concerns. Although there was substantial data collected from prior meetings and reports, it was unclear how extensive the past public process had been. To address this, the Task Force developed a public survey while also working directly with area businesses, youth, the unhoused community, local tribes, families with young children, our Spanish-speaking community and HSU students (Appendix C). Survey questions were deliberately kept open-ended to prevent influencing community responses. Additionally, the Task Force heard community input during public comment at each meeting and received many comments and suggestions via emails and mail. The public survey process included:

- Developing a survey to gather community input, distributing it widely in English and Spanish, digitally and on paper. The Task Force received over 860 responses to this survey.
- Developing and distributing an Event Organizer survey. The Task Force received five responses out of 25 contacted (Appendix E).

Once survey responses were collected, Kellie Wilkerson and Tracie Wynard, HSU Public Sociology graduate students, analyzed the responses and developed a Survey Responses and Analysis Report (Appendix C). They presented the findings to the Task Force at the April 18, 2019 meeting. The analysis helped identify areas of community consensus as well as differences of opinion regarding future recommendations for Plaza improvement. They were also able to provide data on the demographics of who responded to the public survey. Main take-aways from the survey results include:

- When comparing demographics of who responded to the survey to the demographics of our area's population, younger people and people of color were under-represented. White people and people between the ages of 25-74 were over-represented;
- 61% of respondents lived in Arcata, the remainder in other nearby communities;
- Almost 62% of respondents did not have children in their household;
- 68.5% were employed, 15% retired and almost 13% are students;
- When asked, "What aspects of the Plaza are working well?" responses included community events/festivals (61%) and landscaping/groundskeeping (44%);
- When asked, "What aspects of the Plaza are not working well?" 70% included the combination of transient and/or unhoused population, bars, and drug activity;
- When asked, "What are barriers to your use of the Plaza?" 51% included the combination of transient and/or unhoused population, bars, and drug activity;
- 40% of people travel in cars to access the Plaza while another 44% used cars some of the time and walk or bike at other times;
- 37% of respondents stated they would feel safer if the transient and/or unhoused population was monitored more and almost 20% wanted more police presence;
- When asked, "What is your overall vision for the Plaza?" almost 42% of responders envision the Plaza as a community gathering space;
- When asked "How can we better use the Plaza to promote economic activity in Arcata and our region?" 37% of respondents felt more events on the Plaza would promote economic activity. Respondents under this category discussed the transient and/or unhoused population, alcohol-related issues, support for businesses and/or installing signage or a kiosk promoting businesses and things to do; and
- 27% of the suggestions for improving the Plaza included references to more art.

### **Information brought to the Task Force by various professionals**

Over the course of late 2018 and 2019, the Task Force also heard from a cross-section of community experts and organizational representatives including City of Arcata staff, HSU administrators and students, Arcata community school district staff, leaders of community organizations, Plaza-facing business owners, residents, and visitors (Appendix B). This included information such as:

- City of Arcata staff information on the implementation of prior recommendations
- The Coalition for Responsible Transportation Priorities (CRTP) Petition with over 500 signatures
- CRTP's Living Plaza Proposal
- The "2019 Dangerous by Design" report provided by Colin Fiske - Executive Director, CRTP
- Recommendations from Parks & Recreation, Economic Development and Transportation Safety Committees
- Community Development Director David Loya's and Deputy Director Jen Dart's presentations regarding opportunities for economic development and beautification
- APD Police Chief Brian Ahearn's and Detective Luke Scown's presentations regarding City regulations, safety, and collaboration with the Mobile Intervention Services Team (MIST)
- APD Senior Dispatcher Andrea Schutt's presentations on Crime Prevention Through Environmental Design (CPTED)
- Architect Martha Jain's PowerPoint presentation on design of public spaces
- Anjali Browning's presentation regarding Arcata House Partnership, information about the unhoused population, available resources, active programs, etc.

### **Ranking process**

To prioritize the vast amount of information provided to the Task Force, the Task Force developed analysis criteria to evaluate community/expert/committee recommendations as well as prior relevant recommendations (Appendix F). The criteria included the four objectives set by the Council: Beautification/Infrastructure, Economic Development, Increased Community Activities/Programming, and Safety/Regulation. Additional criteria included the City Council's goals of sustainability, a healthy community and racial equity; ease of implementation; consideration of how a recommendation may celebrate diversity by serving all community members; and enhanced access, physical safety, and comfort for all. The Task Force used the analysis criteria and scoring matrix to evaluate and rank all recommendations (Appendices G & H).

While the ranking criteria provided a good guideline for developing the recommendations, the Task Force also felt it had limitations. For example, specific recommendations ranked low even though general solutions of the same nature scored at the top. In addition, while many items consistent with community concerns were ranked high by the Task Force, some priorities among community members and stakeholders did not. The Task Force considered this during its review and when appropriate, incorporated these additional community priorities into the Task Force's final recommendations.

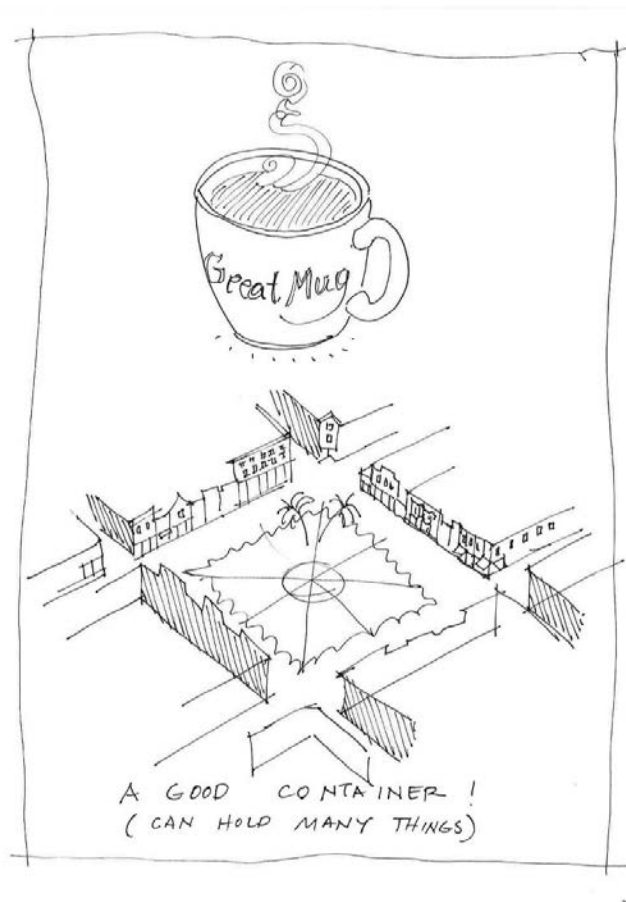
The City Council held a public study session with the Task Force on November 4, 2019 to discuss the Task Force's initial draft recommendations. Input from the community and Councilmembers helped direct the refinement of the Task Force's draft recommendations. The Council was interested in understanding the community's consensus around general recommendations, rather than focusing on very specific actions. The Council also noted that the Public Safety Committee is currently addressing safety issues around the Plaza and requested additional economic development recommendations to be included in the final report.



*Figure 3. Local Plaza-facing businesses.*

## **5.0 Summary of the Top Recommendations**

As noted by Architect Martha Jain during her presentation, the Plaza is “a gift from the past” and “a love letter to the future” located in the heart of Arcata. The City is lucky to have a space like the Plaza, for it is rare that a community owns a public parcel in the center of its town. Various energies occur daily in this special space, ranging from peaceful and empty to bustling with activity. Every person has a right to be there and be allowed to enjoy it as a “community living room.” She emphasized that the Plaza is surrounded by local businesses and that commerce on the Plaza enlivens it. She also noted that the Plaza is like a great mug or good container, because it can hold many things.



*Figure 4. Martha Jain's drawing exemplifying the Plaza as a great mug.*

Consistent with this analogy, the Task Force's list of recommendations aims to protect and improve our public Plaza for the many different roles it plays in the community. In making these recommendations, the Task Force worked to incorporate the diverse opinions/interests expressed by the community and identified common themes that emerged through the survey and community-input process.

Given the complexity of issues facing the downtown Plaza, Task Force members found it challenging at times to set clear priorities knowing that some of the pressing concerns

raised were much larger than the Plaza alone, such as issues associated with alcohol and substance abuse, and people struggling with mental illness. These struggles and the people grappling with them are complex. The need for more substance abuse/mental health resources, housing, and other services are local, statewide, national and global issues. The Task Force recognizes other entities are working with the City on these concerns and supports continued efforts to collaborate with the City of Arcata's Public Safety Committee and local, state, and federal agencies to find solutions for improved mental health resources, housing options, etc. The Task Force members strongly believe these larger matters must be considered and addressed by Council for the benefit of the Plaza and the City as a whole.

While some of the Task Force recommendations address the above-mentioned issues, most of the recommendations are focused on short and long-term actions specific to the Plaza itself. The Task Force recommendations are intended to remake the Plaza into a place the entire community will choose to utilize. The Task Force believes that many of the recommendations can help create significant change on the Plaza. Some are easier to implement while others may take bolder actions that require more time/resources.

Based on the common themes that emerged from community outreach and testimony, the Task Force included the new category of *Increasing Access to the Plaza and Connectivity to HSU, Creamery District, Northtown* to the top recommendations. This supports the other major themes that all have the underlying goal of increasing the number of people visiting and enjoying the Plaza.

Common themes include:

- Increase Access to the Plaza and Connectivity to HSU, Creamery District, Northtown
- Beautification/Infrastructure
- Increase Programming
- Safety/Regulation
- Economic Development

## **6.0 Increase Access to the Plaza and Connectivity to HSU, Creamery District, Northtown**

### **Discussion**

Community input included a desire for increasing access to the Plaza as well as increasing connections to other areas of the City. This aligns with the findings of the Public Safety Task Force's report, which called for increasing safe connectivity between neighborhoods, schools, and public spaces. As a result, the Task Force added *Increasing Access to the Plaza and Connectivity to HSU, the Creamery District, Northtown* to their recommendations.

The community outreach yielded many diverse ideas on how best to increase access to the Plaza. Thus, it was challenging to find solutions responsive to the many different interests expressed, especially when some were in direct conflict - i.e., the desire for more parking on the Plaza vs. the desire to remove cars from the Plaza to promote more pedestrian and bike "friendly" options.

### **Specific Access and Connectivity Recommendations**

- 1) Add wayfinding mapping/signage - Map business info, points of interest, etc., so visitors know what is available and where, as well as how to connect to other areas of the City
- 2) Improve public transit/ridesharing by exploring more night-time hours and use of shuttles for large events



*Figure 5. An Arcata and Mad River Transit Service (A&MRTS) bus traveling around the Plaza. Credit: kiemtv.com.*



- 3) Improve the experience for bicycling
  - a) Install additional bike racks, including covered racks
  - b) Consider requiring Plaza event permittees to provide additional bike racks for their events
  - c) Provide parking-protected bike lanes to and from the Plaza where possible (See photo below of a parking-protected bike lane.)



*Figure 6. Example of the components of a parking-protected bike lane.*

- d) Explore event organizers providing bike valet parking for large events
  - e) Improve bike lanes to and around the Plaza by better demarcating the lanes, for example, utilizing the green painted bike lane option
- 4) Increase opportunities for multi-modal transportation on 8<sup>th</sup> and 9<sup>th</sup> Streets by designating 8<sup>th</sup> and 9<sup>th</sup> Streets as one-way from F to K or N Streets—use the extra lane to enhance bike lanes and bus routes as well as shift some parking in the downtown area off the Plaza (See next page for a one-way design schematic.)



 <p>City of Arcata Environmental Services</p>	<h2>Proposed One Way Changes</h2>	 <p>0 40 80 120 Feet</p> <p>0 10 20 30 Meters</p>
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Figure 7. Schematic of proposed one-way travel on 8<sup>th</sup> and 9<sup>th</sup> Streets.



5) Increase pedestrian safety

- a) Continue to explore temporary/permanent road closures/lane reductions with the Farmers' Market and other events, which can in turn support additional activities on the streets and around the Plaza
- i) With closures and lane reductions maintain/expand ADA pedestrian access, ADA parking and delivery truck access



*Figure 8. Aerial view of Plaza during Farmers' Market.*



*Figure 9. Full street closure during the North Country Fair.*

## **7.0 Beautification/Infrastructure**

### **Discussion**

While there were some specific suggestions on what to add to the Plaza, there was a greater consensus on keeping the Plaza open to function as a community gathering space. Most commenters supported enhancing what is already there as well as keeping the Plaza visually open to allow line-of-sight and maintain the flexibility of the space. Survey responses indicated that most people feel current Plaza landscaping/groundskeeping is working well. A number of respondents wanted to see more art in and around the Plaza. Beautification recommendations complement programming, public safety, and economic development recommendations.



*Figure 10. Pastels on the Plaza event.*

### **Specific Beautification/Infrastructure Recommendations**

- 1) Keep the Plaza visually open and consider removing the center planter to enhance the versatility of the space (See schematic on the following page.)
- 2) Institute a façade/alley improvement program
  - a) Collaborate with businesses and special event organizers on beautification options
- 3) Create visual enhancements to existing structures
  - a) Paint utility boxes, sidewalks, crosswalks, with a visual theme or themes
  - b) Create murals on walls, etc.
- 4) Provide ongoing maintenance to existing structures, signage and pavement/curb markings
- 5) Ensure that all improvements are sensitive to Wiyot culture as well as all cultures





Figure 11. Schematic detailing removal of the central planter on the Plaza.



Figure 12. Photoshopped image detailing removal of the central planter on the Plaza.  
Credit: Terry Torgerson.

## **8.0 Increase Programming**

### **Discussion**

Consistent with the findings of the Public Safety Task Force report there is substantial support for holding more family-friendly and student-friendly activities and events on the Plaza. Reclaiming public spaces by increasing activities and events that are safe and welcoming for all residents and visitors strengthens community ties while also changing the use and users of a space.

While exploring ways to expand programming at the Plaza, the Task Force reviewed the City of Portland, Oregon's five-pronged approach for increasing programming and determined that this approach could work well for Arcata. The five-pronged approach includes increasing City/community partner/drop-in programming, as well as increasing rentals and promoting arts and culture programming.

### **Specific Programming Recommendations**

#### **1) Increase City programming**

- a)** Work with HSU to develop an internship to set up games on the Plaza, e.g., every Tuesday night sponsor Family Game Nights, lawn game rentals and tournaments (chess, corn hole, giant Jenga game, etc.)
- b)** Increase quantity of small-scale events on the Plaza by exploring contract class opportunities such as morning fitness classes, afternoon kid activities, yoga/tai chi/Zumba/dance classes, etc.

#### **2) Increase community partner recreation programming**

- a)** Work with downtown businesses to offer Lunch-on-the-Lawn or Picnic-on-the-Plaza
- b)** Work with area theaters and other organizations to sponsor theater, movie nights
- c)** Work with area art organizations and HSU to develop rotating art exhibits
- d)** Work with the Arcata Library to provide a pop-up library/bookmobile
- e)** Work with the Historical Sites Society of Arcata and HSU to develop and offer historic walking tours/talks
- f)** Seek organizations that may want to provide rental items - corn hole, lawn games, etc.
- g)** Collaborate with community organizations that wish to offer various activities and classes on the Plaza
- h)** Consider temporary information booths and demonstrations including the possibility of incorporating them into the above-mentioned events



- 3) Increase drop-in programming
  - a) Explore moving current City drop-in programming to the Plaza when feasible, e.g., ukulele, hula-hooping, community song circle, samba drumming, badminton, etc.
  - b) Consider new drop-in programs specifically for the Plaza
- 4) Improve the rental process for events held on the Plaza
  - a) Review the City's current permitting process and streamline it for a variety of sizes/types of events by developing different types and prices of permits, depending on the activity and the cost to the City, with an emphasis on ease and affordability
- 5) Promote multi-cultural arts and culture programming, such as coordinating with Indigenous events (e.g. California Indian Big Time & Social Gathering) and encouraging cultural and heritage/faith celebrations



*Figure 13. Bike Rodeo event on the Plaza.*



## **9.0 Safety/Regulation**

### **Discussion**

Concerns related to nuisance behaviors on the Plaza were expressed during the course of the Task Force's work; in the community survey; and in the notes and recommendations from prior community and Council Meetings over the past 25 years (Appendices A, B & C). Many community members feel these behaviors on the Plaza have a large impact on many people's level of comfort and desire to use and enjoy the Plaza.

The Task Force found the work of the Public Safety Task Force to be extremely useful and the Task Force supports the Public Safety Task Force report findings that:

*"Many of Arcata's most commonly complained about public safety problems are social problems that require both social and policing solutions ... building a community-wide partnership for a safe, healthy, and inclusive City is an essential step on the road to reforming our neighborhoods and public spaces ... to do so, we first need to understand the relationship between both feeling safe and being safe. Often, the most visible problems that make residents feel unsafe are not those that pose the greatest potential danger to them. Yet, when they feel less safe, they tend to disengage from public spaces, leaving those spaces more conducive to undesirable activities. For example, despite being among the most complained about issue in public safety meetings, transients and homeless individuals do not necessarily pose the most direct threats to personal safety. They are, in fact, often the most vulnerable population in our City who are themselves targets of crime that largely goes unreported. Their presence in public spaces, however, makes many community members feel unsafe and contributes to an atmosphere of perceived lawlessness that leads many residents to avoid going to those spaces altogether."*

While the Task Force recognizes that solutions to the above issues are beyond the scope of its mission, it fully agrees with the need to address community concerns and these behaviors. The Task Force supports the work and recommendations of the Public Safety Task Force and the ongoing collaboration with Arcata House Partnership, the County and other non-profit, social service entities working on these issues.

Over the course of the Task Force work, a difference of opinion emerged around police presence. While many people wanted a greater police presence, others stated that they felt less safe with too great of a presence. Additionally, APD officers informed the Task Force of the challenges in changing behavior when there is a general lack of penal consequences for lower order arrests. As noted in the Public Safety Task Force report:

*"With state-level changes to the judicial system that erode police enforcement capabilities, a county-wide substance abuse epidemic, a dramatic rise in drug and alcohol-related crime, ... high rates of poverty, unemployment, lack of affordable housing, problems on the Plaza and throughout Arcata ... cannot be*

*addressed through police responses alone. Alternatively, ... investments made in social services and crime prevention measures will pay for themselves by reducing demands on health care and policing services, improving overall quality of life, and possibly encouraging (or at least not deterring) economic growth."*

The Task Force recommendations include both physical and programmatic changes that it hopes will help address the above-mentioned issues.

### **Specific Safety/Regulation Recommendations**

- 1) Upgrade Plaza lighting to dark-sky compliant LED and explore motion-sensitive lighting that steps up illumination when motion is detected
- 2) Establish a safety corridor from the Plaza to HSU utilizing the Public Safety Task Force report recommendations and CPTED safety features such as improving lighting along corridors and on the Plaza, maintaining line-of-sight through the Plaza, updating signs, improving the appearance of utility boxes with artwork, improving benches and crosswalks, and graffiti removal (See proposed HSU Safety Corridor on following page.)
- 3) Consistent with the recommendations of the Public Safety Task Force report maintain/increase police presence, responsiveness, and enforcement of rules on the Plaza and in the downtown area
- 4) Consistent with the recommendations of the Public Safety Task Force report, collaborate with appropriate service providers to establish a formal plan for provision of support services and programs for people in need of mental health services and addiction counseling, as well as support for food and housing insecure community members
- 5) Explore additional regulations as they relate to nuisance behavior
  - a) Consider implementing measures to reduce DUI's, such as staggering bar closing hours, increasing police presence and random checkpoints at peak hours, increasing the hours of public transportation, improving taxi services, and launching designated driver campaigns
  - b) Implement measures outlined in the Public Safety Task Force report including measures to reduce chronic public intoxication, such as establishing an Alcohol Impact Area, No-Serve Lists, possibly restricting alcohol service hours, addressing noise control, implementing business curfews, and enforcing ABC practices for the responsible sales of alcohol



Figure 14. Proposed route for safety corridors between HSU and the Plaza.

## **10.0 Economic Development**

### **Discussion**

While economic development benefits from many of the previously mentioned recommendations, specific recommendations regarding marketing are important as well. It should be noted that an underlying goal of the various recommendations in this report is oriented toward increasing the number of people visiting the Plaza, which could increase the number of visitors to the local businesses and presumably support the economic welfare of those businesses and the City.

### **Specific Economic Development Recommendations**

- 1) Increase marketing, outreach, routine activities and special events
  - a) Work collectively on regional marketing with the various Chambers of Commerce, Humboldt County Visitors Bureau, Arcata Main Street, HSU, etc., via a variety of media to encourage visitors and tourists to Humboldt County and the Plaza as a destination
- 2) Promote the restaurants and businesses on the Plaza, including the expansion of business participation at events
  - a) Enable local vendors to sell products and hold sidewalk sales, include craft vendors
  - b) Allow buskers/musicians to obtain permits
  - c) Allow food trucks to obtain permits to sell food on the Plaza as part of events or on a specified schedule
  - d) Encourage connectivity between Plaza events and Plaza-facing businesses, especially during street closures
- 3) Add parklets in select areas to provide additional outdoor eating options for area businesses
- 4) Consider more infill development in the downtown area to increase foot traffic and energy that will promote increased investment in small businesses and more funds being spent locally
- 5) Work with businesses to provide a diverse range of options and affordability of products and services for consumers to purchase at or around the Plaza that reflect the varied interests of all members of our community



## **11.0 Conclusion**

The Task Force's thorough community engagement and decision-making process over 15 months has yielded recommendations common across the community and which span a range of actions. The Task Force considered and selected recommendations that would provide long-lasting, comprehensive changes on the Plaza. These recommendations include "structural supports" that are physical, operational and cultural.

To be effective, the recommendations selected for implementation by the Council will require ongoing funding and support. Some can be implemented readily while others will take longer. The recommendations will need significantly more funding than the original \$150,000 allocated to this effort. While it was part of the Council's direction to identify potential funding sources to support priority projects and programs, due to the significant amount of public input, the Task Force was not able to include this in its work. The Task Force recognizes that this may slow the process in implementing some of the recommendations.

Despite this shortcoming, the Task Force hopes that the Council will select at least one recommendation from each category and as many more as are feasible to implement in the coming year.

When selecting which options to implement, the Task Force hopes the City Council will consider:

- Staff and community investigation into additional funding sources that can be used to support these recommendations
- Staff assessment of which recommendations are low effort/high reward; low effort/low reward; high effort/high reward; and high effort/low reward based on cost and implementation needs
- Metrics that can be used to determine whether a recommendation is successful or not successful
- A commitment to revisiting implemented recommendations in 12 to 18 months to assess their effectiveness
- Revisiting the list of recommendations annually to determine what was successfully implemented, what is in process, and what should be planned for the future

## **12.0 Appendices**

- A. Background Scope of Work
- B. Information Used to Develop Recommendations
- C. Plaza Improvement Survey, Survey Responses and Analysis
- D. Arcata Main Street Business Survey Results
- E. Event Organizer Survey and Results
- F. Final Analysis Criteria and Example
- G. Scoring Matrix General Recommendations Totals Table
- H. Scoring Matrix Implementation Options Totals Table

## **A. Background Scope of Work**



## **City of Arcata**

### **Plaza Improvement Task Force**

#### **Introduction**

The Arcata City Council has created the Plaza Improvement Task Force to review the public input and improvement ideas and make recommendations to the Council on projects, programs, and solutions to improve the Downtown Plaza.

#### **Objective**

To identify, prioritize and make recommendations to the City Council on projects and programs that would improve the downtown Plaza; with a focus on general safety, economic development, infrastructure improvements, beautification and increasing Plaza activities.

The Plaza Improvement Task Force serves in an advisory capacity to the City Council and City staff on matter pertaining to the Arcata Downtown Plaza. Further, the Task Force is charged with preparing recommendations that could be considered and utilized by the City to downtown Plaza.

#### **Background**

The Plaza is an economic hub for Arcata retail and restaurants and continues to have low vacancy rates and upward trending sales tax revenues. The Plaza has also seen an increase in aggressive interactions and calls for police service. The Arcata Plaza is a primary image of Arcata, creating daily impressions that are absorbed by shoppers, employees, merchants, visitors, students and families. The Arcata City Council has created the Plaza Improvements Task Force to restore the Arcata Plaza as the centerpiece of the community. The community has held several meetings over the past six months and identified the following critical shifts necessary for the Plaza to increase as a Park and event hub as well as an economic engine for the community.

#### **Critical Shifts:**

- Drug dealing never happens on the Plaza.
- People, especially women, enjoy the Plaza free of verbal harassment.
- There are no aggressive dogs on the Plaza.
- Businesses don't have to expend resources dealing with vandalism and trash.
- The Plaza is not an alcohol-related incident hotspot.

#### **Scope of Work**

- Collaborate with key stakeholders (including the business community, Humboldt State University, Community Pride and Peace and the Living Plaza proponents) and residents to identify priority projects and programs to increase public use and reduce calls for police service.
- Within twelve (12) months deliver to the City Council a recommendation for immediate, short and long term actionable solutions that will ensure the critical shift change.
- Develop community outreach strategies to ensure that the residents, businesses and employees on and around the Plaza are updated on the Task Force's efforts and recommendations.
- Provide a forum to share comments, issues or concerns regarding Plaza Improvements, including but not limited to beautification, infrastructure, safety, events and activities, economic development and business strategies.
- Identify potential funding sources to support priority projects and programs.
- Evaluate the long-term structural support that would best provide long-lasting, comprehensive changes for the Plaza.

#### **Task Force Membership**

The Plaza Improvement Task Force is made up of nine (9) members as follows:

- 1 member appointed from and by the Parks and Recreation Committee
- 1 member appointed from and by the Economic Development Committee
- 1 member appointed from and by the Transportation Safety Committee
- 1 member appointed from and by the Public Safety Committee
- 1 member appointed by and representing the Arcata Chamber of Commerce
- 1 member appointed by and representing Arcata Main Street
- 3 members At-Large with consideration given to current plaza engagement groups.

All appointed members must live or work in the City of Arcata. The Deputy Director of the Environmental Services Department will be the staff liaison and an employee from the City Manager's Office will act as the Secretary for the Task Force.

#### **Meeting Schedule**

Once members of the Task Force have been appointed, the Task Force will meet on regular intervals which will be formulated by the staff liaison and Task Force Chair. The Task Force will sunset on April 5<sup>th</sup>, 2019 unless extended by the City Council.

## Condensed Review of Plaza Study Session, January 2018

### **Critical Shifts and general overview**

The group that attended the study session had fairly universal interest in seeing the following critical shifts.

- Drug dealing never happens on the Plaza.
- People, especially women, enjoy the Plaza free of verbal harassment.
- There are no aggressive dogs on the Plaza.
- Businesses don't have to expend resources dealing with vandalism and trash.
- The Plaza is not an alcohol-related incident hotspot.
- There is a reduction in cars during Farmers' Markets.
- At least 1 Police Officer on the Plaza at all times.

Below are the highlights from the four major categories that were tallied from the study session

#### **1. Economic Development**

**Strong Support:** Bulb out siting areas or Parklets on the business side of the Plaza

**Support:** Developing a deeper connection with HSU in strategic ways that encourage more use of the Plaza by students also ranked high along with wayfinding signs, and food trucks

**Less Support or Opposition:** Large attractions such as a Ferris wheel

##### Full Idea List

- Food Trucks
- Outdoor eating areas – widen sidewalks so businesses can have tables service outside
- Non-food vendors
- Spaces for restaurants to have outdoor dining - parklets
- 2<sup>nd</sup> Bathroom Loo (corner of 9<sup>th</sup> and I –coop parking lot)
- Sidewalk and street sales
- Welcoming Businesses for all races and cultures

#### **2. Plaza Beautification**

**Strong Support:** Flowers, more traditional seating, updated and additional recycling and garbage containers and wider sidewalks on the business side ranked high

**Support:** Additional art that worked into the natural settings

**Less Support or Opposition:** Off leash dog area, modern seating and structures ranked low

##### Full Idea List

- More trash/recycling cans and cigarette disposal
- Hanging Flower Boxes
- Closing exterior parking lane and extending sidewalk so all businesses could come out onto the sidewalk
- Planning for driverless cars
- Widening the sidewalks especially at the corners for natural pedestrian flow
- More places to sit – concrete area near flag pole, around the center flower gardens
- Close the streets (keep open to delivery as needed)
- Widen sidewalks near businesses– half or all

- Require businesses to clean their sidewalks
- More street sweeping
- Area for off leash dogs
- Cigarette butt containers
- Classical Music piped on the plaza
- Art that doubles as play or is unique photo ops

### 3. **Public Safety / Regulations**

**Strong Support:** Police presence, community/neighborhood watch, improved lighting, safe-serve training for all bartenders and restriction on single can sales of beer especially the 40oz size

**Support:** A tax on alcohol sold that would help fund additional patrol and a place for the homeless/houseless (away from the Plaza) to be in the community to sit, eat, get warm, and learn about services in the community

**Less Support or Opposition:** Cameras, a substation, increased sobriety check points and restrictions on drink specials

#### Full Idea List

- Kiosk (built or via retro airstream) for Information volunteers and law enforcement
- Extra Police Patrol on the Plaza
- Surveillance Cameras
- Chip your bike program, bike lock giveaway and bike theft education
- No loitering laws
- Brighter lighting – better directed lighting
- Tipplers Tax on alcoholic beverages served and sold
  - Voter approved fee/tax
  - These are grandfathered uses – nuisance abatement for unlawful liquor sales
- Levy tax on ABC licenses that serve after midnight
- Mandatory training for all bar employees
- Volunteer Patrol Presence and Plaza specific volunteer patrol
- Reduce alcohol theft
- Self Defense Classes
- Stricter DUI Check points
- Rolling or early closures for bars
- Restriction on selling individual beer bottles 40oz or all single can/bottle sales
- Eliminate drink specials (i.e. 2 for 1)
- Social Host Ordinance

#### 4. Plaza Activities

**Strong Support:** Free summer concerts and game tournaments (such as chess) ranked the highest

**Support:** There was general support for larger group activities such as tai chi, yoga, movies and theater and for kids' playground equipment that didn't block views or eliminate the multi-use

**Less Support or Opposition:** Permanent fitness equipment and skateboarding ramps

Notes from the Station:

- Themes about playground equipment on the Plaza – participants generally expressed support for small, climbable, artistic pieces, but objected to larger, or brightly colored “plastic-y” equipment like that found in neighborhood parks and in the pictures.
- Similarly, skateboarding pieces and adult exercise equipment were roundly rejected for the plaza space, “belongs somewhere else”. Not an objection to the activity, but to the appropriateness of the space.
- People seemed to favor movable, temporary activities over permanent installations (for example, several people commented that they liked the idea of chess tournaments, but less favorable for a large human-sized chess board that appeared to be a permanent piece.)

##### Full Idea List

- Picnics on the Plaza
- Yoga, Tai chi etc..
- Kids Playground equipment (south side of plaza for sun)
  - Single structures – climbing vs. Multiple structures
- Live music (monthly, weekly??)
- Dance Party Wagon (at midnight getting people out of the bars and dancing around the plaza)
- Plaza Play Groups
- Fitness machines
- Skateboard ramps
- Campaign for community members to schedule plaza time each week
- Discount lunch specials to eat on the plaza
- Shuttle bus from campus to the Plaza
- Senior activities during the day on the Plaza
- Mobile Medical
- Art and Art Classes
- Zumba, Exercise and Dance classes
- Pop up Library
- Choir and vocal music
- Theater and Movies
- Chess and Checkers (small and large sized)
- Corn Hole - always out, sometimes out or tournaments and leagues

## City of Arcata Plaza Improvement Task Force

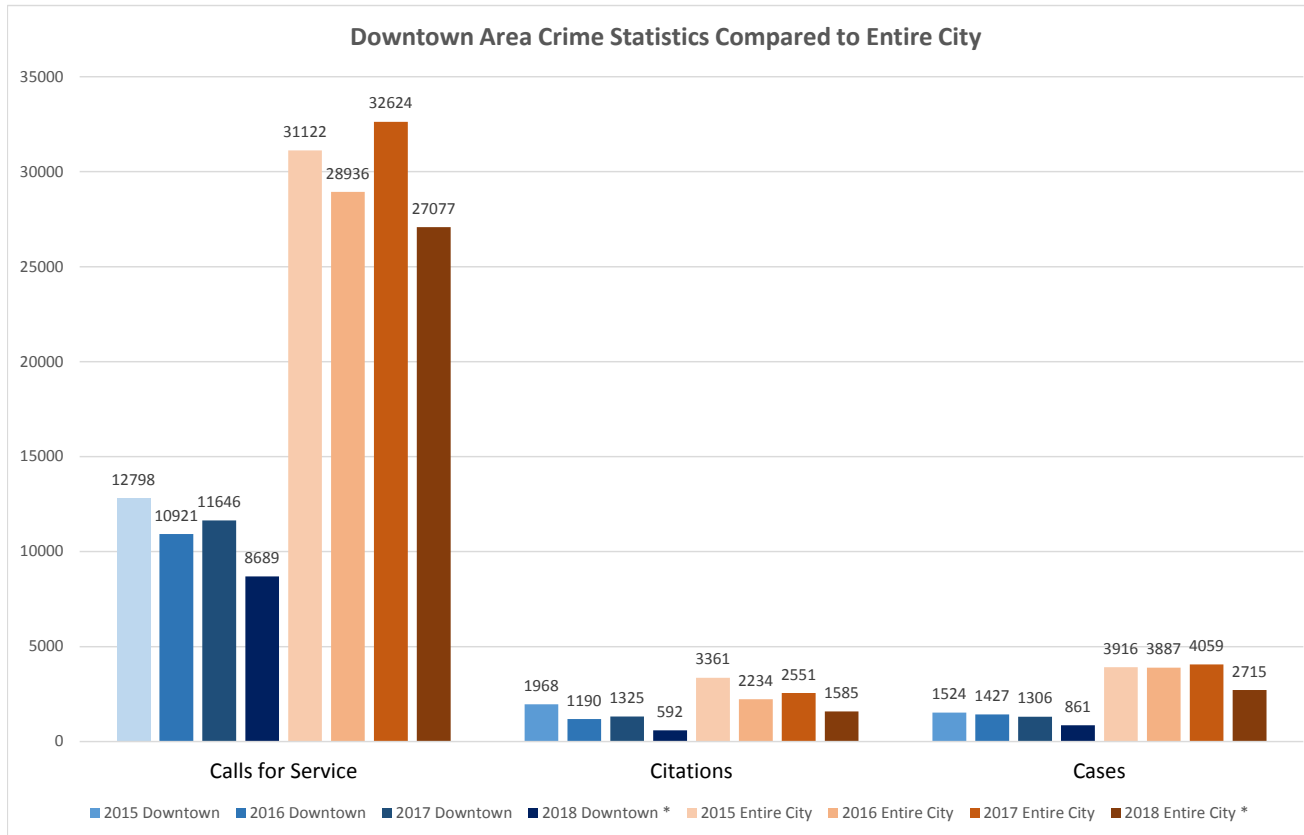
### Plaza updates and additional programming following community input in early 2018

- Formed the Plaza Improvement Task Force
- City Council has approved a starting budget of \$150,000 to implement recommendations from the Task Force to be completed in 2019
- Extra patrol hours around the Plaza now that APD is close to fully staffed
- Four additional full and partial street closures around the Plaza have been piloted for events, particularly on Eighth and Ninth Streets
- Recycling bins have been researched and will be placed next to trash receptacles on the Plaza
- One new food vendor has been operating on the Plaza
- Additional programming on the Plaza
  - Collaboration with Main Street, HSU and CenterArts for a variety of events starting in May: 6 - First Fridays, 3 - Music on the plaza, 3 - Sunday Fundays, HSU Downtown in September, Fairy Festival, etc.
  - Collaboration with We Are Your Community, the Farmers Market and many other organizations to sponsor Diversity Day in May and upcoming October 27
  - CommUnity Pride and Peace offering free weekly yoga on the Plaza
- Arcata Main Street has surveyed plaza businesses on Plaza top concerns and solutions
- Mobile Medical will begin operating near the Arcata Transit Center this fall and outreaching on the Plaza
- Zagster Bike Share installed on the Plaza

## APD Crime Statistics Comparing City to Downtown January 2015-September 2018

Year	Calls for Service	Citations	Cases	% of Total Calls for Service	% of Total Citations	% of Total Arrests
2015 Downtown	12798	1968	1524	41%	59%	39%
2016 Downtown	10921	1190	1427	38%	53%	37%
2017 Downtown	11646	1325	1306	36%	52%	32%
2018 Downtown *	8689	592	861	32%	37%	32%
2015 Entire City	31122	3361	3916			
2016 Entire City	28936	2234	3887			
2017 Entire City	32624	2551	4059			
2018 Entire City *	27077	1585	2715			

\*2018 is January 1, 2018 through October 1, 2018





## **B. Information Used to Develop Recommendations**

## **Summary of Recommendations from City Committees, Presenters, Task Force Subcommittees and Individual Task Force Members**

### **Economic Development Committee (see attached submission for more details)**

1. Institute façade/alley improvement program and encourage area beautification
2. Improve mapping, signage and create sponsorship opportunities
3. Increase marketing, outreach, routine activities and special events
4. Improve access to/from Plaza

### **Parks & Recreation Committee (see attached submission for more details)**

1. Increase access to the Plaza
2. Support beautification of the Plaza by enhancing what is already there
3. Program activation—adopt City of Portland’s 5-prong approach
4. Simplify Plaza permitting process and incentive renting the Plaza at less popular times
5. Increase Information about the Plaza through installation of way-making signs and other ways of letting people know what is going on
6. Increase presence and responsiveness of Police Department and enforcement of rules on the Plaza to increase safety and work constructively with the un-housed population

### **Transportation Safety Committee (see attached submission for more details)**

1. Enhance pedestrian experience through collaboration with stakeholders
2. Improve bike parking - including renting racks for events
3. Develop parking/circulation study for Plaza to support Task Force recommendations
4. Investigate use of private parking areas for large events
5. Explore time/pay/optional pay; change parking configuration
6. Explore road closures/lane reduction; temporary/permanent/with exceptions for emergency vehicles

### **Presentation on 4/18/19: Architect Martha Jain**

1. Consider keeping the Plaza flexible-- Plaza is public space in center of town “community living room” a contained space with various energies that can occur in the space—peaceful and empty or bustling with activity. The Plaza is surrounded with local businesses but the space itself isn’t a sponsored, corporate space like other towns where the only purpose is to sell
2. Add more medium- and small-scale events, giving people an excuse to stop and relax
3. Extend the energy of the Plaza and connect it to other areas of town such as the Creamery District, North Town, Humboldt State University, etc.
4. Question whether the Plaza has a dense enough walk-able population to support a more pedestrian focused space with how car-centric our society is in general. Trial street closures temporarily or for different events, keeping in mind that road closure don’t need to be permanent to be successful

### **Presentation on 5/16/19: Police Chief Brian Ahearn (see attached submission for more details)**

1. Encourage citizens to continue calling the Arcata Police Department to report crime, the potential for crime, disturbances, nuisances and actual or potential disorder
2. Continue to staff the Arcata Police Department at levels that provide a response to calls for service from community members in line with goal of delivering core policing services to Arcata neighborhoods
3. Continue current staffing of two officers that patrol the Plaza and Downtown areas
4. Adopt the Crime Prevention Through Environmental Design recommendations

### **Presentation on 5/16/19: Police Senior Dispatcher Andrea Schutt re: Crime Prevention Through Environmental Design (CPTED)**

1. Have some services for the un-housed community; relocating ‘Food, Not Bombs’ to a different location closer to other resources for the un-housed community
2. Make improvements to existing items on Plaza, i.e. replacing municipal code signage that has been vandalized, fix the broken water fountain, repair the broken mosaic tiling on garbage cans, repaint curbs, trim back shrubbery, etc.
3. Add benches with dividers to discourage sleeping
4. Add skate-stops to ledges to discourage skateboarding on planters
5. Consider an artistic, visual theme for the Plaza with painted crosswalks/utility boxes, etc.
6. Have center of Plaza be visually open to allow for line of sight across the space
7. Encourage businesses to lock/secure dumpsters in alleyways around the Plaza block
8. Upgrade the lighting infrastructure to cohesive, dark-sky compliant LEDs

### **Presentation on 5/16/19: Community Development Director David Loya**

1. Focus on marketing and tourism
2. Work with the other local cities and collaborate to bring people to Humboldt County as a destination-utilizing the Chambers, Visitors Bureau, Main Street, etc. to build up a regional marketing approach
3. Focus, expand and add more key events that define community including the Farmer's Market and Kinetic Sculpture Race to bring more visitors to the area and encourage them to return
4. Promote the restaurants and businesses on the Plaza, including the expansion of brick-and-mortar businesses participation at events
5. Further develop existing Zagster bike-share program to encourage people to ride bicycles to other areas of town including Redwood Park, the Creamery District, the Marsh, etc.
6. Considering more infill development of downtown area--more housing equates to more people, more foot traffic and more energy around the downtown area which equates to more money spent and more investment in the local businesses

### **Plaza Improvement Task Force Subcommittee: Beautification**

1. Increase art, increase landscaping and maintain what we have
2. Increase types of seating
3. Improve sidewalks and lighting
4. Clean-up signage and infrastructure (CPTED)

### **Plaza Improvement Task Force Subcommittee: Economic Development**

1. Increase variety of businesses for all ages
2. Examine permit structure to encourage more use
3. Increase mixed use; add hostel; codes on heights
4. Regulations; re: nuisance behaviors/bouncers/noise control/bar hours/business hours
5. Increase lighting, safety corridor between Plaza and HSU

### **Plaza Improvement Task Force Subcommittee: Increased Programming**

1. Access... add electric vehicle charging, consider “woonerf”— (in process for F Street parking lot)
2. Activate per Parks and Rec recommendations. Increase small events, food trucks, parklets, increase seating. (Change regulations if needed)
3. Partner with Humboldt State University for additional programming opportunities
4. Increase connectivity to other parts of city—i.e. 8<sup>th</sup> and 9<sup>th</sup> one-way loop with increased parking and increase sidewalk width
5. Wayfinding signage, Kiosk, item rentals available
6. Infrastructure = lighting, electrical
7. Booth direction for events – face outside towards businesses instead of towards center of Plaza

### **Individual Task Force Member Input from 6/20/19 Meeting**

1. Need big picture strategy for alternative locations for un-housed population to go
2. Need a range of options of affordability for consumers to purchase at/around the Plaza
3. Explore changing primary access to bars from the alley with emergency exit on 9<sup>th</sup> Street
  - Shifts enforcement spots and opens public area on 9<sup>th</sup>
  - Alley is public from F to I St. Explore delivery and trash use of the alley are there options to accommodate both
  - Rename and improve the alley— such as has been done for Bret Harte Alley
4. Increase community groups/organizations/volunteer involvement on Plaza
5. Look at extending one-way traffic on 8<sup>th</sup> and 9<sup>th</sup> Street from F to K or N Street and use the other lane to increase multi modal transportation (pedestrian, bike, bus) and parking options (see Increased Programming Subcommittee recommendation #4)

**ECONOMIC DEVELOPMENT COMMITTEE RECOMMENDATIONS  
FOR PLAZA IMPROVEMENT BASED ON SURVEY RESPONSES**

- 1) Encourage businesses to maintain storefronts and alleyways in attractive and eye-catching fashion, including lighting, signage, artwork (murals), rotating exhibits, flower baskets, use of seasonal décor, and cleanliness  
*Short version: Upgrade attractiveness of existing businesses and alleyways*
- 2) Work to maintain and attract businesses that serve all age groups (e.g. pet shop, game room)  
*Short version: Have businesses that serve all age groups*
- 3) Work to Increase number and variety of businesses as possible, including affordable food and entertainment, coffee houses, ice cream parlors, game rooms, community gathering places, cannabis lounges, permitted food trucks, etc.  
*Short version: Increase # & variety of businesses to serve all age groups (combined 2 & 3)*
- 4) Improve Plaza area signage so businesses easier to locate; set up kiosk; have volunteer tourist booth/information center/visitors center with local samples  
*Short version: Improve signage, set up kiosk or info booth*
- 5) Create a walking tour that guides people to area businesses and amenities (food, etc.); create on-line app that describes each business/amenity similar to a museum guide  
*Short version: Create walking tour, including on-line app*
- 6) Market the Plaza more, including the businesses there, through the Visitors Bureau and/or Arcata Chamber, on-line and in tourism magazines; provide more Main Street events support  
*Short version: Increase/extend marketing*
- 7) Create special events that encourage people to visit all participating businesses (to receive prize or discount)  
*Short version: Create events that tour businesses for prizes*
- 8) Develop activities such as weekly summer concerts, plays, classes of all kinds that attract people and families including kids to the area; rotating art exhibits & events; shuffleboard, badminton, game area; playground equipment; little library  
*Short version: Promote daytime/nighttime/weekday activities of all kinds to increase Plaza visits*
- 9) Review existing regulations (such as permit fees) to determine if they deter or incentivize public use of Plaza and Plaza activities or Plaza businesses  
*Short version: Review how City regulations deter or incentivize public use*
- 10) Allow one business per week to sponsor the plaza; allow one school/week to sponsor bake sales or other activities to support school programs; coordinate activities w/ HSU and local clubs  
*Short version: Promote Plaza sponsorships or adoptions*
- 11) Create attractive linkages (walkways) between Plaza and Creamery District to draw pedestrians both directions; include Plaza and nearby streets in beautification projects  
*Short version: Create attractive linkages to Creamery district and nearby streets*

- 12) Make area more pedestrian and bike-friendly without significantly eliminating needed parking and thoroughfares; determine viability of closing 8<sup>th</sup> street in front of the bars  
*Short version: Make area more pedestrian friendly*
- 13) Create shuttle or rickshaw, etc. service from off-plaza parking (e.g. at Community Center)  
*Short version: Create public transport options from off-plaza parking*
- 14) Change building codes to allow taller apartment buildings and upstairs apartments (mixed use) to bring more population to the area  
*Short version: Modify building codes to allow mixed use and taller apartments mid-city*
- 15) Encourage development of a hostel for travelers near the Plaza  
*Short version: Encourage development of a hostel*
- 16) Build on ecotourism using native plantings, special exhibits (such as the Otter Project), etc.  
*Short version: Use native plantings, exhibits to encourage ecotourism*
- 17) Limit bar hours and over-serving; maintain police presence while bars are open or place police substation in immediate area; establish “bouncer” policy for bars; consider replacing the bars with more attractive businesses like Brios w/ sidewalk dining if possible.  
*Short version: Address problems created by bars*
- 18) Explore legal and regulatory options to address the negative public behaviors of transients, homeless, panhandlers and intoxicated people such as a) adopting and enforcing public nuisance laws regarding smoking, public indecency, public intoxication, littering, loitering on private property (such as business entries), panhandling and harassment.; b) conducting routine patrol of streets and alleyways 24/7; c) routine daily street cleanup prior to the opening of business; d) regulating hours of bars and requiring bouncers and noise control; e) providing transport to local shelter and/or edge of town and/or to former place of residence or family; or e) use of visible security cameras (by businesses) and lighting to deter loitering, drug dealing, and other inappropriate behaviors.  
*Short version: Address problem behaviors of transients, homeless, panhandlers & drunks*
- 19) Work with HSU to create well-lit “safety corridor” between HSU and the Plaza  
*Short version: Coordinate w/ HSU to develop safety corridor*

#### **EDC RECOMMENDATIONS**

- 1) Institute façade/alley improvement program & encourage area beautification (combine 1, 16)  
Short-Medium Term**
- 2) Improve mapping, signage & create sponsorship opportunities (combine 4,5,10) Short-Medium Term**
- 3) Increase marketing, outreach, routine activities & special events (combine 6,7,8) Short-Medium Term**
- 4) Improve access to/from Plaza (combine 11,12,13) (Medium-Long Term)**

**Defer 2- 3 & 9 (Integrate into Specific Area Plan), 14-15 (Infill project), 17-19 either because not EDC issue or belongs in other committees**



Parks & Recreation 5/30/19  
Draft Notes/Minutes

Julie Neander provided an overview of the Plaza Improvement Task Force (PITF)'s work to date and an overview of resources and suggestions the PITF has received -- surveys, presentations by APD, Economic Development Director, Architect Martha Jain and information from Homelessness in Parks.

Jayne McGuire - Chair of the PITF discussed the themes she saw emerging from the survey, presentations and community comments at the Task Force Meetings and suggested the following recommendations for the Parks and Recreation Committee to consider forwarding to the PITF:

- 1) **Increase access to the Plaza:** There was a theme of wanting more non-motorized access. This could be addressed in a few different ways - wider sidewalks; close down two streets; increased parking off the Plaza (to free up more space on the Plaza); add more bike parking on or near the Plaza; ADA parking locations; incentivize public transportation, for e.g., free bus passes if businesses validate ticket. Improve bike lanes to and in Plaza, and not have cars come in and out of bike lanes, parking protected bike lanes.
- 2) **Support beautification of the Plaza by enhancing what is already there.** Survey responses both felt the plaza was nice the way it is and others wanted more trees and flowers and more art. Recommendations would be to enhance what is already there without increased maintenance work. Enhancements could include native plants; lower profile plants; attractive sidewalks and walkways; more art on existing utility boxes; repair tiled trash cans; cleaning up/freshen up curbs on and near the Plaza. Expand the "Drains to Bay" art. Seek Indigenous art or something that reflects indigenous culture. Crosswalks can be used to promote both safety and beautification if they are enhanced with artwork.
- 3) **Program Activation:**
  - a) **Have Arcata actively adopt the City of Portland - 5-pronged approach to Activating public spaces:**
    1. **City Recreation Department Programming:** For example, find funds for an equipment truck and work with HSU to develop an internship that could set up games on Plaza; e.g. every Tuesday night sponsor Family Game Nights.
    2. **City Recreation Department and Community Collaboration Programming** Examples include Hold a dog walking event on the Plaza - Partner with pet shops, veterinarians, etc.; Lectures on the Plaza with HSU professors, HSU music/theater programs on the Plaza. Tai Chi (at Farmers Market -- can it be at other times?) - National Tai Chi Day. Human Patient Resource Center (HPRC) - would they do free classes on wellness in community on the Plaza?

3. City Recreation Department Drop in Programming - Ukulele, badminton, community song circle, samba drumming
  4. City Recreation Department work to increase Rentals of the plaza both public and private generate revenues Have local vendors come and sell their products. Increase live music on the Plaza. Buskers could obtain a business permit and then get free permits to perform. Food trucks on show nights and other times. Evening Farmers Market.
  5. City Recreation Department works to promote Arts and Culture programs - could be fit into the other 4 above - Examples include Indigenous Festival perhaps timed with the Big Time Pre-show; Encourage cultural celebrations on heritage/faith on the Plaza.
- b) Simplify Plaza permit process. Incentivize renting Plaza at times when it is not popular.

4) **Increase Information about the Plaza through installation of way making signs and other ways of letting people know what is going on.** Examples include a "you are here" map with information on other things happening nearby; locating the Visitor's Center to Plaza; signs on the freeway and Hwy 255 to get people to the Plaza; H Street sign to Plaza attractions and well-placed signage. (Eureka has signs that get you to Old Town). Sign on Plaza showing where else go to including information on walkability to other places such as HSU, Creamery District, Marsh District and North Town. Include on the City's Facebook pages and other online information on what is going on in the Plaza. (Does Recreation already post what is happening?)

Committee member Sheldon Heath suggested a public safety recommendation.

5) **Increase presence and responsiveness of police department and enforcement of rules on the Plaza to increase safety and work constructively with the un-housed population.** For example, there is parking enforcement but no enforcement of no smoking, no drinking, and no dogs. Support work with mental health services for unhoused people including addiction recovery services.

ON A MOTION BY MCGUIRE, SECONDED BY COLES, AND BY UNANIMOUS VOICE VOTE, THE COMMITTEE MOVED TO FOLLOW THE STRUCTURE AND FORMAT OF THE RECOMMENDATIONS PUT FORTH BY JAYNE MCGUIRE AND SHELDON HEATH AND FORWARD THESE RECOMMENDATIONS TO THE PLAZA IMPROVEMENT TASK FORCE. THE VOTES WERE AS FOLLOWS:

The Committee also requested that Recreation staff and the Police Chief be scheduled to come to future Parks & Recreation Committee meetings.

Adjourn at 6:38

# **Transportation Safety Committee Recommendations for the Plaza Improvement Task Force**

## **Alternative Transportation Modes**

### *Pedestrians*

1. Encourage continued collaboration between stakeholders towards enhancing pedestrian experience in the Plaza/Downtown area
2. Replace Plaza lighting with LED bulbs (per CPTED)
3. Repaint all crosswalks & update maintenance plan
4. Update sidewalk & street cleaning maintenance schedule
5. Create permanent, artistic crosswalks (with developed maintenance plan)
6. Widen sidewalks on G & H Streets

### *Bikes*

1. Install additional permanent bike racks, including covered racks
2. Require all plaza event permits to provide additional bike racks
3. Improve bike lanes (possible green paint) to and from the Plaza
4. Install permanent kiosk with maps of bike/trail routes
5. Create clear wayfinding signs, including mileage (Creamery, HSU, Forest, Marsh, Timbuktu)
6. Explore bike parking valet options for large events

### *Public Transit/Ride-Share*

1. Support Mobility-On-Demand efforts (Uber/Lyft/Zip Car)
2. Provide free bus passes if businesses validate ticket
3. Consider establishing a policy for dockless scooters

## **Parking**

1. ***Develop comprehensive parking & traffic circulation study for Plaza/Downtown area to assist the implementation of recommendations***
2. Investigate collaborative uses of private parking areas during Farmers Market or other large weekend events
3. Explore possibilities of timed/paid parking, and/or reconfiguring G & H Streets to angled parking (reduce to one driving lane & allow parking only on the outer side of the Plaza)
4. Explore shuttle service options from HSU/Community Center during large events (bus, golf carts, etc.)
5. Update maintenance plan of painted parking zones (loading, ADA, etc.)
6. Improve APD enforcement of limited timed parking during Farmers Market or other large weekend events

## **Traffic**

1. Consider modifications to improve effectiveness of existing bollards
2. Explore temporary or permanent, partial or full road closures or lane reductions (with specific vehicular exemptions, e.g., emergency vehicles & delivery trucks)

# **Arcata Police Department**

**Presentation To:**

## **The City of Arcata's Plaza Improvement Task Force**



**Thursday, May 16, 2019**

## **Take Aways**

**The data suggests that the majority of reported incidents occur during business hours.**

**As such, community members depend on having APD Officers available to respond to calls for service when the need arises.**

**The Arcata Police Department's staffing model provides that Officers are available to respond to calls for service from community members.**

**APD has reduced response times to Priority 1 Calls For Service by 57 seconds. Our commitment is to provide the most efficient response to calls for service to our community members.**

## **Recommendations**

**Customer service and responsiveness to community concerns are two hallmarks of the Arcata Police Department. It is recommended that citizens continue to call the Arcata Police Department to report crime, the potential for crime, disturbances, nuisances and actual or potential disorder.**

**The Arcata Police Department should continue to have staffing levels that provide a response to calls for service from community members in line with their goal of delivering core policing services to Arcata neighborhoods.**

**Daytime hours generate the highest percentage of calls for service. It is recommended that Arcata Police Department staffing align with community expectations regarding having officers available to respond to calls for service; calls generated by and for community members.**

**It is recommended that the current two officer staffing element that patrols The Plaza and Downtown areas remain in place.**

**Adopt the Crime Prevention Through Environmental Design recommendations which, in conjunction with data driven crime control strategies, best positions the neighborhood to realize an improvement in the quality of life, a reduction in the potential for crime to occur and an enhancement of public safety at The Plaza.**





## **10.4 DOWNTOWN (PLAZA AND F-STREET) RECOMMENDATIONS**

### **CITY OF ARCATA PUBLIC SAFETY TASK FORCE**

## **ARCATA PLAZA: RECOMMENDATIONS AND SUGGESTIONS**

**Submitted to City Council in support of PSTF Final Report on March 7, 2018**

### **INTRODUCTION**

In response to the City's request to submit ideas, notes, and top priorities for the January 8<sup>th</sup> Plaza Study Session, we present here a distillation of our recommendations for the Plaza based on our own analysis of city and police data as well as community input that we have received through interviews, conversations, and meetings. We specifically focus on ideas and suggestions that support the City's goal to reimagine the Plaza as a safer and more welcoming public space for everyone.

### **BACKGROUND**

As the City Council has already recognized, APD is in need of additional officers and many community members have expressed their desire for greater police presence on the Plaza. We argue that in addition to hiring more officers, we can begin to reduce demand on police resources and improve quality of life on the Plaza by focusing on high frequency call locations and offenses in addition to implementing crime reduction measures.

The Plaza and its immediately surrounding area generates approximately 40% of all calls for police service and alcohol related disturbances account for approximately half of those calls. Alcohol-related disturbances are also more likely to be violent in nature. For this reason, we strongly recommend efforts to reduce over-consumption of alcoholic beverages in and around the Plaza.

In the last three years, Arcata has also seen a significant increase in felony warrant arrests. In a 2006 report by the Baron Center, it was estimated that a relatively small number of offenders—under 200—commit the large majority of public disturbances. Of those, it was estimated that approximately half are on parole. Consequently, we believe measures that address or deter repeat offenders could be effective in altering the population on the Plaza. However, we would like to note that many officers have told us ticketing and arresting does not deter chronic offenders, who have little to no fear of the

penal system, especially given the general lack of penal consequences for lower order offenses.

Thus, all of these measures, while likely to be temporarily effective, will also need to be supported by long-term investment in social services and community policing strategies if we are to see true reform on the Plaza. With state-level changes to the judicial system that erode police enforcement capabilities, a county-wide substance abuse epidemic, a dramatic rise in drug- and alcohol-related crime, and a significant percentage of the population crippled by high rates of poverty, unemployment, and lack of affordable housing, problems on the Plaza and throughout Arcata will only worsen if ignored and cannot be addressed through police responses alone. Alternatively, we contend investments made in social services and crime prevention measures will pay for themselves by reducing demands on health care and policing services, improving overall quality of life, and possibly encouraging (or at least not deterring) economic growth.

## **REGULATIONS, POLICIES & LAW ENFORCEMENT**

- Consider Measures to reduce repeat offenses, such as implementing a Persistent Violator Ordinance or training local businesses and residents on filing coordinated restraining orders
- Consider implementing regular high-profile parole & warrant sweeps / raids.
- Consider implementing measures to reduce chronic public intoxication, such as establishing an Alcohol Impact Area, No-Serve Lists, possibly restricting alcohol service hours, implementing business curfews, and enforcing ABC practices for the responsible sales of alcohol.
- Consider implementing measures to reduce DUI's, such as staggering bar closing hours, increasing police presence and random checkpoints at peak hours, increasing hours of public transportation, improving taxi services, and launching designated driver campaigns
- Improve enforcement of existing laws and ordinances
- Continue to support increased police staffing
- Consider expansion of homeless court that could resolve minor offenses in Arcata, and place an emphasis on channeling non-serious offenders into appropriate social and mental health services.
- Support diversion and reentry efforts that reduce engagement with law enforcement
- Consider educating public on service animal policies and posting signage about the consequences (\$1,000 fine) for falsely claiming service animal status.
- Consider installation of voluntary "spare change for real change" kiosks (in lieu of parking meters, Plaza patrons can voluntarily "pay for parking" at kiosks to pay for Plaza security improvements.)

## **CRIME PREVENTION INFRASTRUCTURE**

- Evaluate night lighting on Plaza

- Consider adding surveillance camera locations
- Consider training and incentivizing businesses to add surveillance and other crime prevention measures at their locations
- Consider community walk-throughs to evaluate alley way accesses and lighting
- Add locker storage compartments at bus terminal or elsewhere for travelers to store their belongings instead of cluttering the Plaza.

## **SOCIAL AND HUMAN SERVICES**

- Community Pride and Peace is currently working on a Code of Conduct and creating a Plaza Business watch group. Consider supporting these efforts.
- Consider creating and hosting a website to act as a clearinghouse for events and social services offered by local community groups to encourage greater participation
- Support Arcata House Partnership in its efforts to increase the number of beds for transitional housing clients.
- Support and augment the work of Arcata's crisis intervention team.
- Consider offering training for businesses and community members in communication techniques for interacting with difficult people and the mentally ill, as well as basic self-defense and personal safety.

## **EQUITY AND INCLUSION**

- Consider removal of McKinley statue. (If replaced by gazebo-like structure, as some have suggested, consider adequate lighting along with a raised platform and locking barrier to deter unwanted use of the structure.)
- Support efforts to train business owners and community members in the principals of equity and inclusion

## **ACTIVITY AND EVENT PLANNING (COMMUNITY BUILDING)**

- Expand family-friendly activities on the Plaza, such as lawn games – consider adding a kiosk that lends or rents lawn game equipment, bicycles, etc. (The kiosk could also be a place to encourage respect for Arcata Code of Conduct, direct individuals to services and to storage facilities for belongings, etc.)
- Expand night time activities and services on the Plaza
- Expand public transportation hours to encourage increased night time use of the Plaza
- Participate in events such as National Night Out
- Consider proposals for Living Plaza to change Plaza uses and users, including reducing through traffic, temporary street closures, and expanding informal food services, such as food trucks and small vendors.
- Support, expand upon, and promote community clean-up days currently hosted by CPP, perhaps add events to clean-up days such as picnic in the Plaza or BBQ on the Plaza.

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## SHORT-TERM RECOMMENDATIONS FOR ADDRESSING ISSUES RELATED TO HOMELESSNESS ON OR NEAR THE ARCATA PLAZA

Anjali Browning

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### Homelessness in Humboldt

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- 2019 PIT Count – 1,473 unsheltered individuals in Humboldt (out of approx. 136,000)
- Per capita, Humboldt County has more than 3 times the state average of 34 per 10,000
  - Eureka — 653
  - Arcata-Manila — 263
  - Garberville-Redway-Benbow — 220
  - McKinleyville — 121
  - Fortuna-Loleta-Ferndale — 83
  - Willow Creek-Weitchpec-Orleans-Pecwan — 49
  - Rio Dell — 40
  - Blue Lake — 14
  - Orick — 14
  - Petrolia — 10
  - Trinidad — 6
  - Total — 1,473 out of a total population of 136,373 (108 out of 10,000)
- We know these numbers are conservative
- In Arcata, on any given night, there are as many as 400 individuals on the street or in cars

### Who are People Experiencing Homelessness in Arcata?

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- On average:
  - 3 in 10 are under age 18
  - 2 in 10 are LGBTQ youth
  - 3 in 10 are minorities
  - 3 in 10 have a serious mental illness
  - 3 in 10 have one or more substance dependencies
  - 4 in 10 are women and girls
  - 5 in 10 are women and children fleeing Domestic Violence
  - 5 in 10 are over age 50
- Fastest growing populations experiencing homelessness:
  - Families with children, often the working poor**
  - Medically infirm**
  - Seniors (over 50 years old)**
    - 44% of seniors experiencing homelessness, became homeless for the first time after age 50; many have become homeless for the first time after age 70.
    - Many more seniors are at risk:
    - Currently 1 in 6 Californians over 60 live below the poverty line and are at high risk of losing their housing.

- 10-15% of homeless population are *chronically homeless* (been homeless for more than a year and have a permanent disability); these individuals account for approximately 50% of emergency and social services; this will increase as growing numbers of elderly and medically fragile individuals fall into homelessness
- In sum, people experiencing homelessness are a diverse population
- Their numbers and degree of vulnerability are increasing rather than declining throughout the state and the county

## What is being done currently in Arcata?

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- City of Arcata created a Homeless Solutions Working Group to discuss and strategize potential short- and long-term solutions to homelessness in Arcata
- City of Arcata applied for and received funding for 5 new affordable housing units (to be managed by Arcata House Partnership)
- City of Arcata continued to offer the TBRA program to help prevent at risk individuals from losing their homes
- Arcata House Partnership currently operates a partially-funded walk-in services and referral center at the Annex, an 18-cot emergency weather shelter (October – March) partially funded through church partners, a 20-bed long-term adult shelter, a 10-family long-term family shelter, a 5-bed reentry program shelter, and provides permanent housing for approximately 35 households at any given time. (In all, AHP shelters and houses between 80 and 110 people on any given night)
- AHP provides unfunded restrooms and showers at the Annex from 1-4pm, Monday – Friday
- Arcata House Partnership applied for and received funding for expanding the adult shelter by 5 additional beds and partial operational funding for the next two years (the adult shelter is currently operating at about 25% of the funding actually required and the family shelter is unfunded)
- Arcata House Partnership applied for and received funding to add 5 new permanent housing vouchers for victims of domestic violence in 2020
- City of Arcata is currently considering approval of a Safe Car Park to expand AHP shelter services
- Arcata's Crisis Intervention Team meets monthly to discuss the City's top 10 service utilizers and how to best meet their needs and MIST does a ride along with police once each week
- Arcata House Partnership, Food for People, and numerous Church partners provide free lunches Monday through Saturday and weekly free pantry services but much more is needed
- Open Door Mobile Medical Van provides free medical services in Arcata weekly (at Annex & Valley West)

## Recommendations for Arcata Plaza

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- There are 2 Primary Types of Solution Sets:
  1. **Long-Term:** Reduce the overall occurrence of homelessness by securing supportive services, affordable housing, and employment for people currently experiencing homelessness or at risk of becoming homeless
  2. **Short-Term:** Reduce the immediate suffering and negative impacts of homelessness on and around the Plaza by providing interim assistance and other places for unsheltered individuals and families to be and become stable

- Long-Term Recommendations:

City, County, State, and Federal support for expansion of supportive services and affordable housing is the primary solution to reducing the overall occurrence of homelessness (in addition to improving racial, sexual, and economic equity). Short of that support, communities and local organizations must redouble efforts to provide interim solutions, including temporary shelter and affordable housing, and advocate for community and local and state representative support

- Short-Term Recommendations:

1. **Volunteer Support Network for Homeless Services Providers:**

Fortify and increase the volunteer pool for providing/augmenting homeless services at Arcata House Partnership by assisting with the recruitment, training, and organization of potential volunteers.

2. **Volunteer Homeless Advocates:**

Support efforts to build a team of advocates for persons experiencing homelessness, that could provide ongoing and intensive one-on-one advocacy and support services along the lines of “co-pilots” in Eureka’s Uplift program.

3. **Support/Expand Bathroom Facilities:**

Help support toilet and shower utility costs and staffing to continue/expand hygiene services at the Annex and/or consider installation of portable outhouse at the transit center.

4. **Shelter Bed Expansion / Safe Car Park:**

Support ongoing operational costs and the addition of beds at Arcata House Partnership’s Shelters and/or support the establishment and operation of a safe car park for families to help more individuals safely transition off the street and into permanent housing.

5. **Full-Service Day Center / Warming Center / Extreme Weather Shelter**

Facilitate permission/agreement on full-service day center / warming center that can provide hot meals on a daily basis out of the Annex (and Valley West) and support/expand capacity for extreme weather shelter.

6. **Expanded Off-Plaza Food Service**

Support expanded engagement and outreach through providing food service at more locations throughout Arcata

7. **Storage lockers:**

Install storage lockers at the transit center or the Annex for homeless individuals to leave their belongings while attending essential appointments and job and housing interviews as they work toward financial and housing stability.

8. **Bus Passes:**

Establish a free or reduced-price bus pass fund to assist homeless individuals in getting to their appointments to secure income, housing, and medical attention.

9. **Fine/Ticket Forgiveness:**

Work with the county to forgive old compounded fines and tickets for infractions related to homelessness that prevent many individuals from obtaining needed services and assistance.

10. **Day Work Program:**

Establish a day-worker program for people experiencing homelessness to secure flexible income, establish work experience, and positively connect with their community as they strive for a more stable livelihood.



### **C. Plaza Improvement Survey, Survey Responses and Analysis**

# City of Arcata Plaza Improvement Survey



The City of Arcata Plaza Improvement Task Force seeks community input on recommendations to improve the downtown Plaza. Using the community input, recommendations will be made to the Arcata City Council for improvements related to general safety, economic development, infrastructure improvements, beautification and increasing Plaza activities.

1. What aspects of the Plaza are working well? \_\_\_\_\_

\_\_\_\_\_

2. What aspects of the Plaza are not working well? \_\_\_\_\_

\_\_\_\_\_

3. What are barriers to your use of the Plaza? \_\_\_\_\_

\_\_\_\_\_

4. How do you get to the Plaza? (mode of transportation) \_\_\_\_\_

\_\_\_\_\_

5. What brings you/would bring you to the Plaza? \_\_\_\_\_

\_\_\_\_\_

6. What would make you feel safe/safer and welcome/more welcome on the Plaza? \_\_\_\_\_

\_\_\_\_\_

7. What is your overall vision for the Plaza? \_\_\_\_\_

\_\_\_\_\_

8. How can we better use the Plaza to promote economic activity in Arcata and our region? \_\_\_\_\_

\_\_\_\_\_

9. Do you have any other suggestions for improving the Plaza? \_\_\_\_\_

\_\_\_\_\_

## Demographic Questions

We are requesting demographic information to ensure our public input is as inclusive as possible and that we are reaching a wide variety of groups in our community. Please note that all of these questions are optional to disclose.

### 1. Location / Where do you live?

- ☐ Downtown Arcata
- ☐ Other Arcata Neighborhood
- ☐ Eureka
- ☐ McKinleyville
- ☐ Blue Lake
- ☐ Trinidad
- ☐ Fortuna
- ☐ Humboldt County
- ☐ Other \_\_\_\_\_

# City of Arcata Plaza Improvement Survey



## ***Demographic Questions, continued***

### **2. Age / What is your age?**

- ☐ Under 12 years old
- ☐ 12-17 years old
- ☐ 18-24 years old
- ☐ 25-34 years old
- ☐ 35-44 years old
- ☐ 45-54 years old
- ☐ 55-64 years old
- ☐ 65-74 years old
- ☐ 75 years or older

### **3. Employment Status / Are you currently ... ?**

- ☐ Employed for wages
- ☐ Self-employed
- ☐ Not employed, currently looking for wage work
- ☐ Not employed, not currently looking for wage work
- ☐ A student
- ☐ Military
- ☐ Retired
- ☐ Unable to work

### **4. Ethnicity / What is your ethnic origin?**

- ☐ Asian / Pacific Islander
- ☐ Native American or American Indian
- ☐ Black or African American
- ☐ Hispanic or Latino
- ☐ White

### **5. Number of children in your household?**

- ☐ No children
- ☐ 1 child
- ☐ 2 children
- ☐ 3 children
- ☐ 4 children
- ☐ 5+ children

## **Plaza Improvement Task Force Updates**

If you would like to stay up to date with the Plaza Improvement Task Force or for more information, please provide your email address.



## La Ciudad de Arcata grupo de trabajo para mejorar la Plaza de Arcata

Este grupo de trabajo busca recomendaciones de la comunidad para mejorar la Plaza de Arcata. Estas recomendaciones acerca de la seguridad pública, el desarrollo económico, mejoras de infraestructura, embellecimiento y incrementación de actividades, serán propuestas a la Ciudad de Arcata.

1. ¿Cuáles aspectos de la Plaza trabajan bien? \_\_\_\_\_

\_\_\_\_\_

2. ¿Cuáles aspectos de la Plaza no trabajan bien? \_\_\_\_\_

\_\_\_\_\_

3. ¿Qué son barreras personales para usted que prohíben el uso de la Plaza? \_\_\_\_\_

\_\_\_\_\_

4. ¿Cómo viaja usted a la Plaza? \_\_\_\_\_

\_\_\_\_\_

5. ¿Qué es lo que lo trajo a usted a la Plaza? \_\_\_\_\_

\_\_\_\_\_

6. ¿Qué haría para hacer se sentir más seguro y bienvenido en la Plaza? \_\_\_\_\_

\_\_\_\_\_

7. ¿Qué es su visión hacia el futuro de la Plaza? \_\_\_\_\_

\_\_\_\_\_

8. ¿Cómo se puede mejor utilizar la Plaza para el desarrollo económico de la Ciudad de Arcata y nuestra región? \_\_\_\_\_

\_\_\_\_\_

9. ¿Tiene usted algunas otras sugerencias para mejorar la Plaza? \_\_\_\_\_

\_\_\_\_\_

### Demografía

Buscamos información demográfica para asegurar que alcancemos grupos de amplia variedad. Estas preguntas son opcionales.

1. ¿Adónde vive?

\_\_\_ En el centro de la ciudad de Arcata

\_\_\_ Otra vecindad de Arcata

\_\_\_ Eureka

\_\_\_ McKinleyville

\_\_\_ Blue Lake

\_\_\_ Trinidad

\_\_\_ Fortuna

\_\_\_ Condado de Humboldt

\_\_\_ Otro \_\_\_\_\_



## **Demografía...**

### **2. ¿Qué es su edad?**

- ☐ Menos de 12
- ☐ 12-17
- ☐ 18-24
- ☐ 25-34
- ☐ 35-44
- ☐ 45-54
- ☐ 55-64
- ☐ 65-74
- ☐ 75 o mayor

### **3. ¿Situación laboral?**

- ☐ Empleado por salario
- ☐ Empleado por cuenta propia
- ☐ Desempleado, buscando trabajo
- ☐ Desempleado, no buscando trabajo
- ☐ Estudiante
- ☐ Militar
- ☐ Retirado
- ☐ Incapacitado

### **4. ¿Etnicidad?**

- ☐ Asiático / Isleño Pacífico
- ☐ Nativo Americano o Indio Americano
- ☐ Negro o Afroamericano
- ☐ Hispano o Latino
- ☐ Blanco
- ☐ Otro \_\_\_\_\_

### **5. ¿Número de niños en su hogar?**

- ☐ Sin hijos
- ☐ 1 hijo
- ☐ 2 hijos
- ☐ 3 hijos
- ☐ 4 hijos
- ☐ Más de hijos

## **Notificaciones del Grupo de Trabajo de la Plaza de Arcata**

Si quiere ser notificado de actualizaciones o para más información, escriba su dirección de correo electrónico.

# Plaza Improvement Task Force Report

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SURVEY RESPONSES AND ANALYSIS

Kellie Wilkerson & Tracie Wynand  
MA CANDIDATES, PUBLIC SOCIOLOGY | HUMBOLDT STATE UNIVERSITY



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## Introduction

The following report combines five separate survey tools distributed to ascertain community attitudes towards the Arcata Plaza. In order to conduct data analysis on this survey, each response was given a corresponding numerical code to group popular responses for statistical analysis. The grouping categories for each variable are in the next segment, Coding of Variables.

In order to merge different surveys with varying questions, some responses were given the code of zero, which indicates that the respondent was not asked that specific question. The subsequent categories underneath each variable (denoted by alphabetical letters) give examples of the different variety of actual survey responses, verbatim examples of frequent responses. The variables were combined in order to ensure no category was too small for proper analysis, with less than five responses being too small for analysis. Each response was put into a specific category based on the overarching theme the respondent was conveying.

The next segment, Demographics, compares the demographics of survey respondents to the United States Census results of the City of Arcata and Humboldt County.

The following segment, Survey Results, details the overall survey responses and what the community appreciates and dislikes about the Arcata Plaza by giving the counts (frequencies) and percentages of responses to each survey question. Not all surveys collect demographic information, so expect a high number of invalid responses.

In addition, as is common with every form of research it is important to add a disclaimer regarding the validity and reliability of the survey. The validity of the data is rather low, based on the survey design and questions being broad and not offering a platform for specificity. With the assumption that the survey was truly randomly distributed, the reliability would be moderate.

## Coding of the Variables

This section separates each variable used in the data analysis. The numerical code represents the associated label, and the subsections underneath are actual descriptive responses of the participants, for more in-depth detail and an elaborate understanding of attitudes.

**WKINGWELL** (Variable Name)    What aspects of the Plaza are working well?  
(Variable Label/Question asked)

### **1      Community Events/Festivals**

- a. Farmer's Market
- b. Fairy Festival
- c. Oyster Festival
- d. Special events
- e. Pastels on the plaza
- f. North Country Fair
- g. Community Activities
- h. Holiday Events
- i. Monthly Friday Arts
- j. The ability to close it off for events
- k. Great place for community gathering

### **2      Landscaping/Grounds-keeping**

- a. Greenery
- b. Flowers and trees
- c. Plants/landscaping
- d. Aesthetically nice space, well maintained
- e. Beautiful place, it's a special place
- f. Landscaping/benches
- g. Being kept clean
- h. Space to relax and walk
- i. Sidewalks, grass and trees are highly functional

j. Space, shared community space

k. Design of the Plaza

l. Decorations (for holidays)

m. Non-smoking

### 3 Local Businesses

a. Shopping

b. Restaurants

c. Food and shopping

d. Mazotti's, Brio

e. Commerce

### 4 Nothing

a. None

b. I never go there anymore

c. Hard to answer since it has been taken over by the transient population. There are stores I want to go to. Restaurants we'd love to eat at but there's no parking. And I've never been to the plaza and NOT seen someone passed out from drugs/alcohol. I've also never not been asked for \$\$ by some stinky, crazy, homeless person.

d. I avoid it because of the plazoids

### 5 Central Location

a. Parking, bike availability

b. Traffic flow, parking, public events and celebrations

c. Natural gathering place

d. Slacking on Sundays

### 6 Combination

a. Events, merchants

b. Grass, farmer's market, stores

c. Family atmosphere, farmer's market, nice shops and restaurant

d. Combination of local businesses, landscaping, community events

e. Most stores, farmer's market, overall appearance, size, central location

f. Events are good, bike share and bike racks are nice, good restaurant

The respondents who answered a combination of things typically liked how the variables interacted with one another. Many like how the landscaping provided a beautiful setting for events and festivals and the central location allowed easy access in combination with the local businesses providing accessibility and entertainment.

7      **Transient/Unhoused Population**

- a. The bums hanging out on the corner
- b. The lack of cops

8      **Everything**

- a. It's good as it is
- b. Most things

9      **Pedestrian Accessibility**

- a. Pedestrian centric environment

10     **Police Presence**

- a. Having a police presence

99     **Invalid Responses**

- a. The culture
- b. Any reference to the McKinley statue
- c. Food not bombs being allowed
- d. Luke's response time seems to be pretty good
- e. No response

**NOTWELL      What aspects of the Plaza are not working well?**

1      **Transient/Unhoused Population**

- a. People sleeping in the grass, smoking
- b. The vagrants, homeless, panhandlers
- c. Abusive and abrasive homeless population
- d. The invasion of homeless/trimmigrants/other undesirables
- e. Shady people hanging out on the bar side

- f. Hobos
- g. Loiterers
- h. The transients, everyone smoking marijuana stinking up the place
- i. The riff-raff
- j. Aggressive, threatening, low class addicts
- k. Homeless and tweakers
- l. References to the dogs

## 2 Bars

- a. Too many bars and cannabis outlets
- b. Bars and drunks
- c. Dive bars and sketchy characters
- d. Too many bars which brings crime

## 3 Drugs

- a. The heroin
- b. Festivals with drinking, smoking, drug selling
- c. Drug dealing
- d. Dirty sidewalks, drug/alcohol cultures
- e. Smoke stores

## 4 Landscaping

- a. The disappearance of lovely plants
- b. Cleanliness
- c. Clean bathroom
- d. Wheelchair accessibility
- e. The broken water fountain
- f. A covered area would be nice
- g. We need an area or some device that monitors responsible cigarette disposal

## 5 Everything

- a. All

## 6 Safety

- a. Lack of police presence
- b. The way APD operates there
- c. Too many cops
- d. Transients can hang out for hours and harass people, smoke pot and loiter, we've observed a few fights and had to call the cops. It doesn't feel safe most of the time. We will avoid the plaza especially with our four children.
- e. I used to work downtown and was assaulted by one such homeless man (grabbed by breast). Reported to APD and of course was ignored, was repeatedly sexually harassed when I worked downtown.
- f. The smoking ban hasn't been successful, lack of enforcement of existing laws about dogs

## 7 Parking/Cars/Street Concerns/Walkability

- a. Too many people in small spaces, not enough parking
- b. Too many cars, traffic distracts from pedestrian use

## 8 Combination

- a. Homeless, lack of police presence, trimming season, smell, lack of parking
- b. The complete failure to enforce 'normal rules of decency'
- c. The plaza feels dirty and unsafe, there are too many transients, the sidewalks are dirty and people should not be allowed to loiter or camp
- d. Dive bars and sketchy characters
- e. Events that get too wild/too much alcohol. Distance pedestrians must travel from intersections, impatient drivers speeding
- f. Issues including not monitoring dogs

## 9 Farmer's Market/Festivals

- a. Too crowded, not wheel-char/stroller friendly
- b. The impact events have on surrounding businesses
- c. Not allowing gatherings during events like Halloween and New Years

## 99 Invalid Responses

- a. No response
- b. Lower cost food



## BARRIERS      What are barriers to your use of the plaza?

- 1      **Transient/Unhoused Population**
  - a. Unsavory people occupying the space
  - b. The hobo scene
- 2      **Drug Use**
  - a. Fear of needles and intoxicated violent transients
- 3      **Bars**
- 4      **Parking/Cars/Street Concerns**
  - a. Too few handicap spaces
  - b. Parking and parking tickets
  - c. Parking too far away
  - d. Congestion of cars and pedestrians. It feels chaotic.
- 5      **Cleanliness/Aesthetic**
- 6      **Arcata Police Department**
  - a. Inability of APD to fully deal with harassment issues
  - b. Responses directed specifically at APD
- 7      **Safety**
  - a. Public safety
  - b. Not family friendly
  - c. The groups of people on the corners and concerns about personal safety
  - d. Crossing the street
  - e. Harassment from drug dealers and unpleasant family vibe
- 8      **Location**
  - a. Living in McKinleyville
  - b. Moving to Eureka
  - c. I don't live in Arcata
  - d. Transportation

9 None

10 Combination

a. Parking and transient population

b. The bar scene and the homeless populations

c. Loitered. The scare, dirty, people that hang out in the alleys.

The combination variable represents respondents who face multiple barriers that all intersect.

11 Other

a. Bad weather

B. Can't bring our dogs and there is no other nearby dog park

99 Invalid Responses

a. No response

b. See above

GETTOPLAZA How do you get to the Plaza?

1 Vehicle

2 Walk

3 Bike

4 Bus

5 Combination

a. Walk and bike

b. Drive or bike

c. Walking or driving

99 Invalid Responses

a. No response

## SAFER      What would make you feel safe/safer and welcome?

### 1      Already Feel Safe

### 2      Monitor Transient/Unhoused Population

- a. No loud, hostile, drug types
- b. No strung out homeless people
- c. Remove the homeless and panhandlers
- d. Clear out the undesirables, make it family friendly
- e. Less bums/plazoids
- f. Clean up aggressive people
- g. Lack of the scary dirty people

### 3      Dismantling Bars/Dispensaries

- a. No bars or dispensaries
- b. Closing some of the bars. Discouraging public consumption on the plaza
- c. Get rid of liquor outlets

### 4      More Police

- a. Enforce the laws, no smoking, dogs, loitering
- b. Increased police presence
- c. A police officer on duty. Less drunk and drugged
- d. Crossing guards at corners
- e. 24 hour a day police officer present
- f. Dedicated peace officers

### 5      Less Police

### 6      Accessibility

- a. More walking room and/or parking
- b. Get rid of the cars
- c. More benches
- d. More lights

### 7      Other

11

- a. Combination
- b. More organized activities, a kids play structure
- c. Family friendly events

## 9 Invalid Responses

- a. No response

## VISION What is your overall vision for the Plaza?

### 1 Exactly as it is

- a. I like it the way it is

### 2 Safer Place

- a. A safe, clean space for music, events and shopping, with no alcohol served

### 3 Gathering place for the community

- a. A real hub of community building for all ages
- b. Cultural center

### 4 More Pedestrian

- a. I think a lot could be improved by limiting traffic. Maybe two streets are just for pedestrians. Extend the green space further.

### 5 Family Friendly

- a. I wish it was more family & business oriented. Safe place to let kids play or eat lunch in nice weather

### 6 Decrease in Transient/Unhoused Population

- a. What is now minus hatred and homelessness. Just a lot of cool, progressive folks trying to hang out and ignore the travesties of our corrupt government.

### 7 Other

- a. More art
- b. Tall, impressive, kinetic (moving sculptures, changing the name to Peace Plaza or Plaza for Social Justice
- c. Pretty much as it is with McKinley gone; FM solidly supported; live music, activities, good retail and food. Lots of pedestrians, children, families, diversity. Officers on bikes and scooters or walking.
- d. More permanent food trucks especially on the weekends and Summer. Get rid of the statue and replace with something useful/beneficial to the community.

## 99 Invalid Responses

- a. Don't know
- b. No response

## BETTERUSE How can we better use the Plaza to promote economic activity in Arcata and our region?

### 1 Family Friendly

- a. A family friendly location that puts the businesses first and emphasizes the green space as a location that people feel comfortable gathering and enjoying. We used to like to sit on the lawn and let the kids play; I would not allow my child to play on the lawn anymore; I have witnessed people urinating on the lawn amongst other things

### 2 Clean it up

- a. Make it feel safe
- b. Clean it up
- c. Just make it more inviting and wholesome and healthy.

### 3 Landscaping

- a. Landscaping. Make a rose garden or generally more things to look at. Maybe a local sculpture garden.
- b. Have a covered space
- c. More plants, broad walkways, more seating to make it appealing to hang out there – to make people want to window shop

### 4 Central Community Location

- a. Kids playing in the grass, families hanging out, students having a picnic or studying on nice days
- b. A community gathering spot that is safe and welcoming

### 5 More Events

- a. More evening events. Bands, etc. Outdoor seating for bars and restaurants (probably in the existing streets). Stores open later
- b. Little pop-up fairs and supporting local nonprofits and schools
- c. More street vendors & shopping events

### 6 Revamping Local Businesses

- a. More variety of merchants, food carts/trucks, less bars

- b. More food and upscale places to grab a drink
- c. Experience local fare as well as international fare. It's a college town. Bring in cultural flair.
- d. Higher-end variety of cuisine (not Mexican food, enough of that in Humboldt)
- e. Improve customer service
- f. Put more emphasis on creating a positive environment for small businesses to thrive; the Plaza is a beautiful location with amazing architecture. Start thinking of it as the heart of the City again and give it the attention that it deserves. Create and implement strict policies regarding loitering and make a genuine effort to clean up the sidewalks and prevent vagrant behavior. People need to feel safe again so they will feel comfortable support the businesses that work really hard to create a thriving community.

## 7 More Pedestrian

- a. A true pedestrian zone with a European piazza feel
- b. I think a lot could be improved by limiting traffic. Maybe two streets are just for pedestrians. Extend the green space further
- c. Car-free areas are thriving in the world. Plaza Businesses will get a lot more of my money if there are no cars. People will travel from elsewhere just to visit the famous "car-free pedestrian plaza in Arcata." It will be unique, safe, and envied.

## 8 Increase Policing

- a. Have a no loitering policy

## 9 Other

- a. Allow a cannabis lounge to open in the 2 closing bars
- b. Look around beyond the walls of Humboldt County. Look at Healdsburg and Napa and Stinson Beach to see what functional, safe, and fun public squares/downtowns look like. If you build it – WE WILL COME
- c. Maybe a "You are here" map/signage showing the different businesses on and near by the Plaza, listed by category (restaurants, boutiques, etc.) and where they are located would be helpful for visitors making plans.
- d. Have a volunteer tourist booth
- e. An amazing sculpture in the middle, developed in partnership with the Wiyot, could bring people in. Something that represents our area. Some cities have made great investments in public art (Chicago is one, obviously, but also Boise, Idaho provides a good model)...
- f. Have a visitor center
- g. Get rid of homeless population

## 99 Invalid Responses

- a. No answer

ANYELSE            Do you have any other suggestions for improving the plaza?

1        No

2        Security

a. 24 hour police presence

b. Enforce the smoking ban

c. Figure out how to buy the two bars currently in court discussion. Use one space for a friendly, accessible police facility.

3        More aesthetic resources

a. Outdoor seating for bars

b. A gazebo

c. More public art pieces

4        Continuous Maintenance

a. Keep it clean

5        Provide Alternatives for the Transient/Unhoused Population

a. Create a program like New Horizons to have the homeless clean and take ownership of the plaza. They could be proud of it and less likely to leave garbage

b. The free bus rides would not bring that many transients to the plaza

c. I think there may need to be a city camp ground. In Queenstown New Zealand there is a campground right near town. The rates are reasonable. I propose that if we had a place like this to offer traveling folks, then they would have a place to stay. If the traveler or any one cant come up with the nominal fee that is required to stay then I think the local law enforcement has every right to be tougher on the riff raff. But for now, the type of people who dont spend money at the plaza have no where else to go, and they seem to be out numbering the people who go with the intentions of shopping and other positive activities. I dont know, its far out, but i think that with a stricter plaza, along with the creation of a "more free" zone away from the plaza would allow the people to sort themselves.

d. Deal with the crusty gutter punks

e. Just get rid of the bums

f. Get rid of the riff-raff

6        Parking

a. Eliminate parking fines

15



b. Improve traffic flow and speed on streets peripheral to the Plaza to lessen traffic load G and H Street

## 7 Other

a. Cheaper food options

b. Have the businesses do a sidewalk sale to get them "out" on the plaza once a year

c. We have a lot of history here and it seems some groups want to suppress local history on many levels - not just McKinley statue. This area needs to showcase its roots - good and bad!

d. More pedestrian

e. I will stop visiting the Plaza all the time if I have to walk very far. I have a new knee issue and I am 62. Hiking is great in the woods but don't make me hike to shop.

f. More bathrooms

## 9 Invalid Responses

a. Was I not direct enough?

b. Same as above

c. Keep the statue

d. No response

## AGE What is your age?

0 Was not asked the question

1 Under 12

2 12-17

3 18-24

4 25-34

5 35-44

6 45-54

7 55-64

8 65-74

9 75 and older

99 Invalid Response

- a. No response

## RACE      Respondent's Race/Ethnicity

0      Was not asked the question

1      White

2      Black/African American

3      Hispanic or Latino

4      Native American

6      Other

- a. Two or more racial identities

9      Invalid Response

- a. Human being

- b. Earthling

- c. Does it matter?

- d. No response

## LOCATION      Where do you live?

0      Was not asked the question

1      Downtown Arcata

2      Other Arcata Neighborhood

3      Eureka

4      McKinleyville

5      Blue Lake

6      Trinidad

7      Fortuna

- 8 Bayside
- 9 Humboldt County
- 99 Invalid Response

a. No response

## CHILDS      Number of Children in Household

- 0 Was not asked the question
- 1 No Children
- 2 1 Child
- 3 2 Children
- 4 3 Children
- 5 4 Children
- 6 5+ Children
- 9 Invalid Response

a. No response

## WORK              Employment Status

- 0 Was not asked the question
- 1 Employed for Wages
- 2 Self-employed
  - a. Farmers, etc
- 3 Not employed, looking for wage work
- 4 Not employed, not looking for wage work
  - a. Full-time Mom
- 5 Student
- 6 Military

- 7 Retired
- 8 Unable to Work
- 9 Invalid Response
  - a. No response
  - b. Wrestler

**SURVEYID      Which survey respondent answered**

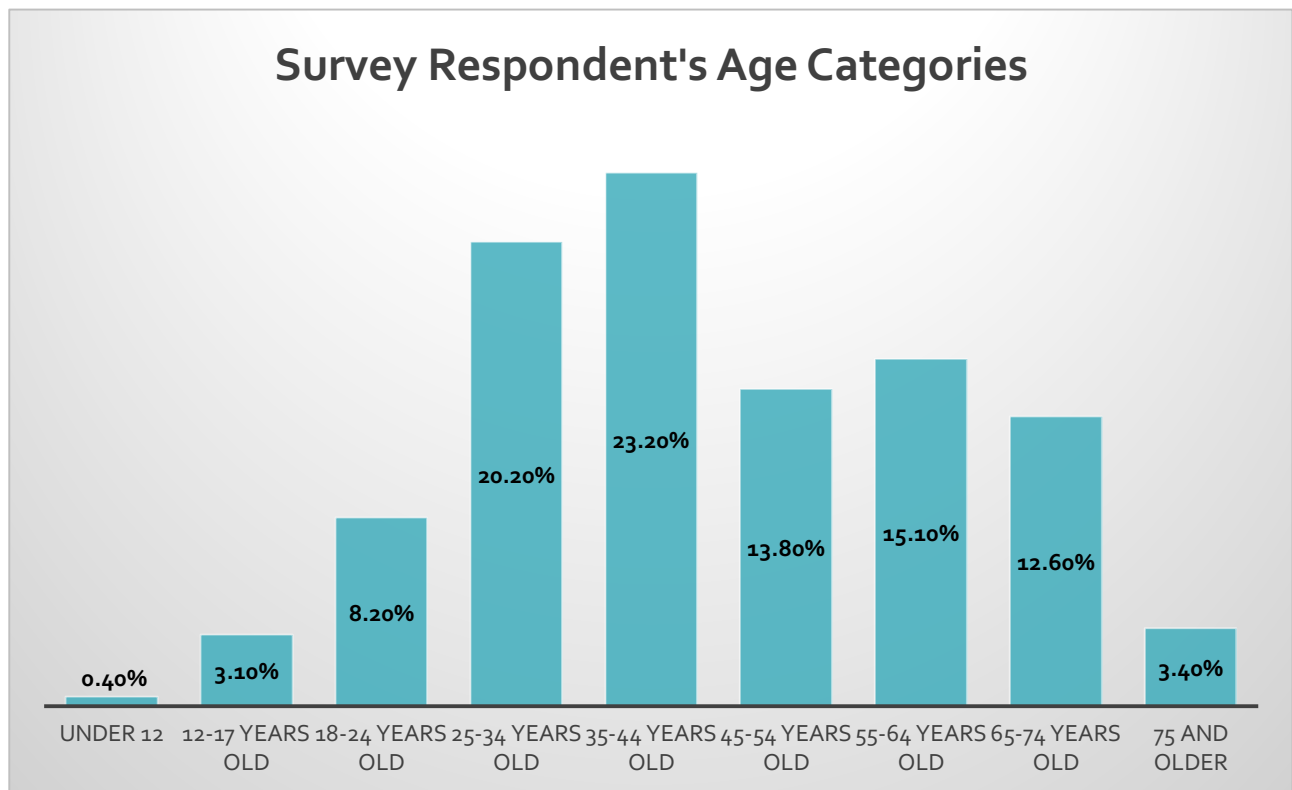
- 1 PITF Online Survey
- 2 Arcata Chamber
- 3 Arcata Main Street
- 4 HSU
- 5 North Coast Growers Association

## Demographics

### Age

	US Census Bureau Fact Finder				Plaza Improvement Task Force Survey		
	Humboldt County	%	City of Arcata	%		Count	%
Under 14	6,838	5.68%	1,584	8.89%	Under 12	3	0.4%
15-19	9,209	7.65%	2,351	13.20%	12-17	24	3.1%
20-24	12,968	10.77%	4,846	27.20%	18-24	64	8.2%
25-34	18,372	15.26%	2,524	14.17%	25-34	157	20.2%
35-44	16,636	13.82%	1,340	7.52%	35-44	180	23.2%
45-54	15,396	12.79%	1,406	7.89%	45-54	107	13.8%
55-64	19,204	15.95%	1,675	9.40%	55-64	117	15.1%
65-74	13,421	11.15%	1,353	7.60%	65-74	98	12.6%
75 and older	8,330	6.92%	735	4.13%	75 and older	26	3.4%
<b>Total</b>	<b>120,374</b>	<b>100%</b>	<b>17,814</b>	<b>100%</b>	<b>Total</b>	<b>776</b>	<b>100%</b>

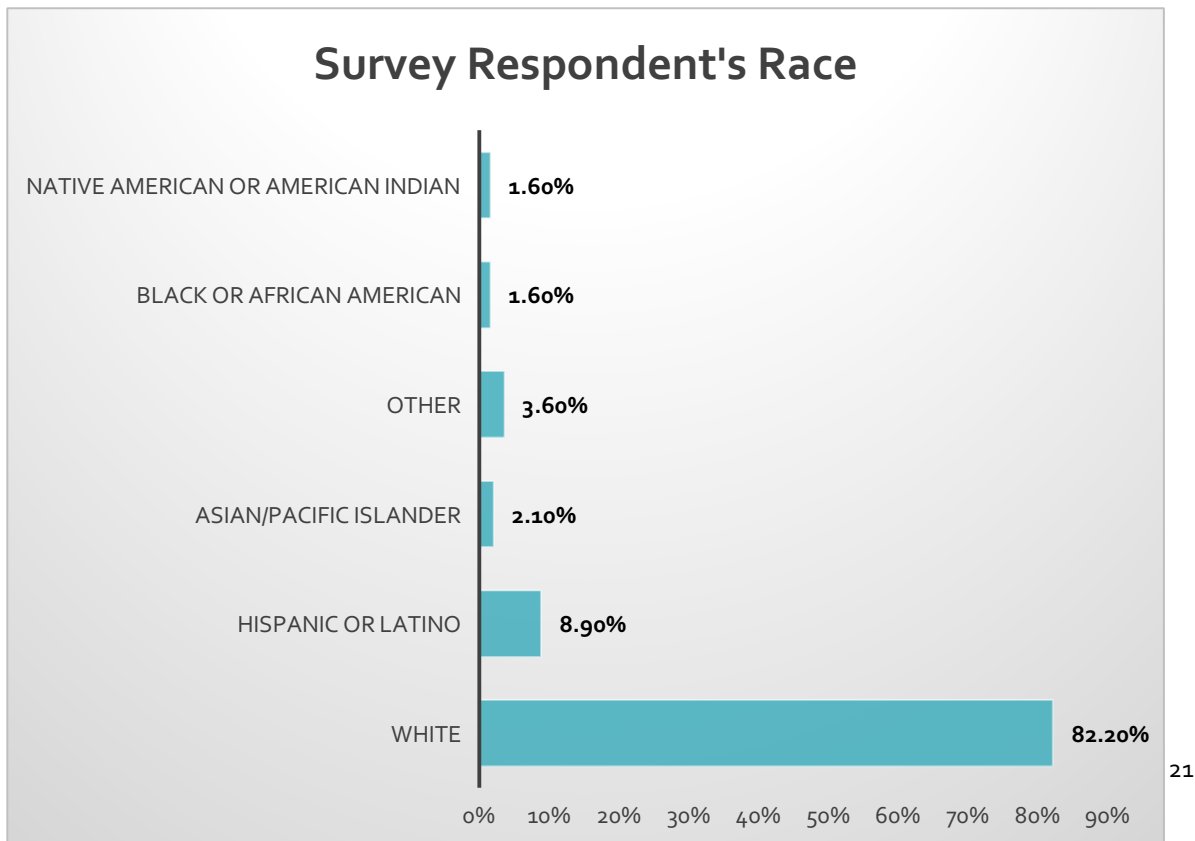
\*There were 29 invalid responses and 55 respondents were not asked this question for a total of 860 responses



## RACE

	US Census Bureau Fact Finder					Plaza Improvement Task Force Survey	
	Humboldt County	%	City of Arcata	%		Count	%
Asian/Pacific Islander	6,597	4.57%	1,017	5.27%		14	2.1%
Native American or American Indian	11,719	8.12%	873	4.53%		11	1.6%
Black or African American	3,181	2.21%	748	3.88%		11	1.6%
Hispanic or Latino	14,986	10.39%	3,066	15.90%		60	8.9%
White	101,735	70.53%	12,333	63.94%		554	82.2%
Other	6,017	4.17%	1,251	6.49%		24	3.6%
<b>Total</b>	<b>144,325</b>	<b>100%</b>	<b>19,288</b>	<b>100%</b>		<b>674</b>	<b>100%</b>

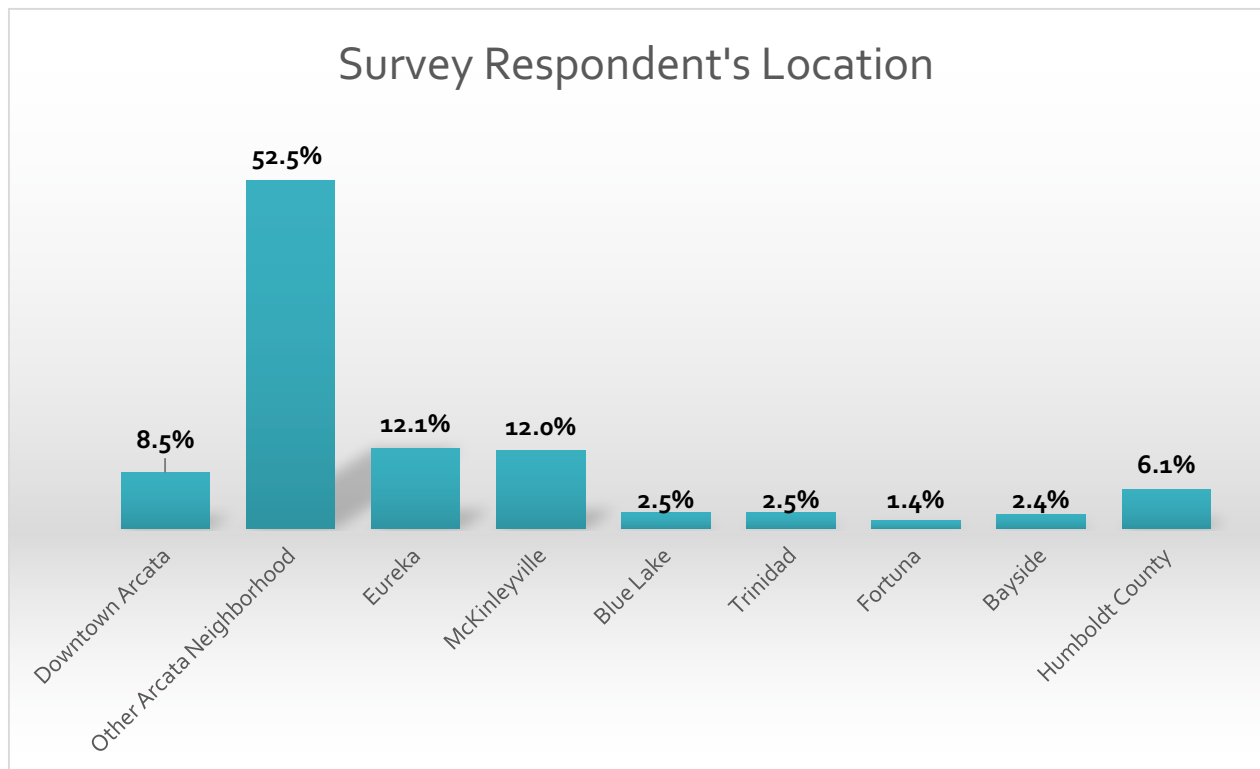
\*There were 131 invalid responses and 55 respondents were not asked this question for a total of 860 responses



## LOCATION

Plaza Improvement Task Force Survey Responses		
Downtown Arcata	67	8.5%
Other Arcata Neighborhood	415	52.5%
Eureka	96	12.1%
McKinleyville	95	12.0%
Blue Lake	20	2.5%
Trinidad	20	2.5%
Fortuna	11	1.4%
Bayside	19	2.4%
Humboldt County	48	6.1%
<b>Total</b>	<b>791</b>	<b>100%</b>

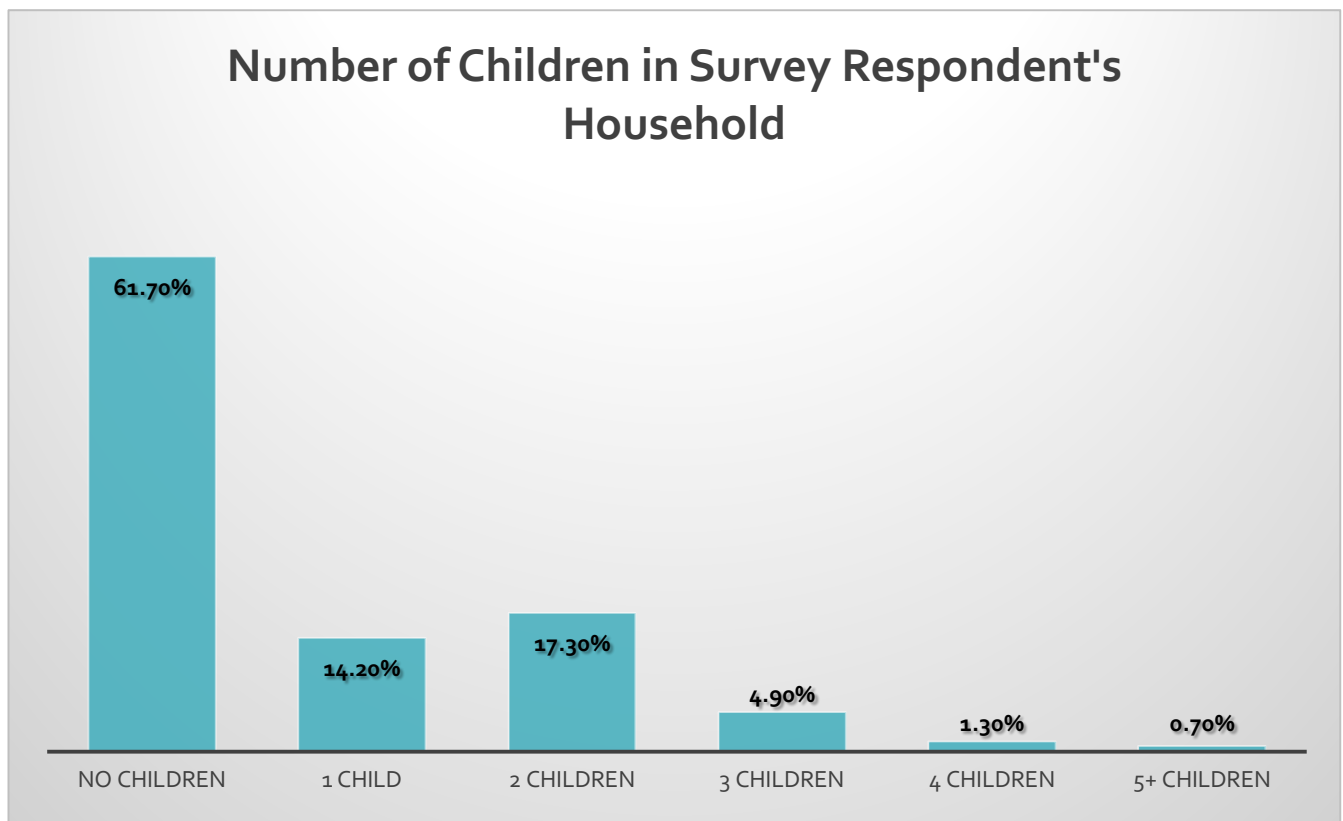
\*There were 69 invalid responses for a total of 860 responses



## CHILDS

Plaza Improvement Task Force Survey Responses		
No Children	439	61.7%
1 Child	101	14.2%
2 Children	123	17.3%
3 Children	35	4.9%
4 Children	9	1.3%
5+ Children	5	0.7%
<b>Total</b>	<b>712</b>	<b>100%</b>

\*There were 25 invalid responses and 123 respondents were not asked this question for a total of 860 responses



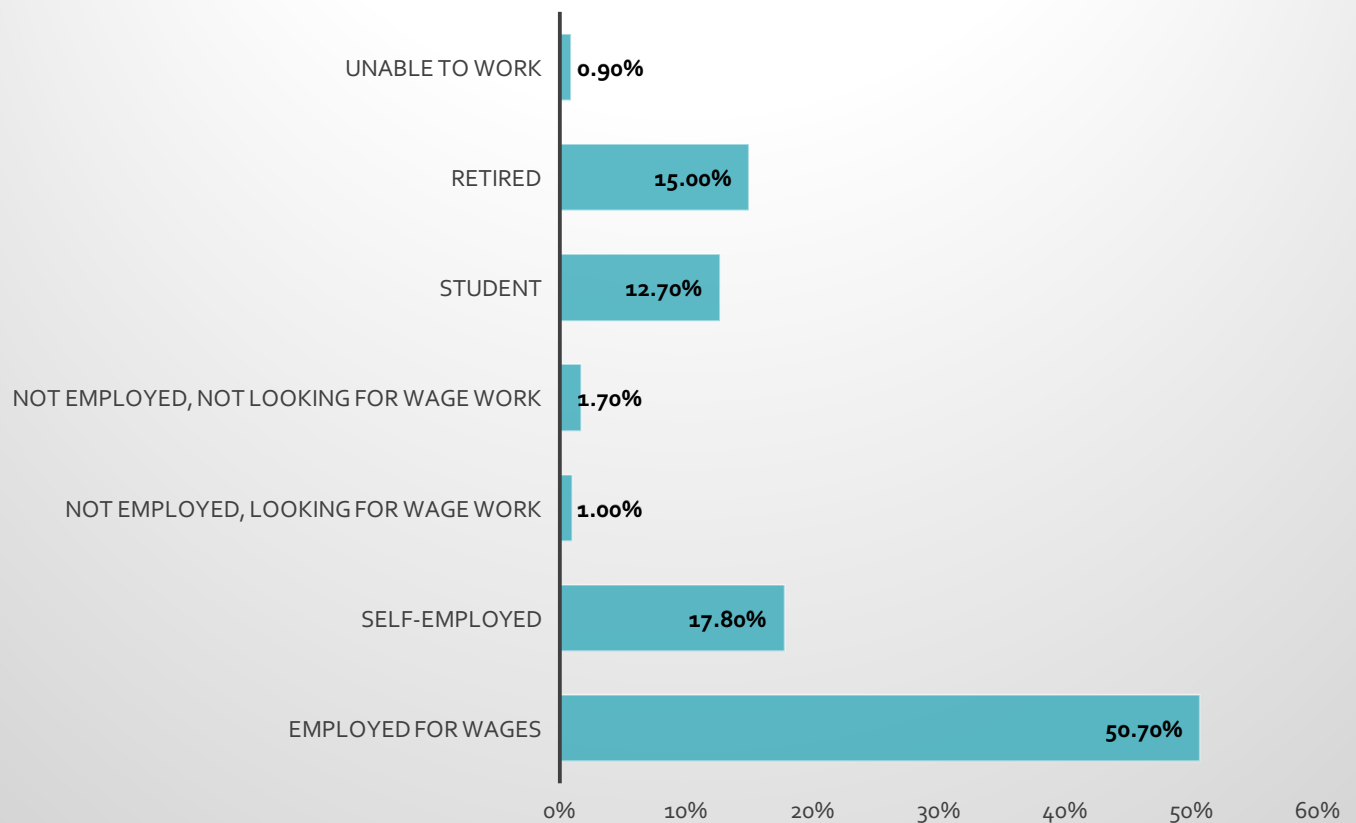


## EMPLOYMENT

Plaza Improvement Task Force Survey Responses		
Employed for wages	411	50.7%
Self-employed	144	17.8%
Not employed, looking for wage work	8	1.0%
Not employed, not looking for wage work	14	1.7%
Student	103	12.7%
Retired	122	15.0%
Unable to work	7	0.9%
<b>Total</b>	<b>811</b>	<b>100%</b>

\*There were 32 invalid responses and 17 respondents were not asked this question for a total of 860 responses

### Survey Respondent's Employment Status

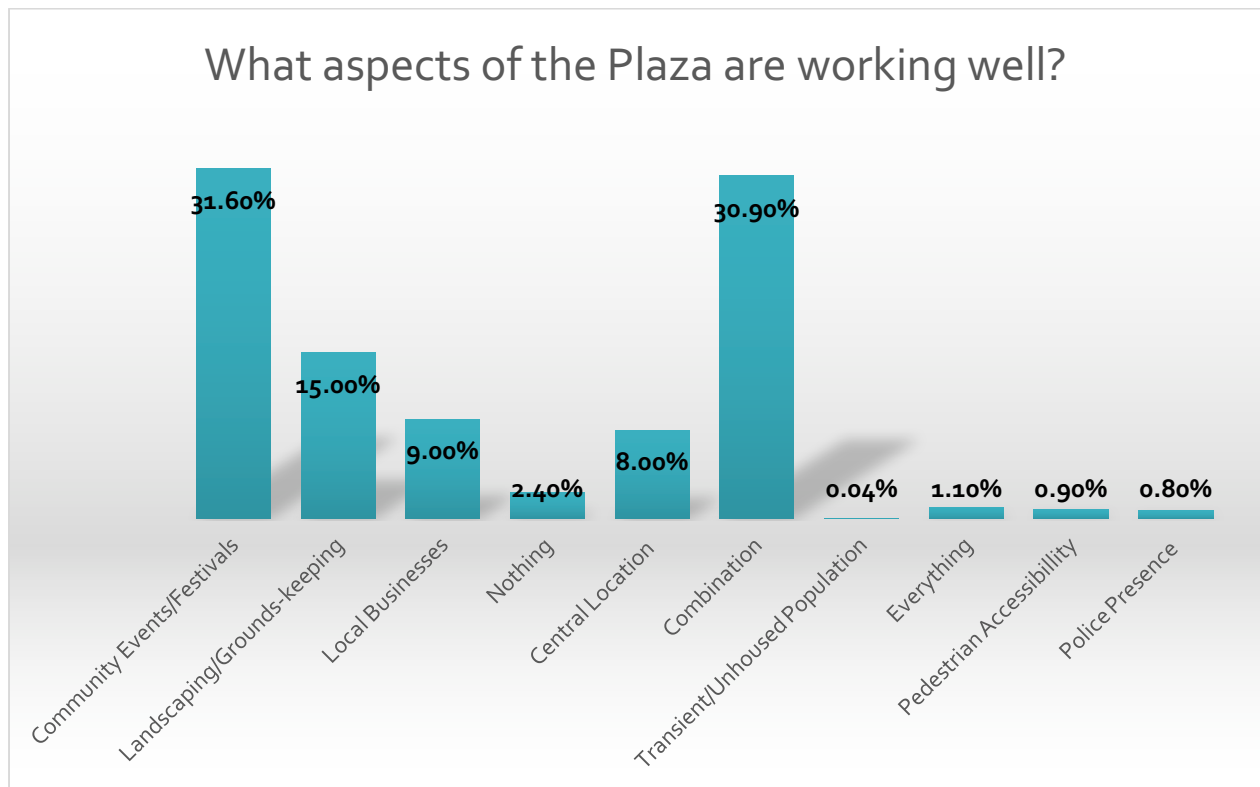


## Survey Results

### WKINGWELL

What aspects of the Plaza are working well?		
Community Events/Festivals	250	31.6%
Landscaping/Grounds-keeping	119	15.0%
Local Businesses	71	9.0%
Nothing	19	2.4%
Central Location	63	8.0%
Combination	245	30.9%
Transient/Unhoused Population	3	0.4%
Everything	9	1.1%
Pedestrian Accessibility	7	0.9%
Police Presence	6	0.8%
<b>Total</b>	<b>792</b>	<b>100%</b>

\*There were 68 invalid responses for a total of 860 responses

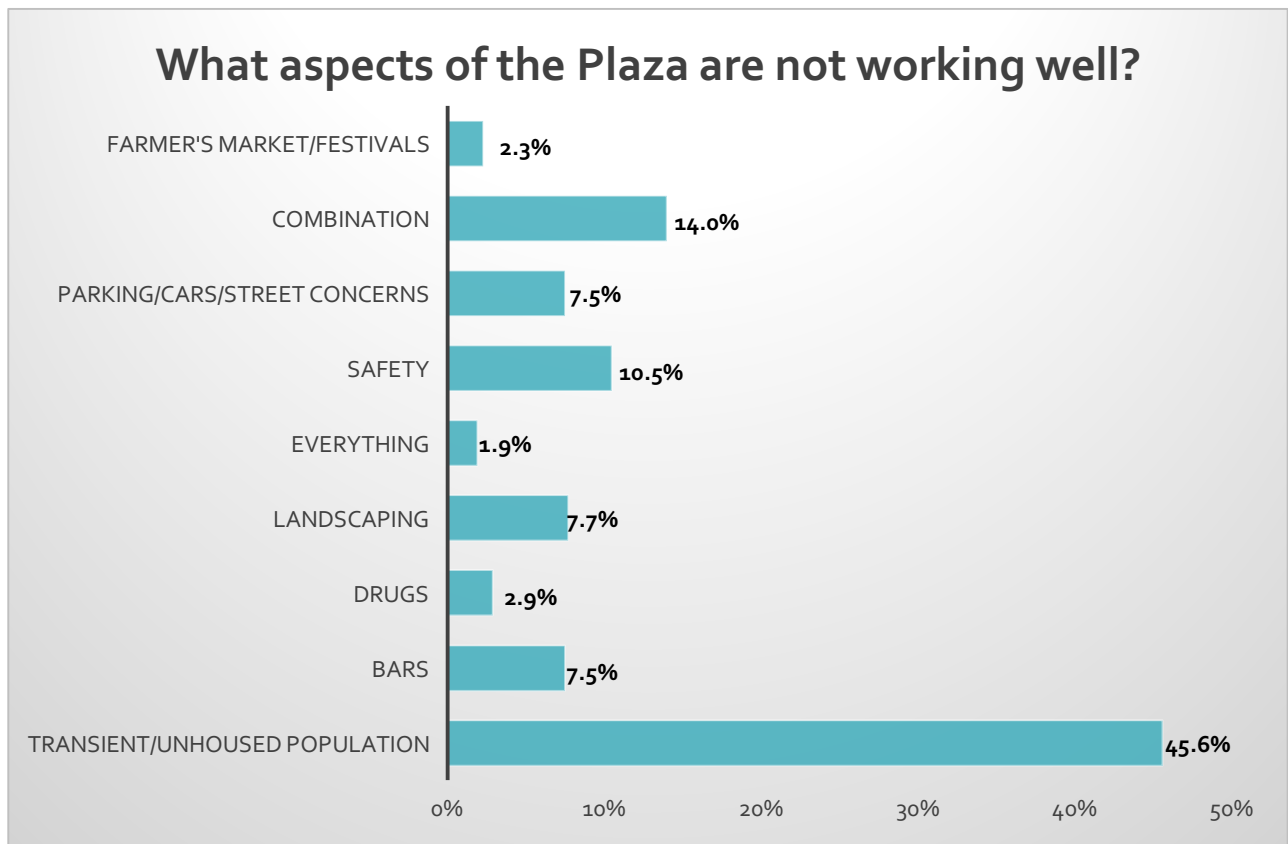


\*combination categories mostly consist of a combination of community events/festivals; landscaping/grounds-keeping; and local businesses

## NOTWELL

What aspects of the Plaza are not working well?		
Transient/Unhoused Population	351	45.6%
Bars	58	7.5%
Drugs	22	2.9%
Landscaping	59	7.7%
Everything	15	1.9%
Safety	81	10.5%
Parking/Cars/Street Concerns	58	7.5%
Combination	108	14.0%
Farmer's Market/Festivals	18	2.3%
<b>Total</b>	<b>770</b>	<b>100%</b>

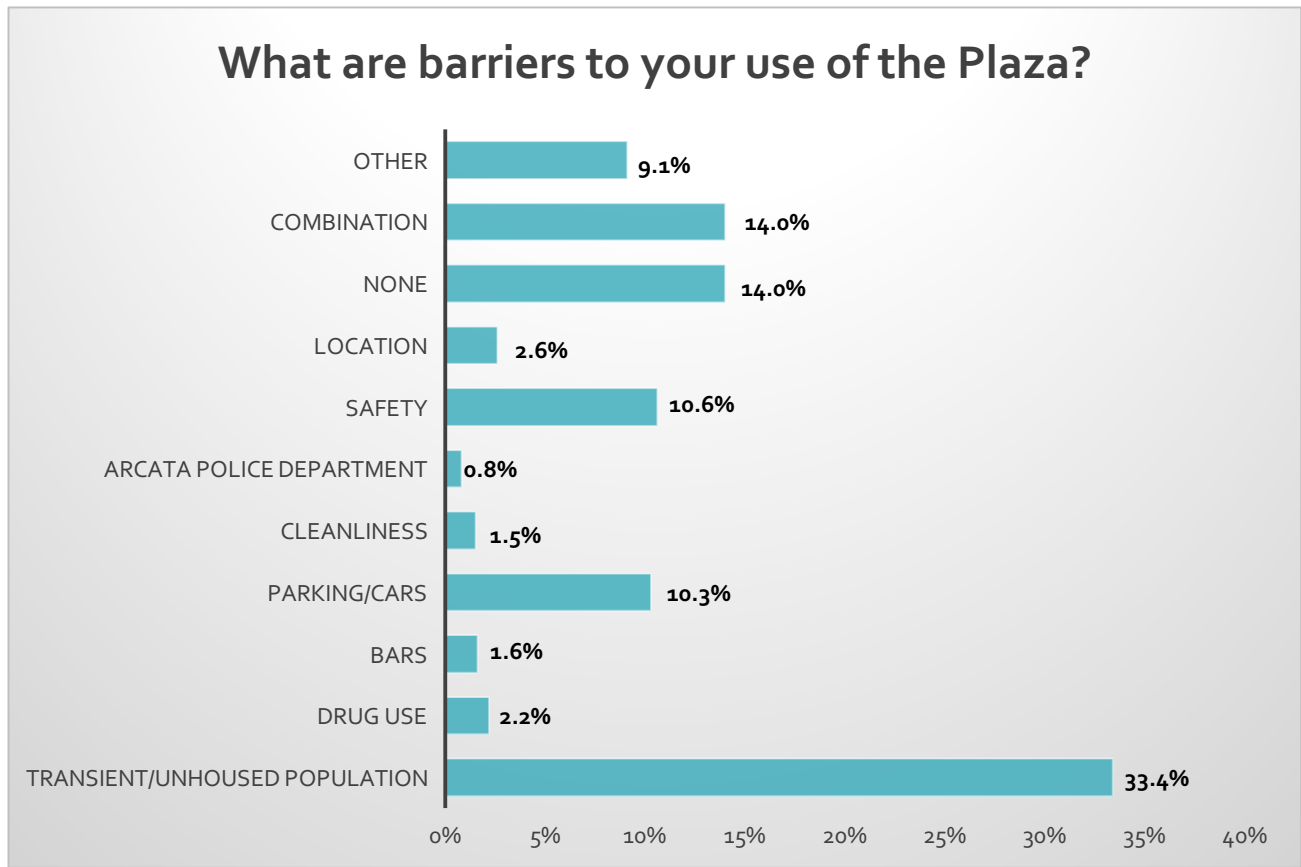
\*There were go invalid responses for a total of 860 responses



## BARRIERS

What are barriers to your use of the plaza?		
Transient/Unhoused Population	246	33.4%
Drug Use	16	2.2%
Bars	12	1.6%
Parking/Cars	76	10.3%
Cleanliness	11	1.5%
Arcata Police Department	6	0.8%
Safety	78	10.6%
Location	19	2.6%
None	103	14.0%
Combination	103	14.0%
Other	67	9.1%
<b>Total</b>	<b>737</b>	<b>100%</b>

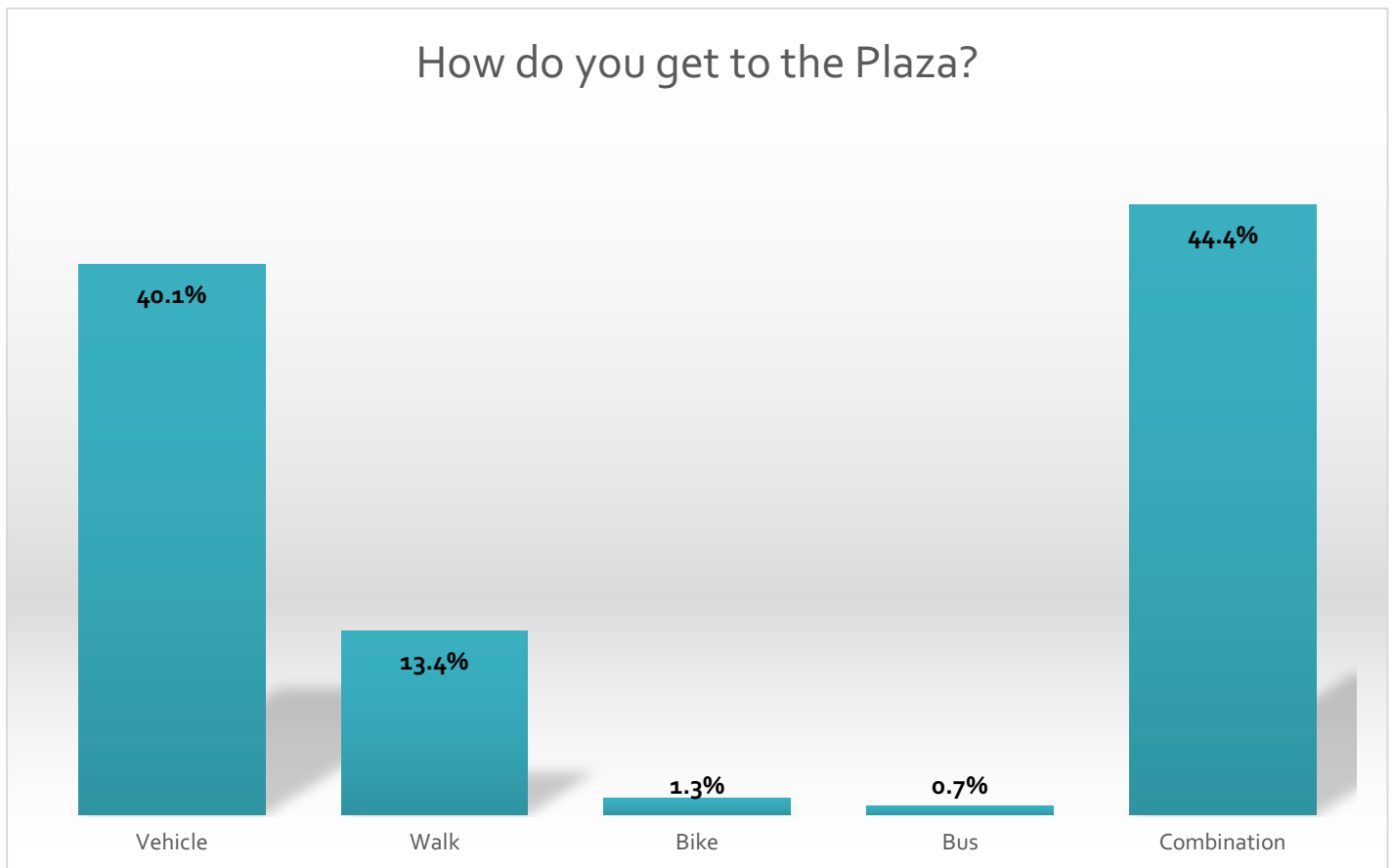
\*There were 123 invalid responses for a total of 860 responses



## GETTOPLAZA

How do you get to the Plaza?		
Vehicle	334	40.1%
Walk	112	13.4%
Bike	11	1.3%
Bus	6	0.7%
Combination	370	44.4%
<b>Total</b>	<b>833</b>	<b>100%</b>

\*There were 27 invalid responses for a total of 860 responses

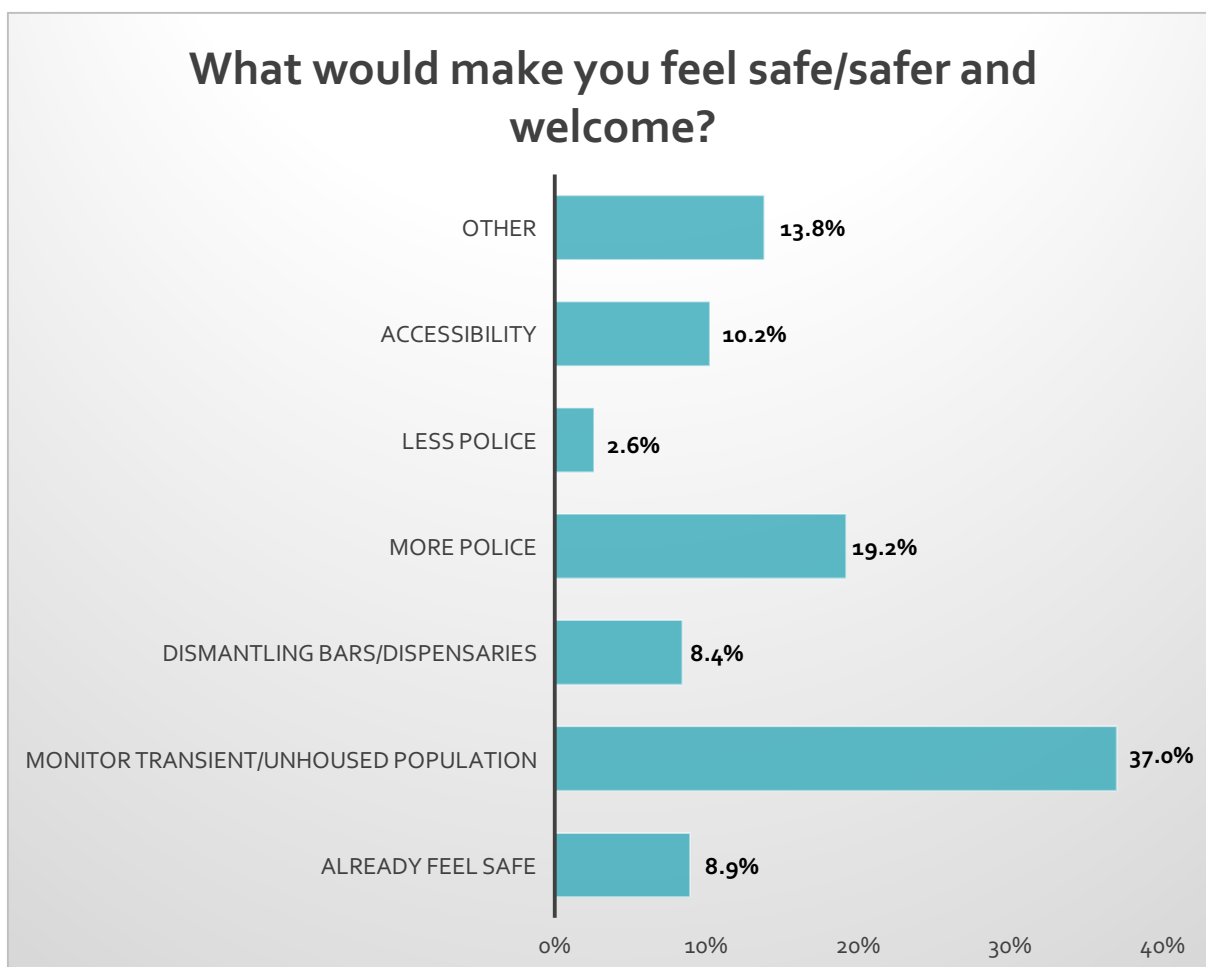


\*Combination consists of mostly driving and sometimes walking, biking, and/or taking the bus

## SAFER

What would make you feel safe/safer and welcome?		
Already Feel Safe	61	8.9%
Monitor Transient/Unhoused Population	255	37.0%
Dismantling Bars/Dispensaries	58	8.4%
More Police	132	19.2%
Less Police	18	2.6%
Accessibility	70	10.2%
Other	95	13.8%
<b>Total</b>	<b>689</b>	<b>100%</b>

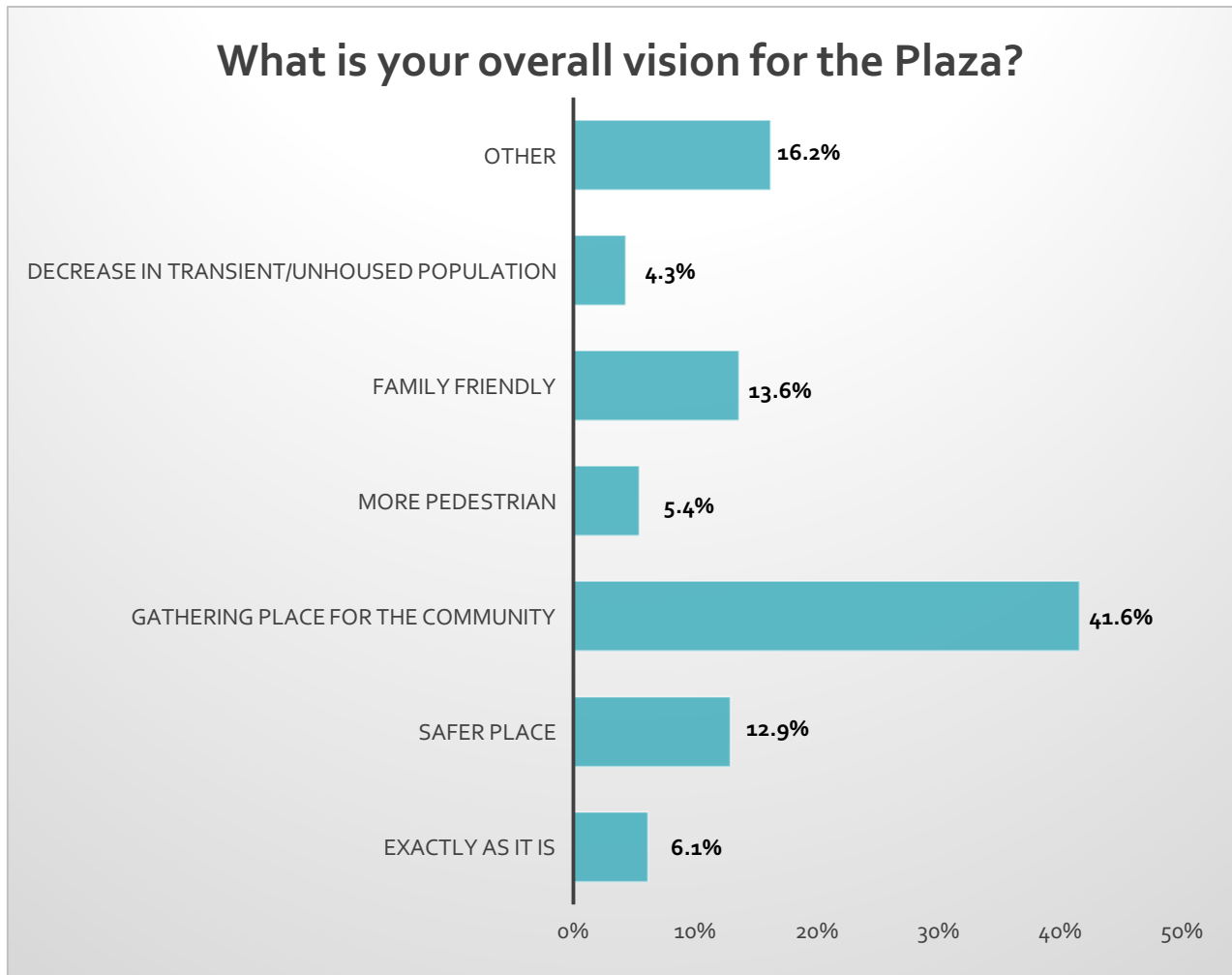
\*There were 107 invalid responses and 64 people were not asked the question for a total of 860



## VISION

What is your overall vision for the Plaza?		
Exactly as it is	43	6.1%
Safer Place	91	12.9%
Gathering place for the community	293	41.6%
More Pedestrian	38	5.4%
Family Friendly	96	13.6%
Decrease in Transient/Unhoused Population	30	4.3%
Other	114	16.2%
<b>Total</b>	<b>705</b>	<b>100%</b>

\*There were 155 invalid responses, for a total of 860 responses



## BETTERUSE

How can we better use the plaza to promote economic activity in Arcata and our region?		
Family Friendly	27	4.0%
Clean it Up	19	2.8%
Landscaping	31	4.6%
Central Community Location	25	3.7%
More Events	253	37.2%
Revamping Local Businesses	113	16.6%
More Pedestrian	23	3.4%
Increase Policing	23	3.4%
Other	167	24.5%
<b>Total</b>	<b>681</b>	<b>100%</b>

\*There were 179 invalid responses for a total of 860 responses

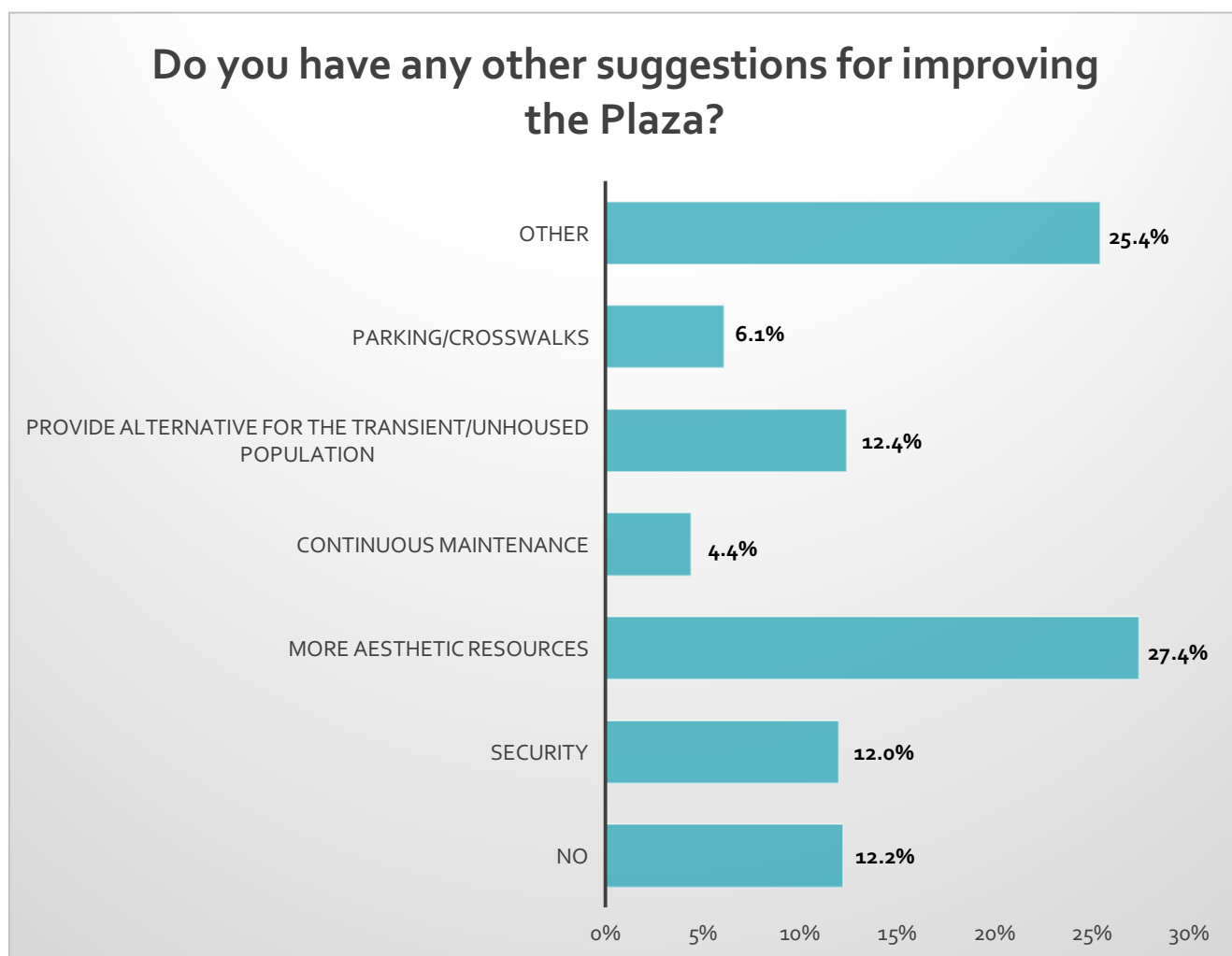




## ANYELSE

Do you have any other suggestions for improving the plaza?		
No	66	12.2%
Security	65	12.0%
More aesthetic resources	148	27.4%
Continuous Maintenance	24	4.4%
Provide Alternative for the Transient/Unhoused Population	67	12.4%
Parking/Crosswalks	33	6.1%
Other	137	25.4%
<b>Total</b>	<b>540</b>	<b>100%</b>

\*There were 282 invalid responses, and 38 respondents were not asked the question for a total of 860 responses

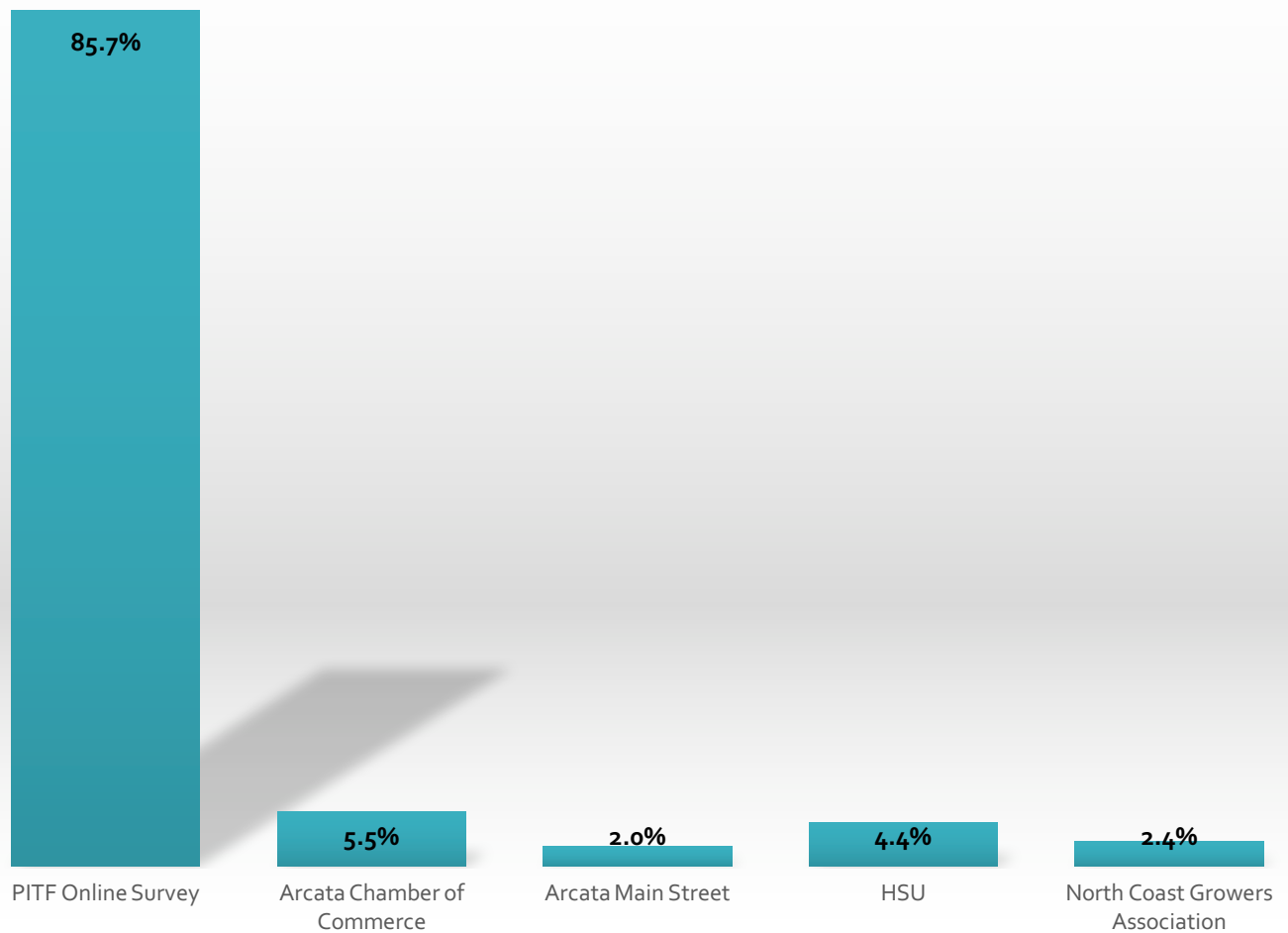


## SURVEYID

Which survey respondent took		
PITF Online Survey	737	85.7%
Arcata Chamber of Commerce	47	5.5%
Arcata Main Street	17	2.0%
HSU	38	4.4%
North Coast Growers Association	21	2.4%
<b>Total</b>	<b>860</b>	<b>100%</b>

\*All responses were valid

### Which survey respondents took

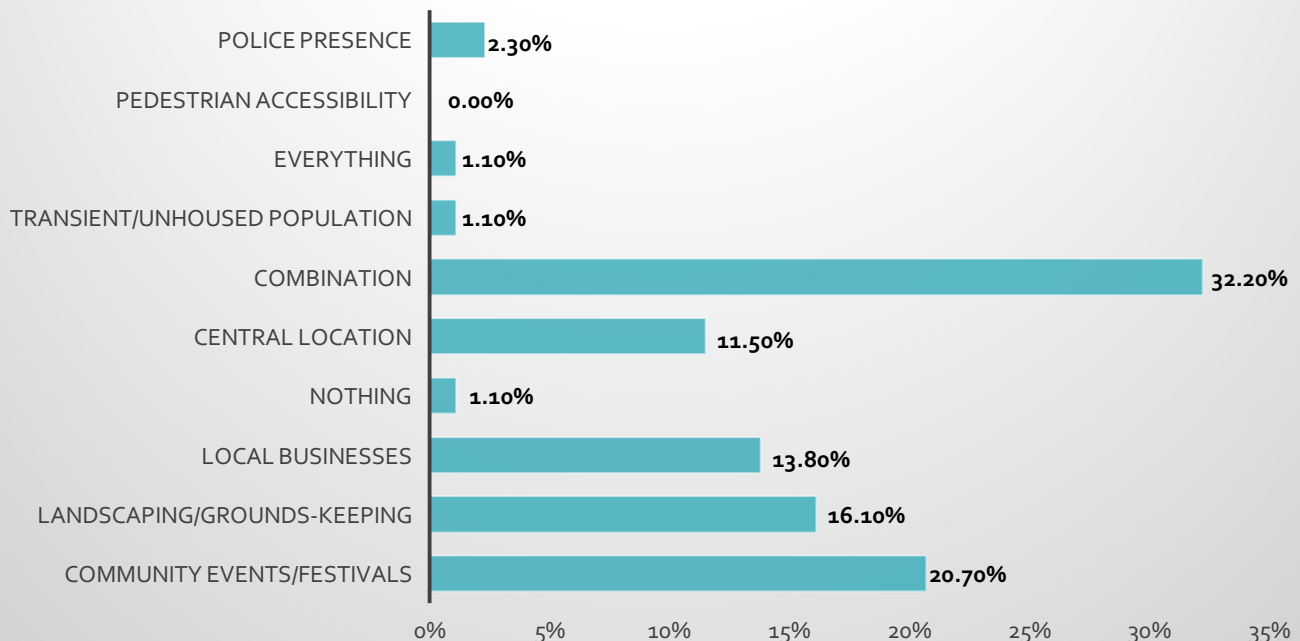


## Attitudes based on Age Group

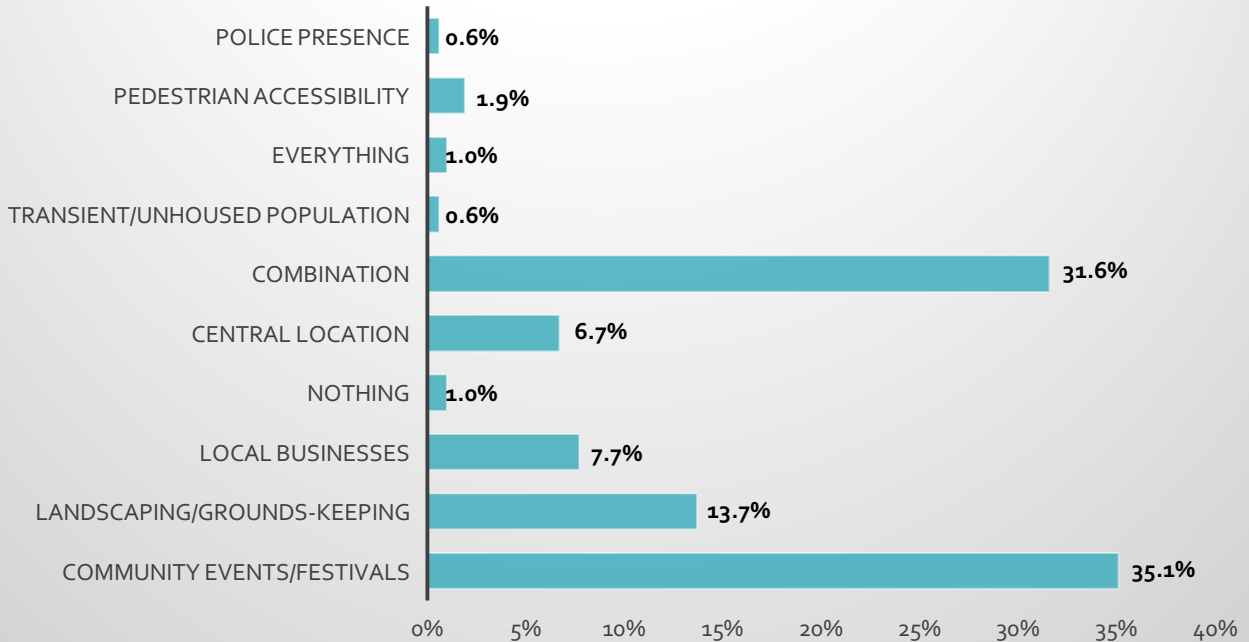
<b>WKINGWELL</b>	What is working well in the Plaza based on age of respondent		
	Under 24	25-44	45 and older
Community Events/Festivals	20.7%	35.1%	31.6%
Landscaping/Grounds-keeping	16.1%	13.7%	14.1%
Local Businesses	13.8%	7.7%	7.7%
Nothing	1.1%	1.0%	4.5%
Central Location	11.5%	6.7%	8.0%
Combination	32.2%	31.6%	32.6%
Transient/Unhoused Population	1.1%	0.6%	0%
Everything	1.1%	1.0%	1.3%
Pedestrian Accessibility	0%	1.9%	0.3%
Police Presence	2.3%	0.6%	0%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

\*cell counts are less than 5, total number of responses is 713 (147 invalid responses)

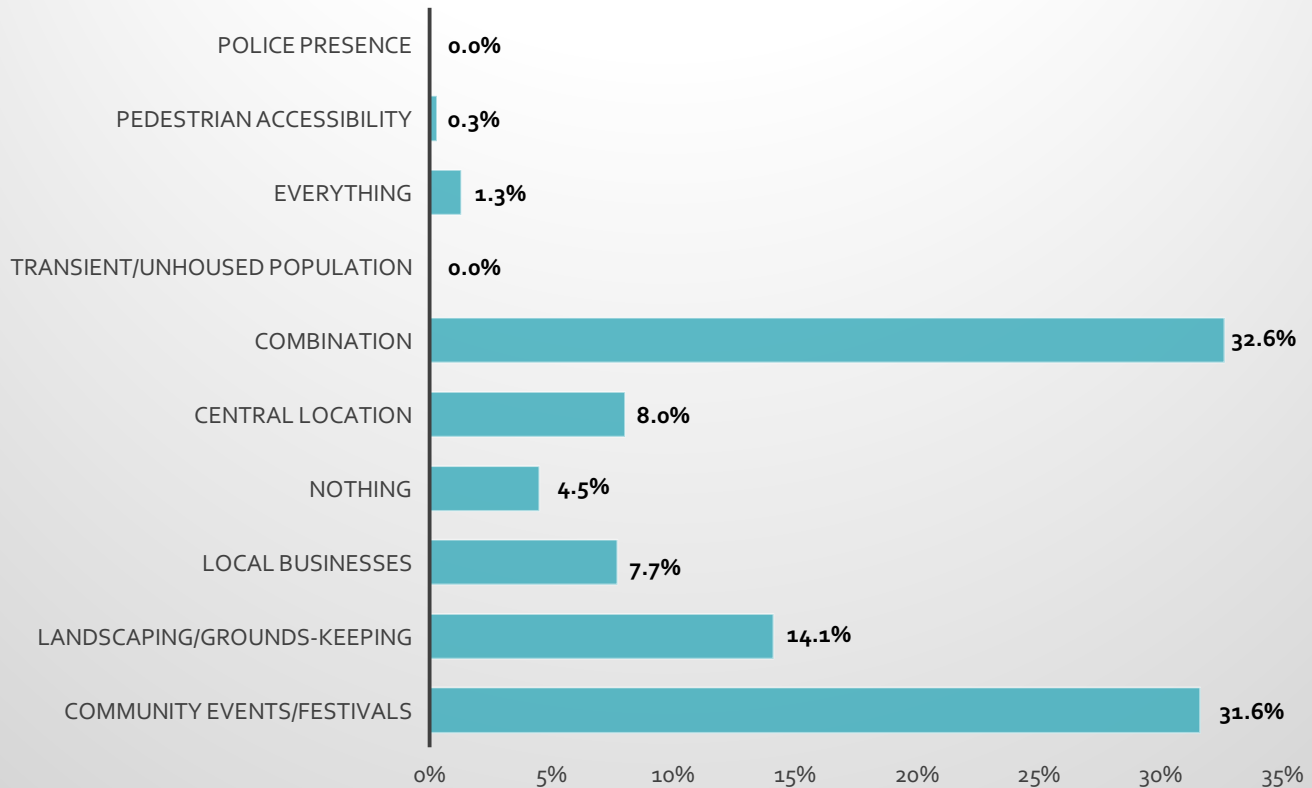
### What aspects of the Plaza are working well for respondents 24 and under



## What aspects of the Plaza are working well from respondents between 25-44 years old



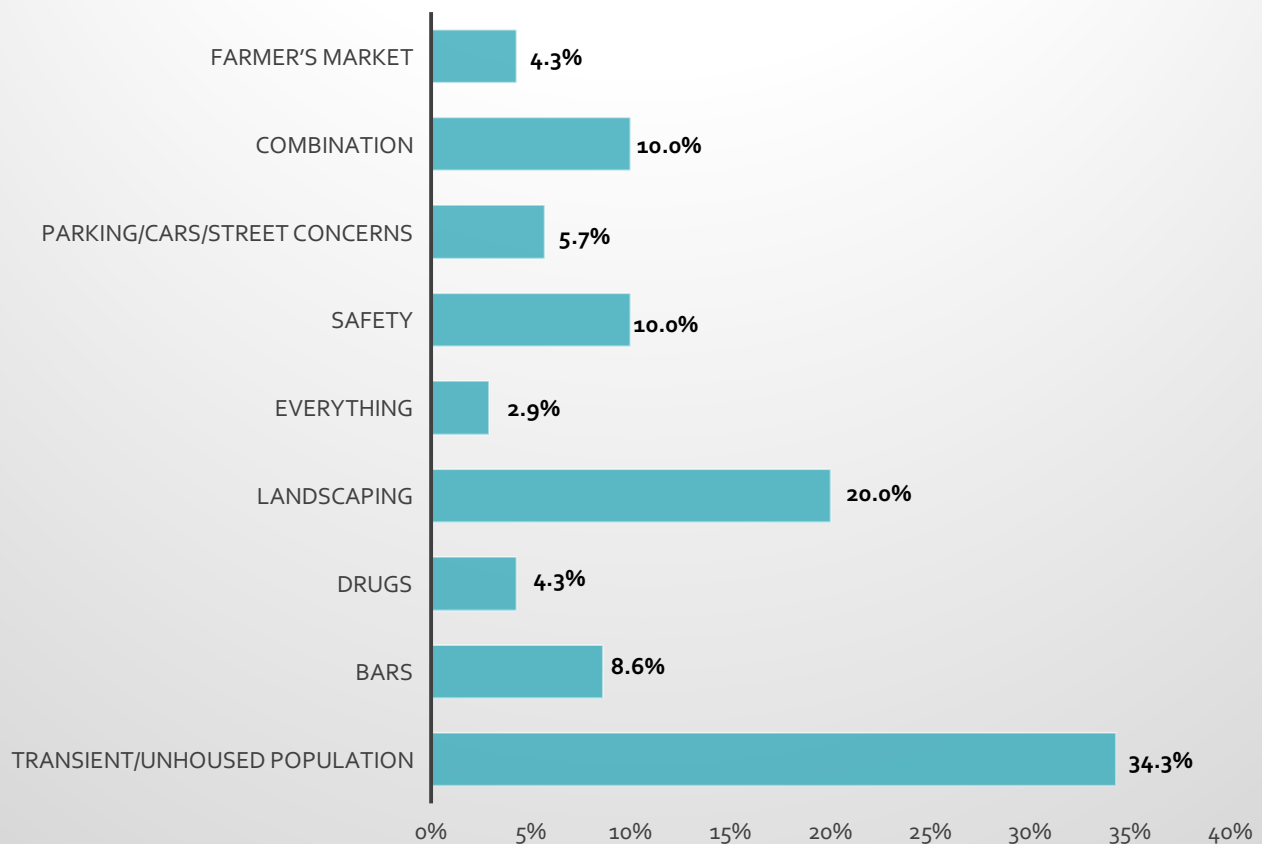
## What aspects of the Plaza are working well for respondents 45 and older



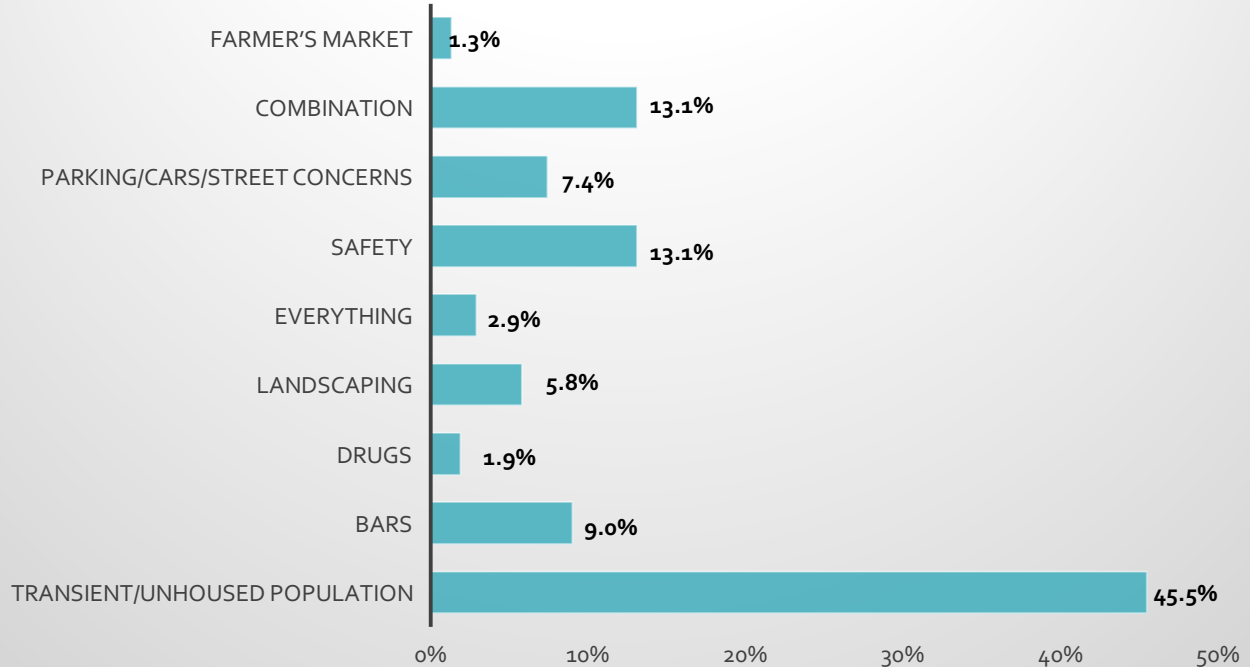
<b>NOTWELL</b>	What is not working well in the Plaza based on age of respondent		
	Under 24	25-44	45 and older
Transient/Unhoused Population	34.3%	45.5%	49.2%
Bars	8.6%	9.0%	6.3%
Drugs	4.3%	1.9%	3.2%
Landscaping	20.0%	5.8%	7.0%
Everything	2.9%	2.9%	1.0%
Safety	10.0%	13.1%	7.9%
Parking/Cars/Street Concerns	5.7%	7.4%	8.3%
Combination	10.0%	13.1%	14.9%
Farmer's Market	4.3%	1.3%	0.3%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

\* cell counts are less than 5, total number of responses is 697 (163 invalid responses)

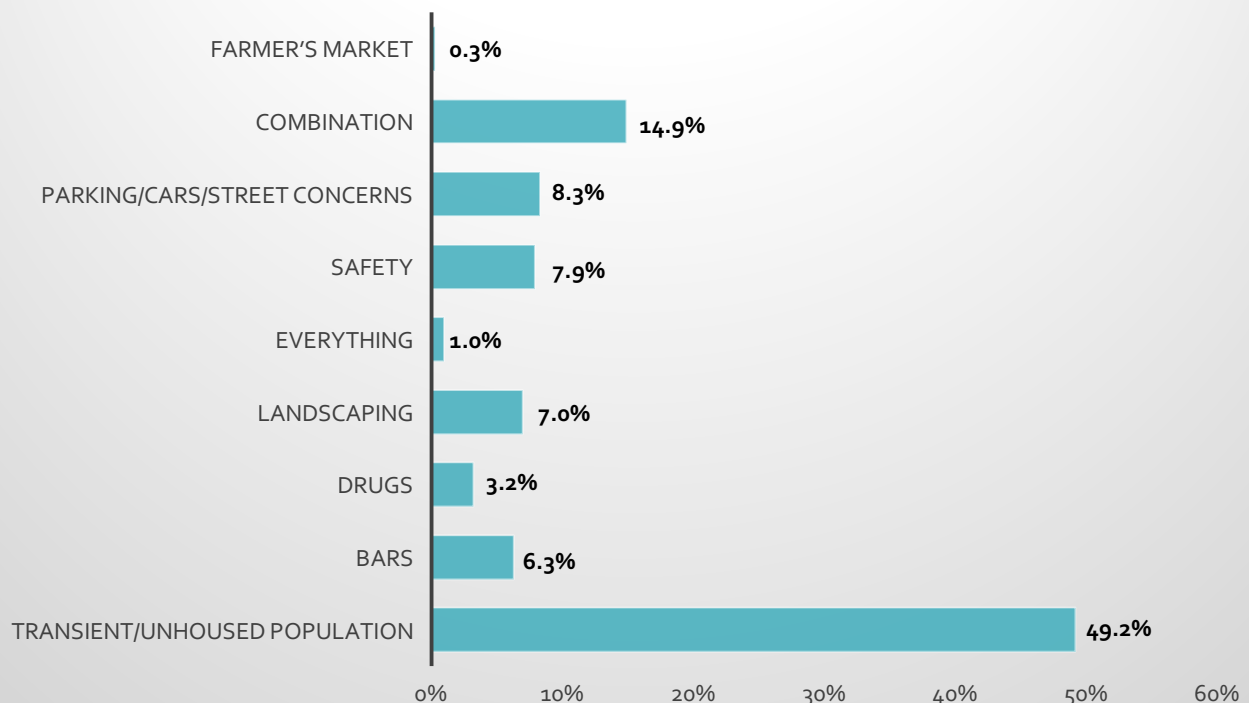
### What aspects of the Plaza are not working well for respondents under 24



## What aspects of the Plaza are not working well for respondents 25-44 years old



## What aspects of the Plaza are not working well for respondents 45 and older

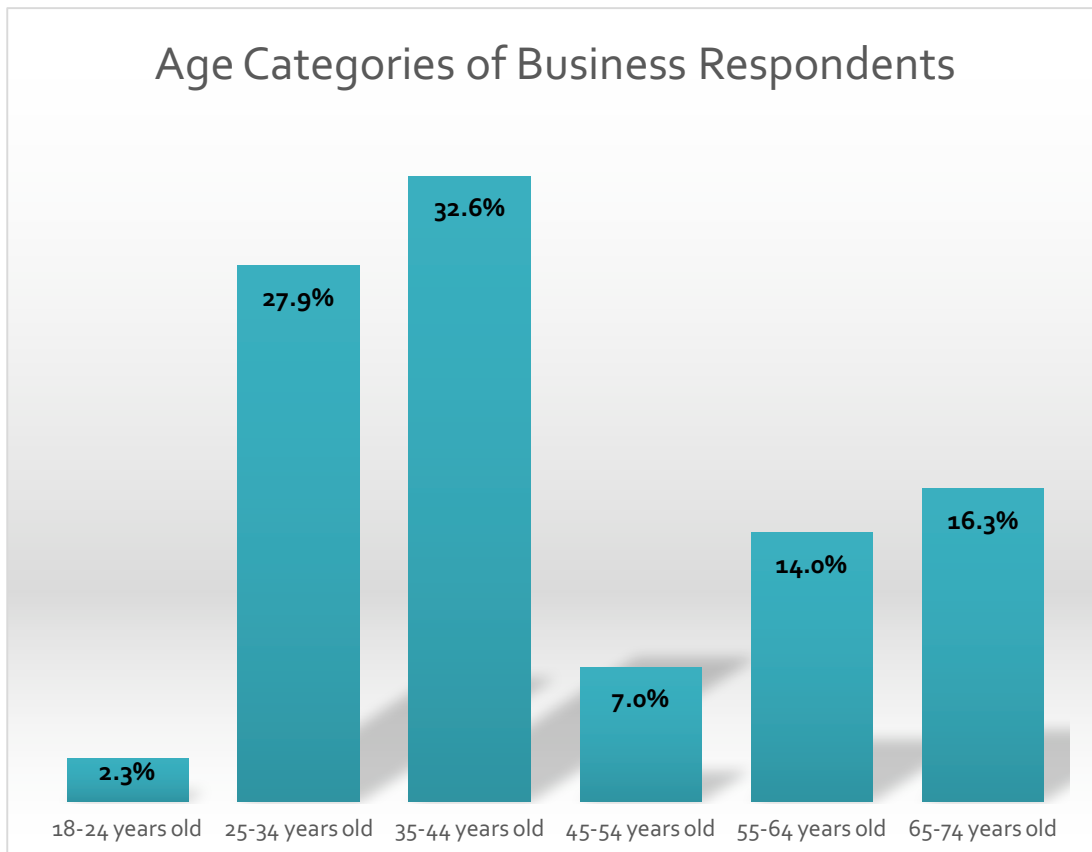


## Demographics of Business Responses

### Age

	US Census Bureau Fact Finder					Main Street and Chamber of Commerce Survey Results	
	Humboldt County	%	City of Arcata	%		Count	%
Under 14	6,838	5.68%	1,584	8.89%	Under 12	0	0%
15-19	9,209	7.65%	2,351	13.20%	12-17	0	0%
20-24	12,968	10.77%	4,846	27.20%	18-24	1	2.3%
25-34	18,372	15.26%	2,524	14.17%	25-34	12	27.9%
35-44	16,636	13.82%	1,340	7.52%	35-44	14	32.6%
45-54	15,396	12.79%	1,406	7.89%	45-54	3	7.0%
55-64	19,204	15.95%	1,675	9.40%	55-64	6	14.0%
65-74	13,421	11.15%	1,353	7.60%	65-74	7	16.3%
75 and older	8,330	6.92%	735	4.13%	75 and older	0	0%
<b>Total</b>	<b>120,374</b>	<b>100%</b>	<b>17,814</b>	<b>100%</b>	<b>Total</b>	<b>43</b>	<b>100%</b>

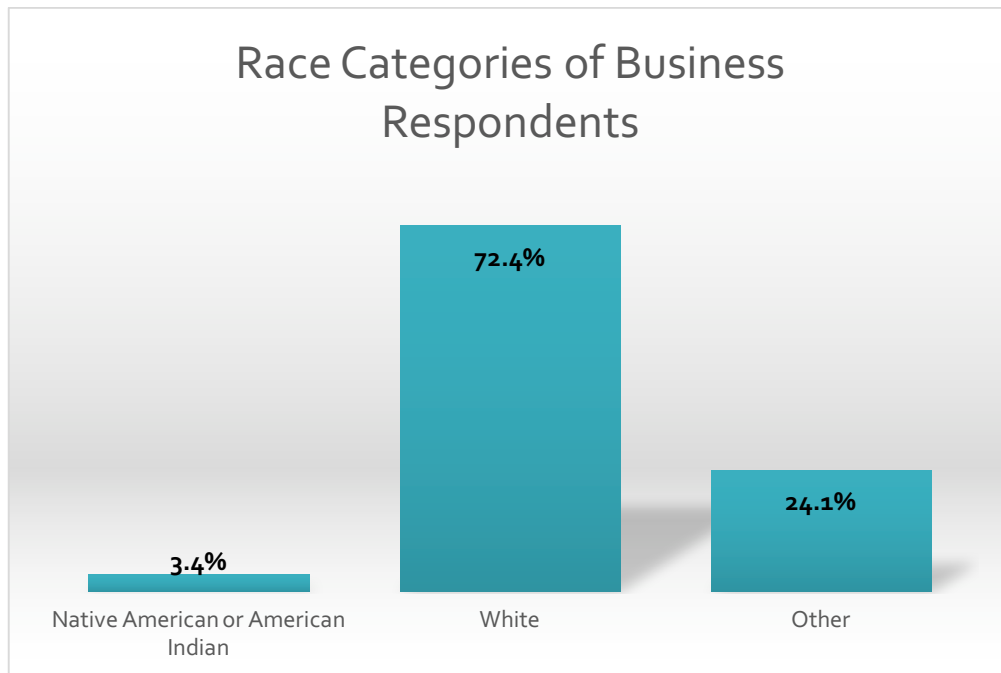
\*There were 4 invalid responses and 17 respondents were not asked this question for a total of 64 responses



## RACE

	US Census Bureau Fact Finder					Main Street and Chamber of Commerce Survey Results	
	Humboldt County	%	City of Arcata	%		Count	%
Asian/Pacific Islander	6,597	4.57%	1,017	5.27%		0	0%
Native American or American Indian	11,719	8.12%	873	4.53%		1	3.4%
Black or African American	3,181	2.21%	748	3.88%		0	0%
Hispanic or Latino	14,986	10.39%	3,066	15.90%		0	0%
White	101,735	70.53%	12,333	63.94%		21	72.4%
Other	6,017	4.17%	1,251	6.49%		7	24.1%
<b>Total</b>	<b>144,325</b>	<b>100%</b>	<b>19,288</b>	<b>100%</b>		<b>29</b>	<b>100%</b>

\*There were 18 invalid responses and 17 respondents were not asked this question for a total of 64 responses

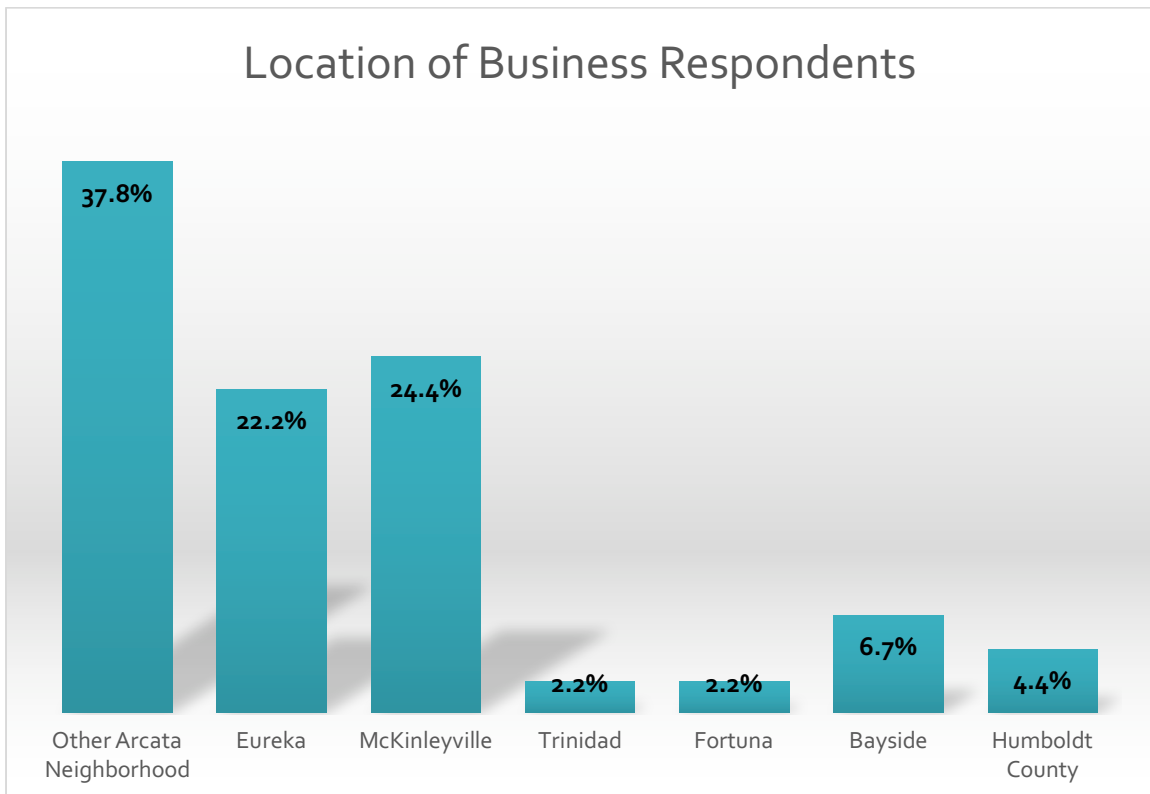




## LOCATION

Main Street and Chamber of Commerce Survey Results		
Downtown Arcata	0	0%
Other Arcata Neighborhood	17	37.8%
Eureka	10	22.2%
McKinleyville	11	24.4%
Blue Lake	0	0%
Trinidad	1	2.2%
Fortuna	1	2.2%
Bayside	3	6.7%
Humboldt County	2	4.4%
<b>Total</b>	<b>45</b>	<b>100%</b>

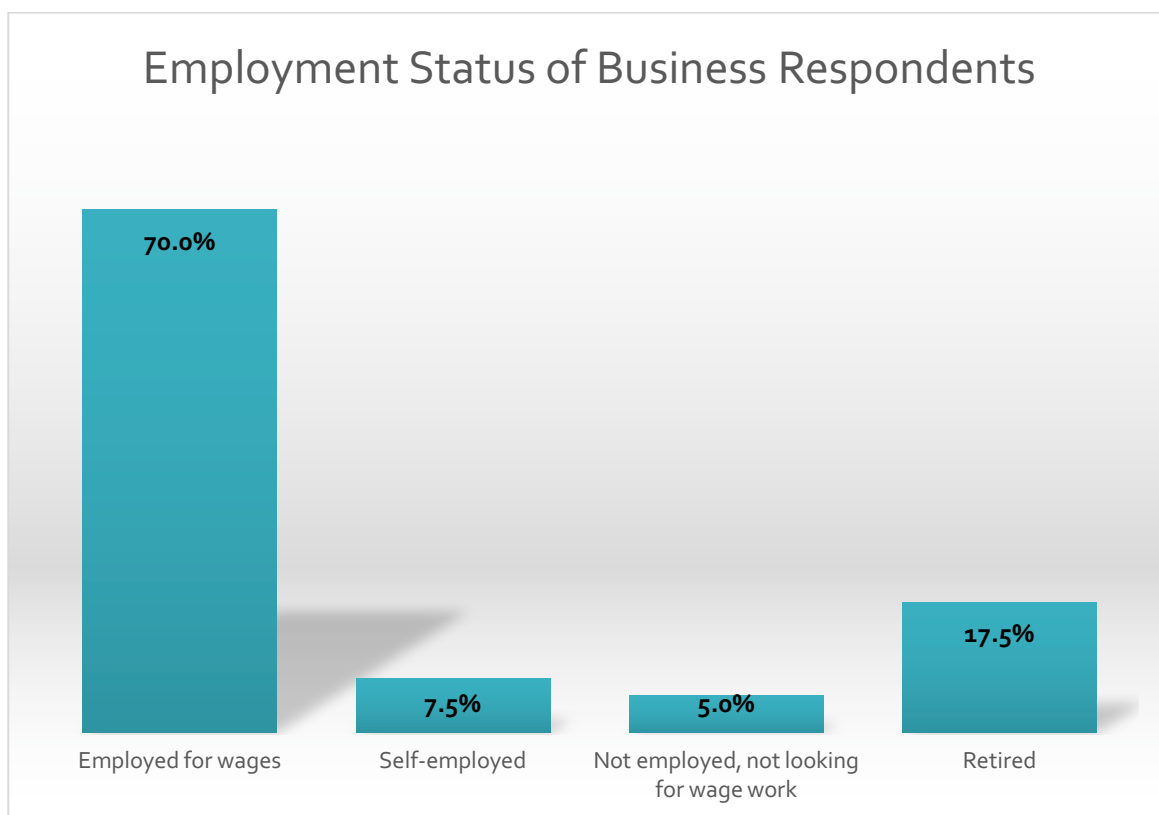
\*There were 19 invalid responses for a total of 64 responses



## EMPLOYMENT

Main Street and Chamber of Commerce Survey Results		
Employed for wages	28	70.0%
Self-employed	3	7.5%
Not employed, looking for wage work	0	0%
Not employed, not looking for wage work	2	5.0%
Student	0	0%
Retired	7	17.5%
Unable to work	0	0%
<b>Total</b>	<b>40</b>	<b>100%</b>

\*There were 7 invalid responses and 17 respondents were not asked this question for a total of 64 responses

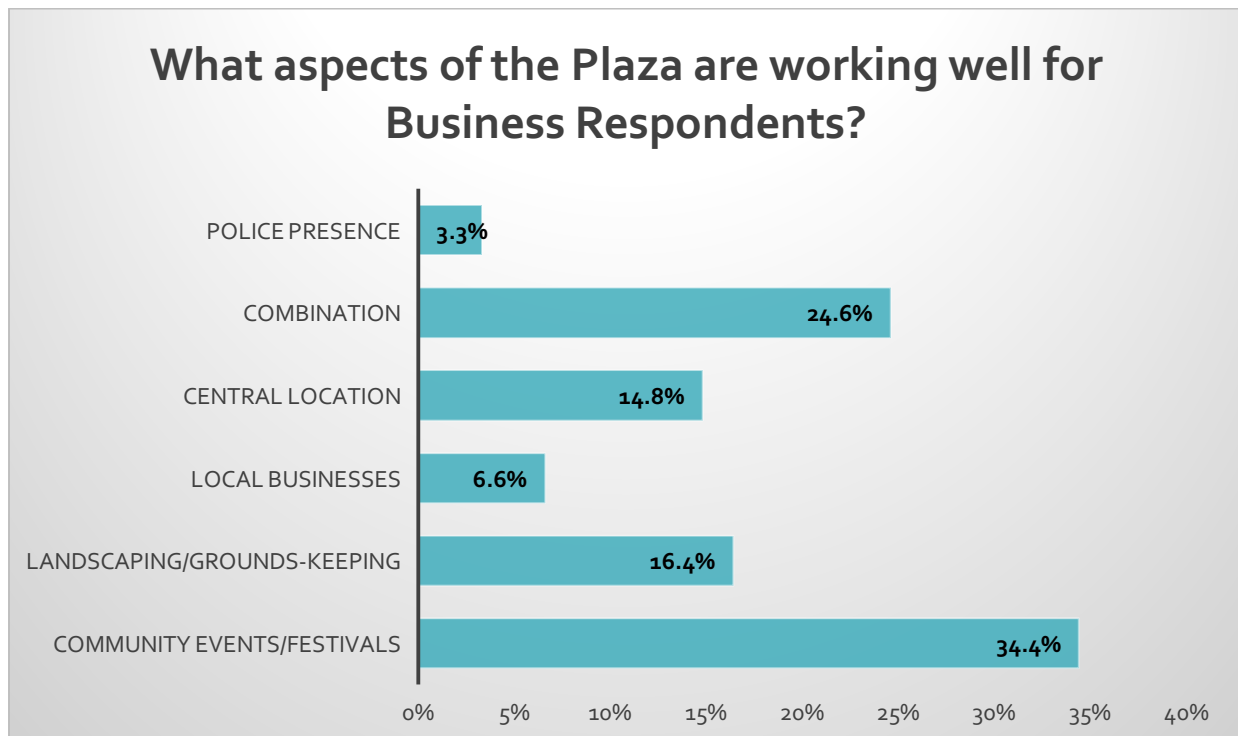


## Survey Results of the Business Responses

### WKINGWELL

What aspects of the Plaza are working well?		
Community Events/Festivals	21	34.4%
Landscaping/Grounds-keeping	10	16.4%
Local Businesses	4	6.6%
Nothing	0	0%
Central Location	9	14.8%
Combination	15	24.6%
Transient/Unhoused Population	0	0%
Everything	0	0%
Pedestrian Accessibility	0	0%
Police Presence	2	3.3%
<b>Total</b>	<b>63</b>	<b>100%</b>

\*There were 3 invalid responses for a total of 64 responses

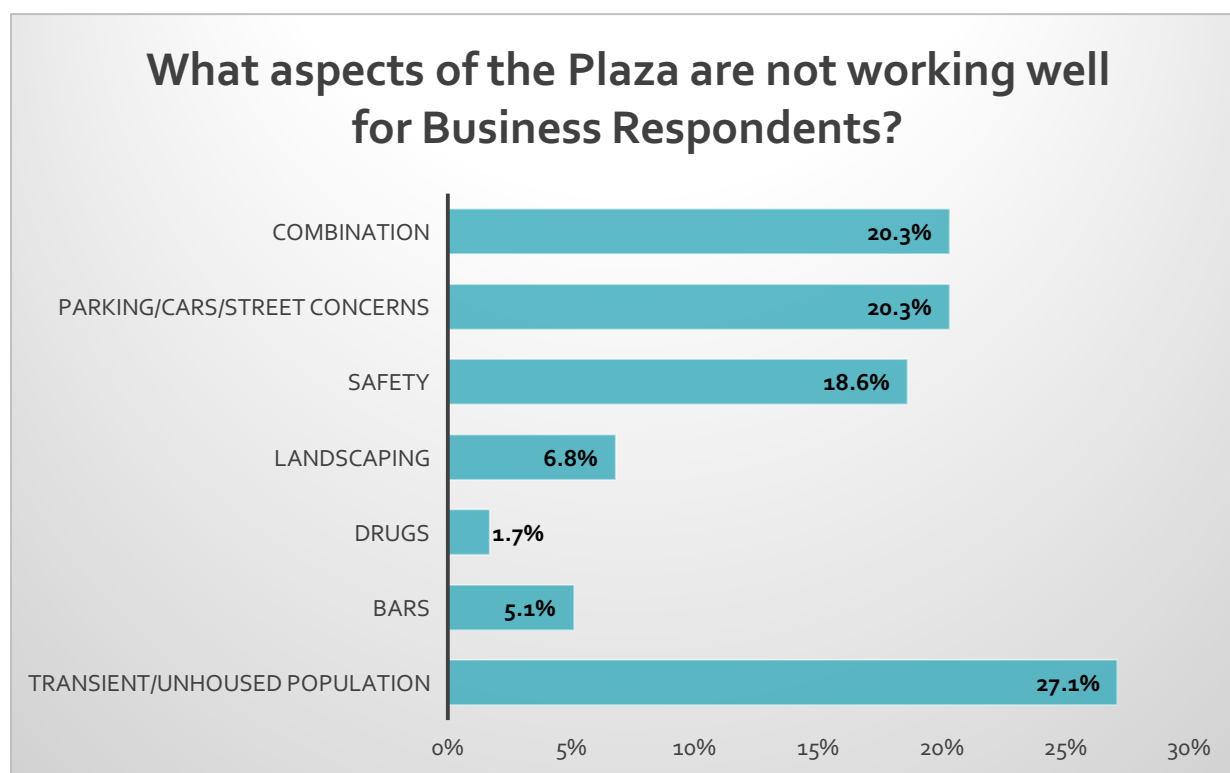


\*combination categories mostly consist of a combination of community events/festivals; landscaping/grounds-keeping; and local businesses

## NOTWELL

What aspects of the Plaza are not working well?		
Transient/Unhoused Population	16	27.1%
Bars	3	5.1%
Drugs	1	1.7%
Landscaping	4	6.8%
Everything	0	0%
Safety	11	18.6%
Parking/Cars/Street Concerns	12	20.3%
Combination	12	20.3%
Farmer's Market/Festivals	0	0%
<b>Total</b>	<b>59</b>	<b>100%</b>

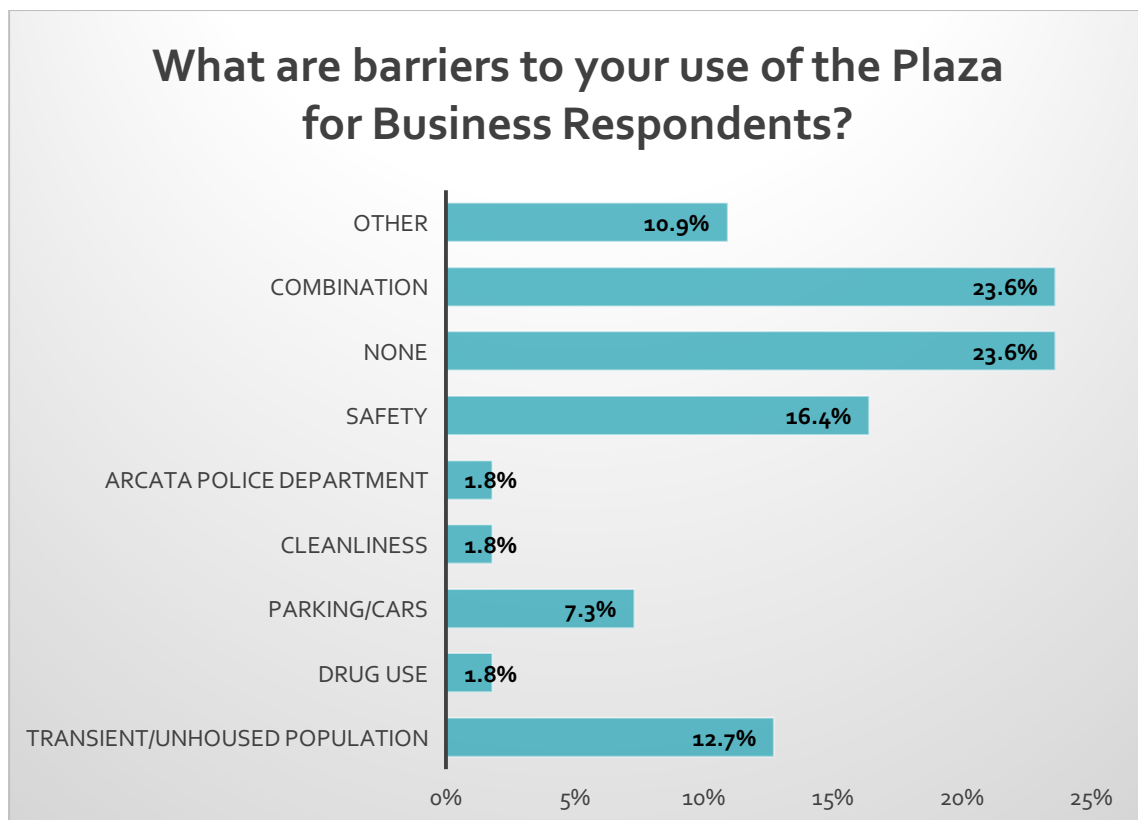
\*There were 5 invalid responses for a total of 64 responses



## BARRIERS

What are barriers to your use of the plaza?		
Transient/Unhoused Population	7	12.7%
Drug Use	1	1.8%
Bars	0	0%
Parking/Cars	4	7.3%
Cleanliness	1	1.8%
Arcata Police Department	1	1.8%
Safety	9	16.4%
Location	0	0%
None	13	23.6%
Combination	13	23.6%
Other	6	10.9%
<b>Total</b>	<b>55</b>	<b>100%</b>

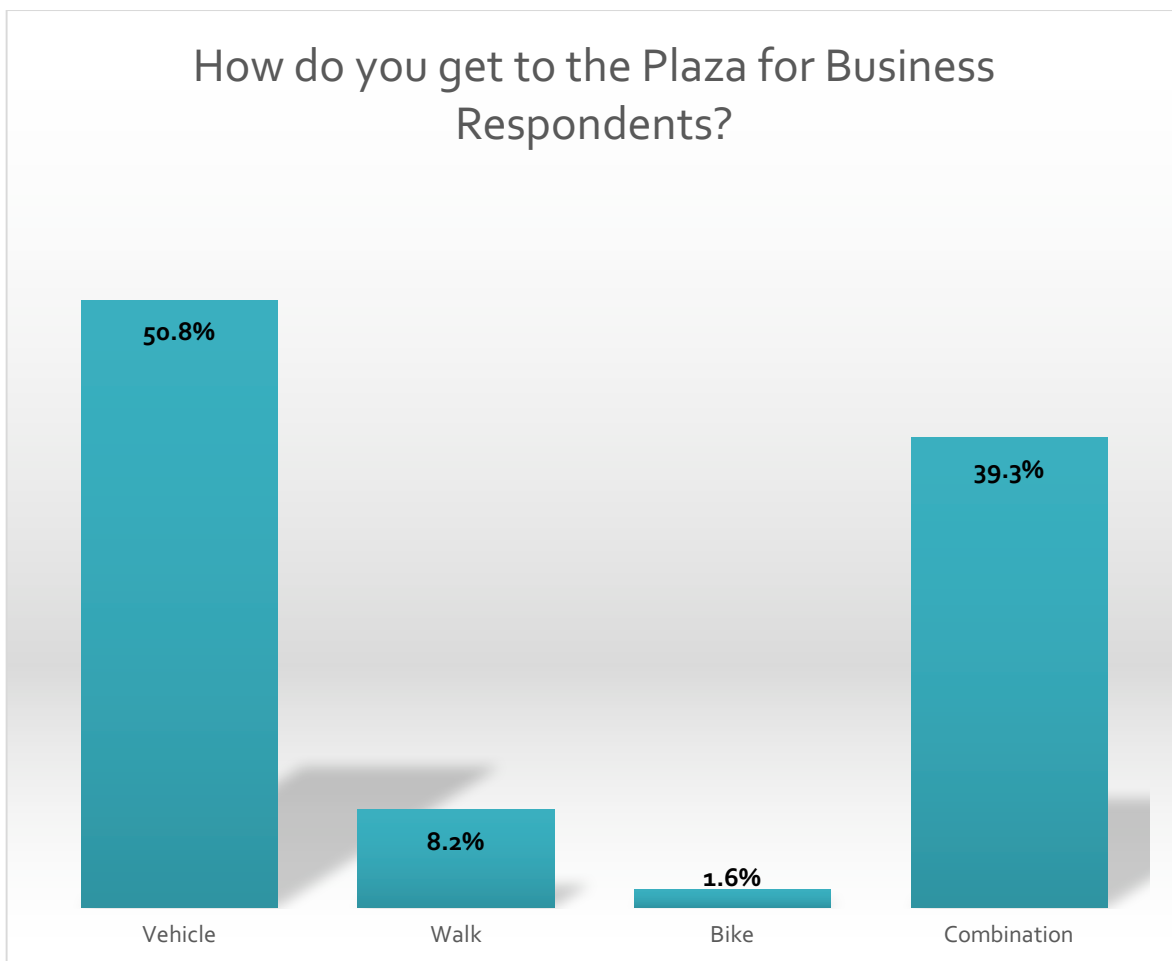
\*There were 9 invalid responses for a total of 64 responses



## GETTOPLAZA

How do you get to the Plaza?		
Vehicle	31	50.8%
Walk	5	8.2%
Bike	1	1.6%
Bus	0	0%
Combination	24	39.3%
<b>Total</b>	<b>61</b>	<b>100%</b>

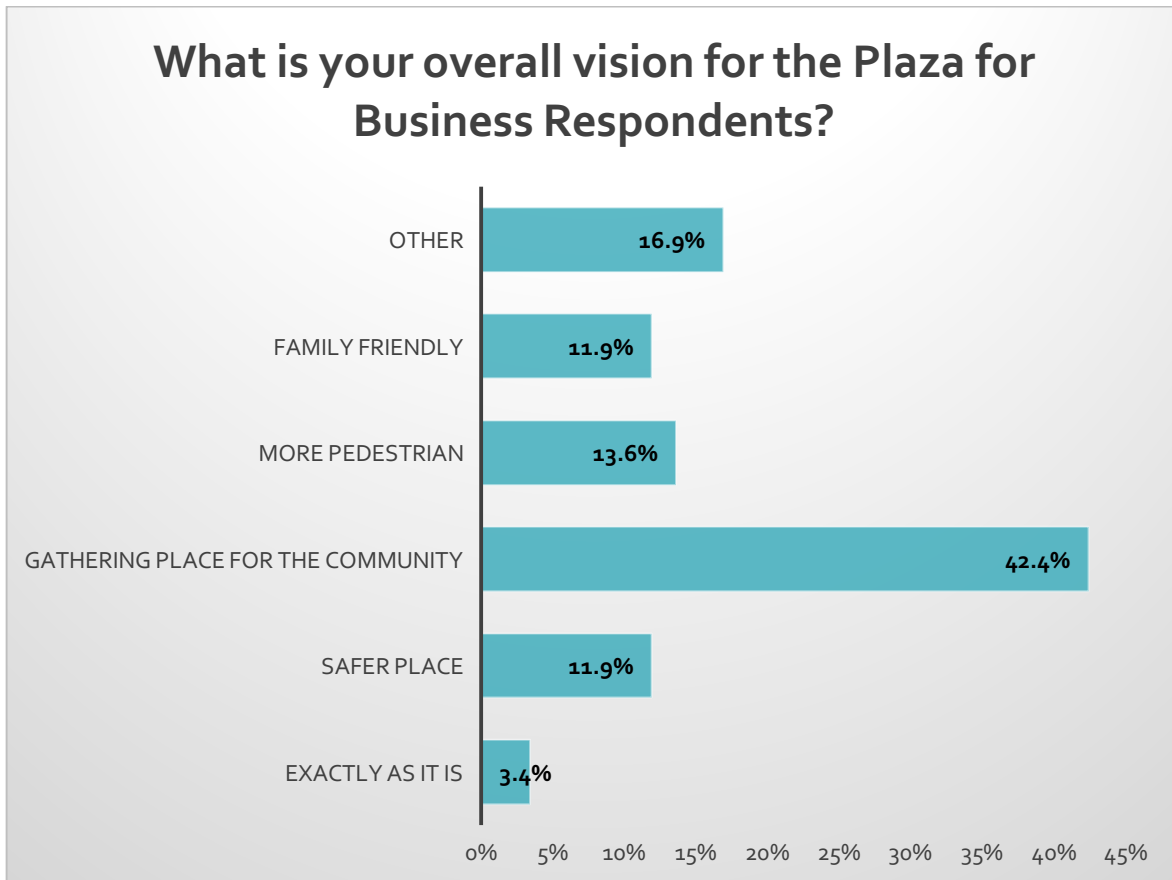
\*There were 3 invalid responses for a total of 64 responses



## VISION

What is your overall vision for the Plaza?		
Exactly as it is	2	3.4%
Safer Place	7	11.9%
Gathering place for the community	25	42.4%
More Pedestrian	8	13.6%
Family Friendly	7	11.9%
Decrease in Transient/Unhoused Population	0	0%
Other	10	16.9%
<b>Total</b>	<b>59</b>	<b>100%</b>

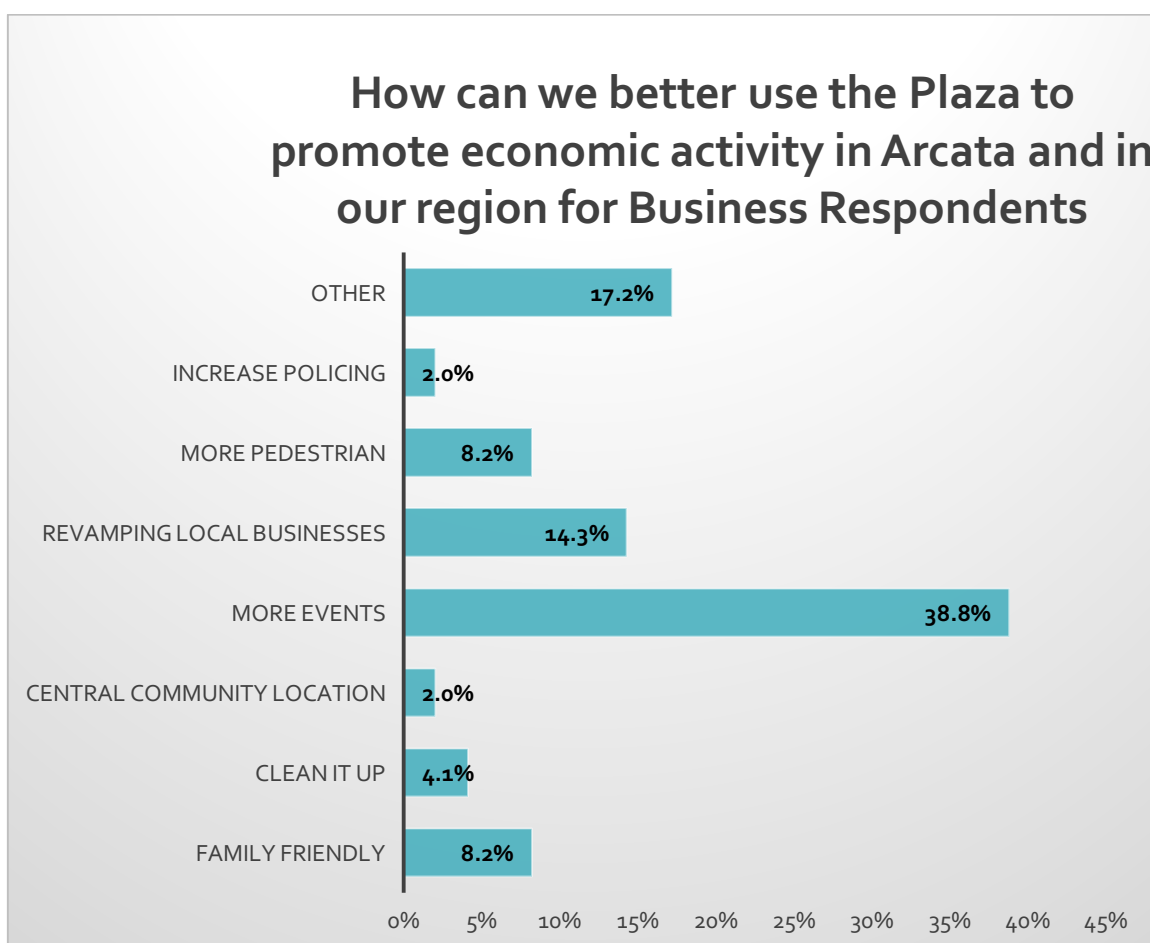
\*There were 5 invalid responses, for a total of 64 responses



## BETTERUSE

How can we better use the plaza to promote economic activity in Arcata and our region?		
Family Friendly	4	8.2%
Clean it Up	2	4.1%
Landscaping	0	0%
Central Community Location	1	2.0%
More Events	19	38.8%
Revamping Local Businesses	7	14.3%
More Pedestrian	4	8.2%
Increase Policing	1	2.0%
Other	11	17.2%
<b>Total</b>	<b>49</b>	<b>100%</b>

\*There were 15 invalid responses for a total of 64 responses

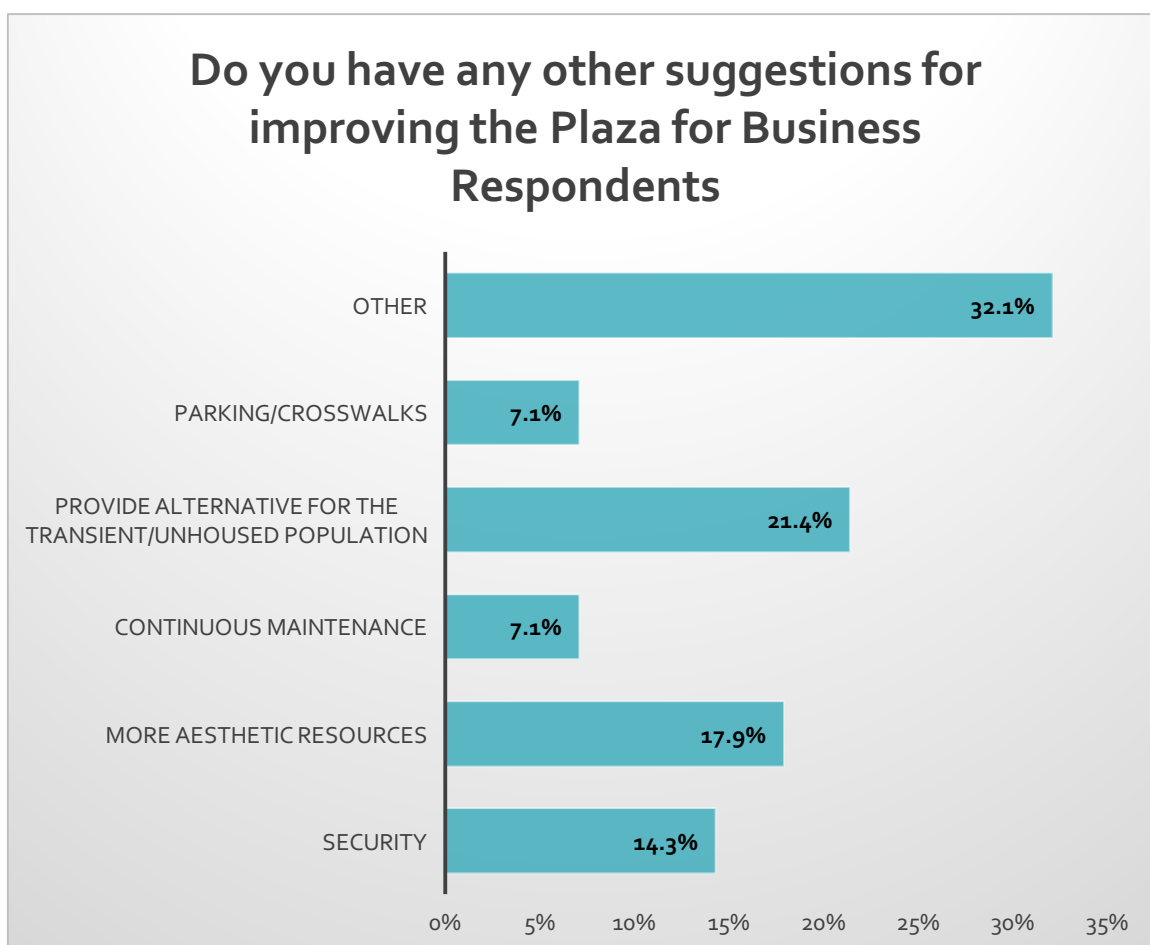




## ANYELSE

Do you have any other suggestions for improving the plaza?		
No	0	0%
Security	4	14.3%
More aesthetic resources	5	17.9%
Continuous Maintenance	2	7.1%
Provide Alternative for the Transient/Unhoused Population	6	21.4%
Parking/Crosswalks	2	7.1%
Other	9	32.1%
<b>Total</b>	<b>28</b>	<b>100%</b>

\*There were 36 invalid responses for a total of 64 responses



## Conclusion

As mentioned in the introduction, because of the survey design it is difficult to ascertain specific recommendations and/or solutions towards how to improve and/or best utilize the Plaza in Arcata. To better understand detailed attitudes towards the plaza, we recommend a follow-up survey designed to fill in the gaps or in-depth interviews.

Some categories include contradictory responses which best belonged together. For example, the Combination category includes any response that has one or more variables working together. When asked what the respondents like about the Plaza, some could say they like the landscaping, festivals and businesses. Others can say they like the festivals and businesses, except the bars. Both responses would best fit in the Combination category, making specificity impossible to determine. Other combination variables could include everything but events.

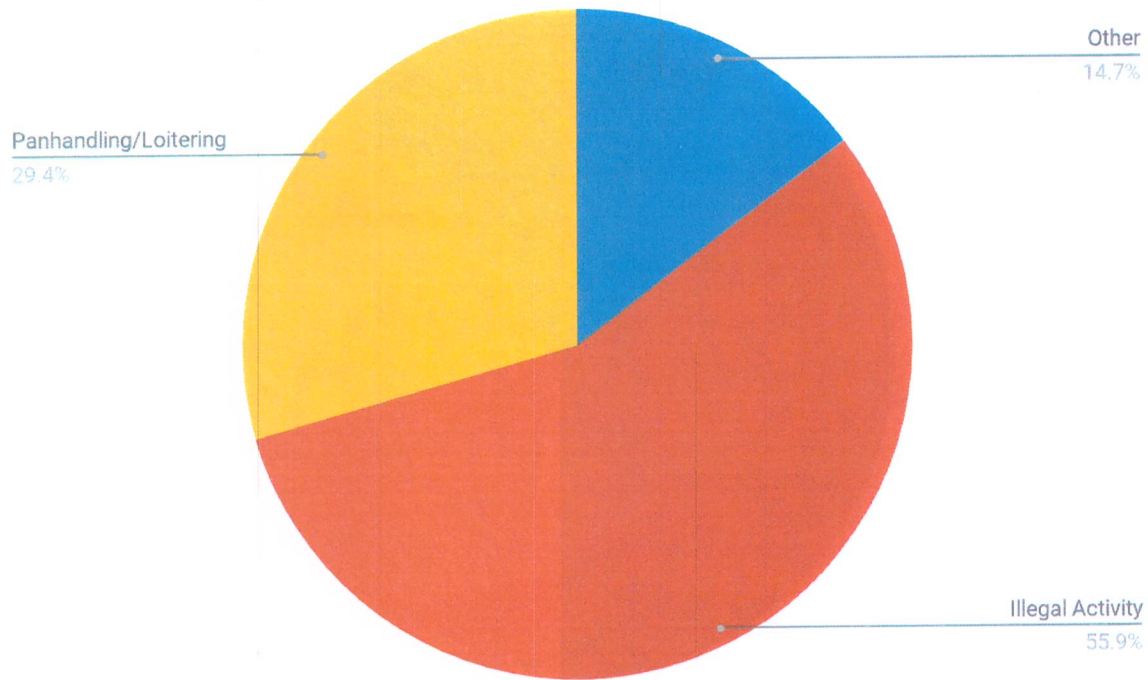
As for frequent responses, the majority of respondents want to see a reduction in the transient/unhoused population, more parking, more lights and plants along the landscape, improve benches, fix the water fountain, have a clean public restroom and more family friendly events. A few recurring recommendations were about establishing an information kiosk or welcoming center for tourists to get more information.

In order to conduct a deeper and more thorough analysis, based on the limitations previously mentioned, we recommend a focused survey designed to measure attitudes towards specific themes that emerged in this analysis.

### **D. Arcata Main Street Business Survey Results**

## Businesses found these to be the primary problems on the plaza.

33 of 34 surveyed responded to this question.



### Other (blue) explanations:

1. Littering
2. Lack of general plan for the entire plaza and our collective goals!
3. Violence associated with the above= my family avoids the plaza...and many now do= very sad for our city!
4. Yelling/fighting/swearing = belligerent/ rude behavior
5. Rude Behavior

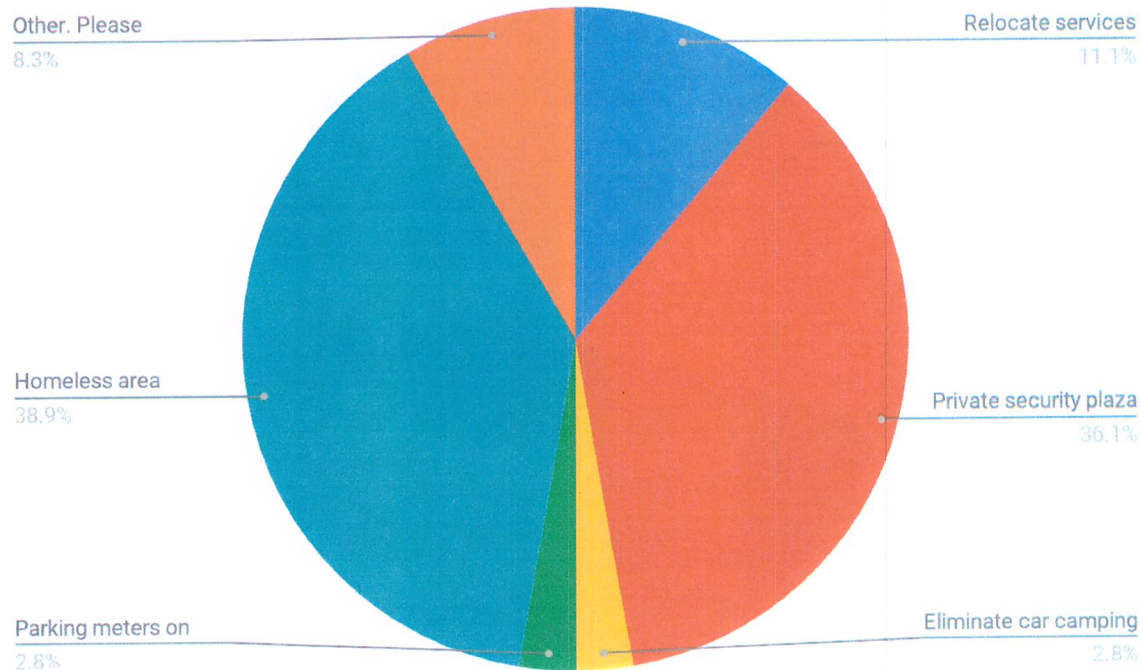
### Additional comments written by respondents:

1. Mowing all day every week, too loud
2. Yelling on plaza, customers afraid to come here
3. "Camping and gathering" in front of store at night
4. Amount of litter and cigarette butts

**Note:** "Presence of services on the plaza (ex: lunchbox deliveries to transients on plaza)" was not chosen as the #1 problem among any of the responses.

## The solutions businesses are most interested in trying.

34 of 34 surveyed responded to this question.



### Other (orange) explanations:

1. Police bike presence on plaza more
2. I would like to see the plaza utilized during the week by more locals, children, picnics, play structure, outdoor eating, vendors that sell food
3. More Police presence

### Other comments written by respondents:

1. Mow early in the morning
2. Stricter punishments for violations of the law for vagrants. It seems that the only people who pay fines and tickets are those of us who are working class locals.
3. More police presence
4. Stop groups from obstructing sidewalk. Eliminate gathering in groups or camping out by storefronts or residences at night.
5. Have a kiosk on the plaza with play equipment etc. that encourages families to come enjoy the plaza by checking these items out and using them on the grass. Croquet, frisbees, lawn games, hula hoops.
6. Encourage travelers to respect city (no smoking, alcohol, littering, foul language)
7. Food service (restaurants, trucks) and other "normalized" activities on the plaza to make it less attractive for belligerence

8. Have a kiosk/space that is rentable that is located in the area of Arcata Liquor. Let vendors sell food/drinks. There is a need for more "grab & go" food options.
9. Welcome to Arcata kiosk (on 9th and H) maybe it rents or lends games and fun family things and can be staffed by different people including the police department at times.
10. Remove Arcata Liquors and make Don's close by a reasonable time

### **Businesses in the survey**

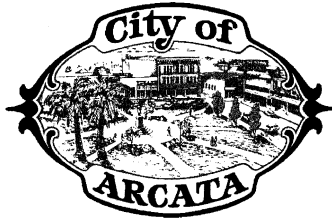
1. Belle Starr- Sue McIntyre
2. Mazzotti's- Joseph Mazzotti
3. Sushi Spot- Patty Stark
4. Moonrise Herbs- Irene Lewis
5. Humboldt Property Management- Matt Babich
6. Arcata Artisans- Susan Morton
7. Arcata Artisans - Natalie D. Costanzo
8. Jambalaya- Pete Ciotti
9. Northtown Books- Dante
10. Pacific Outfitters- Aaron Ostrum
11. Daisy Drygoods- Mary Anderson
12. Sidelines- Kelly Ridgway
13. PLAZA- Natalie Walston
14. TOMO- Joe Doherty
15. Caravan of Dreams- Nancy Anderson
16. People's Records- Steve Lovett
17. Pasta Luega- Isabella Chino
18. All Under Heaven- Liskin Rossi
19. Willow and Rags- Star Seed
20. Libation Wine Bar- Carol Urciuoli
21. Abruzzi,/Plaza Grill- Bill Chino
22. Ace- Ceva Courtemanche
23. Salt- Pam Wiley
24. Arcata Exchange- Gene Joyce
25. Solutions- Kevin Johnson
26. Anonymous
27. Sacred Empire-Lindsay Koupal

- 28. The Alibi- Justin Ladd
- 29. The Big Blue Cafe- Jeff Kunkle
- 30. Hotel Arcata- Sarah Knight
- 31. Arcata Liquors - David W
- 32. Big Fish Vapor Lab- Jaryd Spivak
- 33. Minor Theatre - Josh Neff
- 34. Heart Bead - Kim Mallett Alvarez

Survey conducted by Brett Watson (Arcata City Council), Josh Neff (Arcata Main Street) and Arcata Chamber of Commerce (Joellen Clark-Peterson) in September and October of 2017.

## **E. Event Organizer Survey and Results**





## **PLAZA IMPROVEMENT TASK FORCE IS SEEKING EVENT ORGANIZER INPUT ON HOW TO IMPROVE ARCATA'S PLAZA**

Dear Event Organizer,

The City of Arcata's newly formed Plaza Improvement Task Force is gathering community input to make recommendations to the Arcata City Council on how to improve general safety, promote economic development, upgrade infrastructure, make beautifications and increase Plaza events and activities.

We are reaching out to you for your input on what would help you continue to sponsor events and to consider sponsoring new events on the Plaza.

The Task Force has a meeting scheduled for **Thursday, February 21 at 4:30 p.m.** in the **Arcata Community Center's Senior Room** where there will be time to hear input specifically from event organizers. Please attend if you can to share your thoughts!

If you cannot make that meeting, please take a few moments to respond to the questions listed below and email them back to [kjohnson@cityofarcata.org](mailto:kjohnson@cityofarcata.org). If it is easier to call and provide your comments, feel free to contact me at 707 825 2151 or Kayla at 707-822-5953.

What event(s) do you sponsor at the Plaza?

What currently works well for your event?

What infrastructure do you use at the Plaza?

Would changes to infrastructure be helpful? Please describe any suggested changes to:

Lighting –

Access to electrical, electrical load or types of outlets needed

Water – general and potable

Trash/Recycling –

Loo and/or portable bathrooms –

Loading and unloading materials –

Parking–

Bike Parking –

Are additional or different types of security needed? -

What type of traffic control best meets your needs – including devices or bollards?

Is additional space on the plaza needed? How and where would that be most beneficial?

Would a streamlined permitting process for smaller events that do not require City Services be helpful?

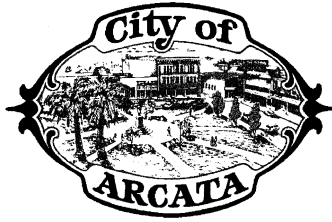
What other changes to the permitting process would be helpful?

Please add any additional suggestions you may have:

In addition to our outreach to you, the Plaza Improvement Task Force has developed an online survey to gather public input regarding Plaza improvement recommendations. The survey is in English and Spanish in an effort to serve Arcata's diverse population and be as inclusive as possible. The survey can be found at [cityofarcata.org](http://cityofarcata.org), by visiting the City of Arcata's [Facebook](#) page, or by visiting <http://bit.ly/PlazaSurvey-English> or <http://bit.ly/PlazaSurvey-Spanish>. The survey is very short and should only take five to ten minutes to complete. Public comment is open until March 1, 2019.

Thank you very much for your time and efforts on behalf of the Arcata Plaza Improvement Task Force,

Julie Neander,  
Deputy Director - Community Services  
City of Arcata  
707-822-8184



## **PLAZA IMPROVEMENT TASK FORCE EVENT ORGANIZER**

### **Synopsis of Responses**

5 responses received out of 25 sent

What event(s) do you sponsor at the Plaza?

- 4th of July
- Farmers Market
- HSU/Main St – Downtown Block Party
- Pastels
- North Country Fair

What currently works well for your event?

- City Support -3
- Business support
- Community turnout

What infrastructure do you use at the Plaza?

- Sidewalks, trash cans, bollards -2
- Everything
- Electricity, water

Would changes to infrastructure be helpful? Please describe any suggested changes to:

Lighting –

- Better brighter at night -

Access to electrical, electrical load or types of outlets needed

- 220A, 120/208V, 3phase -
- 2 - 20 amp circuits at each outlet location -
- Need more in more locations esp. outer perimeter of plaza
- May need more if have food trucks
- Have to borrow electricity from local stores for stages - it would be great to have access from other locations

Water – general and potable

- We use a portable fountain as well - 2<sub>17</sub>
- Would like food grade hose, spicket, portable sink

Trash/Recycling –

- need more for events
- We set up Zero waste stations -2

Loo and/or portable bathrooms –

- Get a BnBs in addition to Loo -3
- Maintain loo throughout the event would be good
- Loo not meeting our needs what so ever
- Do not want to pay for loo since we rent toilets too

Loading and unloading materials

- Working
- We pay for help loading and unloading - wish the City could do this but recognize it may not be possible

Parking

- being able to suspend is helpful attendees park off the plaza and it seems to work - ADA is in Tri Counts Bank area
- need help with towing cars - if we pay to rent plaza why do we have to pay to tow cars
- city partnership with Tri Cities would be helpful for ADA

Bike Parking –

- helpful More would be better - 2
- Currently work with Pacific Outfitters

Are additional or different types of security needed? -

- Not beyond what we provide -2
- We pay for additional -2

What type of traffic control best meets your needs – including devices or bollards?

- For closing G ST - bollards or other -3
- Bollards - but heavy and locks get broken
- New nicer barricades would be helpful
- Need access to them earlier for set up of events - we start at 4 a.m.
- Need barricades for all corners

Is additional space on the plaza needed? How and where would that be most beneficial?

- Remove statue and open up center area for more space - maybe a band stand that could be used for other things too -planters are hard to maintain

Would a streamlined permitting process for smaller events that do not require City Services be helpful?

- Simpler and more streamlined and less expensive one for smaller events would be good
- Would not want conflicting uses at time that we use it

What other changes to the permitting process would be helpful?

- Permitting process worked well for us Less expensive would be good

Please add any additional suggestions you may have:

- Need smooth sidewalk concrete to draw on
- Additional signage directing traffic portable for special events and permanent
- WiFi on plaza is very poor
- Need more help from city to clean up trash from Friday and Saturday night bar crowd
- Overnight access to the Plaza would be helpful
- Help with required grass mats would be helpful to have City Staff place them on the Friday before
- Need assistance with blanket vendors so that they cannot sell when we are having our events - City has a code that can enforce this

## **F. Final Analysis Criteria and Example**

## ***Plaza Improvement Task Force***

### ***Final Analysis Criteria***

***approved at 3/21/2019 meeting***

The Plaza Improvement Task Force is currently developing criteria for determining which potential improvement recommendations should be included in the Final Plaza Improvement Recommendations Report that the Task Force will be submitting to the Arcata City Council.

Example guidance for defining and scoring are notated with italics next to each criteria suggestion.

**1) Meets one or more of the four objectives (score: 0 to 4 points)**

- **Economic Development** – *People will come to and spend money in Arcata*
- **Safety/Regulation** – *Contributes to the Plaza atmosphere feeling safe*
- **Beautification** – *Maintains or improves landscaping, cleanliness or other aesthetics*
- **Increased Programming/Activities** – *More activities occur on the Plaza*

**2) Meets City Council Goals (score: 0 to 3 points)**

- **Sustainability** – *Reduction in greenhouse gases, waste, water usage, etc.*
- **Healthy Community** – *Promotes healthful lifestyle*
- **Racial Equity** – *Fosters a community in which all residents have what they need to thrive and those most impacted by structural racial inequality are meaningfully involved*

**3) Celebrates diversity by serving all community members thereby enhancing cohesion and partnerships (score: 2 points)**

*Includes consideration of racial and cultural inclusion, economic status, ages and physical abilities as community members informally interact as well as participate in recreational activities.*

**4) Ability to implement (score: likely 2 points, somewhat likely 1 point, and unlikely 0 points)**

*Considers cost and the level of effort and staff time to implement for an organizer or for City, i.e. upfront cost may be low but time and staffing needs to coordinate could be high.*

**5) Enhances access, physical safety, and comfort for all (score: 3 points)**

**Additional Considerations:**

- **Goal is to include a range of short-term, medium-term, and long-term recommendations**
- **When possible to apply the criteria in an evidence-based manner - i.e. is there research that supports a recommendation under consideration and can it be applied to Arcata's Plaza?**

### Criteria Matrix Scoring Example

	Meets one or more of the four objectives (Economic Development, Safety/Regulation, Beautification, Increased Programming/ Activities)	Meets City Council Goals (Sustainability, Healthy Community, Racial Equity)	Celebrates diversity by serving a wide range of the community	Helps build and/or strengthen community partnerships	Increases community cohesion	Cost/ease of implementation	Helps increase activity on Plaza during times when not currently busy	<u>TOTAL SCORE</u>
<i>Score Range</i>	<i>0 - 4</i>	<i>0-3</i>	<i>0-1</i>	<i>0-1</i>	<i>0-1</i>	<i>0-1</i>	<i>0-1</i>	<i>0-12</i>
<b>Mock example proposed project:</b> Archery range on Tuesday evenings	1	0	0	1	0	1	1	4
<b>Mock example proposed project:</b>								
<b>Mock example proposed project:</b>								



## **G. Scoring Matrix General Recommendations Totals Table**

### **Recommendation Source KEY (alphabetical)**

**APD** - Arcata Police Department  
**APD CPTED** - Crime Prevention Through Env't. Design  
**Architect** - Architect  
**CC** - Citizen Comment  
**CIM** - 2018 Community Input Meetings  
**COMDEV** - Community Development Department  
**EDC** - Economic Development Committee  
**EO SURVEY** - Event Organizer Survey  
**ITFC** - Individual Task Force Member Comment  
**P&R** - Parks and Recreation Committee  
**PITF Sub** - PITF Subcommittee  
**PRIOR** - Prior Information (1994-2018)  
**PSTF** - Public Safety Task Force Report  
**SURVEY** - Plaza Improvement Task Force Community Survey  
**TSC** - Transportation Safety Committee

		Recommendation Ranking by each of the 9 Task Force Members (1-9)										Short, Medium, Long Term								
Recommendation Source/s	Recommendation/Suggestion	1	2	3	4	5	6	7	8	9	TOTAL	1	2	3	4	5	6	7	8	9
EDC, P&R, TSC, ITFC, survey, CIM	1 - <b>Improve mapping, signage &amp; create sponsorship opportunities.</b> Kiosk, walking tour to businesses. (EDC) Increase information about the Plaza through installation of way-making signs and other ways of letting people know what is going on. (P&R) Install permanent kiosk with map of bike routes, wayfinding signs w/ mileage info to other destinations (TSC)	12	10	13	12	11	9	13	13	13	106	S	S	M	M	S	M	S/M/L	S/M	S/M/L
P&R, EDC, Architect, TSC	2 - <b>Increase access to the Plaza</b> (P&R) More non-motorized access--options could include wider sidewalks; close down streets; increased parking off the Plaza; add bike parking; ADA parking; incentivize public transportation, for e.g., free bus passes if businesses validate ticket; improve bike lanes to and in Plaza; parking protected bike lanes. (TSC) Improve access to/from Plaza--to/from Creamery, murals (historic?), increase bike and pedestrian access without decreasing thoroughfare. (EDC) Extend energy of Plaza to other part of Town - Creamery, North Town, HSU (Architect)	13	11	10	13	12	12	13	11	10	105	L	M/L	M/L	M	S/M/L	M/L	S/M/L	S/M	M/L
P&R, APD & CPTED, PITF sub, surveys, CC, CIM	3 - <b>Support beautification of the Plaza by enhancing what is already there</b> without increasing maintenance work. Ex - native plants; lower profile plants; attractive sidewalks and walkways; <b>more art</b> on existing utility boxes; repair tiled trash cans; cleaning up/freshen up curbs; Expand the "Drains to Bay" art; Seek Indigenous art or something that reflects indigenous culture; Crosswalk art to promote both safety and beautification. Consider an artistic, visual theme for the Plaza with painted crosswalks/utility boxes, etc.; Increase art, increase landscaping and maintain what we have; 3D crosswalk (APD - CPTED)	13	11	11	13	9	11	14	9	12	103	S	S/M	M	S	S/M	M/L	S/M/L	S/M	S/M
TSC, CC, CIM, PSTF, Prior, CC	4 - <b>Collaborate with stakeholders to enhance pedestrian safety experience</b> EX - repaint crosswalk - possible with artwork; widen sidewalks on G&H; maintenance plans; <b>street cleaning</b> and sidewalks/crosswalks; Review Dangerous by Design report to create and foster pedestrian-friendly and/or pedestrian-only spaces on and around the Plaza, in order to create a safe and welcoming place for everyone.	13	11	11	13	11	7	12	12	12	102	M	S/M/L	M	S	M/L	M	M/L	S	S/M
TSC, EO Survey, CC	5 - <b>Improve biking experience with enhancements</b> such as more/covered bike racks, require plaza events to provide additional bike racks, improve bike lanes - green paint, explore bike valet parking	14	11	10	11	10	7	9	11	9	92	M	S	M	M	S/M	S/M	M/L	S/M	M/L
P&R , PITF sub, ITFC, Prior, surveys, PITF sub, PSTF,CIM	6 - <b>Increase programming</b> - Have Arcata actively adopt the City of Portland - 5-pronged approach to Activating public spaces (P&R) <b>collaboration with others</b> - Partner with Humboldt State University for additional programming opportunities; Increase community groups/organizations/volunteer involvement on Plaza to encourage more planned and informal use; Increase small events, food trucks, parklets, increase seating. (Change regulations if needed)	11	11	13	12	7	7	10	10	10	91	S	M/L	S/M	M	M	M	S/M	S/M	S/M/L

		Recommendation Ranking by each of the 9 Task Force Members (1-9)										Short, Medium, Long Term								
Recommendation Source/s	Recommendation/Suggestion	1	2	3	4	5	6	7	8	9	TOTAL	1	2	3	4	5	6	7	8	9
PITF sub, ITFC,CC	7 - <b>Increase connectivity to other parts of city</b> EX - 8th and 9th one-way loop with increased parking and increase sidewalk width, from F to K or N Street and use the other lane to increase multi modal transportation (pedestrian, bike, bus) and parking options (see Increased Programming Subcommittee recommendation #4) safety corridor between HSU and Plaza	13	4	11	9	10	6	10	9	11	83	L	L	M	M	M/L	M/L	M/L	M/L	M/L
TSC, PSTF	8 - <b>Improve public transit/ride share options</b> Mobility on demand (Uber/Lyft,Zip Car); free bus pass with business validation of ticket; establish policy for dockless scooters (TSC); expand public transit hours for more night-time use (PSTF)	12	8	13	9	8	4?	9	11	12	82	L	M/L	M	M	S	M	M	M	M
APD, CPTED, PST, Prior, TSC, PSTF, PITF sub, EO survey, CIM, PITF sub	9 - <b>Upgrade lighting infrastructure</b> to cohesive, dark-sky compliant LEDs Plaza and Alleys near Plaza	10	9	10	12	7	7	7	13	6	81	L	M	M	M	S/M	S/M	S/M	S	S/M
TSC, PSTF, Architect, CIM	10 - Explore temporary or permanent road closures/lane reduction with exceptions for emergency vehicles	9	11	9	9	10	7	10	7	8	80	L	S/M	L	M	M/L	S/M	L	M	S/M
APD, CPTED,Architect, surveys, EO Survey	11 - <b>Have center of Plaza be visually open</b> to allow for line of sight across the space (APD), keep open so easier Keep Plaza flexible (architect), keep plaza a community gather space (surveys)	10	11	10	7	9	9	7	11	6	80	M	S	S	M	S	S/M	S/M	S	S
P&R, EO Survey, PITF sub	<b>12 - Streamline permitting to increase events</b>	9	12	10	13	3	7	7	8	9	78	S	S	S	S	S	S	S/M/L	S/M	L
APD, CPTED, PITF sub	13 - <b>Make improvements to existing items on Plaza</b> EX - replacing municipal code signage that has been vandalized, fix the broken water fountain, repair the broken mosaic tiling on garbage cans, repaint curbs, trim back shrubbery, etc.; Clean-up signage and infrastructure (CPTED), Add benches with dividers to discourage sleeping; Add skate-stops to ledges to discourage skateboarding on planters	10	9	11	9	6	6	11	11	5	78	M	S	S/M	S	S	S/M	S/M/L	S	S/M
PITF sub	14 - Access... add electric vehicle charging, consider “woonerf”– (in process for F Street parking lot)	10	9	11	8	10	7	7	10	6	78	M	M	M/L	M	M/L	M/L	M/L	M/L	M/L
CC	15 - Review Dangerous by Design report - create and foster pedestrian-friendly and/or pedestrian-only spaces on and around the Plaza, in order to create a safe and welcoming place for everyone.	11	12		6	11	5	11	9	11	76	M	L		M	S/M/L	S	L	S	M/L
EDC, COMDEV	16 - <b>Increase marketing, outreach, routine activities &amp; special events</b> - Encourage visit businesses as part of event; Activities for kids; Collaborate to bring people to Humboldt County as a destination by utilizing the Chambers, Visitors Bureau, Main Street, etc. to build up a regional marketing approach; Promote the restaurants and businesses on the Plaza, including the expansion of brick-and mortar businesses participation at events	12	7	8	12	5	3	7	11	9	74	S	M	S	M	M	S/M		S/M	S/M

		Recommendation Ranking by each of the 9 Task Force Members (1-9)										Short, Medium, Long Term								
Recommendation Source/s	Recommendation/Suggestion	1	2	3	4	5	6	7	8	9	TOTAL	1	2	3	4	5	6	7	8	9
ComDev; Architect, CIM , Prior	17 - Focus, expand and add more key events that define community including the Farmer’s Market and Kinetic Sculpture Race to bring more visitors to the area and encourage them to return (Architect, CIM, Prior); Add more medium and small scale events	7	8	10	14	6	5	8	10	5	73	M	L	S/M	S/M	S/M	M	S/M	S/M	S/M
CC	18 - Close 8th St and add parklet or outdoor eating areas	12	8	5	7	7	7	10	11	6	73	M	M	M	L	S/M	M/L	M	S/M	L
ITFC,PSTF, surveys,CC , APD & CPTED, PSTF	19 - <b>Need big picture strategy for alternative locations for un-housed population</b> to go, support and augment Arcata Crisis Intervention Team work (PSTF); Mental Health as a City priority; safe place for houseless folks to go; Have some services for the un-housed community; relocate ‘Food, Not Bombs’ to a different location closer to other resources for the un-housed community, Arcata House Partnership support	8	6	9	5	7	9	8	9	11	72	L	L	L	L	L	M/L	S/M/L	S/M	S/M/L
P&R, PSTF, surveys	20 - <b>Increase presence and responsiveness of Police Department and enforcement of rules on the Plaza</b> to increase safety (signif # of surveys responses mentioned alcohol and drug-related issues) and work constructively with the un-housed population.	8	4	12	13	5	4	9	10	5	70	M	S	L	S	M	S/M	S/M/L	S	M/L
APD	21 - Continue to staff the Arcata Police Department at levels that provide a response to calls for service from community members in line with goal of delivering core policing services to Arcata neighborhoods	9	6	9	13	5	4	7	8	8	69	S	L	S	S	S	CONT	S/M/L	S	S
APD	22 - Encourage citizens to call the APD to report crime, the potential for crime, disturbances, nuisances and actual or potential disorder	11	4	8	12	5	4	6	9	8	67	S	M	S	S	S	S	S	S	S/M/L
EO Survey, CC	23 - Family-friendly restroom	13	6	11	5	1	4	6	13	6	65	M	L	M	L	M/L	M/L	M/L	M/L	L
APD, PSTF, Prior, P&R, CIM	24 - Continue current staffing of two officer that patrol the Plaza and Downtown areas (APD) <b>Increase Staffing</b> (P&R, PSTF, Prior, survey, CIM)	9	4	7	13	5	2	7	9	8	64	S	L	M	S	M/L	CONT		S	S
TSC	25 - Develop parking/circulation study for Plaza to support Task Force recommendations	13	1	8	9	10	6	2	6	9	64	M	L	L	M	M	M	M	S/M	S/M
TSC, EO Survey	26 - Investigate use of private parking areas for large events	10	8	7	7	8	3	7	10	4	64	M	S	M	M	S	S	S/M/L	S	M
PITF sub, CIM	27 - Increase types of seating	11	9	11	7	3	3	10	6	4	64	M	S	M	M	M	S	S	M	M
PITF sub, PSTF, surveys	28 - -Regulations; re: nuisance behaviors/bouncers/noise control/bar hours/business hours/enforce ABC practices	10	5	10	11	5	3	7	7	6	64	M	M	S	S	M	M	M/L	S/M	S/M/L
CC	29 - Sensitive to/collaborate with Indigenous community	9	8	7	5	7	6	6	8	8	64	M	M	S	M	S	S/M/L	S/M/L	S/M	M/L
EDC	30 - Institute façade/alley improvement program & encourage area beautification. Collaborate with businesses, special exhibits.	7	7	6		6	6	8	13	10	63	M	S/M	M		M/L	S/M	S/M	S/M	S/M/L
ComDev, PITF sub	31 - Consider more infill development of downtown area--more housing equates to more people, more foot traffic and more energy around the downtown area which equates to more money spent and more investment in the local businesses; Increase mixed use; add hostel; codes on heights	9	5	4	14	3	4	9	9	4	61	L	L	L	M	L	L	M/L	S/M	L
PSTF	32 - Locker storage for travellers to store belongings at Transit or other areas	9	8	3	6	8	4	8	7	8	61	M	M	M	S	L	S	M	M/L	M/L

		Recommendation Ranking by each of the 9 Task Force Members (1-9)										Short, Medium, Long Term								
Recommendation Source/s	Recommendation/Suggestion	1	2	3	4	5	6	7	8	9	TOTAL	1	2	3	4	5	6	7	8	9
EO survey	33 - More help from City to clean up prior to events, for set up, etc.	7	11	0	11	4	6	9	11	2	61	S	S	S	S	S	S	S	S/M	M/L
ComDev	34 - Further develop existing Zagster bike-share program to encourage people to ride bicycles to other areas of town including Redwood Park, the Creamery District, the Marsh, etc.	6	4	6	12	7	4	6	9	6	60	M	M	M	M	S	S	S/M	S/M	M
ITFC, CC	35 - Explore changing primary access to bars from the alley with emergency exit on 9th Street, old bar entrances on 9th can be used for community art, sidewalk will be available again for pedestrians to use	7	0	9	12	4	4	7	11	5	59	L	L	M	M	L	L	M/L	M/L	M/L
APD, CPTED	36 - Encourage businesses to lock/secure dumpsters in alleyways around the Plaza block	5	8	8	8	5	4	6	10	3	57	S	S	S	S	S	S	S	S	S
PITF sub, EO Survey	37 - Improve Infrastructure-- electrical access on Plaza	8	9	9	5	6	3	3	9	4	56	M	S	M	M	S	S/M	S/M	S/M	M/L
PSTF, CIM	38 - Business Surveillance Cameras	9	3	0	12	5	4	5	9	5	52	S	L	M	M	S	S	S/M	S/M	S/M
PITF sub	39 - Increase variety of businesses for all ages	11	5	5	7	4	2	6	5	5	50	L	L	M	M	M/L	M/L	M/L	M/L	L
PSTF,CIM	40 - Impose a Tippler Tax , mandatory training for bar employess, stricter DUI checks, elimitate drink specials , etc.	11	1	0	10	4	3	6	8	4	47	M	L	M/L	S	M	S/M	S/M	M	M/L
CC	41 - Re-identify the Plaza	12	0	0	2	8		11	9	5	47	L			M	S		M	M	L
PITF sub	42 - Make rental items available	11			7	4	6	6	9	4	47	S			M	M	S/M	S/M	S/M	M
ITFC	43 - Need a range of options of affordability for consumers to purchase at/around the Plaza	8	4	5	4	5	6	6	6	2	46	L	S	M	S	L	M/L	M/L	M	M
PITF sub	44 - Booth direction for events – face outside towards businesses instead of towards center of Plaza	7		12	4	3	3	3	6	3	41	S		S	S	S	S	S	S/M	S
TSC, CC	45 - Explore time/pay/optional pay; change parking configuration?pay for parking (CC)	3	4	3	6	6	3	1	7	3	36	L	S	L	M	M/L	M	S/M	M	L
CC	46 - In-ground arena theater on Plaza	9	0	2	3	2	1	4	2	1	24	L		L	M	L		M/L	L	L
CC	47 - Plant a single redwood tree and surround by a bench in center of Plaza	5	0	4	3	3	2	6	0	1	24	M		M	M	S		L	0	L
CC	48 - Statue of a greek goddess on the Plaza	2	0	0	2	1	1	3	0	2	11	M			M	L		M	0	L

## **H. Scoring Matrix Implementation Options Totals Table**

## Refined Ranking of Sorted Implementation Options - **Top Ranked**

Plaza Improvement Task Force, October 2019

	<b>Refined Ranking of Sorted Implementation Options - <i>Top Ranked</i></b>			
	Plaza Improvement Task Force, October 2019			
<b>Rec. Source/s</b>	<b>TOP RANKED Implementation Options for each Recommendation</b>	<b>TOTAL SCORE</b>	<b>TIME FRAME</b>	<b>Addressed elsewhere? Other information</b>
	<b>INCREASING ACCESS</b>			
EDC, P&R, TSC, ITFC, survey, CIM	1 - Improve mapping, signage & create sponsorship opportunities	106	S	
	Install kiosk w/map of Plaza, local businesses, amenities, nearby attractions, bike routes, visitor and tourist information	85	S	
P&R, EDC, Architect, TSC, PITF sub, ITFC, CC	2 - Increase access to/from the Plaza - Creamery, North Town, HSU	105		Lighted pathways exist along pedestrian bridge from HSU and G ST and D ST to 11th to G
	Make 8th and 9th one-way loop from F to K or N Street with increased parking; use the other lane to increase multi modal transportation (pedestrian, bike, bus)	84	L	Not specifically, though may be part of overall traffic safety planning in City
TSC, CC, CIM, PSTF, Prior, CC	4 - Collaborate with stakeholders to enhance pedestrian safety experience to create a safe and welcoming place for everyone.	102		Transportation Safety Committee
	Update Maintenance Plan to repaint parking zones, loading zones, crosswalks - possibly with crosswalk art work, include sidewalk, crosswalk and street cleaning and curb repair maintenance schedule	83	S	Various City departments. Some items (redoing curbing, murals) are large capitol costs, other items can be addressed along with Citywide upgrades (repainting cross walks, loading zones, etc.) May need to purchase different machine to clean sidewalks, streets or additional staffing to run the sweeper more frequently
TSC, EO Survey, CC	5 - Improve biking experience with enhancements	92		City currently has bike lockers - \$12 annual fee - only one person rents one currently.
	Improve bike lanes to and around Plaza - green paint	85	M	Hard to find contractor who can do this and paint is not long-lasting
TSC, PSTF	8 - Improve public transit/ride-share options	82		Long term city is looking at Transportation on Demand
	Expand public transit hours for more night-time use	89	M	Buses in Arcata run until 10 p.m., most things are closed by then except the bars
	Explore shuttle service from HSU/ACC during large events	92	S	
TSC, PSTF, Architect, CIM	10 - Explore temporary or permanent road closures/lane reduction with exceptions for emergency vehicles and delivery trucks	80	S	Farmers Market and large events currently work with City on this



Rec. Source/s	TOP RANKED Implementation Options for each Recommendation	TOTAL SCORE	TIME FRAME	Addressed elsewhere? Other information
	<b>BEAUTIFICATION</b>			
P&R, APD & CPTED, PITF sub, surveys, CC, CIM	3 - Support beautification of the Plaza by enhancing what is already (improvements to existing items) there without increasing maintenance work.	103	S	Parks Dept does maintenance, some businesses have adopted planters
APD, CPTED, Architect, surveys, EO Survey, CC	11 - Have the center of the Plaza be visually open to allow for line of sight, keeps Plaza flexible and as a community-gathering space	80	M/L	
EDC	30 - Institute façade/alley improvement program & encourage area beautification. Collaborate with businesses, special exhibits. (63)	79	M	Community Development would be the lead
	<b>PROGRAMMING</b>			
P&R , PITF sub, ITFC, Prior, surveys, PITF sub, PSTF,CIM	6 - Increase programming - Consider active adoption of Portland's 5-pronged approach to activating public spaces (A-D)	91	S/M	
	Increase City Recreation Programming - i.e. find funds for equipment truck & work with HSU to develop an internship that could set up games on Plaza; e.g. every Tuesday night sponsor Family Game Nights, Increase small events - i.e. morning fitness classes/coffee days, afternoon kid activities, "lunch on the lawn", drop in classes, weekly concerts, theater, movie nights, yoga/tai chi/zumba/dance classes, rotating art exhibits, info booths and demonstrations, pop-up library/bookmobile, lawn game rentals and tournaments (chess, corn hole, Giant Jenga...), historic walking tours/talks, possibly provide rental items	86	S/M	Recreation Department
	Increase Rec programming of community partners - i.e. HSU, Main Street, others -Hold a dog walking event around the Plaza - Partner with pet shops, veterinarians, etc.; Lectures on the Plaza with HSU professors, HSU music/theater programs on the Plaza. Tai Chi (at Farmers Market -- can it be at other times?) - National Tai Chi Day. Humboldt Patient Resource Center (HPRC); includes promotion of Arts and Cultural events such as Indigenous Festival perhaps timed with the Big-Time Pre-show; Encourage cultural celebrations on heritage/faith on the Plaza	83	S	Recreation Department and Community Partners (Arcata Main Street, Chamber, Farmers Market, HSU, etc.)

Rec. Source/s	TOP RANKED Implementation Options for each Recommendation	TOTAL SCORE	TIME FRAME	Addressed elsewhere? Other information
	City Recreation work to increase Rentals of the plaza, both public and private, to generate revenues - <i>example</i> - local vendors sell their products. Increase live music on the Plaza. Buskers could obtain a business permit and then get permits to perform. Evening Farmers Market.	76	S/M	Recreation Department
P&R, EO Survey, PITF sub	12 - Streamline permitting to increase events - Develop different types and prices of permits, depending on the type of activity and the cost to the city. Easier and less expensive the better.	78	S/M	Recreation Department
	<b>SAFETY</b>			
APD, CPTED, PST, Prior, TSC, PSTF, PITF sub, EO survey, CIM, PITF sub	9 - Upgrade lighting infrastructure -To dark-sky compliant LEDs for Plaza and alleys near Plaza	81	M	
	Establish a safety corridor between HSU and Plaza -Utilizing CPTED safety features: lighting, line of site alcohol free zone, enhanced/policing	95	M	Public Safety Task Force
	Support and augment Arcata Crisis Intervention Team work (e.g., Mobile Intervention Services Team: M.I.S.T.)	79	S/M	APD, County currently are working together
	Create a safe place for un-housed folks to gather	83	M	
	Collaborate with faith & service organizations to support housing and food insecure members of our community - i.e. fortify/increase Arcata House Partnership capacity to recruit/train/organize volunteers, facilitate permission/agreement on full-service day center/extreme weather shelter: provide daily hot meals, warming center (out of the Annex); Work with local service providers to offer "Mental Health First Aid", "Trauma Informed Care", "Local Social Service Resources" and "Substance Dependence" trainings to community members/volunteers to more effectively, safely and compassionately engage with people on the street in crisis and help connect them to the services that they need.	80	S/M	Ongoing with City, Arcata House Partnership, County
	Establish a day-worker program for the un-housed community to help secure flexible income, work experience & to also positively connect with community members while they strive for a more stable livelihood	79	M	
PSTF	32 - Create locker storage for travelers at Transit or other areas (61)	78	M	Recommended by Public Safety Task Force

Rec. Source/s	TOP RANKED Implementation Options for each Recommendation	TOTAL SCORE	TIME FRAME	Addressed elsewhere? Other information
P&R, PSTF, surveys	20 - Increase presence and responsiveness of Police Department and enforcement of rules on the Plaza (70) to increase safety (significant # of surveys responses mentioned alcohol and drug-related issues) and work constructively with people engaging in bad behaviors	70	S	City APD, Recommended by Public Safety Task Force
APD, PSTF, Prior, P&R, CIM, Survey	21 - Continue to staff AP Dept. at levels that provide a response to calls for service (69) - current staffing of two officers that patrol the Plaza and Downtown areas (APD) and/or Increase Staffing (P&R, PSTF, Prior, survey, CIM) (64)	74	S	City APD, Recommended by Public Safety Task Force

Implementation Options – **Lower Ranking**  
Plaza Improvement Task Force, October 2019

	<b>Implementation Options - <i>Lower Ranking</i></b>		
	Plaza Improvement Task Force, October 2019		
Rec. Source/s	<b>LOWER RANKING Implementation Options for each Recommendation</b>	<b>TOTAL SCORE</b>	<b>TIME FRAME</b>
	<b>INCREASING ACCESS</b>		
	Install way-making signs w/mileage info to other destinations	65	S
	Create walking tour to businesses	69	S
	Install historical interpretive signage	42	M
	Widen sidewalks on G and H Streets & 8th and 9th Streets	74	L
	Install additional bike racks, including covered racks	77	S
	Require Plaza event permit to provide additional bike racks	40	S
	Parking protected bike lanes	59	M
	Explore bike valet parking for large events	59	S
	Promote Mobility-On-Demand (Uber/Lyft/Zip Car)	71	S
	Establish policy for dockless scooters	42	S
	Provide free bus passes if businesses validate ticket	69	S/M
	Explore modifications to improve effectiveness of existing bollards	56	M
	Close down 8 and 9th Street <i>between</i> G and H	60	L
	Close down 8 and 9th Streets <i>and</i> G and H	59	L
PITF sub,CC	14 - Access - add electric vehicle charging station	78	

Rec. Source/s	LOWER RANKING Implementation Options for each Recommendation	TOTAL SCORE	TIME FRAME
	Consider “woonerf”– (in process for F Street parking lot)	63	M/L
CC	15 - Review Dangerous by Design report -To foster pedestrian-friendly and/or pedestrian-only spaces on/around the Plaza.	76	
TSC	25 - Develop parking/circulation study for Plaza to support PITF recommendations (64)	71	S
	Improve APD enforcement of limited-time parking during FMarket & large events	43	S
Survey	Increase parking off the Plaza while keeping ADA parking	69	M
TSC, EO Survey	26 - Investigate collaborative use of private parking areas during Farmers Market or other large weekend events (64)	76	S
	<b>BEAUTIFICATION</b>		
APD, CPTED, PITF sub	13 - Make improvements to existing items on Plaza	78	
	Increase landscaping - native plants; lower profile plants	56	S
	Consider an artistic, visual theme for the Plaza with painted utility boxes, etc.	71	S
	Expand the "Drains to Bay" / "Downstream Designs" art	60	S/M
	Increase sensitivity to/collaborate with Indigenous community (64)/Seek Indigenous art or something that reflects indigenous culture/	72	S/M
	Ensure adequate water is accessible for maintaining Plaza & surrounding landscaping	52	M
	Create Murals	70	M

Rec. Source/s	LOWER RANKING Implementation Options for each Recommendation	TOTAL SCORE	TIME FRAME
	Clean-up signage & infrastructure, replace muni-code signage that has been vandalized	77	S
	Trim back shrubbery	59	S
PITF sub, CIM	27 - Increase types of seating / Add more seating areas (64)	73	M
	<b>PROGRAMMING</b>		
	<u>Increase City Drop in Activity</u> - Ukulele, badminton, community song circle, samba drumming	67	S
	Increase community groups/organizations/volunteer planned event/informal use	59	S
	Encourage food trucks on show nights and other times	57	S
	Increase activities for kids	69	S
PITF sub	44 - Booth direction for events to face outside towards businesses instead of towards center of Plaza (41)	39	S
ComDev; Architect, CIM, Prior	17 - Focus, expand and add more key events that define community	73	
	<u>Regional Marketing</u> -Collaborate with different county Chambers, Visitors Bureau, Main Street, etc. making Humboldt County and Plaza a destination.	63	M
	Promote the restaurants and businesses on the Plaza; Encourage the expansion of business participation at events	56	S
	Encourage business sidewalk sales and outdoor dining to support business visitation during events	67	S
	"Business Sponsor" of the Plaza each week with events/tastings	60	S
CC	18 - Close 8th St and add parklet for outdoor eating areas	73	
EO Survey	33 - Increase City participation to clean up prior to events, set up, etc. (61)	67	S
PITF sub, EO Survey	37 - Improve Infrastructure-- electrical access on Plaza (56)	50	M

Rec. Source/s	LOWER RANKING Implementation Options for each Recommendation	TOTAL SCORE	TIME FRAME
	<b>SAFETY</b>		
EO Survey, CC, Survey	23 - Provide Family-friendly restroom (65)	57	L
ITFC, PSTF, Survey, CC, APD, CPTED, P&R	19 - Create big picture strategy for alternative locations for un-housed population to go/ include Mental Health as a City priority	72	
	Increase support for additional mental health workers (or mental health training for current staff) to more effectively engage with mentally ill individuals and individuals in crisis.	71	M
	Build a team of un-housed community volunteer advocates - <i>for example</i> - Eureka's Uplift "co-pilots" program	78	S
	Support/expand bathroom facilities at the Annex or install B&B at Transit	54	M
	Support additional beds at Arcata House Partnership's Shelter	60	M
	Establish free/reduced bus pass fund for un-housed community to get to appointments in order to secure income, housing and medical attention	76	M
	Work with county to forgive old compounded tickets/fines for un-housed infractions that prevent many individuals from obtaining assistance	40	M
APD	22 - Encourage citizens to call the APD to report crime (67)	72	S
PITF sub, PSTF, Survey	28 - Regulations; re: Re-evaluate nuisance behaviors/bouncers/noise control/bar hours/business hours/enforce ABC practices (64)	72	S/M
PSTF, CIM	38 - Incentivize Business Surveillance Cameras; Identifying "hot spots" in/around Plaza and collaborate (crime scene areas) (52)	68	S
IFTCC, CC	35 - Explore changing primary access to bars from the alley with emergency exit on 9th Street, old bar entrances on 9th can be used for community art (59)	60	L



Rec. Source/s	LOWER RANKING Implementation Options for each Recommendation	TOTAL SCORE	TIME FRAME
APD, CPTED	36 - Encourage businesses to lock/secure dumpsters in alleyways around Plaza (57)	67	S
PSTF,CIM	40 - Impose a Tipper Tax, mandatory training for bar employees stricter DUI checks, eliminate drink specials, etc. (47)	56	S/M
ComDev, PITF sub	31 - Consider more infill development of downtown area- Increase mixed use; add hostel; Discuss codes on heights (61)	76	L