

City of Arcata COUNCIL GOALS



The City Council sets these overarching goals for the City of Arcata. They were developed in April 2012, during open, public study sessions and adopted after final deliberations at a noticed Council Meeting June 6, 2012.

Facilities and Infrastructure

Enhance Appearance, Public Safety and Livability of the City

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



Environmental Leadership

Provide Leadership in Environmental Progress of the City

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

Sustainable Development

Improve Local Economy through Business Support

- Improve community services for business development
- Improve linkage between energy needs and resources



Public Service

Improve the Quality of Service to the Public

- Improve the quality of communication between the City and the Public
- Improve technological capabilities of the City

Citizen and Community Health

Support Community Creative and Cultural life

- Support healthy eating and active living programs
- Provide recreation opportunities for all citizens
- Support diverse housing opportunities
- Support essential human services, as applicable



Prepare for Future Needs

Provide Training Opportunities for Citizens and Staff

- Provide leadership for climate change adaptation
- Use best available science for future planning

2012-2013 Council Policy Objectives

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

2012-2013 Council Priority Projects

City Manager's Office

- 01 Work with City departments to review and evaluate efficiency of City Hall workspaces and restroom locations, and research possible funding sources.
- 02 Evaluate the City's financial assets, identify opportunities for the City to generate new revenue streams, develop other financial strategies and identify opportunities for cost savings.
- 03 Continue to develop methods for marketing Arcata and our accomplishments in achieving sustainable excellence in government with community and business partners.
- 04 Coordinate with City departments to increase disaster preparedness for City facilities and equipment.
- 05 Provide continuing education and training for staff, commissioners, and committee members.
- 06 Educate and survey City employees to determine interest in participating in a program to pay for transit passes with pre-tax dollars.

Community Development Department

- 07 Analyze and make recommendations for annexations within the Urban Services Boundary.
- 08 Work with the Economic Development Committee on planting the seedbed to encourage Arcata's emerging entrepreneurs.
- 09 Develop post-redevelopment funding mechanisms to support economic development projects.
- 10 Work with community partners to address childcare facility needs in the community.
- 11 Complete the update of the Land Use Code through the Coastal Commission process.
- 12 Remain active in the Humboldt County General Plan and other long-term regional planning efforts.
- 13 Provide education and training for staff, commissioners, committee members, and developers in green building standards.
- 14 Continue to streamline procedures for permits that: A) Ensure timely services to applicants while providing maximum opportunities for meaningful public participation in the review and decision-making process; and B) Develop a streamlining program for blighted properties.
- 15 Work with community partners to address needs for expanding medical facilities in the community.

- 16 Continue to implement the Housing Element Affordability Strategies and assess additional strategies for mobile home parks, senior housing for homeless and other special-needs populations.
- 17 Incorporate the Parks and Recreation Element into the General Plan: 2020, and assess the development of a Healthy Communities component to the General Plan.
- 18 Continue to develop a Valley West Neighborhood Streetscape and Pedestrian Trail Improvement Plan.
- 19 Retain Happy Valley and Little Lake properties and create development plans for Happy Valley, Twin Parks, Aldergrove lots, Samoa Boulevard redevelopment area (Little Lake), and Foodworks.
- 20 Work with Arcata House, Humboldt Bay Housing Development Corporation, and other partners to develop Transitional Housing and SRO at 250 E Street, and explore options for developing an assessment facility.

Environmental Services - Energy

- 21 Pursue funding for City Hall, the Arcata Community Center, D Street Neighborhood Center, Community Development Department Annex, Intermodal Transit Facility, and the Arcata Library to be energy-use neutral, and identify a demonstration site.
- 22 Continue to work on the climate protection campaign and the energy conservation and efficiency projects to work toward reducing community greenhouse gas emissions by 20% by the year 2012, and explore renewable energy options by implementing recommendations from the Energy Committee and the Greenhouse Gas Reduction Plan.
- 23 Continue to analyze: A) Community Choice Aggregation options including Marin Clean Energy and other local and renewable energy options; B) Opportunities coming out of the RCEA/Schatz RESCO study; and C) Feasibility of a high energy users tax.
- 24 Cooperate with Redwood Coast Energy Authority to promote solar and energy-efficiency programs, financing, and a non-residential and potentially residential PACE program.

Environmental Services - Natural Resources

- 25 Evaluate and recommend open space funding mechanisms and options to generate revenue, and develop a management plan for the West Arcata greenbelt, open space, natural resources and agricultural properties purchased during the past five years.
- 26 Continue McDaniel Slough restoration and access project.
- 27 Explore opportunities to acquire property or secure easements from willing sellers around the community forests and other open space lands.

- 28 Develop a Recreational Trail Plan throughout City-owned properties and the Humboldt County regional trails system which includes: A) Supporting efforts of the Eureka/Arcata Bay Trail; B) California Coastal Trail, and Annie and Mary Trail; and C) Maintaining the Railroad Right-of-Way with North Coast Railroad Authority throughout the City.
- 29 Develop a strategic plan for the programs and facilities at the Arcata Marsh and Wildlife Sanctuary.

Environmental Services – Recreation Division

- 30 Identify and address recreational priorities for individuals in our community with special needs and our senior community.
- 31 Expand recreation programs designed by and for youth/teens, including summertime activities.
- 32 Continue to develop and work with partners on the Youth Master Plan.
- 33 Expand recreation programs for adults.

Environmental Services - Solid Waste / Diversion

- 34 Create a zero waste working group, meeting for six months to a year, for the purpose of: A) Determining needs for reaching the goal of zero waste; B) Reviewing the City's existing plans and programs; and C) Making recommendations to the City Council on methods to develop a zero waste plan.
- 35 Support entrepreneurial recycling business development, continue opportunities for green business development with existing and new businesses, and increase community education and outreach.
- 36 Support additional solid waste diversion towards the goal of zero waste, including: recycling options for food waste, e-waste, white goods and other hard-to-recycle and landfill-banned items, and increase education to reduce the use of plastic bags, polystyrene, and single-use plastic water bottles.

Environmental Services – Water / Wastewater

- 37 Increase water storage capacity for emergency preparedness and energy savings, and implement water distribution and storage system improvements as funding is available.
- 38 Develop implementation schedule to construct improvements to the wastewater collection system and treatment to meet the City's new NPDES permit and ensure system's stability.

Police Department

- 39 Develop and coordinate a graffiti reduction response plan.
- 40 Reconfigure the front counter in the Police Department to improve workplace efficiency and public safety.
- 41 Increase technological capabilities of the Police Department and develop funding mechanisms for essential replacement of CAD/RMS system.
- 42 Continue emergency management NIMS/SEMS training for City staff and explore feasibility of hiring an Emergency Operations Center (EOC) consultant to coordinate training and emergency planning efforts that includes developing and coordinating a community education campaign for citizens to access and learn emergency and disaster preparation procedures.
- 43 Support a Crime Prevention Program that includes Neighborhood Watch Programs with website links for community access to information.
- 44 Continue to improve the level of police services in Valley West.
- 45 Continue to make pedestrian, bicycle, and vehicle safety and enforcement a Department priority.

Public Works - Parks & Buildings

- 46 Design, locate and construct public restroom(s) in the downtown.
- 47 Coordinate with City Departments to review options for the Redwood Park caretaker's house.
- 48 Continue to explore feasibility of developing a bike park and work with community partners to identify potential properties.
- 49 Work with the Parks & Recreation and Open Space & Agriculture Committees to discuss urban landscaping that includes incorporating edible plants.
- 50 Research the cost to design and phase-in a new curved dais and other enhancements to the Council Chamber.

Public Works - Streets

- 51 Implement a major Pavement Rehabilitation, Reconstruction, and Maintenance Program focused on prevention and maintenance.
- 52 Coordinate with City Departments to remove the bike parking structure in front of the Jacoby's Store House, and to improve pedestrian access without taking away any nearby bike parking capacity.

- 53 In coordination with City committees, departments, and the community, complete a Parking Management Plan and continue to explore feasibility of expanding the use of universal parking meters and/or permits.
- 54 Complete the downtown streetscape, which includes widening sidewalks, and developing a maintenance plan.
- 55 Complete the Samoa Gateway Project Phase II, landscaping and signage to enhance the appearance of Arcata.
- 56 Develop a comprehensive watershed strategy for Janes Creek and a Drainage Master Plan for West End Road area, including Aldergrove.
- 57 Develop a long-range climate change preparedness plan which includes sea level rise, extreme weather conditions and tsunami readiness.
- 58 Explore options and identify properties for both temporary and permanent relocation of City equipment and facilities outside the tsunami inundation zone.

Public Works - Transportation

- 59 Prepare an annual report for the City Council on the use, expenditures, and needs of the transportation mode share within City rights-of-way.
- 60 Continue implementation of a Bicycle and Pedestrian Master Plan including developing public/private partnerships for funding bike sharing.
- 61 Analyze existing bus shelters for the application of covered bike racks at bus stops.