

City of Arcata COUNCIL GOALS



The City Council sets overarching goals for the City of Arcata. The 2013-2014 goals were developed during open, public study sessions held February 26, March 5, and March 12, 2013, and adopted after final deliberations at a noticed City Council meeting, April 3, 2013.

Facilities and Infrastructure

Enhance Appearance, Public Safety and Livability of the City

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



Environmental Leadership

Provide Leadership in Environmental Progress of the City

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

Sustainable Development

Improve Local Economy through Business Support

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



Public Service

Improve the Quality of Service to the Public

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

Citizen and Community Health

Support Community Creative and Cultural life

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



Prepare for Future Needs

Provide Training Opportunities for Citizens and Staff

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

2013-2014 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.

2013-2014 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 Work with City Departments to prepare submittals for applications to the League of California Cities Helen Putnam Award and other various City awards.
- 07 City Attorney to review other city ordinances that require local businesses to provide employees a minimum number of paid sick days.

Community Development

- 08 Continue work toward annexing Shirley Boulevard.
- 09 Continue to have the Economic Development Committee work for business retention, diversification, growth and attraction, and focus on Foodworks.
- 10 Develop funding mechanisms to support economic development.
- 11 Work with the Work Life Alliance and other community partners to address childcare facility needs in the community and develop options for possible Land Use Code amendments.
- 12 Complete the process of making the Land Use Code and General Plan effective in the Coastal portions of the City.
- 13 Remain active in regional planning efforts.
- 14 Provide education and training for City staff, commissioners, committee members, and developers in green building standards by working with regional partners to develop trainings on smart growth, complete streets, transit-oriented design and low-impact development.
- 15 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 select priority blighted properties.
- 16 Work with community partners to address needs for expanding medical facilities in the community by participating in ongoing project activities.
- 17 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.

- 18 Assess the development of a Healthy Communities Plan and work with our committees to develop our quality of life indicators.
- 19 Draft a strategy for former redevelopment properties.
- 20 Work with Housing Humboldt and other partners to develop permanent supportive housing, SRO and other options at 250 E Street.
- 21 Continue collaborative efforts between the City and the Arcata Playhouse / Playhouse Arts to develop the “Creamery District”.
- 22 Evaluate conditions of approval of existing approved projects that have not been constructed to determine whether they are barriers to construction and if the conditions of approval should be modified.

Environmental Services-Energy

- 23 Continue to 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 evaluate the Arcata Library as a potential demonstration site.
- 24 Continue to work on an adaptation strategy for climate change, energy conservation and efficiency projects to work toward reducing community greenhouse gas emissions, and explore renewable energy options by implementing recommendations from the Energy Committee and the Greenhouse Gas Reduction Plan.
- 25 Continue to analyze: A) Community Choice Aggregation and options for renewable energy generation; B) Opportunities coming out of the RCEA/Schatz Repower Humboldt (formerly RESCO); and C) Implement the high energy users tax.
- 26 Cooperate with Redwood Coast Energy Authority to promote solar and energy-efficiency programs, financing, public outreach, electric vehicle infrastructure, and non-residential and potentially residential PACE program, and Community Choice Aggregation.
- 27 Explore the feasibility of developing an ordinance for a time of sale property audit and energy retrofit.

Environmental Services-Natural Resources

- 28 Continue researching 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.
- 29 Explore opportunities to acquire property or secure easements from willing sellers around the community forests and other open space lands.
- 30 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.

- 31 Work with Humboldt State University, the City's Forest Management Committee and others to determine the feasibility of developing a Sister Forest Project.

Environmental Services-Recreation Division

- 32 Identify and address recreational priorities for individuals in our community with special needs and our senior community.
- 33 Expand recreation programs designed by and for youth/teens, including summertime activities.
- 34 Continue to develop and work with partners on the Youth Master Plan.
- 35 Expand recreation programs for adults.
- 36 Draft the Parks and Recreation Element and incorporate into the General Plan: 2020,

Environmental Services-Solid Waste/Diversion

- 37 Support entrepreneurial business development to include waste prevention, reuse, and recycling, continue opportunities for green business development with existing and new businesses, and increase community education and outreach.
- 38 Create a Zero Waste Strategy through A) creating a zero-waste working group for six months; and B) participate in the HWMA Strategic Planning process; and C) support additional diversion efforts including recycling for food waste, e-waste, construction and demolition waste and other hard-to-recycle items currently going to and/or banned from the landfill; and D) increase public education on curbside programs and the ban on plastic bags and polystyrene.

Environmental Services-Water/WW

- 39 Increase water storage capacity for emergency preparedness and energy savings, and implement water distribution and storage system improvements as funding is available.
- 40 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

- 41 Continue to coordinate and implement the graffiti reduction response plan.
- 42 Increase technological capabilities of the Police Department.
- 43 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.
- 44 Support a Crime Prevention Program that includes Neighborhood Watch Programs with website links for community access to information.
- 45 Continue to improve the level of police services in Valley West.
- 46 Continue to make pedestrian, bicycle, and vehicle safety and enforcement a Department priority.
- 47 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.

Public Works-Parks & Buildings

- 48 Design, locate and construct public restroom(s) in the downtown.
- 49 Coordinate with City Departments to review options implementing the Redwood Park Master Plan.
- 50 Continue to explore feasibility of developing a bike park, and work with community partners to identify potential properties.
- 51 Work with the Parks & Recreation and Open Space & Agriculture Committees to discuss urban landscaping that includes incorporating edible plants.
- 52 Review the feasibility of removing the base around the McKinleyville statue.

Public Works-Streets

- 53 Implement a major Pavement Rehabilitation, Reconstruction, and Maintenance Program focused on prevention and maintenance.
- 54 Coordinate with City Departments to remove the bike parking structure in front of the Jacoby's Storehouse, and to improve pedestrian access without taking away any nearby bike parking capacity.
- 55 Complete the downtown streetscape, which includes widening sidewalks, and developing a maintenance plan.
- 56 Complete the Samoa Gateway Project Phase II landscaping and signage to enhance the appearance of Arcata.
- 57 Develop a comprehensive watershed strategy for Janes Creek and a Drainage Master Plan for West End Road area, including Aldergrove.
- 58 Develop a long-range climate change adaptation strategy and community preparedness plan which includes sea level rise, extreme weather conditions and tsunami readiness.
- 59 Explore options and identify properties for both temporary and permanent relocation of City equipment and facilities outside the tsunami inundation zone.
- 60 Continue to develop and implement the Valley West Neighborhood Streetscape and Pedestrian Trail Improvement Plan.

Public Works-Transportation

- 61 Prepare an annual report for the City Council on the use, expenditures, and needs of the transportation mode share within City rights-of-way.
- 62 Continue implementation of a Bicycle and Pedestrian Master Plan including developing regional or local public/private partnerships for funding bike sharing.
- 63 Prioritize existing bus shelter locations for upgrade/installation of bus stop improvements, including covered shelters and bike racks at bus stops. Coordinate and cooperate with Humboldt Transit Authority on joint bus stops.