



City of Arcata

COUNCIL GOALS

The City Council sets overarching goals for the City of Arcata. The 2014-2015 goals were developed during open, public study sessions held February 24, March 3, and March 10, 2014, and adopted after final deliberations at a noticed City Council meeting, April 2, 2014.

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.
- Encourage citizen participation and community engagement.

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.



2014-2015 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 contacts and open communication with representatives at various State and Federal levels.
12. Incorporate Low Impact Development(LID) and smart growth technology, design, principles and practices in the advancement of a sustainable city.

2014-2015 Council Priority Projects

City Manager's Office

- 01 Work with City departments to review and evaluate energy efficiency, effectiveness and comfort 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 budgetary and fiscal strategies, and identify opportunities for cost savings.
- 03 Continue to develop methods for marketing and communicating 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. Integrate emergency preparedness and critical incident information into public information / social media sources.
- 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, including the Institute for Local Government (ILG) Beacon Award program and the Walkable City Status Award.
- 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 targeted annexations and selected rezoning.
- 09 Continue to have the Economic Development Committee work for business retention, diversification, growth and attraction, and focus on Foodworks.
- 10 Develop technical assistance and 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 updating the Local Coastal Program(LCP).
- 13 Remain active in regional planning efforts, in coordination with Environmental Services-Energy Goal #27 and Public Works -Streets Goal #60
- 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; B) Develop a streamlining program for select priority blighted properties; C) Improve historic preservation education and incentive programs; and Committee/Commission structure; and D) Provide opportunities to address land use codes / zoning that inhibit innovative development.

- 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, and housing for homeless and other special-needs populations.
- 18 Draft a strategy for former redevelopment properties.
- 19 Work with Housing Humboldt and other partners to develop permanent supportive housing, SRO and other options at 250 E Street.
- 20 Continue collaborative efforts between the City and the Arcata Playhouse / Playhouse Arts to develop the "Creamery District".
- 21 A)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; B)Evaluate potential amenities for additional benefit to public when conditions of approval are relaxed on approved projects that are not built yet.
- 22 Improve technological capabilities to improve customer service in Planning and Building Divisions.
- 23 Review Land Use Code and other City regulations to address new and evolving communications technologies to ensure capable and reliable access and coverage.
- 24 Work toward creating housing opportunities for all income levels and reduce obstacles to appropriate development.

Environmental Services-Energy

- 25 Continue to pursue funding for energy upgrades to City Hall, the Arcata Community Center, D Street Neighborhood Center, Public Works Department Annex, Intermodal Transit Facility, and the Arcata Library to be energy-use neutral, and evaluate the Arcata Library as a potential demonstration site.
- 26 A)Continue to work on an adaptation strategy for climate change, which includes reducing community greenhouse gas emissions by implementing recommendations from the Energy Committee and the Greenhouse Gas Reduction Plan; B)Staff to track legislative bills and report to Council; C)Coordination of this Goal with Public Works-Streets Goal #59 regarding climate change adaptation strategy/community preparedness plan.
- 27 1)Continue to analyze: A) Community Choice Aggregation and options for renewable energy generation; B) RCEA/Schatz Repower Humboldt (formerly RESCO) opportunities.
- 28 A)Coordinate with Redwood Coast Energy Authority to promote solar and energy-efficiency programs, financing, public outreach, electric vehicle infrastructure, PACE program, and Community Choice Aggregation; B)Identify community demonstration projects that highlight successful retrofit examples for others to follow; C)Research potential of requiring HERS score as part of the PACE program; D)Explore the feasibility of developing an Ordinance for a time of sale property audit and energy retrofit requirement.

Environmental Services-Natural Resources

- 29 A)Continue researching open space funding mechanisms and options to generate revenue; B)Develop a

management plan for City open space, natural resources and agricultural properties.

- 30 Explore opportunities to work with willing landowners to acquire property or secure easements around the community forests and other open space lands.
- 31 Develop and implement a Recreational Trail Plan throughout the City with links to the Humboldt County regional trails system which includes: A) Supporting the Eureka/Arcata Bay Trail, California Coastal Trail, and Annie and Mary Trail; and B) Maintaining the Railroad Right-of-Way with North Coast Railroad Authority throughout the City.
- 32 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

- 33 Identify and address recreational priorities for individuals in our community with special needs and our senior community.
- 34 A)Continue maintaining expanded recreation programs designed by and for youth/teens, including summertime activities; B)Identify new partnerships for additional offerings.
- 35 Continue to develop and work with partners on the Youth Master Plan with long term goal of obtaining matching funding for programs.
- 36 Expand recreation programs for adults.
- 37 Draft the Parks and Recreation Element and incorporate into the General Plan: 2020

Environmental Services-Solid Waste/Diversion

- 38 Support opportunities for green business development existing and new businesses which include waste prevention, reuse, and recycling; and increase community education and outreach. Examples include food waste diversion/collection programs.
- 39 A)Continue to partner with Zero Waste Humboldt/SCRAP to support ongoing and new diversion efforts for food waste, e-waste, construction and demolition waste and other hard-to-recycle items currently going to and/or banned from the landfill; B) increase public education on existing source reduction, composting and curbside recycling programs, the reusable bag ordinance and the ban on polystyrene take out packaging; C)Work with regional partners toward moving to local processing.

Environmental Services-Water/Wastewater

- 40 Increase water storage capacity for emergency preparedness and energy savings, and implement water distribution and storage system improvements as funding is available.
- 41 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

- 42 Continue to coordinate and implement the graffiti reduction response plan.

- 43 Increase technological capabilities of the Police Department.
- 44 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.
- 45 Support a Crime Prevention Program that includes Neighborhood Watch Programs with website links for community access to information.
- 46 Continue to improve the level of police services in Valley West.
- 47 Continue to make pedestrian, bicycle, and vehicle safety and enforcement a Department priority.
- 48 In coordination with City committees, departments, and the community, continue to evaluate the expansion and efficacy of current parking policies.

Public Works-Parks & Buildings

- 49 Continue to design, locate and construct public restroom(s) in the downtown.
- 50 Coordinate with City Departments to review options in implementing the Redwood Park Master Plan.
- 51 Continue to explore feasibility of developing a bike park, and work with community partners to identify potential properties.
- 52 Work with the Parks & Recreation and Open Space & Agriculture Committees to discuss urban landscaping that includes incorporating edible plants.
- 53 Enhance the beauty around the base of the McKinleyville statue.
- 54 Coordinate with other City departments to identify potential sites for dog parks and/or leash free areas within existing City properties.

Public Works-Streets

- 55 Implement a major Pavement Rehabilitation, Reconstruction, and Maintenance Program focused on prevention and maintenance.
- 56 A)Removal of the existing concrete bike parking structure in front of the Jacoby's Storehouse; B)Establish replacement locations for nearby bike parking.
- 57 A)Continue to develop a comprehensive watershed strategy for Janes Creek and a Drainage Master Plan for West End Road area, including Aldergrove; B)Secure access easements and obtain permits for work.
- 58 A)Continue to develop a long-range climate change adaptation strategy and community preparedness plan which includes sea level rise, extreme weather conditions and tsunami readiness--in coordination with Environmental Services-Energy Goal #27 And Public Works -Streets Goal #60; B)Continue to work with local sea level rise group and seek funding as available; C)Seek funding for Public Works corp yard relocation through CIP.
- 59 Explore options and identify properties for both temporary and permanent relocation of City equipment and facilities outside the tsunami inundation zone in coordination with Public Works-Streets Goal #59.

- 60 A)Continue to develop and implement the Valley West Neighborhood Streetscape and Pedestrian Trail Improvement Plan; B)Seek funding for development of a trail along and to the Mad river through Caltrans property; C)Continue work towards acquiring Caltrans property access for future recreational development.

Public Works-Transportation

- 61 Continue to develop and prepare an annual report for the City Council on the use, expenditures, and needs of the transportation mode share within City rights-of-way.
- 62 Coordination at the regional level of a Bicycle and Pedestrian Master Plan (BPMP), 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.