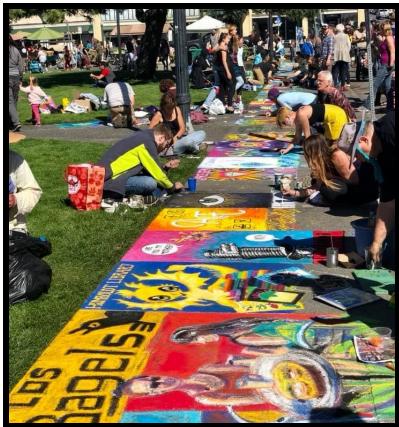


# City of Arcata CITY COUNCIL GOALS



## Facilities and Infrastructure

### ***Enhance Appearance, Public Safety and Livability of the City***

Improve infrastructure and facilities.

Improve transportation and circulation systems.

Provide services for residents' safety and comfort.

Encourage community beautification and public art.



## 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***

Respond to the needs of our residents.

Increase opportunities for community engagement.

Improve technological capabilities of the City.

## Resident and Community Health

### ***Support Community Creative and Cultural Life***

Support healthy eating and active living programs.

Provide recreation opportunities for all residents.

Support diverse housing opportunities.

Support essential human services, as applicable.



## Prepare for Future Needs

### ***Provide Educational Opportunities for Residents and Staff***

Provide leadership developing strategies for climate change.

Use best available science for future planning.

# City Council Policy Objectives

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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 and conditions 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, students, 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 smart growth technology, design, principles and practices in the advancement of a sustainable city.

## Arcata City Council Priority Projects for 2021/2022 Fiscal Year

- 1. Develop a 2-3 year Homelessness Reduction Strategy framework identifying initial priority benchmarks to provide for or continue to shelter those who are or may become homeless.**
  - a. Identify an ongoing funding stream (i.e. sales tax, property tax), and prepare a ballot initiative for voters to consider in 2022.
  - b. Identify locations and operational funding for a day center.
  - c. Support/Collaborate on strategies to create safe spaces for those without shelter, including a safe parking program.
  - d. Obtain site control of a property to provide transitional and/or long-term shelter housing in partnership with Humboldt County and Arcata House Partnership.
  - e. Continue support for Arcata House Partnership.
  - f. Long term: Develop a cooperative housing model, that includes onsite services and peer to peer mentoring support, creating holistic support for individuals.
- 2. Valley West Improvements**
  - a. Develop beautification priorities for Valley West collaborating with the Chamber, Mainstreet and Arcata House Partnership such as trash pick-up/cans, murals, planters, flower baskets and better lighting.
  - b. Continue the planning for a Valley West community center to offer recreational and learning opportunities, resource services and a general gathering space. Support the HSU student project to complete initial visioning.
  - c. Prioritize Improvements to Carlson Park; picnic tables, bathrooms, cleanup efforts, play space and river access.
  - d. Focus public safety on neighborhood meeting priorities of trespassing/loitering, narcotic activity, vacant properties and encampments and coordinate enforcement of nuisance properties.
- 3. Mental Health and Social Services**
  - a. Hire more social workers/mental health professionals to expand access to services (MIST and similar response programs). Seek out long term funding strategies and 24-hour emergency crisis response team for adults and youth.
  - b. Establish a working group of mental health / social services professionals – to serve as a collaborative space to grow these services in Arcata and assess City/local assets and resources that could be used to support an increase in programs/services.
- 4. Infrastructure**
  - a. Develop a working group to support the build out of HSU Campus to City Walking Corridors include:
    - Lighting, banners, street/sidewalk and other art
    - LK Wood Blvd, G, H and D Streets
    - The connecting footbridge

- b. Support Plaza Improvement Task Force recommendations: Remove plaza center to ground level; set aside specific funds (to be determined through the budget process) to allocate to the priority list.
- c. Add paving overlay on G Street between 12th to 18th Streets.
- d. H Street: Beautify and replant the planter(s)

## **5. Economic Recovery Strategies**

- a. Beautification and maintenance: HSU footbridge, Plaza and Valley West.
- b. Work with the County to pre-approve outdoor events and assist businesses with reopening guidelines.
- c. Maintain the Economic Recovery Collaborative with Main Street, the Chamber of Commerce and Humboldt State University.
- d. Promote business and tourism: Advertise Arcata as a safe place to shop; support visitarcata.com and regional marketing around student alumni successes locally.

## **6. Prioritize the Strategic Infill Redevelopment Plan**

- a. Housing – Find ways to build more of all types of housing for students, individuals, small and large families.
- b. Complete the K Street Corridor /Arcata Gateway Specific Plan and General Plan updates based on specific Long range and Infill planning.

## **7. Implement the Arcata Arts Strategic Plan by working with existing arts efforts established in the community.**

## **8. Zero Waste**

- a. Determine how to implement SB 1383 - Short-lived Climate Pollutants (SLCP): Organic Waste Reductions.

## **9. Parks Improvements**

- a. Complete Improvements to Shay Park.
- b. Finalize a development plan for Carlson Park with neighborhood input.
- c. Complete conceptual plan, preliminary design and seek funding for implementation of Redwood Park improvements and finalize the bike pump track plans.
- d. Finalize Environmental and Design plans to construct the Annie Mary Trail (A&M).

## **10. Transit and Alternative Transportation Systems**

- a. Ensure that alternative transportation is required/incentivized in new development projects.

## **11. Arcata All Electric Initiative**

a. Develop an all electric ordinance to phase out natural gas in new construction.
<b>12. Continue to test the City-wide disaster plans and improve preparedness and emergency response strategies. Support Community Emergency Response Teams (CERT).</b>
<b>13. Proactively maintain a strong partnership with Humboldt State University focused this year on:</b>
a. Continue to support equity arcata.
b. Provide options and costs for better lighting along D Street from 7th–14th and along LK Wood Blvd north of Sunset.
<b>14. Explore options to expand City Council office meeting space.</b>