

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 Stewardship and Climate Change Preparedness

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

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.

City of Arcata: 2023/2024

Arcata City Council Priority Projects for 2023/2024 Fiscal Year

1. Develop a 2-3 year Homelessness Reduction Strategy framework identifying initial priority benchmarks to provide 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 2024.
- b. Support/Collaborate on strategies to create safe spaces for those without shelter, including a cold weather shelter / warming station(s) and safe camping opportunities. Collaborate with neighboring agencies (City of Eureka; Humboldt County) to leverage resources and not duplicate services.
- c. Continue support for Arcata House Partnership and their Boyd Road tiny house project.
- d. Long term: Develop a cooperative housing model (on City and/or private/partner owned properties) that includes onsite services and peer to peer mentoring support, creating holistic support for individuals.
- e. Consider tenant protection policies and regulations, working with Legal Services and other resources. Collaborate with equity arcata and Cal Poly Humboldt housing and student groups to inform students about housing resources and rights.

2. Valley West Improvements

- a. Continue collaboration with the Arcata Chamber of Commerce, Main Street, and Arcata House Partnership. Consider funding flower baskets; planted street medians; trees and art along Valley East Boulevard.
- b. Continue planning for a Valley West community center to offer recreational and learning opportunities, resource services and a general gathering space. Consider vacant and potentially new build spaces including the current Laurel Tree school site and Woodsman Hall for short term and /or long term use.
- c. Focus public safety on neighborhood meeting priorities of trespassing/loitering, narcotic activity, vacant properties and encampments and coordinate enforcement of nuisance properties. Coordinate patrol efforts with University Police around temporary student housing. Consider flashing crosswalk(s).

3. Look for opportunities to collaborate with Humboldt County and local jurisdictions/non-profits to increase mental health and social services.

4. Public Safety

- a. Continue to support and expand alternative response programs including the Community Ambassador Program (Plaza and Downtown Pilot), Mobile Intervention Services Team (MIST) and access to support services. Seek long term funding strategies and 24-hour emergency crisis response for adults and youth. Standardize a quarterly update to the City Council.
- b. Increase Recruitment efforts and incentives to fill Police staffing shortages; explore a regional consolidated Dispatch

5. Work to Improve Government Relationships with local Tribal Governments

City of Arcata: 2023/2024

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| 6. Economic Development Strategies |
| a. Support the Economic Development Committee in reviewing the Economic Development Strategic Plan and identify sections to update or study further. |
| b. Promote business and tourism: Advertise Arcata as a safe place to shop; support visitarcata.com and regional marketing around student alumni successes locally. Collaborate with Main Street, the Chamber, Humboldt Made, Cal Poly Humboldt (staff and student interns) and other local tourism organizations; |
| 7. Prioritize Future Planning |
| a. Complete General Plan 2045 update, including Gateway Plan and Local Coastal Plan. |
| b. Finalize redevelopment planning for Happy Valley and Little Lakes Properties. |
| c. Consider Green Burial areas. |
| 8. Implement the Arcata Arts Strategic Plan by working with existing arts efforts established in the community. |
| a. Complete the mural honoring David Josiah Lawson |
| b. Focus public art on the G and H Street corridor; complete a call for artists this year that includes beautification or substitution of the H Street traffic planters and beautification to the pedestrian overpass bridge in collaboration with Cal Poly Humboldt. |
| 9. Climate Change and Climate Adaptation |
| a. Finalize, adopt and begin implementation of the Climate Action Plan. |
| b. Update the Green Fleet Policy and create goals for conversion to an emission free fleet. |
| c. Continue sea level rise adaptation planning and implementation strategies including research, analysis, project implementation and strategic property acquisition to support long term climate change adaptation. |
| d. Consider coordinating with County and City of Eureka re: a ban on the sale of disposable vaporizers. |
| 10. Parks Improvements |
| a. Complete the new Playground and Bicycle Pump Track at Redwood Park |
| b. Finalize Environmental and Design plans to construct the Annie Mary Trail (A&M). |
| c. Develop a Plan for Dog Park/off-lease dog areas at Valley West Park, Larson Park and Little Lakes Property. |
| d. Consider areas for sharps disposal and clean up within City properties |
| e. Develop and consider options for an ordinance restricting overnight camping in specific environmental spaces and business districts. |
| f. Prioritize Improvements to Carlson Park; picnic tables, bathrooms, cleanup efforts, play space and river access. |
| 11. Safe Streets: Transit and Alternative Transportation Systems |
| a. Work with the Transportation Safety Committee (TSC) and Humboldt County Office of Governments (HCAOG) to review and develop specific strategies that the City can take to support the Regional Transportation Plan |

City of Arcata: 2023/2024

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| b. Work with the Transportation Safety Committee (TSC) to finalize the Local Road Safety plan and prioritize projects that can be initiated in both the short and long term |
| c. Work with Arcata Main Street and North Coast Growers Association to close the Plaza during the Farmers' Market. Identify adequate spaces for ADA parking during closure. |
| d. Consider paid parking kiosks for City lots/Downtown and other high impact street areas |
| e. Continue design and ready for construction to expand one way travel and diagonal parking along 8 th and 9 th Streets between I and K Streets. |
| f. Assess improvements for trails near Arcata Elementary School and from Alliance to North Street. |

12. Proactively maintain a strong partnership with Cal Poly Humboldt focused this year on:

Maintain regular communication with Cal Poly Humboldt through quarterly liaison meetings (reporting back to the whole Council) to create a sense of community surrounding local public art, clean ups, events and better understanding of the needs of the student population in regard to housing and transportation.

Specific goals this year include:

- Lighting, banners, street/sidewalk and other art
- Build out the Green and Gold Corridor (G & H St); consider extending to Valley West
- Improvements to the connecting footbridge
- Exploring how to support implementation of student/community garden
- Consider a town hall style meeting or summit to hear from students and the community on town/gown intersections

13. Explore options to go paperless for Council Agendas and build a structure to support Spanish translation of Council meetings as needed.

14. Diversity, Equity and Inclusion

- a. Continue to support Equity Arcata.
- b. Work to improve Government Relationships with local Tribal Governments including consideration of renaming spaces such as the D Street Neighborhood Center to honor and build awareness of Wiyot history and language.
- c. Coordinate efforts of the Arcata Chinatown Project
- d. Develop visible display of the local Land Acknowledgement

15. Support the annual projects of the City's Capital Improvement Program

16. Maintain the long-term financial stability and sustainability of the City of Arcata and Operate City government in a fiscally responsible and responsive manner.

- a. Develop, adopt and implement a pension funding policy with the goal of reducing the Unfunded Accrued Liability (UAL) in order to realize cost savings for future years and stabilize the funding status of the City's CalPERS pension program.

City of Arcata: 2023/2024

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| <ul style="list-style-type: none">b. Create a budget projection tool that estimates the financial condition of the City's major funds, including the General Fund, Water Fund, and Wastewater Fund.c. Develop, adopt and implement a fund balance reserve policy to ensure the City has set aside adequate funds for emergencies, capital needs and economic downturns and possible recession. |
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