

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: 2024/2025

Arcata City Council Priority Projects for 2024/2025 Fiscal Year	
1. Coordinate a regional Homelessness Reduction Strategy framework identifying initial priority benchmarks to provide or continue to shelter those who are or may become homeless.	<ul style="list-style-type: none">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) safe camping, tiny housing opportunities. Collaborate with local service providers and neighboring agencies (City of Eureka; Humboldt County) to leverage resources and reduce duplicate services.c. Seek additional support for the Tenant Based Rental Assistance Program.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 and eviction 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	<ul style="list-style-type: none">a. Work with CUNA, the Chamber of Commerce and Valley West merchants and residents to complete improvements in Valley West such as flower baskets; planted street medians; community gardens, trees and art along Valley West/East Boulevard.b. Work with the community to build programming for the Valley West community center and complete the long-term operational planning considering this and other sites.c. Focus public safety on the neighborhood meeting priorities of trespassing/loitering, narcotic activity, vacant properties and encampments and coordinate enforcement of nuisance properties. 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	<ul style="list-style-type: none">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.b. Increase patrol in the downtown and Valley West regions.
5. Continue Government Relationship growth 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.	
6. Economic Development Strategies	

City of Arcata: 2024/2025

<ul style="list-style-type: none">a. Complete an Economic Development Strategic Plan.b. Promote business and tourism: Advertise Arcata as a great place to shop; support visitarcata.com and regional marketing around student alumni successes locally. Collaborate with the Chamber, Humboldt Made, Cal Poly Humboldt (staff and student interns) and other local tourism organizations.
7. Prioritize Future Planning <ul style="list-style-type: none">a. Research funding strategies to add a City Grants Manager staff position.b. Complete the Local Coastal Plan.c. Finalize redevelopment planning and Surplus Land Act process for Happy Valley and Little Lakes Properties.
8. Implement the Arcata Arts Strategic Plan by working with existing arts efforts established in the community. <ul style="list-style-type: none">a. Continued engagement with the arts and culture community to complete the second call for arts in the Arts around Arcata program. Prioritize the utility boxes on G and H Streets at Samoa. Encourage private property owners who own the fence along Alliance Road to participate in a neighborhood mural.
9. Climate Change and Climate Adaptation <ul style="list-style-type: none">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 and enforcement
10. Parks Improvements <ul style="list-style-type: none">a. Finalize the Design and right-of way plans to construct the Annie Mary Trail (A&M).b. Implement a Dog Park/off-lease dog area at Valley West Park.c. Consider areas for increased public access to garbage and recycling cans and sharps disposal within City properties.d. Develop and consider options for an Ordinance restricting overnight camping in specific environmental spaces and business districts.e. Complete improvements to Carlson Park.
11. Safe Streets: Transit and Alternative Transportation Systems <ul style="list-style-type: none">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 Planb. Prioritize traffic calming measures for K and 11th Streets.c. Consider a Parking Study to review paid parking kiosks for City lots/Downtown and other high impact street areas.d. Initiate reconnecting communities grant program along Highway 101, Valley West and Samoa Blvd.

City of Arcata: 2024/2025

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 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, 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
- Work with the University to schedule quarterly University updates at City Council meetings on topics of mutual interest.

13. Explore options to support Spanish translation of Council meetings including agendas as needed.

14. Diversity, Equity and Inclusion

- a. Continue to support Equity Arcata and seek funding for a full-time diversity, equity and inclusion position at the City of Arcata to support this work
- b. Coordinate efforts of the Arcata Chinatown Project

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