

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

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.

2018-2019 City Council Priority Projects

1. Prioritize the Housing Strategic Plan with the goals of:
 - a. Identifying both required and desirable housing targets for all economic levels of housing
 - b. Review current best practices to consider housing for the homeless strategies, including incentives for broadening the number of involved landowners
 - c. Map all vacant degraded industrial sites to determine what sites shall remain industrial, what housing re-zone and mixed zone opportunities exist
2. Obtain site control of a property to provide transitional and/or long-term shelter housing in partnership with Humboldt County and Arcata House Partnership.
3. Convene a working group comprised of representatives of the Parks and Recreation Committee, Economic Development Committee, Public Safety Task Force, Arcata Mainstreet and the Arcata Chamber of Commerce to develop a prioritized list of Plaza Improvements.
 - a. Set aside a specific account of funds (to be determined through the budget process) to have resources to allocate to the prioritized list
4. Develop a Crime Prevention Officer (non-sworn) to work on crime prevention strategies and disaster preparedness such as:
 - a. Neighborhood and Business Watch
 - b. Theft reduction strategies and training
 - c. Programs to reduce public intoxication such as a “no-serve” list
 - d. Support Community Emergency Response Team development
5. Valley West Improvements. Staff will provide a list of potential enhancements through the budget process to include the development of a long-term comprehensive strategy for revitalization as well as short term that address:
 - a. Year ‘round activities for youth and increased recreational opportunities
 - b. Safer street crossings and parking strategies to reduce long-term bus/motor home parking
 - c. Landscape and aesthetic beautification ideas including general trash and litter removal
 - d. Ways to engage the businesses and residents
 - e. Staffing strategies to fill the current Police Officer vacancies and allow the reinstatement of the Valley West Officer assignment
6. Zero Waste: Partner with Zero Waste Humboldt, Humboldt Waste Management Authority and Humboldt State University to identify specific projects that can be considered in the budget process to advance the Zero Waste Action Plan. Consider:
 - a. Reducing cigarette butt litter
 - b. Organic waste

- c. Adding a water bottle fill station to City Hall
 - d. Signage on all city facilities about zero waste and banning single-use water bottles
 - e. City policy updates required to achieve zero waste
 - f. Campaign around “free piles”
7. Parks Improvements:
- a. Complete Improvements to Shay Park (not included in 2018/19 budget)
 - b. Complete upgrades to the Ball Park Bleachers
 - c. Develop a Rehabilitation design for Ennes Park
 - d. Finalize a development plan for Carlson Park
 - e. Complete the grant funded planning and design of the trail corridor from Sunset to the West End Road City limit connecting to the Annie and Mary Trail
 - f. Complete an analysis of potential family play amenities at Sunny Brae Park
8. Complete a High-Visibility crossing at the intersection of 11th and D Street.
9. Develop a Building/Energy Reach Code that strongly encourages construction without the need for fossil fuels and considers Greenhouse Gas Reduction measurement.
10. Complete specific projects that reduce Greenhouse Gas Emissions and the use of fossil fuels to include:
- a. Conversion of the larger gas furnaces at the Library to mini-split heat pumps
 - b. Add Photo-Voltaic on the rooftop of the Library
 - c. Conduct assessment and permitting to replace natural gas furnaces at the D Street Neighborhood Center, Transit Building and small house at Bayview Ranch
11. Update and further develop City-wide disaster preparedness and emergency response strategies.
12. Proactively maintain a strong partnership with Humboldt State University focused this year on:
- a. Advancing community and organizational Racial Equity initiatives and supporting the City’s Racial Equity Internship as well as the campus Student Diversity Committee
 - b. Strategies for the City to support the campus in retention and increasing enrollment and budget deficits
13. Convert the City’s Budget into a work-plan to better communicate the direction of the City and the allocation of community resources.
14. Develop an Arcata Arts Strategic Plan by working with existing arts efforts established in the community.
15. Implement the 2018/19 CIP Projects as approved with the budget.