

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.

2019-2020 City Council Priority Projects

1. Prioritize the Housing Strategic Plan
 - 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.
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. Support the Plaza Improvement Task Force as they scope, develop and prioritize a list of Plaza Improvements.
 - a. Set aside specific funds (to be determined through the budget process) to have resources to allocate to the prioritized list.
4. Valley West Improvements
 - 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 beautification including adding trees to the West side of Valley East Blvd.
 - d. Work with the Chamber and property owner to encourage a Mural(s) on the back of the shopping complex.
 - e. Consider relocation options for the Bus Stops to the shopping center side of the road.
 - f. Focus public safety based on 2019 neighborhood meeting priorities of public intoxication, narcotic use and sales, encampments, loitering.
5. Zero Waste
 - a. Support the Zero Waste Task Force.
 - b. Increase Bulky Waste Collection.
 - c. Review options for minimum mandatory parcel fee.
 - d. Finalize Ordinance Options for reducing plastics.
 - e. Adding a water bottle fill station to the Plaza/Downtown.
 - f. Add signs on city facilities about zero waste and banning single-use water bottles.
 - g. Implement campaign around "free piles".

6. Parks Improvements

- a. Complete Improvements to Shay Park.
- b. Finalize a development plan for Carlson Park including consideration of a caretakers' unit and /or bike camping spaces.
- c. Locate sites to develop bicycle camping; consider Carlson Park and Bayview Ranch.
- d. Work with the community to develop a Music in the Forest program.
- e. Implement designs at Sunny Brae Park.
- f. Complete construction of Futsal Court at the Sports Complex and Basketball Court at Valley West Park.
- g. Complete conceptual plan, preliminary design and seek funding for implementation of Redwood Park improvements.
- h. Seek funding for engineering design and implementation for Annie Mary Trail.
- i. Finalize plans for the bike pump track at Redwood Park.

7. Develop a Rental Code Inspection Program focused on Health and Safety violations for all rental units.

8. Arcata All Electric Initiative

- a. Work with the Energy Committee to review the options for a moratorium on installation of new or replacement of Natural Gas appliances in City Facilities.
- b. Develop strategies to require and/or incentive private development to utilize all electric construction.
- c. Develop a 15-year plan to phase out Natural Gas City-wide.
- d. Develop Electric Fleet Conversation Plan. Review each new purchase for electric option.
- e. Review 4700 West End Road and the Library for potential solar installation.
- f. Update the Greenhouse Gas Reduction Plan metric goals.

9. Test the City-wide disaster plans and improve preparedness and emergency response strategies. Support Community Emergency Response Teams.

10. Proactively maintain a strong partnership with Humboldt State University focused this year on:

- 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.
- c. Produce a handout that outlines the many connection points between the City and HSU.

11. Ban the sale and use of Roundup in Arcata and formalize support of the County ban on rodenticides.

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

13. Implement the 2019/20 CIP Projects as approved with the budget.

Add in the following projects:

- a. Add a sign on G and 14th Street directing people to the Community Forest.
- b. Complete sidewalk infill on the northern blocks of Eye Street.
- c. Add the alley East of Eastern to the 2019/20 paving schedule. Review red curb along Foster where this alley exits (Bring to TSC).
- d. Develop a design for and install improved lighting on G Street South of H Street to the Marsh Entrance.
- e. H Street: Beautify and replant the planter(s) and add green color to accentuate the bike lane.

14. Prepare for the roll out of 5G technology and pass a City Ordinance updating the Land Use Code to set out the regulation framework. Include a fee schedule for City poles and facilities.

- a. Consider removing exclusions for 3 feet or less antennas and consult with HSU.

15. Develop an outreach and engagement plan available to all Departments and Council.

16. Research ways to support a Green Cemetery on City owned properties with the Forest Management Committee and other Natural Resource Committees.

17. Provide Financial support for regional marketing.

18. Replace the public seating in the Council Chambers.

19. Eliminate redundant consumer questions through automation City wide.

20. Explore options to expand City Council office / meeting space.