

City of Arcata

COUNCIL GOALS



The City Council sets these overarching goals for the City of Arcata. They were developed in March 2011, during open, public study sessions and adopted after final deliberations at a noticed Council Meeting.

Facilities and Infrastructure

Enhance Appearance, Public Safety and Livability of the City

- Improve infrastructure and facilities
- Improve transportation and circulation systems
- Provide service for citizen safety and comfort

Environmental Leadership

Provide Leadership in Environmental Progress of the City

- Increase local energy independence
- Strive to achieve zero waste
- Develop non-motorized transportation route
- Support open space and ecosystem functions



Sustainable Development

Improve Local Economy through Business Support

- Improve community services for business development
- Improve linkage between energy needs and resource



Public Service

Improve the Quality of Communication to the Public

- Improve technological capabilities of the City

Citizen and Community Health

Support Community Creative and Cultural life

- Support healthy eating and active living programs
- Provide recreation opportunities for all citizens
- Support diverse housing opportunities
- Support essential human services, as applicable



Prepare for Future Needs

Provide Training Opportunities for Citizens and Staff

- Use best available science for future planning

2011-2012 Council Policy Objectives

1. Support community organizations that provide services that improve the quality of life in Arcata.
2. Maintain benefits, labor standards, and improve workplace safety for City Employees.
3. Promote an energy efficient and pedestrian friendly transportation web between neighborhoods emphasizing pedestrian, bicycle, and alternative modes of transportation.
4. Implement the Capital Improvements Program to City infrastructure.
5. Strengthen partnerships with Humboldt State University, College of the Redwoods and other local schools.
6. Address expanding land management needs including updating Forest Management Plan and Non-Industrial Timber Management Plan.
7. Develop strategies in response to the changing needs of youth, teens, families and seniors.
8. Maximize opportunities for public participation and civic engagement.
9. Collaborate with other jurisdictions and non-profits to maximize regional effectiveness and increase funding opportunities.
10. Maintain contracts and open communication with representatives at various State and Federal levels.
11. Support community partners in the development of policies and public events throughout the City that promote Arcata as a “Livable Community”.

2011-2012 Council Priority Projects

City Manager's Office

- 01 Evaluate the City's financial assets and identify opportunities for the City to generate new revenue streams and develop other financial strategies that include increasing the Transient and Occupancy Tax (TOT).
- 02 Develop ways to market Arcata's accomplishments in achieving sustainable excellence in government, community business and with non-profits.
- 03 Coordinate with City departments to increase disaster preparedness for City facilities and equipment.
- 04 Provide continuing education and training for staff, commissioners, and committee members.
- 05 Coordinate with City Departments to review options for the Redwood Park caretaker's house.
- 06 Work with Council to explore the feasibility of City employees and private sector employees paying for transit passes with pre-tax dollars.

Community Development - Planning

- 07 Work with community partners to address child care facility needs in the community.
- 08 Complete the update of the Land Use Code through the Coastal Commission process.
- 09 Remain active in the Humboldt County General Plan update process and other land use initiatives.
- 10 Provide education and training for staff, commissioners, committee members, and developers in green building standards.
- 11 Develop an inter-departmental Code Compliance Program that includes an education program for renters to request health and safety inspections.
- 12 Continue to streamline procedures for permits that ensures timely services to applicants while providing maximum opportunities for meaningful public participation in the review and decision-making process.
- 13 Work with community partners to address needs for expanding medical facilities in the community.

- 14 Continue to work with the Historic Landmarks Committee to complete the Citywide Historic Resource Assessment and update Historic Preservation Guidelines.
- 15 Explore the feasibility of incentives for businesses to provide employees' free bus passes or other incentives to reduce on-site parking.
- 16 Continue to implement the Housing Element Affordability Strategies and assess additional strategies for mobile home parks, senior housing, housing for homeless, and other special needs populations.
- 17 Incorporate the Parks and Recreation Element into the General Plan: 2020, and assess the development of a Healthy Communities component to the General Plan.

Community Development – Redevelopment

- 18 Amend the Redevelopment Plan to increase ability to issue new debt and increase the tax increment cap.
- 19 Continue to develop a Valley West Neighborhood Streetscape and Pedestrian Trail Improvement Plan.
- 20 Create development plans for Happy Valley, Twin Parks, Aldergrove lots, Samoa Boulevard redevelopment area (Little Lake), and Foodworks.
- 21 Work with Arcata House, Humboldt Bay Housing Development Corporation, and other partners to develop Transitional Housing and SRO at 250 E Street, and explore options for developing an assessment facility.

Environmental Services - Energy

- 22 Work to make City Hall, the Arcata Community Center, D Street Neighborhood Center, Community Development Annex, Intermodal Transit Facility, and the Arcata Library energy-use neutral and identify a demonstration site.
- 23 Continue to work on the climate protection campaign and the energy conservation and efficiency projects, to work toward reducing community greenhouse gas emissions by 20% by the year 2012, and explore renewable energy options by implementing recommendations from the Energy Committee and the Greenhouse Gas Reduction Plan.
- 24 Analyze Community Choice Aggregation options including Marin Clean Energy, and continue to consider other local and renewable energy options.
- 25 Cooperate with Redwood Coast Energy Authority to promote solar and energy-efficiency programs and financing.

Environmental Services - Natural Resources

- 26 Evaluate and recommend open space funding mechanisms and options to generate revenue, and develop a management plan for the West Arcata greenbelt and open space & agriculture property purchased during the past five years.
- 27 Continue McDaniel Slough restoration and access project.
- 28 Explore opportunities to acquire property or secure easements from willing sellers around the community forests and other open space lands.
- 29 Continue to implement a City-wide Beautification Program which includes Community Clean-up Days and explore additional funding mechanisms.
- 30 Develop a Recreational Trail Plan throughout City-owned properties and the Humboldt County regional trails system which includes: A) Supporting efforts of the Eureka/Arcata Bay Trail; B) California Coastal Trail, and Annie and Mary Trail; and C) Maintaining the Railroad Right-of-Way with North Coast Railroad Authority throughout the City.
- 31 Develop a strategic plan for the Marsh Interpretive Center.

Environmental Services - Solid Waste / Diversion

- 32 Support entrepreneurial recycling business development, continue opportunities for green business development with existing and new businesses, and increase community education and outreach.
- 33 Support additional solid waste diversion towards the goal of zero waste, including: recycling options for food waste, e-waste, white goods and other hard to recycle and landfill-banned items, and increase education to reduce the use of plastic bags, polystyrene and single-use plastic water bottles.

Environmental Services - Water / WW

- 34 Participate with Humboldt Bay Municipal Water District (HBMWD) in the implementation of its water resources plan and options.
- 35 Increase water storage capacity for emergency preparedness and energy savings, and implement water distribution and storage system improvements as funding is available.
- 36 Continue to design and implement improvements to the Wastewater Collection and Marsh Treatment System, including potential alternative disinfection methods (ultraviolet).
- 37 Resolve the wastewater regulatory issues.

ES - Recreation Division

- 38 Identify and address recreational priorities for individuals in our community with special needs and our senior community.
- 39 Expand recreation programs designed by and for youth/teens, including summertime activities.
- 40 Continue to develop and work with partners on the Youth Master Plan.
- 41 Expand recreation programs for adults.

Police Department

- 42 Develop and coordinate a community education campaign for citizens to access and learn emergency and disaster preparation procedures.
- 43 Continue programs for the elimination of posters on utility poles.
- 44 Increase technological capabilities of the Police Department.
- 45 Continue emergency management NIMS/SEMS training for City staff and explore feasibility of hiring an Emergency Operations Center (EOC) consultant to coordinate training and emergency planning efforts.
- 46 Continue to provide Youth and Family Crisis Services including counseling services provided to parents and children of at-risk families.
- 47 Support a Crime Prevention Program including Neighborhood Watch Programs and website links for community access to information.
- 48 Examine the potential to establish a Valley West sub-station.
- 49 Increase traffic enforcement City-wide and assist with outreach to Humboldt State University (HSU) and various community groups to improve traffic safety public information (i.e., PSAs on Access Humboldt , including bicycle and pedestrian education).

Public Works - Parks & Buildings

- 50 Install an ADA door at the Arcata Library and improve access to the after-hours book drop.
- 51 Explore the feasibility of developing a bike park and work with community partners to identify potential properties.

- 52 Work with the Parks & Recreation and Open Space & Agriculture Committees to discuss urban landscaping that includes incorporating edible plants.
- 53 Research the cost to design and phase-in a new curved dais and other enhancements to the Council Chamber.

Public Works - Streets

- 54 Implement a major Pavement Rehabilitation, Reconstruction, and Maintenance Program focused on prevention and maintenance.
- 55 Coordinate with City Departments to remove the structure in front of the Jacoby's Store House, and to improve pedestrian access without taking away any nearby bike parking capacity.
- 56 In coordination with City committees, departments, and the community, complete a Parking Management Plan and continue to explore feasibility of expanding the use of universal parking meters and/or permits.
- 57 Complete the downtown streetscape, which includes widening sidewalks, and developing a maintenance plan.
- 58 Complete the Samoa Gateways Project, including the bike and pedestrian lanes, sidewalk, bulb outs, landscaping and signage to enhance the appearance of Arcata.
- 59 Develop a comprehensive watershed strategy for Janes Creek and a Drainage Master Plan for West End Road area, including Aldergrove.
- 60 Develop a long-range climate change preparedness plan which includes sea level rise, extreme weather conditions and tsunami readiness.
- 61 Explore options and identify properties for both temporary and permanent relocation of City equipment and facilities outside the tsunami inundation zone.

Public Works - Transportation

- 62 Prepare an annual report for the City Council on the use, expenditures, and needs of the transportation mode share within City rights-of-way.
- 63 Implement the Pedestrian and Bicycle Facility Capital Improvement Plan, including developing public/private partnerships for funding and management of a permanent site for a bike library.
- 64 Analyze existing bus shelters for the application of covered bike racks at bus stops.