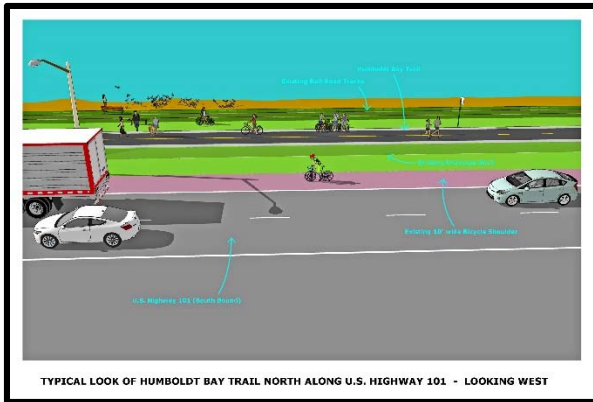


City of Arcata

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 service for citizen 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 citizens.
- Increase opportunities for community engagement.
- 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 Educational Opportunities for Citizens 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.

2017-2018 City Council Priority Projects

Number	City Manager's Office	Priority
01	Work with County and regional partners to assess community level infrastructure (i.e. broadband) to support the current and future technology needs of businesses and industry given the trend towards high tech development.	High
02	Develop a comprehensive review of the City's partnership with Humboldt State University that highlights all of the successful partnering activities and identifies additional opportunities for collaboration: A) Explore shared dispatch services; B) Explore future housing needs with expanding enrollment. Consider identifying annual data collection points, working with Humboldt State University, that allows the tracking of changes and needs in the neighborhoods.	High Low
Number	Community Development	Priority
03	Evaluate the community development process, including updating the Local Coastal Program (LCP), and design review and planning review/permits that can be evaluated at a ministerial or Zoning Administrator level.	High
04	Coordinate development of city-wide adaptation strategy for climate change and local climate preparedness to include sea level rise, extreme weather conditions and tsunami readiness. The plan should consider both short and long term strategies to address land use, City operations / facilities and community level education and response.	High
05	Develop online over the counter permit capabilities and an online permit tracking system.	High
06	Draft a development strategy for Little Lakes and Happy Valley properties.	High
07	Develop a strategy to respond to the potential impacts and opportunities of non-medical marijuana based on the passage of Proposition 64.	High
08	Continue work toward targeted annexations and selected rezoning. Prioritize the coastal zone properties.	Medium
09	Continue to implement and develop amendments to the Housing Element's affordability strategies for all housing market levels. Identify incentives and potential sites for low income housing options inclusive of non-conventional housing types (e.g. Opportunity Village). Develop a Housing Strategic Plan.	High

10	Support City collaboration with transitioning, transitional, under-served, and focused activity districts (i.e. Marsh District, Arcata Playhouse/Playhouse Arts, Creamery District, Trail Corridor)	Medium
11	Explore formation of an Enhanced Infrastructure Finance District as allowed through SB 628, and other post redevelopment funding, to assist with development post the dissolution of the Redevelopment Agency.	High
Number	Finance	Priority
12	Develop a plan and options to fund a participatory budget process.	Medium
Number	Engineering	Priority
13	Identify opportunities for car sharing options (including collaboration with options HSU is pursuing, i.e. ZipCar), and community benefits of the emerging “sharing economy” associated with transportation (car/bike sharing).	Medium
14	Continue to develop and prepare an annual report for the City Council on the use, expenditures, and needs of the transportation mode share within City rights-of-way.	Medium
Number	Environmental Services-Community Services	Priority
15	A) Work with RCEA to maximize benefits to Arcata businesses and residents related to Community Choice Energy; B) Coordinate with Redwood Coast Energy Authority to promote solar and energy-efficiency programs, financing, public outreach (including with cannabis industry/MMIZ), electric vehicle infrastructure, PACE program, and Community Choice Aggregation.	High
16	Support implementation of the Zero Waste Action Plan that includes specific benchmarks for reduction goals (i.e.75% diversion by 2020) and outlines both a strategy and action steps (policies, programs and technologies) to achieve zero waste. Continue to partner with Zero Waste Humboldt/SCRAP, HWMA, HSU, and others to support ongoing and new diversion efforts for food waste, e-waste, construction and demolition waste and other hard-to-recycle items currently going to and/or banned from the landfill.	High
17	Work with the Forest Committee and Energy Committee to review and assess biomass; develop an incentivize-based program to encourage the change out of wood stoves; and develop further education on energy conservation programs.	Medium
18	Develop a management plan for City open spaces, natural resources and agricultural properties; coordinate with regional partners to conduct polling to assess support of open space programs and related funding mechanisms for maintenance and operation; finalize the Western Greenbelt plan	Medium
19	Update the Parks and Recreation Element of the General Plan.	Medium

20	Secure site control for a dog park and/or leash free area(s). Create a development plan for use of D Street Linear Park while continuing to explore the potential use of Little Lakes property.	High
21	Work with interested community members, Main Street and consultants including the Humboldt Crabs and Arcata Ball Park users to develop an economic plan to support activities and revitalization of the park including expanded types of use; new bleachers, façade improvements, field protective measures, and ADA improvements to allow additional year 'round events.	Medium
22	Work with the Parks and Recreation Committee & Economic Development Committee, in coordination with Arcata Main Street, Chamber of Commerce, and other community groups, to review current and potential uses of the plaza and provide recommendations for streamlining and increasing programming and recreational use (including evaluating permit streamlining, use fee incentives, etc).	High
23	A) Continue to develop a comprehensive watershed strategy for Janes Creek and a Drainage Master Plan for West End Road area, including Aldergrove; B) Secure access easements and obtain permits for work.	Medium
Number	Police	Priority
24	A)Coordinate city-wide emergency management training and disaster preparedness; B) Continue emergency management NIMS/SEMS training for City staff; C) Work with regional partners to provide public education and Community Emergency Response Team (CERT) training.	

2016-2017 On-Going Priorities

25	Create a technology communication strategy including policy and outreach plan; have an active social media presence (Twitter, Facebook, Nextdoor); and utilize additional online tools to encourage civic engagement.	Ongoing
26	Work with City Departments to prepare submittals for applications to the League of California Cities Helen Putnam Award and other various City awards, including the Institute for Local Government (ILG) Beacon Award program and the Walkable City Status Award.	Ongoing
27	Continue to develop methods for marketing and communicating accomplishments in achieving sustainable excellence in government, community and business.	Ongoing
28	Provide education and training for City staff, commissioners, committee members, and developers in green building standards by working with regional partners to develop	Ongoing

	trainings on smart growth, complete streets, transit-oriented design and low-impact development.	
29	Work with community partners, including County of Humboldt, to address needs for retaining, recruiting and expanding medical facilities and healthcare providers in the community by participating in ongoing project activities.	Ongoing
30	Evaluate the City's financial assets, identify opportunities for the City to generate new revenue streams, develop other budgetary and fiscal strategies, and identify opportunities for cost savings.	Ongoing
31	Continue to pursue funding for energy upgrades to City Hall, the Arcata Community Center, D Street Neighborhood Center, Engineering Department Annex, Intermodal Transit Facility, and the Arcata Library to be energy-use neutral, and evaluate the Arcata Library as a demonstration site.	Ongoing
32	A) Develop a Fossil Fuel Free Arcata plan for all sectors (carbon free by 2030) in conjunction with State emissions goals. B)Identify community demonstration projects that highlight successful retrofit examples for others to follow; C)Explore the feasibility of developing an Building Energy Savings Ordinance (consider disclosure and/or audit requirements); D) work to eliminate/minimize natural gas appliances/heating in City facilities.	Ongoing
33	Explore opportunities to work with willing landowners to acquire property or secure easements around the community forests and other open space lands.	Ongoing
34	Develop and implement a Recreational Trail Plan throughout the City with links to the Humboldt County regional trails system which includes: A) Supporting the Eureka/Arcata Bay Trail, California Coastal Trail, and Annie and Mary Trail; B) Maintaining the Railroad Right-of-Way with North Coast Railroad Authority throughout the City; C) Coordinate Coastal Trail signage through Arcata, from Bracut to Hammond Bridge.	Ongoing
35	Identify and address recreational priorities for individuals in our community with special needs and our senior community.	Ongoing
36	Continue maintaining expanded recreation programs designed by and for youth/teens, including summertime activities; B) Identify new partnerships for additional offerings for all ages; C) Work to increase access to technology opportunities for youth and seniors in Recreation. Continue to develop and improve program outreach to youth; work with local/private partners on program collaboration opportunities; look at options for obtaining matching funding for programs.	Ongoing
37	Support opportunities for green business development existing and new businesses	Ongoing

	which include waste prevention, reuse, and recycling; and increase community education and outreach.	
38	Increase water storage capacity for emergency preparedness, drought management strategies and energy savings, and implement water distribution and storage system improvements as funding is available.	Ongoing
39	Develop implementation schedule to construct improvements to the wastewater collection system and treatment to meet the City's new NPDES permit and ensure system's stability.	Ongoing
40	Implement a major Pavement Rehabilitation, Reconstruction, and Maintenance Program focused on prevention and maintenance.	Ongoing
41	Continue to coordinate and implement the graffiti/sticker reduction response plan.	Ongoing
42	Increase technological capabilities of the Police Department. Incorporate long term needs into the City's Capital Improvement Plan.	Ongoing
43	Support a Crime Prevention Program that includes Neighborhood and Business Watch Programs with website links for community access to information.	Ongoing
44	Continue to make pedestrian, bicycle, skateboard and vehicle safety and enforcement a Department priority; B) Promote bicycle registration at Bicycle Rodeo.	Ongoing
45	In coordination with City committees, departments, and the community, continue to evaluate the expansion and efficacy of current parking policies; B) Consider paid parking options for City parking lots.	Ongoing