

CITY OF ARCATA

GOALS 2010 / 2011

The City Council sets the overarching goals for the City of Arcata following a review of the previous year's goals and department progress towards accomplishing those goals and implementing existing plans. They were developed during three open, public study sessions and adopted after final deliberations at a noticed Council Meeting. In addition, during the study sessions, Council sets the priority projects for each department; departmental goals can be found in the specific Budget Activity Descriptions.

- I. Enhance Long-Range Preparedness for Future Needs.**
- II. Improve Infrastructure and Facilities.**
- III. Improve Transportation and Circulation Systems.**
- IV. Improve Appearance, Public Safety and Livability of the City.**
- V. Improve Environmental Quality of the City, Increase Local Energy Independence, and Strive to Achieve Zero Waste.**
- VI. Provide Sustainable Development of our Local Economy.**
- VII. Support Housing and Human Services Programs.**
- VIII. Improve Quality of Services and Communication to the Public.**
- IX. Enhance the Technological Capabilities of the City.**
- X. Provide Leadership on Environmental and Technological Advancements.**
- XI. Improve the Health of Citizens by Increasing Opportunities to Promote Healthy Eating and Active Lifestyles.**

COUNCIL POLICY OBJECTIVES

2010 - 2011

- A. Support community organizations that provide services that improve the quality of life in Arcata.**
- B. Maintain benefits, labor standards, and improve workplace safety for City Employees.**
- C. Promote an energy efficient and pedestrian friendly Transportation web between neighborhoods emphasizing pedestrian, bicycle, and alternative modes of transportation.**
- D. Develop and Implement a Capital Improvement Plan that supports improvements to City infrastructure.**
- E. Expand opportunities to strengthen partnerships with Humboldt State University, College of the Redwoods and local schools.**
- F. Resolve the wastewater regulatory issues.**
- G. Address expanding land management needs including updating Forest Management Plan and Non-Industrial Timber Management Plan.**
- H. Develop strategies in response to the changing needs of youth, teens families and seniors.**
- I. Maximize opportunities for public participation and civic engagement.**
- J. Collaborate with other jurisdictions and non-profits to maximize regional effectiveness and increase funding opportunities.**
- K. Maintain contracts and open communication with representatives at various State and Federal levels.**
- L. Support community partners in the development of policies and public events throughout the City that promote Arcata as a “Livable Community” with an active lifestyle.**

2010-2011 Council Priority and Ongoing Projects

City Manager

- 01 Evaluate the City's financial assets and revenue generating strategies, identifying opportunities for the City to generate new revenue streams and develop other financial strategies.**
- 02 Explore ways to increase the Transient and Occupancy Tax (TOT), including funding a marketing coordinator/publicist.**
- 03 Work with City Departments to explore the feasibility of: A) City employees and private sector employees paying for transit passes with pre-tax dollars; B) Incentives for businesses to provide employees free bus passes or other incentives to reduce on site parking; and C) Work with Humboldt State University (HSU) and the business community to provide alternative transit options.**
- 04 Evaluate expanding the City's Geographic Information System (GIS) capacity to improve the quality of services to the community, including the need to diversify work products, maintain data sets, and improve the technological capacity.**
- 05 Conduct a comprehensive overview of existing City Commission and Committees' purpose, structure and function by: A) Identifying opportunities to increase efficiencies; B) Developing metrics for a community quality of life assessment; and C) Developing methods to integrate how commissions and committees collectively meet and review collective projects.**
- 06 Explore the feasibility of expanding e-Comments and posting agenda background materials to include Council Study Sessions, Special Meetings, and Commission/Committee meetings.**
- 07 Coordinate with City Departments to: A) Produce video information clips for airing on Access Humboldt (AH) during televised meeting breaks; B) Explore methods for eliminating posters on utility poles; C) Place Public Service Announcement (PSA) advertising on transit busses for City events; D) Explore disposition of Redwood Park caretaker house; and E) Install an ADA door and better access to the after-hours book drop for the library.**
- 08 Explore the feasibility, potential funding, and develop a job description for a City Marketing Director.**
- 09 Facilitate gathering information regarding needs for senior citizens and children living in our community.**
- 10 Implement a Citywide beautification program which includes incorporating edible plants.**
- 11 Explore providing incentives for rental property owners to upgrade substandard housing conditions.**

Community Development - Planning

- 12 Complete update of the Land Use Code through Coastal Commission process.**
- 13 Form the Historic Landmarks Committee and complete a Citywide Historic Resource Assessment and update Historic Preservation Guidelines.**
- 14 Continue City Building & Planning Division efforts, in coordination with the County Drug Task Force, Arcata Police Department, and Arcata Fire Protection District, to ensure code compliance with the new medical marijuana land use standards and continue education efforts with Board of**

Realtors, property managers, and owners.

- 15 **Implement the Housing Element Affordability Strategies and assess additional strategies for mobile home parks, senior housing, housing for homeless, and other special needs populations.**
- 16 **Remain active in Humboldt County General Plan update process and on other land use initiatives.**
- 17 **Develop and implement a streamlined procedure for permits that ensures timely services to applicants while continuing to provide maximum opportunities for meaningful public participation in the review and decision-making process.**
- 18 **Work with Board of Realtors and legal community to sponsor seminars for property owners and landlords to share information on screening of tenants, etc., to avoid potential grow houses on their property.**
- 19 **Develop an inter-departmental Code Compliance Program.**
- 20 **Provide education, training, and incentives to staff, commissions and developers to develop green building standards.**
- 21 **Work with community partners to address child care facility needs in the community.**

Community Development - Redevelopment

- 22 **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.**
- 23 **Create development plans for Happy Valley, Twin Parks, Aldergrove lots, Samoa Boulevard redevelopment area (Little Lake), and Foodworks.**
- 24 **Develop a Valley West neighborhood Streetscape and Pedestrian Trail Improvement Plan.**

Environmental Services - Energy

- 25 **Develop ways to market Arcata's environmental excellence both in Arcata government, community business and non-profits.**
- 26 **Implement, set policy for and to promote solar and energy-efficiency loan financing.**
- 27 **Explore feasibility of creating a green heat municipal utility.**
- 28 **Work to make City Hall, the Arcata Community Center, D Street Neighborhood Center, Arcata Library Community Development Annex and Intermodal Transit Facility energy-use neutral and identify a demonstration site.**
- 29 **Continue to work on the climate protection campaign and 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 of the Energy Committee and the Greenhouse Gas Reduction Plan.**
- 30 **Coordinate with Redwood Coast Energy Authority to explore community aggregation, municipal ownership and regional ownership of energy utility.**
- 31 **Investigate a tiered taxation structure on energy utilities for excessive residential users within various categories.**

Environmental Services - Natural Resources

- 32 **Develop a comprehensive strategic plan for the Marsh Interpretive Center.**
- 33 **Continue McDaniel Slough restoration and access project.**
- 34 **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.**
- 35 **Explore opportunities to acquire property or secure easements with willing sellers around the Community Forests and other open space lands.**
- 36 **Continue to Implement a City-wide Beautification Program which includes Community Clean-up Days and explore funding mechanisms.**
- 37 **Develop a Recreational Trail Plan throughout City-owned properties and the Humboldt County regional trails 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 .**

Environmental Services - Solid Waste / Diversion

- 38 **Support entrepreneurial recycling business development and work with the Arcata Chamber of Commerce to develop a Green Business Program.**
- 39 **Increase community education and outreach for the solid waste and recycling programs.**
- 40 **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, expanded polystyrene and single-use plastic water bottles.**

Environmental Services - Water / WW

- 41 **Increase water storage capacity for emergency preparedness and energy savings, and implement water distribution and storage system improvements as funding is available.**
- 42 **Continue to design and implement improvements to the Wastewater Collection and Marsh Treatment System, including potential alternative disinfection methods (ultraviolet).**
- 43 **Support Humboldt Bay Municipal Water District (HBMWD) in its water resources planning and contingency planning.**

ES - Recreation Division

- 44 **Expand programs designed by and for youth/teens, including summertime activities.**
- 45 **Identify and address priorities for individuals with special needs and our senior community.**
- 46 **Continue to develop and work with other partners on the Youth Master Plan.**
47. **Explore expanding recreation programs for adults.**

Police Department

- 48 Explore feasibility of Alcohol Services Fee, analyze options, and return to Council within the year.
- 49 Implement increased 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).
- 50 Implement a Crime Prevention Program including Neighborhood Watch Programs and include website links for community access of information.
- 51 Continue to provide Youth and Family Crisis Services including counseling services provided to parents and children of at-risk families.
- 52 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.
- 53 Work with the Energy Committee to replace the Go4 parking vehicles with alternative fuel vehicles, preferably electric powered vehicles.
- 54 Continue to develop and coordinate a community education campaign for citizens to access and learn emergency and disaster preparation procedures.
- 55 Maintain Police presence on the Plaza and in the Valley West areas and examine the potential for establishing a Valley West sub-station. .

Public Works - Parks & Buildings

- 56 Research the cost to design and phase-in a new curved dais and other enhancements in the Council Chamber.
- 57 Incorporate a Parks and Recreation Element into the General Plan: 2020.
- 58 Explore feasibility of restoring historic steps around the McKinley statue.

Public Works - Streets

- 59 Develop a long-range climate change preparedness plan and community education program which includes sea level rise, extreme weather conditions and tsunami readiness.
- 60 In coordination with City committees and departments, complete the Parking Management Plan and continue to explore feasibility of expanding use of universal parking meters and/or permits, and explore financing, potential sites, and structural options for a parking structure.
- 61 Complete downtown streetscape, which includes widening sidewalks, and developing a maintenance plan.
- 62 Complete the Samoa Gateways Project including bike and pedestrian lanes, sidewalk, bulb outs, landscaping and signage to enhance the appearance of Arcata.
- 63 Develop a comprehensive watershed strategy for Janes Creek and Drainage Master Plan for West End Road area, including Aldergrove.
- 64 Implement a major Pavement Rehabilitation, Reconstruction, and Maintenance Program focused on prevention and maintenance.

Public Works - Transportation

- 65 Implement Pedestrian and Bicycle Facility Capital Improvement Plan, including securing funding for a permanent site for locating a bike library and potential locations for installation of covered bike racks in the downtown area.**
- 66 Explore feasibility of alternative-fuel transit vehicles.**
- 67 Continue to explore bus service and pedestrian/bicycle access to Aldergrove, including modifying existing routes to include Aldergrove.**
- 68 Prepare an annual report for the City Council on the use, expenditures, and needs on the transportation mode share within City rights-of-way.**