

**FORT BRAGG CITY COUNCIL GOALS & PRIORITIES**

Updated 04-11-16

**PRIORITY AREA: A Healthy Environment**

*Water, Sewer, Streets & Parks; Smart Growth and Green Buildings; Small-town Atmosphere; Walkable and Bike-Friendly Communities; Healthy Lifestyles*

**GOAL 1.0: MAINTAIN AND IMPROVE CITY INFRASTRUCTURE**

**Objective 1.1: Increase Water Storage Capacity**

**Strategies/Actions:**

Address Water Supply and Storage Limitations

- Construct Summers Lane Reservoir; assemble funding; implement Timber Harvest Plan; award construction contract; build in 2016/17.
- Consider feasibility of utilizing Pudding Creek Reservoir for additional water storage, particularly for new development on the Mill site.

Priority	Year(s)	Responsible	Status
H	2016-18	Public Works	In progress
H	2017-19	Public Works	In progress

**Objective 1.2: Increase Water Supply**

**Strategies/Actions:**

Promote Water Conservation

- Publicize methods to reduce water consumption, such as rainwater collection, use of gray water, and landscaping wells.

Promote Leak Detection

- Work with Springbrook regarding providing leak notices with the utility bills.
- Educate customers on how to read online stats and detect unusual usage; prepare training video.

Develop groundwater resources (wells) to augment water supply

Explore Possibility of Desalination Plant (technology, storage, regulatory requirements, financing, location, and brine disposal)

Engage Georgia-Pacific in discussions regarding water supply needs for Mill Site reuse

Priority	Year(s)	Responsible	Status
H	2016-21	Public Works & Admin.	Ongoing
H	2016	Finance	Done
H	2016	Finance	In progress
H	2016	Public Works	In progress
M	2017-18	City Council	In progress
H	2017	Mill Site ad hoc committee	

**Objective 1.3: Construct Necessary Repairs and Upgrades to the City's Wastewater Treatment Facilities**

**Strategies/Actions:**

- Award contract for design and engineering (evaluate energy use and opportunities for on-site energy generation).

Priority	Year(s)	Responsible	Status
H	2016	Public Works	Done

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· Assemble construction funding.	H	2016-17	Public Works	In progress
· Obtain permits; complete CEQA review.	H	2016-17	Public Works	In progress
· Construct Waste Water Treatment Plant upgrades	H	2017-18	Public Works	Pending
· Prepare updated interpretive panels for new WWTF.	M	2018	Comm. Dev	Pending

**Objective 1.4: Maintain City Streets and Alleys**

<b>Strategies/Actions:</b>	<b>Priority</b>	<b>Year(s)</b>	<b>Responsible</b>	<b>Status</b>
Complete Implementation of Downtown Streetscape Plan Improvements on Main Street.	L	2020-21	Public Works	
Continue to Maintain and Improve City Streets (including structural repairs on South Franklin Street).	H	2016-21	Public Works	Ongoing
Implement Improvements to Alleys Based on Priorities Established in the Alley Master Plan (focus on high-traffic commercial alleys, including alleys behind Starbucks and Sears).	M	2016-21	Public Works	Ongoing

**Objective 1.5: Build New Solid Waste Transfer Station**

<b>Strategies/Actions:</b>	<b>Priority</b>	<b>Year(s)</b>	<b>Responsible</b>	<b>Status</b>
Complete CEQA process, select site, and contract with a design-build-operate contractor.	H	2016-17	Admin. & MSWMA	In progress

**GOAL 2.0: CREATE A WALKABLE AND BIKE-FRIENDLY COMMUNITY AND PROMOTE HEALTHY LIFESTYLES**

**Objective 2.1: Continue to Implement the “City of Trails” Vision from the General Plan**

<b>Strategies/Actions:</b>	<b>Priority</b>	<b>Year(s)</b>	<b>Responsible</b>	<b>Status</b>
Complete Construction of Northern Segment of Coastal Trail				
· Schedule a Grand Opening of the Coastal Trail (media event; invite GP and donors).	H	2016	Comm. Dev. / Public Works	Done
· Provide more parking at the Elm Street parking lot.	H	2016	Comm. Dev. / Public Works	Done
· Pursue Coastal Trail Connection to Downtown concurrent with construction of the central segment of the Coastal Trail (Economic Development Strategy 2.1).	H	2016-18	Comm. Dev. / Public Works	In progress
Complete Construction of Southern Segment of Coastal Trail.	H	2016	Public Works	Done
Complete Construction of Middle Connecting Segment of Coastal Trail Around the Mill Pond Area	M	2017-18	Comm. Dev. / Public Works	In progress

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<ul style="list-style-type: none"> <li>· Provide a path along day-lighted creeks on the Mill site.</li> </ul>	L	2021+	Comm. Dev. / Public Works	Pending
Ensure Adequate Funding to Provide For Ongoing Management of Noyo Headlands Park, including maintenance and public safety needs.				
<ul style="list-style-type: none"> <li>· Consider TOT increase to fund ongoing maintenance and security as well as additional marketing and promotions.</li> </ul>	H	2016	City Council / Admin.	In progress
<ul style="list-style-type: none"> <li>· Provide for ongoing “adaptive management” of Noyo Headlands Park with high level of interdepartmental coordination.</li> </ul>	H	2016-21	City Council / Admin.	Ongoing
<ul style="list-style-type: none"> <li>· Consider whether to allow vendors and concessionaires and/or special events (i.e., weddings) at the Park.</li> </ul>	H	2016	City Council / Admin.	In progress
Complete City of Trails Master Plan, including the Noyo Harbor pedestrian and bicycle access plan.	M	2016-17	Comm. Dev./Public Works	In progress

**Objective 2.3: Pursue Development of Additional Active Recreational Facilities and Bicycle and Pedestrian Access Projects**

<b>Strategies/Actions:</b>	<b>Priority</b>	<b>Year(s)</b>	<b>Responsible</b>	<b>Status</b>
Consider additional east-west bicycle and pedestrian connectors to the Coastal Trail	H	2017-19	Comm. Dev./ Public Works	Pending
Encourage Caltrans to address Main Street sidewalks, street conditions, and crosswalks	M	2017-18	Public Works	Pending
Implement Chestnut Street Multi-Use Path.	H	2016	Public Works	In progress
Implement South Fort Bragg Pedestrian & Bicycle Access Plan.	M	2019-21	Public Works	Pending
Continue to Seek Funding for Implementation of Residential Street Safety Plan	M	2018-21	Finance/Public Works	Ongoing

**GOAL 3.0: ESTABLISH FORT BRAGG AS A LEADER IN SUSTAINABLE PRACTICES**

**Objective 3.1: Zero Net Energy**

<b>Strategies/Actions:</b>	<b>Priority</b>	<b>Year(s)</b>	<b>Responsible</b>	<b>Status</b>
Comply with California Building Code (2020 = Zero Net Energy).	M	2016-21	Comm. Dev.	Ongoing
Encourage Retrofitting Homes to Conserve Energy (REDI Program, Housing Rehab Loans).	M	2016-21	Comm. Dev.	Ongoing

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**Objective 3.2: Integrate Concepts of Sustainability into City Plans, Projects and Purchases**

<b>Strategies/Actions:</b>	<b>Priority</b>	<b>Year(s)</b>	<b>Responsible</b>	<b>Status</b>
Investigate options for converting to LED Streetlights.	M	2018-19	Public Works	Pending
Continue implementation of low-impact development storm drains and other green infrastructure projects.	H	2017-21	Public Works	Ongoing
Consider benefits of ICLEI membership options	M	2016-17	City Council	Pending
Implement Climate Action Plan.	M	2016-21	City Council/ Public Works	On-going
Update Climate Action Plan.	M	2017-18	City Council/ Comm. Dev.	Pending

**PRIORITY AREA: A Prosperous Economy**

*Economic Development, Living Wages, Affordable Housing, a Diversified & Sustainable Economy*

**GOAL 4.0: FOSTER A STRONG, RESILIENT AND PROSPEROUS LOCAL ECONOMY**

**Objective 4.1: Ensure that Redevelopment of the Georgia-Pacific Mill Site Benefits the Community**

<b>Strategies/Actions:</b>	<b>Priority</b>	<b>Year(s)</b>	<b>Responsible</b>	<b>Status</b>
· Continue to work with the North Coast Brewery to encourage their proposed ‘destination’ brewery expansion project.	H	2016	City Council / Admin. / Comm. Dev.	Ongoing
· Complete the Mill Site Reuse Planning Process (Economic Development Strategy 1.3). Review preliminary draft Mill Site Specific Plan and consider options for moving forward with rezoning of property on the Mill Site. Discuss with Coastal Commission Staff. Conduct joint Council/Planning Commission workshops to discuss Mill Site reuse strategy.	M	2016-20	City Council / Mill Site ad hoc committee/ Admin. / Comm. Dev.	Pending
· Use Successor Agency’s Polanco authority to ensure appropriate clean-up of the Mill Site and to provide immunities to future redevelopers.	H	2016-20	City Council / Admin. / Comm. Dev.	In progress
· Consider City-initiated efforts to help market the Mill Site.	H	2017-19	City Council / Mill Site ad hoc committee Admin. / Comm. Dev.	Pending

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<ul style="list-style-type: none"> <li>· Arrange meeting with GP Executives in Atlanta to convey how important this development is for the economic health and vitality of the community.</li> </ul>	M	2017-19	Mill Site ad hoc committee	Pending
Continue to Support Development of Noyo Center For Marine Science (Economic Development Strategy 1.6).	H	2016-21	City Council	Ongoing

**Objective 4.2: Support Local Businesses and Increase the Number of Sustainable Wage Jobs in Fort Bragg**

<b>Strategies/Actions:</b>	<b>Priority</b>	<b>Year(s)</b>	<b>Responsible</b>	<b>Status</b>
Strengthen the City’s Marketing and Promotion Strategy	H	2016-2021	City Council / Admin. / Comm. Dev	In progress
<ul style="list-style-type: none"> <li>· Market quality of life.</li> <li>· Support bicycle tourism.</li> <li>· Consider marketing “Old Town Fort Bragg.”</li> </ul>			.	
Cultivate and Nurture a Vibrant and Creative Cultural Environment				
<ul style="list-style-type: none"> <li>· Pursue Development of Industrial &amp; Fine Arts Center (Economic Development Strategy 3.2).</li> </ul>	M	2017-20	City Council	Pending
<ul style="list-style-type: none"> <li>· Prepare Feasibility Study for a Conference/Performing Arts Center (Economic Development Strategy 3.1).</li> </ul>	L	2020-21	Comm. Dev.	Pending
Continue to Provide Excellent Business Assistance Services Through West Company and also Consider Establishing an “Ombudsman” or Business Liaison Position.	H	2016-21	Comm. Dev.	Ongoing
Encourage Preservation of Historic Buildings in Downtown Fort Bragg	H	2017-20	Comm. Dev.	Pending
<ul style="list-style-type: none"> <li>· Consider establishment of historic preservation tax incentives under Mills Act.</li> <li>· Consider establishment of “affirmative maintenance” ordinance to require downtown property owners to maintain historic properties.</li> <li>· Consider tax on vacant storefronts to incentivize occupancy.</li> </ul>				
Pursue Business Expansion, Attraction and Retention with a Focus on Generating New Living Wage Jobs (Economic Development Strategy 1.1, Item 2).	H	2016-21	Comm. Dev.	Pending

**Objective 4.3: Implement Overall Information Technology Upgrade**

<b>Strategies/Actions:</b>	<b>Priority</b>	<b>Year(s)</b>	<b>Responsible</b>	<b>Status</b>
Improve Access to Technology in and Around Fort Bragg including implementation of Downtown WiFi (Economic Development Strategy 1.7.)	M	2017-21	City Council / Public Works	In progress

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	Encourage Local Schools (Including College) to Teach Technology.	H	2018-21	City Council	In progress
<b>Objective 4.4:</b>	<b>Support the Development and Retention of Affordable Housing in Fort Bragg</b>				
	<b>Strategies/Actions:</b>	<b>Priority</b>	<b>Year(s)</b>	<b>Responsible</b>	
	Plan For Tri-Level Housing on the Mill Site.	L	2018-21	Comm. Dev.	Pending
	Work with Affordable Housing Developers to Build Additional Multi-Family and Senior Housing.	H	2017-21	Comm. Dev.	In progress
<b>Objective 4.5:</b>	<b>Address Homelessness in Fort Bragg</b>				
	<b>Strategies/Actions:</b>	<b>Priority</b>	<b>Year(s)</b>	<b>Responsible</b>	<b>Status</b>
	Form a Citizens Advisory Council (CAC) On Homelessness and Conduct Town Hall Meeting.	H	2017-19	Public Safety Committee	Pending
	Coordinate With Other Agencies in the County and Research How Other Communities and Agencies Work With Homeless People to Encourage Good Behavior and Minimize Community Impacts.	H	2016-21	City Council	In progress
	Support the Establishment of Transitional and Supportive Housing to Help Move Homeless Persons/Families Into Permanent Housing.	M	2016-21	City Council	Ongoing
<b>Objective 4.6:</b>	<b>Increase Police Presence in Downtown</b>				
	Prioritize Day-Time Foot and Bike Patrols in the Central Business District.	H	2016-21	Police	Ongoing
	Establish a Downtown Substation at the Mendocino Coast Hospitality Center Facility.	H	2016	Police	In progress
<b>Objective 4.7:</b>	<b>Encourage Cultural Heritage Events in Fort Bragg</b> (Economic Development Strategy 3.4)				
	<b>Strategies/Actions:</b>	<b>Priority</b>	<b>Year(s)</b>	<b>Responsible</b>	<b>Status</b>
	Help Organize Cinco de Mayo Event.	H	2016-21	Council	Ongoing

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**PRIORITY AREA: An Engaged Community**

*Partnerships With Various Communities, Community Groups and Agencies*

**GOAL 5.0: IMPROVE COMMUNITY ACCESS TO CITY SERVICES**

**Objective 5.1: Increase the Availability of Services, Communication and Outreach to the General Public**

<b>Strategies/Actions:</b>	<b>Priority</b>	<b>Year(s)</b>	<b>Responsible</b>	<b>Status</b>
Continue Bi-Weekly Newspaper Column to Keep the Community Informed.	M	2016-21	Admin.	Ongoing
Prioritize the Public Input Process.	H	2016-21	Admin.	Ongoing
Use Council Committees to Help Review and Refine City Projects	H	2016-21	Admin.	Ongoing
Conduct Single Issue Workshops to Get Public Input on Projects (set times for meetings based on stakeholder availability).	H	2016-21	Admin.	Ongoing
Consider Alternating Times of the City Dialogue Roundtables to allow for broader participation by community members.	H	2016	Admin.	Done
Publicize Important Upcoming Meetings Via Press Releases, the City’s Website, and Social Media.	H	2016-21	Admin.	Ongoing
Utilize Public Access Channel (PEG) For Notifications and Indicate Where Members of the Public Can Get Information.	M	2016-21	Admin.	In progress
Consider Creating a “City News Show.”	L	2021	Admin.	Pending

**GOAL 6.0: DEVELOP PARTNERSHIPS WITH VARIOUS COMMUNITY GROUPS AND AGENCIES**

**Objective 6.1: Strengthen Neighborhoods and Increase Public Safety on our Streets**

<b>Strategies/Actions:</b>	<b>Priority</b>	<b>Year(s)</b>	<b>Responsible</b>	<b>Status</b>
Increase Daytime Foot and Bike Patrols to Increase Police Visibility and to Help Address the Issue of Homelessness in the Downtown Area.	H	2016	Police	Ongoing
Support a Downtown Watch Group to Increase Communication between Downtown Business/Property Owners and the City.	H	2016	City Council / Comm. Dev.	Done
Continue to Grow and Support the City’s Neighborhood Watch Program.	H	2017-21	Police; City Council	Ongoing

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<b>Objective 6.2:</b>	<b>Establish partnerships with community groups and agencies that provide vital local services</b>				
	<b>Strategies/Actions:</b>	<b>Priority</b>	<b>Year(s)</b>	<b>Responsible</b>	<b>Status</b>
	Consider assigning Council liaisons to MCDH, Mendocino College, FBUSD, CGAP, and other community organizations	M	2017	Council	Pending
<b>Objective 6.3:</b>	<b>Update City's Emergency Plans and Educate Community about Emergency Preparedness</b>				
	<b>Strategies/Actions:</b>	<b>Priority</b>	<b>Year(s)</b>	<b>Responsible</b>	<b>Status</b>
	Complete Update of City's Emergency Plans.	H	2016	Admin.	Done
	Support and Grow the City's Neighborhood Watch Program to Increase Household Disaster Preparedness	H	2016-21	Police	Ongoing
	Coordinate Citizens Emergency Response Team (CERT) to Establish a Trained Volunteer Network to Assist with Disaster Response.	M	2016-20	Police	In Progress

**PRIORITY AREA: A Strong Organization**

*Image, Staffing, Resources, Capacity, Organization Structure*

**GOAL 7.0: MAINTAIN CITY'S FINANCIAL STRENGTH & RESILIENCY**

<b>Objective 7.1:</b>	<b>Develop a Long-term Financial Plan for the City &amp; for Capital Projects</b>				
	<b>Strategies/Actions:</b>	<b>Priority</b>	<b>Year(s)</b>	<b>Responsible</b>	<b>Status</b>
	Identify New Funding Mechanisms to Replace Funding for Economic Development, Community Revitalization, and Business Assistance that was Lost when Redevelopment Agencies were Dissolved.	M	2016-21	Admin. / Finance	Pending
	Explore Revenue Generating Strategies and Seek and Obtain Grants for Priority Projects and Activities.	H	2016-21	Admin. / All Depts.	Ongoing
	Develop Long-Term Financing Plans for Non-Recurring Maintenance Costs and for the City's Capital Improvement Program.	H	2016-19	Public Works / Finance	In progress