

Strategic Goals & Initiatives

In working towards Strategic Goals and carrying out the following initiatives, the City will be doing so with an underlying commitment and dedication to fiscal responsibility (FR), employee welfare and development (EWD), addressing climate change (CC) and improving diversity, equity and inclusion (DEI).

Community Pride

Strategic Goal: Increase community pride through beautification of residential, commercial and public spaces; effectively deliver outreach and programming that promotes all the services provided by the City and encourages diversity and equity for all.

20-30 Park Improvement Project	Adopt Climate Action Plan	Adopt Ordinance in Commercial Areas Regulating Receptacles and Common Receptacle Locations
Broadway Corridor Improvement Project	Clarke Plaza Upgrades	E.C.O. Eureka Trash Bashes
Empower Eureka—Neighborhood Beautification	Grace Marton Memorial Park	H and I Corridor Project
Henderson Center Street Improvement Project	Hire FTE Code Enforcement Officer	Hire FTE CSET Officer
Hire two new FTEs in Facilities	Hire two new FTEs in Parks	Regional Branding with EA (Enhance Local Messaging)
Sequoia Park Improvement Project	Street Art Festival – Mural Projects	Utility Box Art
Utilize Streets Staff to Support Off-Hour Neighborhood Beautification Projects Coordinated by Community Services	Volunteer Trail Stewards (Hikshari', Wharf Trail, North Trail)	Uplift – Job Skills Training Program

Economic Development—Housing

Strategic Goal: Maximize all levels of housing stock within City limits; expand upon the successful social services programming provided by CSET and Uplift.

Seven City Parcel RFQ for Very Low to Low Income Housing	Adopt Climate Action Plan	Adopt Homeless Action Plan
ADU Financing Program	Alternative Multi-Discipline Response and Diversion Programs	CSET
Continued Pursuit of Grant Funding (Expansion)	Full implementation of Diversion Program	Fund Uplift through General Fund
Linc Project	Prevent Community Members from Losing Housing (work w/ County)	Pursue HUD-HCD Grant Opportunities (Home)
Uplift	VDU Management Ordinance	Vacant Property Registration Ordinance

Economic Development—Local Business

Strategic Goal: Engage and support sustainable local businesses through streamlined permitting, updated coastal zoning regulations, advocacy, and promotion and recruitment of diverse business ownership in an effort to build business resilience and community equity.

Adopt Climate Action Plan	Adopt EDSP update	Adopt LCP Land Use Plan
Adopt LCP Implementation Plan	Bridge Program	Commercial Vacancy Incentive - Fine Ordinance
Consolidation of Business Serving Agencies	Enhance Funding and Outreach	Hire FTE Code Enforcement Officer
Hire two new FTEs in Facilities	Hire two new FTEs in Parks	Regional Branding from EA

Effective Governance

Strategic Goal: Improve participation and efficiency of our public meeting processes by increasing outreach to the community and defining the roles and responsibilities of elected officials, appointed board/commission/committee members and staff.

Adopt modified Rosenberg's Rules of Order	Balanced Budget	Consolidate Boards/Commissions/Committees
Continued EMC Updates	Continued Policy Updates	Council Agenda New Business Section
Develop Boards/Commissions/Committees Member Handbook	Diversity, Equity and Inclusion Plan	Eliminate Redundant Boards/Commissions/Committees
Employee Welfare and Development	Update Muni Code for Boards/Commissions/Committees	Restore Employee Compensation Competitiveness with Similar Agencies

Transportation Safety

Strategic Goal: Make streets of Eureka safe for all modes of transportation including pedestrians.

Bay to Zoo Trail	Broadway Corridor Improvement Project	C Street Bike Boulevard
Defensive Driving Classes	H and I Corridor Project	HCAOG Grants
Henderson Center Street Improvements	HSIP Grants	Implement Task Force Recommendations
Increase Enforcement	OTS Grants	Re-Organize Engineering Division for Focus on Transportation Safety
Update Transportation Safety Action Plan	Wayfinding for Non-Motorized Routes	Value Statement Prioritizing Use of Roadways