

Vision

Arcata is a community that prioritizes ...

Conservation

We are committed to living well, and within Arcata's resource base. We will prevent pollution, protect the environment, and conserve water, wastewater, energy, and land so they may be enjoyed by the seventh generation. We promote compact growth to maintain a permanent greenbelt. And we pride ourselves on our continuing efforts to preserve the unique, natural beauty within and around the City.

Prosperity

We are committed to ensuring that everyone has access to quality life-long learning, education, and opportunities for economic success. We support and encourage economic activity across industry sectors from retail activity, restaurants and entertainment to entrepreneurs, artisans and small businesses.

Health and Safety

We ensure that Arcata is a safe and health place to live, work, play, and learn. Our economy, education, health services, built environment, and social and community context all support physical, mental, and social well-being. We see opportunities for artistic expression as a key component of a healthy community.

Equity

We ensure a welcoming, safe, and equitable community where everyone has the opportunity to attain their full potential and no one is disadvantaged in achieving this potential because of race, social position, economic position, culture, background, or any other socially defined circumstance. We recognize that the City of Arcata lies on Wiyot Tribal lands and work in partnership with local tribes to dismantle the legacy narratives of settler colonialism.

Connection and Community

Seniors and students, families and singles, people from every race, ethnicity, gender identity, and socioeconomic strata all share a sense of connection. Everyone feels welcome to actively participate and involve themselves in shaping our collective community. This sense of community is present in all civic and government activities, neighborhood and interest groups, community events, cultural events, and social activities for the entire region.

Diverse Character

Arcata is made up of a variety of distinctive, interconnected neighborhoods with diverse architectural heritage and well-designed, high quality gathering spaces for neighbors and visitors. New development complements the character of the neighborhood in which it is

located. Arcata's focus is on creating human-centered spaces that are well-designed and enjoyable to exist in, with a focus on future development that will encourage both livability and "thrivability".