

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	1-2	Public Works	In progress
H	4-5 -3	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](#).

Explore Possibility of Desalination Plant ~~on the Mill Site~~ (technology, storage, regulatory requirements, financing, location, and brine disposal)

- As the first step, arrange for a presentation to the ~~City Council~~ [Public Works & Facilities Committee](#) to get more information.

[Engage Georgia-Pacific in discussions regarding water supply needs for Mill Site reuse](#)

Priority	Year(s)	Responsible	Status
H	1-5	Public Works & Admin.	Ongoing
H	1	Finance	Done
H	1	Finance	In progress
M	2-3	City Council	In progress
H	2	Mill Site ad hoc committee	

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

Strategies/Actions:

Priority	Year(s)	Responsible	Status
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· Award contract for design and engineering (evaluate energy use and opportunities for on-site energy generation).	H	1	Public Works	<u>Done</u>
· Assemble construction funding.	H	1-2	Public Works	<u>In progress</u>
· Obtain permits; complete CEQA review.	H	1-2	Public Works	<u>In progress</u>
· Construct Waste Water Treatment Plant upgrades in 2017/18.	H	3-4	Public Works	—
· <u>Prepare updated interpretive panels for new WWTF.</u>	<u>M</u>	<u>5</u>	<u>Comm. Dev</u>	—

Objective 1.4: Maintain City Streets and Alleys

Strategies/Actions:	Priority	Year(s)	Responsible	Status
Complete Implementation of Downtown Streetscape Plan Improvements on Main Street.	L	4-5	Public Works	
Continue to Maintain and Improve City Streets (including structural repairs on South Franklin Street).	H	1-5	Public Works	<u>Ongoing</u>
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	1-5	Public Works	<u>Ongoing</u>

Objective 1.5: Build New Solid Waste Transfer Station

Strategies/Actions:	Priority	Year(s)	Responsible	Status
Complete CEQA process, select site, and contract with a design-build-operate contractor.	H	1-2	Admin. & MSWMA	<u>In progress</u>

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

Objective 2.1: Continue to Implement the “City Surrounded By A Park of Trails” Vision from the General Plan

Strategies/Actions:	Priority	Year(s)	Responsible	Status
Complete Construction of Northern Segment of Coastal Trail				
· Schedule a Grand Opening of the Coastal Trail (media event; invite GP and donors).	H	1	Comm. Dev. / Public Works	<u>Done</u>
· Provide more parking at the Elm Street parking lot.	H	2	Comm. Dev. / Public Works	<u>Done</u>
· Pursue Coastal Trail Connection to Downtown <u>within the next 6 months concurrent with construction of the central segment of the Coastal Trail</u> (Economic Development Strategy 2.1).	H	<u>4-3</u>	Comm. Dev. / Public Works	<u>In progress</u>

Complete Construction of Southern Segment of Coastal Trail.	H	1-2	Public Works	<u>Done</u>
Complete Construction of Middle Connecting Segment of Coastal Trail Around the Mill Pond Area	M	3-4	Comm. Dev. / Public Works	<u>In progress</u>
· Provide a path along day-lighted creeks on the Mill site.	L	5+	Comm. Dev. / Public Works	<u>—</u>
Ensure Adequate Funding to Provide For Ongoing Management of Noyo Headlands Park, including maintenance and public safety needs.				
· Consider 1% TOT increase to fund ongoing maintenance <u>and security as well as additional marketing and promotions.</u> ; discuss the issue in conjunction with current proposal to modify the countywide Business Improvement District for promotions.	H	1-2	City Council / Admin.	<u>In progress</u>
· Provide for ongoing “adaptive management” of Noyo Headlands Park with high level of interdepartmental coordination.	H	1-5	City Council / Admin.	<u>Ongoing</u>
· Consider whether to allow vendors and concessionaires and/or special events (i.e., weddings) at the Park.	H	2	City Council / Admin.	<u>—</u>
<u>Complete City of Trails Master Plan, including the Noyo Harbor pedestrian and bicycle access plan.</u>	<u>M</u>	<u>2-3</u>	<u>Comm. Dev./Public Works</u>	<u>In progress</u>

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

Strategies/Actions:	Priority	Year(s)	Responsible	Status
Implement Main Street Merge Relocation Encourage Caltrans to address Main Street sidewalks and street conditions.	HM	4-4	Comm. Dev. Public Works	—
<u>Implement Chestnut Street Multi-Use Trail Project.</u>	<u>H</u>	<u>2</u>	<u>Public Works</u>	<u>In progress</u>
Implement South Fort Bragg <u>Pedestrian & Bicycle</u> Access Plan.	M	2-3-4	Comm. Dev.	<u>—</u>
<u>Continue to Seek Funding for</u> Implementation of (for funding) Residential Street Safety Plan	M	2-3	Finance/ <u>Public Works</u>	<u>Ongoing</u>

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

Objective 3.1: Zero Net Energy

Strategies/Actions:	Priority	Year(s)	Responsible	Status
Comply with California Building Code (2020 = Zero Net Energy).	M	1-5	Comm. Dev.	<u>Ongoing</u>
Train Contractors to Retrofit Homes to Conserve Energy (REDI Program, Housing Rehab Loans).	M	1- 2 5	Comm. Dev.	<u>Ongoing</u>

Objective 2.4: Integrate Concepts of Sustainability into City Plans, Projects, and Purchases

Strategies/Actions:

Implement Climate Action Plan.

Priority

Year(s)

Responsible

Status

M

1-5

City Council /
Public Works

—

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

Strategies/Actions:

- Continue to work with the North Coast Brewery to encourage their proposed ‘destination’ brewery expansion project.
- 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.
- Use Successor Agency’s Polanco authority to ensure appropriate clean-up of the Mill Site and to provide immunities to future redevelopers.
- Consider City-initiated efforts to help market the Mill Site.
- Arrange meeting with GP Executives in Atlanta to convey how important this development is for the economic health and vitality of the community.

Continue to Support ~~Efforts to~~ Development of Noyo Center For Marine Science (Economic Development Strategy 1.6).

Priority

Year(s)

Responsible

Status

H

1

City Council /
Admin. / Comm.
Dev.

Ongoing

~~H~~M

~~1~~4

City Council /
Mill Site ad hoc
committee/
Admin. / Comm.
Dev.

—

H

~~1~~3

City Council /
Admin. / Comm.
Dev.

In progress

H

~~1~~2,4

City Council /
Mill Site ad hoc
committee
Admin. / Comm.
Dev.

—

H

~~1~~2,4

~~City Council /~~
~~Admin. / Comm.~~
~~Dev.~~Mill Site ad
hoc committee

—

H

1-5

City Council

Ongoing

Pursue Development of Industrial & Fine Arts Center (Economic Development Strategy 3.2).	M	2-4	City Council	—
Prepare Feasibility Study for a Conference/Performing Arts Center (Economic Development Strategy 3.1).	L	4-5	Comm. Dev.	—

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

Strategies/Actions:	Priority	Year(s)	Responsible	Status
Consider Changing the City’s Marketing and Promotion Strategy	H	4 -5	City Council / Admin. / Comm. Dev	<u>In progress</u>
<ul style="list-style-type: none"> · Market quality of life. · Support bicycle tourism. · Consider marketing “Old Town Fort Bragg.” 				
Continue to Provide Excellent Business Assistance Services Through West Company and also Consider Establishing an “Ombudsman” or Business Liaison Position.	H	1-5	Comm. Dev.	<u>Ongoing</u>
Encourage Preservation of Historic Buildings in Downtown Fort Bragg	M H	2-4	Comm. Dev.	—
<ul style="list-style-type: none"> · Consider establishment of historic preservation tax incentives under Mills Act. · Consider establishment of “affirmative maintenance” ordinance to require downtown property owners to maintain historic properties. · Consider tax on vacant storefronts to incentivize occupancy. 				
Pursue Business Expansion, Attraction and Retention with a Focus on Generating New Living Wage Jobs (Economic Development Strategy 1.1, Item 2).	H	1-5	Comm. Dev.	—

Objective 4.3: Implement Overall Information Technology Upgrade

Strategies/Actions:	Priority	Year(s)	Responsible	Status
Improve Access to Technology in and Around Fort Bragg <u>including implementation of Downtown Wifi</u> (Economic Development Strategy 1.7.)	M	2-5	City Council / Public Works	<u>In progress</u>
Encourage Local Schools (Including College) to Teach Technology.	M H	3-5	City Council	<u>In progress</u>

Objective 4.4: Support the Development and Retention of Affordable Housing in Fort Bragg

Strategies/Actions:	Priority	Year(s)	Responsible	Status
Plan For Tri-Level Housing on the Mill Site.	L	3-5	Comm. Dev.	—

<u>Work with Affordable Housing Developers to Build Additional Multi-Family and Senior Housing.</u>	<u>H</u>	<u>2-5</u>	<u>Comm. Dev.</u>	<u>In progress</u>
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Objective 4.5: Address Homelessness in Fort Bragg

Strategies/Actions:	Priority	Year(s)	Responsible	Status
Form a Citizens Advisory Council (CAC) On Homelessness and Conduct Town Hall Meeting.	H	<u>2-3</u>	Public Safety Committee	<u>—</u>
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	1-5	City Council	<u>In progress</u>
Support the Establishment of Transitional <u>and Supportive</u> Housing to Help Move Homeless Persons/Families Into Permanent Housing.	M	1-5	City Council	<u>Ongoing</u>
Increase Police Presence in Downtown With More Day-Time Foot and Bike Patrols; Consider Re-Establishing a Downtown Substation.	H	1-5	Police	<u>Ongoing</u>

Objective 4.5: Encourage Cultural Heritage Events in Fort Bragg (Economic Development Strategy 3.4)

Strategies/Actions:

Help Organize Cinco de Mayo Event, ~~May 9th~~, Bainbridge Park.

Priority	Year(s)	Responsible	Status
H	1-5	Councilmember Peters	<u>Ongoing</u>

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

Strategies/Actions:

Continue Bi-Weekly Newspaper Column to Keep The Community Informed.

Enhance the Public Input Process.

All City Projects Under Development Go Through Committees.

Conduct Single Issue Workshops to Get More Public Input on Projects (set times for meetings based on stakeholder availability).

Consider Alternating Times of the City Dialogue Roundtables to allow for broader participation by community members.

Publicize Important Upcoming Meetings Via Press Releases, the City's Website, and Social Media.

Utilize Public Access Channel (PEG) For Notifications and Indicate Where Members of the Public Can Get Information.

Consider Creating a "City News Show."

Priority	Year(s)	Responsible	Status
M	1-5	Admin.	<u>Ongoing</u>
H	1-5	Admin.	<u>Ongoing</u>
H	1-5	Admin.	<u>Ongoing</u>
H	1-5	Admin.	<u>Ongoing</u>
H	1	Admin.	<u>Ongoing</u>
H	1-5	Admin.	<u>Ongoing</u>
M	1-5	Admin.	<u>In progress</u>
L	5	Admin.	—

GOAL 6.0: DEVELOP PARTNERSHIPS WITH VARIOUS COMMUNITY GROUPS AND AGENCIES

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

Strategies/Actions:

Increase Daytime Foot and Bike Patrols to Increase Police Visibility and to help address the issue of homelessness in the downtown area.

Support a Downtown Watch Group to increase communication between downtown business/property owners and the City.

Priority	Year(s)	Responsible	Status
H	1	Police	<u>Ongoing</u>
H	1	City Council / Comm. Dev.	<u>Done</u>

Continue to Grow and Support the City's Neighborhood Watch Program.

H

2-5

Police; City Council

Ongoing

Objective 6.2: Establish partnerships with community groups and agencies that provide vital local services

Strategies/Actions:

Priority

Year(s)

Responsible

Status

~~Assign City Representative (Deitz) to County's Marijuana Legalization Committee~~

~~H~~

~~4~~

~~City Council~~

Objective 6.3: Update City's Emergency Plans and Educate Community about Emergency Preparedness

Strategies/Actions:

Priority

Year(s)

Responsible

Status

Presentation to City Council Regarding Emergency Preparedness.

M

1

Admin.

Done

Provide Citizens Emergency Response Team (CERT) trainings to help establish a trained volunteer network to assist with disaster response.

M

2-4

Police

—

PRIORITY AREA: A Strong Organization

Image, Staffing, Resources, Capacity, Organization Structure

GOAL 7.0: MAINTAIN CITY'S FINANCIAL STRENGTH & RESILIENCY

Objective 7.1: Develop a Long-term Financial Plan for the City & Capital Projects

Strategies/Actions:

Priority

Year(s)

Responsible

Status

Identify new funding mechanisms to replace the funding for economic development, revitalization, and business assistance that was lost when redevelopment agencies were dissolved.

M

1-5

Admin. /
Finance

—

Explore various revenue generating strategies and continue to be vigilant in seeking and obtaining grants for priority projects and activities.

H

1-5

Admin. /
Finance

Ongoing

Develop long-term financing plans for non-recurring maintenance costs and for the City's Capital Improvement Program.

H

1-3

Public Works /
Finance

In progress