



Fort Bragg City Council Goal Setting Retreat 3/1/23

Priority Areas & Goals

During its Goal Setting Retreat on 3/1/23, the Fort Bragg City Council engaged in a “2040 Vision” brainstorm, during which Council members described their vision for Fort Bragg in 2040 after they have achieved success in their work. All of the vision items fell into four top priority areas: Jobs/Industry, Quality of Life, Housing and Infrastructure. Underpinning these priority areas are the shared themes of enhancing local self-sufficiency and supporting healthy ecosystems.

Council members then brainstormed and prioritized strategic goals for each of the focus areas, answering the question, “what can we do in the next 3-5 years to move Fort Bragg toward your 2040 vision?” The strategic goals are included below, prioritized by the highest number of “dot-votes” received per item. This list will inform the City Manager’s operational plans and budgeting process, and will provide direction for City staff.

JOBS/INDUSTRY

Topic	Votes
Marine research center - partner w Noyo Center for top-notch marine science facility	2
Continue partnership between City and Harbor	2
Partner with schools and college on vocational training	2
Broadband	2
Aquaculture?	1
Hemp - ag and industry support	1
Explore timber related jobs, products, etc.	
Survey business owners and entrepreneurs about how City can support them	

QUALITY OF LIFE

Topic	Votes
Beautification of downtown buildings and streets	5
Build civic pride + transparency for public engagement	4
Community-involved police force (CRU + code enforcement)	3
Mill site advocacy, permitting	1
Transportation - public, inexpensive, EVs	1
Local food production (home gardens, community gardens, etc.; educational support; local farmers markets)	1
Develop more parks, green space in town (partner with schools, City, nonprofits; expand recreation; Otis Johnson Park; motocross track, BMX)	
Develop Cultural Center on Mill Site	
Partnering for healthcare, other Quality of Life issues, Recruitment	
Safe streets, walkable, bikeable	

HOUSING

Topic	Votes
Continue supporting Workforce Housing thru CLT	6
Fully staff the Community Development Dept	6
Enforcement of vacation rentals - partner with County for outside City limits	1
Explore incentives to housing development (Glass Beach, etc.)	1
Mill Site strategy	1
Support developers via easier process, make it easier	
Support for retrofitting existing homes (insulation, water efficiency, roofing)	
Continue working toward 200 units	

INFRASTRUCTURE

Topic	Votes
Water storage, reservoirs	4
Diversify water sources (desal, reclamation)	3
Fix the streets	3
Broadband installation and delivery	2
Site and map EV charging stations in City	1
Alternative energy dev. - solar	1
Bike land improvements	1
Water transmission system upgrade	
Pre-treatment for storm water (especially creeks are daylighted)	
Sprinklers for downtown buildings	
City Hall East improvements	

Discussion items that did not fall under the scope of City Council action items were captured in a “Parking Lot”:

City Organizational Development:

- City personnel: focus on recruitment, retention, development & education
- Hire Communications role for public info?
- City fiscal responsibility and transparency for public engagement