

Improved education opportunities for all education levels

Continuing education opportunities for adults and seniors

Tourism

Energy

Diversify and offerings of vehicle fuel types

New jobs in energy and future technology

Energy options for homes and businesses that are sustainable and affordable

Energy independence to reduce state and federal oversight and gain local control over energy production and affordability

Overall, the most needed out of these areas was healthcare and mental health resources. These two needs were highlighted by members of all demographic types within the community. The COVID pandemic, which began in March 2020, exacerbated and brought forward the need for increased quality and access to healthcare and mental resources. This was disproportionately felt by low income households and younger members (less than 18 years of age) of the community based on public input received during this process.

From these themes, a vision statement was draft for the City of Yreka to aspired to in 2044:

The City of Yreka is a resilient community built on self-sufficiency and opportunity. The city offers a way of life that recognizes the area’s distinct history, cherishes the social engagement of the community, and provides a safe, healthy, and economically secure community for the future.

The vision statement is currently under public review by the members of the public and Planning Commission. The City Council will have final approval of the vision statement in February 2024.

2. GUIDING PRINCIPLES

Guiding principles are planning priorities that emerge from the vision that will help focus the city’s efforts for the next 20-years. The Yreka General Plan 2044 is based on seven strategic guiding principles:

- 1) Create a healthy, safe, and clean community that can be enjoyed by all ages, backgrounds, abilities, and interest groups.
- 2) Ensure the city balances fiscal responsibility without limiting the opportunities of individual and business success.
- 3) Remove barriers to providing healthy, sustainable, and local food through agricultural from the household level to large-scale enterprises.
- 4) Explore and establish the identity, cultural heritage, and history of the City of Yreka involving the peoples, ideologies, and historical events through design, community events, and programs.
- 5) Create flexibility in regulations and programs to allow individuals, business, and visitors to live and experience the City of Yreka in their unique ways.
- 6) Develop and maintain exceptional recreation opportunities for residents and visitors to experience the outdoors in a variety of ways and sustain healthy lifestyles.
- 7) Establish Yreka as a center for physical, emotional, psychological, and social well-being through state-of-the-art facilities, programs to support residents’ health journeys, and through collaborations with other health focused agencies and groups.