ITEM 5.A.

MOORPARK CITY COUNCIL
PARKS AND RECREATION COMMISSION
AGENDA REPORT

TO: **Honorable City Council and Honorable Parks and Recreation Commission**

FROM: **Steven Kueny, City Manager** SK

DATE: **April 16, 2008 (CC/P & RC Special Meeting of 4/23/08)**

SUBJECT: **Consider Mission Statement, Priorities, Goals and Objectives for Fiscal Year 2008/2009**

BACKGROUND AND DISCUSSION

On February 6, 2008, the City Council reviewed the attached staff report (Attachment 1) on Mission Statement, Priorities, Goals and Objectives for fiscal Year 2008/2009. Also attached (Attachment 2) is an excerpt from the approved minutes of that meeting showing the Council's comments.

At the March 19, 2008, meeting, Council directed staff to schedule a joint meeting with the Parks and Recreation Commission on April 23, 2008, to obtain feedback on the Mission Statement, Priorities, Goals and Objectives for Fiscal Year 2008/2009.

FISCAL IMPACT

None.

STAFF RECOMMENDATION

Direct staff as deemed appropriate.

Attachments:
1. Item 9.E. Staff Report from the February 6, 2008, City Council meeting.
2. Excerpt from approved City Council minutes of February 6, 2008.

ITEM 9.E.

ATTACHMENT 1

CITY OF MOORPARK, CALIF.
City Council Meeting
of 2-6-2008
ACTION: Directed staff to receive and file with comments from Council.
BY: M. Benson

MOORPARK CITY COUNCIL
AGENDA REPORT

TO: **The Honorable City Council**

FROM: **Steven Kueny, City Manager**

DATE: **January 31, 2008 (CC Meeting of 02/06/08)**

SUBJECT: **Consider Status Report on Mission Statement, Priorities, Goals and Objectives for Fiscal Year 2007/2008 and Direction for Fiscal Year 2008/2009**

Attached are the City Council's approved Mission Statement, Priorities, Goals and Objectives for FY 2007/2008. In approving this document, the Council included a list of top ten (10) priorities, which consists of thirty-three (33) of the one hundred eight (108) identified objectives. With adoption of objectives for FY 2007/2008, the City Council approved a new process and format. All objectives were placed in one of three categories (0 to 2 years; 2 to 5 years; and 5+ years) based on their estimated time for completion. The completed document also indicated which objectives were Funded (F), Not Funded (NF), or only required Staff Effort (SE).

A written status report on the various priorities and objectives is not included as part of this report. The City Council Bimonthly Report provides a status on most of these items as well as other staff work efforts. Staff will respond to specific Council questions when this matter is considered.

Since 2001, the Council has reviewed the objectives prior to preparation of the budget with the purpose of having more correlation between the Council approved objectives and City Manager proposed budget.

It has been our practice to maintain a secondary list of objectives. In prior years, several items have been elevated from this list to approved objectives by the Council. On June 20, 2007, the Council approved a list of 39 items to remain on a list of Potential Objectives. The list of Potential Objectives is attached to this report with proposed changes shown in legislative format. Seven (7) additional Potential Objectives beginning with No. 40 are added to that list for Council consideration.

STAFF RECOMMENDATION:

Direct staff as deemed appropriate.

SK:db

Attachments:

1) Approved Mission Statement, Priorities, Goals and Objectives for FY 2007/2008
2) Potential Objectives Approved by City Council 6/20/07 and Revised 02/06/08

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Attachment 1

CITY OF MOORPARK

Mission Statement, Priorities, Goals, and Objectives

FY 2007/2008

CITY OF MOORPARK
Mission Statement, Priorities, Goals, and Objectives
For FY 2007/2008

CITY MISSION STATEMENT

Striving to preserve and improve the quality of life in Moorpark.

TOP TEN (10) PRIORITIES (The listed items are considered to have equal priority.)

1. Construct new City Hall, Human Services Center and Library. (II.B.1.; VI.A.2. & 4.; VI.B.3.; VII.B.7.)
2. Improve City's watershed protection and flood control capabilities. (VII.B.4., 11., 12., 13. & 14; VII.C.2.)
3. Comprehensive update of General Plan Land Use and Circulation Elements and adopt updated OSCAR Element to insure internal consistency among all elements of the General Plan. (VII.A.5.)
4. Widen Los Angeles Avenue (SR 118) to six travel lanes from Tierra Rejada Road to SR 23 Freeway with a raised median, bus turnouts, and traffic signal interconnect system and improve Princeton Avenue from Condor Drive west to 1500 feet east of Spring Road. (III.A.1.a) b) & f); III.B.1. & 2.)
5. Construct a permanent truck scale facility west of the City. (III.C.1.)
6. Widening of Moorpark Avenue/Walnut Canyon Road from Los Angeles Avenue (SR 118) to north City limits and prepare plans for an alternate route for north/south truck traffic through the City. (III.A.1.c); III.A.4.; III.B.4., 5. & 6.)
7. Facilitate new commercial development on High Street. (II.A.3., 7., 8., 9., & 10.; II.B.4.)
8. Increase City's General Fund revenue through enhancement of existing revenue sources including business attraction and retention programs and establishment of additional revenue sources. (I.A.5.; IV.A.1., 3., 4., 5., 6., 7. & 8.)
9. Enhance open space and greenbelt areas and determine feasibility of establishing a trail system along the Arroyo Simi and work with other public agencies to develop a comprehensive Arroyo Simi Management Plan that incorporates flood control, habitat preservation/restoration, and recreation components. (III.A.5.; VII.A.3.; VII.B.8.)
10. Develop and implement program to encourage new multi and single family housing on underutilized sites within the Downtown Specific Plan area and increase the number of affordable housing units. (II.A.2. & 11.)

DEPARTMENTAL GOALS AND OBJECTIVES

The abbreviation used after each objective indicates which department has responsibility for it. If more than one abbreviation is used, the first one shown has primary responsibility for that objective. The abbreviations and corresponding departments used are as follows:

(ACM)	**Assistant City Manager**
(AS/CC)	**Administrative Services/City Clerk**
(CA)	**City Attorney**
(CD)	**Community Development**
(CE/PW)	**City Engineer/Public Works**
(CM)	**City Manager**
(F)	**Finance**
(MRA)	**Moorpark Redevelopment Agency**
(PD)	**Police Department**
(PRCS)	**Parks, Recreation and Community Services**

** Denotes those objectives related to an identified Top Ten Priority.

The notations in the left margin indicate whether funding for an objective is included in the budget, as follows:

F Funded
NF Not Funded
SE Staff Effort (Staff effort only without need for additional funding)

I. Expand and encourage community involvement in establishing the general policies of the City and increase the public's understanding of local government operations.

A. 0 to 2 Years

F 1. Develop a general emergency preparedness handbook for distribution to Moorpark residents through City's website, on CD, and hard copy. The handbook will outline how to prepare for, and what to do following a disaster. (ACM)

F 2. Complete next phase of enhanced city website that provides for downloadable brochures of City services; on-line permitting and credit card payment of fees; GIS property information; and Americans with Disability Act improvements. (AS/CC, ACM, CD, F & PRCS)

F 3. Install two electronic message signs to enhance City's public information efforts. (PRCS & ACM)

F 4. Acquire necessary equipment and establish procedures to enable immediate and easy updating of the City Government Channel from City Hall, Emergency Operations Center and remote locations. (ACM & AS/CC)

F** 5. Conduct a community survey to measure the level of satisfaction residents feel about City services and potential support for additional City revenue sources for enhanced services and programs and capital projects. (CM)

II. Revitalize downtown Moorpark with a focus on High Street and the surrounding business district and residential neighborhoods, which includes consideration of public rail transit, potential for increased residential density, and governmental and related public uses.

A. 0 to 2 Years

F 1. Complete the right-of-way acquisition needed for the east side Spring Road widening project from the railroad tracks south to a point south of Los Angeles Avenue and then proceed with project construction. (CE/PW)

F** 2. Develop program to encourage new multi and single family housing projects on underutilized sites within the Downtown Specific Plan area and consider feasibility of City/MRA acquisition of selected sites. (MRA & CD)

F** 3. Prepare amendment to Moorpark Redevelopment Plan to reestablish eminent domain authority. (MRA & CA)

F 4. Complete construction of Magnolia Park by August 31, 2007. (PRCS)

F 5. Complete construction of Poindexter Park expansion including skatepark by September 30, 2008. (PRCS)

F 6. Extend block wall at south property line of the Metrolink south parking lots west of Bard Street by December 31, 2008. (PW)

SE** 7. Finalize Disposition and Development Agreement (DDA) for Agency-owned properties on south side of High Street and commence Phase I construction of commercial project. (MRA & CD)

SE** 8. Finalize Disposition and Development Agreement (DDA) for Agency-owned property at 467 High Street and commence construction of commercial project. (MRA & CD)

F** 9. Finalize necessary agreements with involved parties and initiate entitlement process to relocate the fuel station currently located on High Street. (MRA & CD)

NF** 10. Prepare a streetscape plan for High Street from Spring Road to Moorpark Avenue. (CD, MRA & CE/PW)

F** 11. Finalize Disposition and Development Agreement (DDA) for Agency-Owned property at Moorpark Avenue and Everett Street and initiate General Plan Amendment, Zone Change, and entitlement process for high density residential project. (MRA & CD)

B. 2 to 5 Years

SE** 1. Coordinate the City's efforts to resolve concerns with day laborers. (MRA)

NF 2. Install landscaping and downtown identification signs at entrances to High Street, including raised median with landscaping on Princeton Avenue from Spring Road to approximately 1,500 feet east of Spring Road. (MRA, CD & CE/PW)

F 3. Incorporate public parking facilities as part of development of MRA-owned property on High Street by private interests and acquire vacant VCTC owned property. (MRA & CD)

NF** 4. Prepare a Commercial Façade Improvement Program to assist with architectural improvements within the Moorpark Redevelopment Agency Project Area. (MRA & CD)

C. 5+ Years

NF 1. Design and construct electrical system for decorative lighting on High Street and portions of Spring Road and Moorpark Avenue. (MRA, CD & CE/PW)

III. Improve traffic circulation and mitigate impacts on the movement of traffic through the City.

A. 0 to 2 Years

** 1. Work with Caltrans to complete a number of projects including: (CE/PW)

F**	a)	Obtain Caltrans approval for construction of a raised median on Los Angeles Avenue from west city limits to SR 23 Freeway.
F**	b)	Design and construct traffic signal interconnect system to provide improved signal coordination and traffic flow on Los Angeles Avenue.
F**	c)	Determine the feasibility of new and/or revised connections to the SR 23/118 freeways west of Princeton Avenue to facilitate the possible construction of roadways to connect to Broadway Road and/or North Hills Parkway.
F	d)	Install a lighted crosswalk on Moorpark Avenue at Second Street.
SE	e)	Improve traffic signal synchronization for Princeton Avenue at SR 118 ramps and Condor Drive.
F**	f)	Widen south side of Los Angeles Avenue between Maureen Lane and Shasta Avenue.

F 2. Design and construct traffic signal interconnect system on Tierra Rejada Road from Los Angeles Avenue to SR 23 Freeway. (CE/PW)

F 3. Prepare conceptual design and preliminary construction cost estimates for North Hills Parkway from Los Angeles Avenue (SR 118) east to Spring Road. (CE/PW)

F** 4. Upon completion of the conceptual alignment of alternate SR 23 and North Hills Parkway, prepare environmental document for the alternate SR 23 and North Hills Parkway grading and construction within Specific Plan No. 2. (CD & CE/PW)

SE** 5. Prepare Bicycle and Trails Master Plan. (CD, PRCS & CE/PW)

NF 6. Work with Moorpark College (VCCCD) to construct improvements at Campus Park Drive/Collins Drive and Collins Drive/University Drive (South) intersections and at the east and westbound Collins Drive freeway ramps. (CE/PW)

SE 7. Evaluate funding options for modifications to the Arroyo Drive railroad crossing. (CE/PW)

SE 8. Evaluate feasibility of adding a second left turn lane for northbound Moorpark Road at Tierra Rejada Road. (CE/PW)

B. 2 to 5 Years

F** 1. Work with Caltrans to complete design and acquire right-of-way to widen Los Angeles Avenue between Spring Road and Moorpark Avenue. (CE/PW)

F** 2. Acquire right-of-way and improve Princeton Avenue from Condor Drive west to 1,500 feet east of Spring Road. (CE/PW)

F 3. Acquire right-of-way, prepare a design and construct improvements to Spring Road from a point south of the railroad north to High Street including construction of a raised median to accommodate additional railroad crossing safety devices. (CE/PW)

SE** 4. Prepare environmental documentation and an amendment to the Circulation Element for Moorpark Avenue (SR 23) between Casey Road and Los Angeles Avenue (SR 118) as an arterial street. (CD & CE/PW)

SE** 5. Coordinate efforts of various developers to construct improvements to Walnut Canyon Road (SR 23) from Casey Road to north City limits to provide lane widening, paved shoulders, and striped median. (CE/PW)

SE** 6. Consider feasibility of pedestrian bridge on Los Angeles Avenue (SR 118) in vicinity of Moorpark Avenue. (CE/PW)

NF 7. Realign the intersection of Poindexter Avenue / First Street at Moorpark Avenue (SR 23). (CE/PW & CD)

C. 5+ Years

SE** 1. Work with VCTC, CHP, Caltrans, and County of Ventura to site a permanent truck scale facility west of the City. (CE/PW & ACM)

IV. Strengthen the City's fiscal stability and long-range financial growth.

A. 0 to 2 Years

SE** 1. Develop proposed Business License Program for consideration by the City Council. (ACM, F & CD)

SE 2. Develop an equitable basis for requiring all new development projects to provide Affordable Housing units and/or pay in lieu fees. (CD & MRA)

SE** 3. Evaluate potential uses for parcels deeded to City by SDI. (ACM & CD)

SE** 4. Conduct citywide mail ballot to seek increase in assessments for street lighting and landscaping. (CE/PW, PRCS & AS/CC)

SE** 5. Develop a fee program for businesses requiring inspection to insure NPDES compliance. (CE/PW & F)

SE** 6. Develop improved cost and time accounting and develop chargeable rates for Recreation Division to insure optimum cost recovery and competitive recreation fees by October 31, 2007. (PRCS & F)

SE** 7. Evaluate the Community Development Fund to stabilize revenues and expenditures for planning, code compliance, engineering, and building and safety services and determine the base amount of General Fund revenue needed to support these services. (F, CD, CE/PW, & CM)

F** 8. Determine potential unfunded liabilities consistent with GASB No. 45 – Accounting and Financial Reporting by Employers for Other Post Employment Benefits (OPEB) and present recommendation on funding options to fund any potential unfunded liabilities to the City Council by June 30, 2008. (F)

V. Reduce the potential for juvenile crime through intervention and prevention efforts.

A. 0 to 2 Years

SE 1. Work with community groups and school district to address violence intervention and drug use among teenagers. (PD & PRCS)

SE 2. Establish City Council policy for and make any necessary changes to the Municipal Code to implement a revised graffiti abatement program. (CD, CE/PW & PD)

B. 2 to 5 Years

F 1. Develop a Youth Master Plan in collaboration with the various agencies that serve Moorpark youth, including MUSD and Moorpark Boys and Girls Club, and interested residents to identify existing needs, services and programs, including but not limited to the expansion needs of the Moorpark Boys and Girls Club. (PRCS)

VI. Enhance the delivery of services and expand program efficiencies.

A. 0 to 2 Years

NF 1. Coordinate City's efforts for proposed transfer of Waterworks District No. 1 to the City. (CD, CM, & CE/PW)

F**	2.	Develop conceptual design proposal for new City Hall, council chambers, and other government offices and Library and complete necessary property acquisition. (ACM, CD & PRCS)
SE	3.	Complete standard development project conditions of approval used for each type of entitlement by December 31, 2007. (CD & CE/PW)
F**	4.	In conjunction with other agencies, coordinate preparation of the conceptual plan, design and financing plan and construction of the Moorpark Human Services Complex for the provision of health and social services to the residents of Moorpark. (MRA)
F	5.	Expand Arroyo Vista Recreation Center and include an electrical generator to serve it. (PRCS)
SE	6.	Update City's Record Retention Schedule to conform to federal and state law and prepare for increased destruction of paper records. (AS/CC)
SE	7.	Evaluate options for a location and construct a canine park. (PRCS)
SE	8.	Evaluate feasibility of constructing a second point of egress for the south Metrolink parking lot from First Street. (MRA & CE/PW)
F	9.	Construct restroom at Glenwood Park by June 30, 2008. (PRCS)
F	10.	Install lighting at additional parks and recreation facilities, including Arroyo Vista Community Park (AVCP) multi-purpose court east parking lots and soccer fields and basketball courts at Mountain Meadows, Miller and Peach Hill parks. (PRCS)
F	11.	Upgrade Community Center kitchen facilities by January 31, 2008. (PRCS)
SE	12.	Develop City Manager approved administrative procedures to regulate replacement procedure for computer hardware and software and communication systems, and to document file back-up procedures and disaster recovery and business continuation planning for the City's computer and communication systems. Study and develop recommendations for computer and communication systems recovery planning for a catastrophic disaster involving loss of facility(ies) and/or equipment. (AS/CC & ACM)
SE	13.	Prepare a Parks/Facilities Capital Improvement Program for presentation to City Council by April 30, 2008. (PRCS)
F	14.	Construct a ball wall at Campus Canyon Park by July 31, 2008. (PRCS)

F 15. Implement reorganization of City Hall computer room and computer servers consistent with 2006 information systems consultant recommendations. (AS/CC)

F 16. Implement an automated work program for landscape and facility maintenance and an inventory control program. (PRCS & CE/PW)

F 17. Implement a cost management system to track fines and fees at the Library. (PRCS)

NF 18. Construct a sidewalk and ramp on east side of Active Adult Center to provide a second access point to the center's public entrance. (PRCS)

F 19. Utilize a portion of the hardscape area at the former City Maintenance Facility south of the Library as additional parking for the Library, Active Adult Center, and Community Center. (PRCS, MRA & CE/PW)

SE 20. Work with the County of Ventura and affected cities to evaluate methods for determining fair share allocation of costs for annual shelter and licensing of animal control services. (PRCS)

B. 2 to 5 Years

SE 1. Consider options for funding construction and maintenance of a community aquatic facility. (PRCS)

F 2. Complete imaging of files, maps and oversized exhibits for all City departments that require long-term or permanent retention. (AS/CC, CD, F, MRA, CE/PW & PRCS)

NF** 3. Design and construct an underground utilities project for the Community Center site. (MRA, CE/PW & CD)

C. 5+ Years

NF 1. Expand Arroyo Vista Community Park gym. (PRCS)

NF 2. Evaluate feasibility of providing a City sponsored network for wireless internet access throughout the City. (AS/CC & ACM)

VII. Reinforce and enhance Moorpark's attractive community character and safeguard its desirable resources.

A. 0 to 2 Years

F 1. Plan and conduct an emergency response exercise involving the City Council and community organizations. (ACM & PD)

SE 2. Develop policies and program guidelines for use of Art in Public Places and Tree and Landscape fees by April 30, 2008. (PRCS & CD)

SE** 3. Develop options to enhance open space and greenbelt areas to include at a minimum: (1) strengthening the Tierra Rejada greenbelt agreement; and (2) consideration of adding new formal greenbelt(s) and agreement(s) for the areas north and south of the Ronald Reagan Freeway (SR 118) near the east end of the City of Moorpark and the west end of the City of Simi Valley plus contiguous unincorporated Ventura County for consideration by the City Council. (CD & CM)

F 4. Develop plan and conceptual design for City entry signs. (CD, CE/PW, & PRCS)

F** 5. Prepare a comprehensive update to General Plan Land Use, OSCAR, and Circulation Elements and insure internal consistency among all General Plan Elements. Consider creation of a Natural Open Space land use designation. Include the city's vision for areas in the City's Area of Interest as part of the Land Use Element. Upon adoption of any General Plan Amendments, prepare necessary changes to the Zoning Ordinance to insure conformity and consistency with the General Plan. (CD)

SE 6. Prepare amendments to the Residential section of the Zoning Ordinance to provide for more consistency and easier administration and use. (CD)

SE 7. Process amendments to City Zoning Ordinance including parking, definitions, and overall consistency. (CD)

SE 8. Evaluate feasibility of landscaping remaining portion of Monte Vista Nature Park and adjacent properties with native vegetation. (PRCS)

SE 9. Evaluate funding sources for undergrounding of utility lines throughout the City. (CE/PW)

NF 10. Select location and design a water spray attraction at the selected City Park and construct it by March 31, 2009. (PRCS)

NF 11. Consider items of public art for Police Services Center, Arroyo Vista Recreation Center and Civic Center. (PRCS)

F 12. Prepare a Park Master Plan and present for City Council consideration by October 31, 2007. (PRCS)

NF 13. Modify wall treatment and enhance landscaping on north side of Los Angeles Avenue (SR 118) between Millard Avenue and Spring Road. (CD, PRCS & MRA)

F 14. Reconstruct trash enclosures at parks and other City facilities to comply with NPDES and to improve their appearance by December 31, 2007. (PRCS)

SE 15. In conjunction with Pardee Homes and the County of Ventura, construct trail connection between City and Happy Camp Canyon Regional Park. (CD & PRCS)

F 16. Train additional officers in bicycle patrol procedures with directed deployment to deter incidents of graffiti and other vandalism and property crimes. (PD)

F 17. Construct Veterans' Memorial including an item of public art at the designated site at Spring Road and Flinn Avenue. (PRCS & ACM)

F 18. Conduct acoustical study for Tract No. 4975 for homes adjacent to SR 23. (CD)

NF 19. Landscape excess right-of-way on southeast corner of Tierra Rejada Road and Moorpark Road and install standard curb and gutter. (PRCS & CE/PW)

F 20. Plan and conduct activities to commemorate City's 25th Anniversary of Incorporation. (PRCS)

SE 21. Develop green building guidelines and requirements to promote green building techniques and sustainability for remodeling, expansion and new residential, commercial and industrial development. (CD)

B. 2 to 5 Years

SE 1. Work with Ventura County Fire Protection District to consider siting a fire station in the Campus Park area of the City. (ACM)

SE	2.	Work with State of California to achieve appropriate reuse of former Caltrans yard. (CD & MRA)
F	3.	Install median improvements on Tierra Rejada Road from easterly city limits to west side of SR 23 freeway overpass, and work with Caltrans to install landscaping and decorative pavement at Tierra Rejada Road/SR 23 ramps. (CE/PW & PRCS).
NF**	4.	Update city's 1995 Master Drainage Plan and incorporate needed improvements into Capital Improvement Program. (CE/PW & CD)
SE	5.	Prepare Specific Plan for the Virginia Colony area of city. (CD)
NF	6.	Establish Underground Utility District to underground electrical transmission lines on Los Angeles Avenue (SR 118) from Shasta Avenue to Millard Street. (CE/PW)
SE**	7.	As part of new City Hall project, establish Civic Hall of Fame to recognize city enhancement efforts by individuals and organizations. (ACM)
SE**	8.	Work with property owner to improve west City entry. (CD & CM)
SE	9.	Evaluate feasibility of relocating the Metrolink layover facility. (MRA, PRCS & CE/PW)
F	10.	Underground existing electrical lines on north side of Los Angeles Avenue in the vicinity of the Arroyo Simi Bridge. (CE/PW)
SE**	11.	In conjunction with the Ventura County Watershed Protection District, prepare conceptual plans and evaluate potential funding for Arroyo Simi improvements determined necessary by the FIRM update. (CE/PW)
SE**	12.	In conjunction with the Ventura County Watershed Protection District, evaluate the adequacy of existing facilities, determine what improvements are needed, and develop a funding program to protect downstream properties during 100 year storm events for: (CE/PW) a) Happy Camp Canyon Drain, b) Strathearn Drain, and c) Canyon No. 2 Drain.
SE**	13.	In conjunction with the Ventura County Watershed Protection District, develop a financing plan and construct improvements to the Gabbert Canyon Drain and Walnut Canyon Drain. (CE/PW)

SE** 14. Work with owner of Villa Del Arroyo Mobile Home Park to resolve drainage issues. (CE/PW)

C. 5+ Years

NF 1. Landscape north side of Poindexter Avenue from Gabbert Road east to vicinity of Chaparral School. (PRCS, CE/PW & CD)

NF** 2. Prepare design for extension of Fremont drain north of Los Angeles Avenue. (CE/PW)

NF 3. Refurbish median landscaping and hardscape on Tierra Rejada Road from Spring Road to Los Angeles Avenue and Campus Park Drive from Princeton Avenue to Collins Drive. (CE/PW & PRCS)

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Attachment 2

Potential Objectives

Approved by City Council on June 20, 2007

Revised for HCC Meeting of February 6, 2008

1. Tape a minimum of two (2) special City-sponsored events or meetings for replay supporting public information and community promotion efforts and evaluate the feasibility of taping a video about Moorpark City government.

2. Conduct an Organization and Management Study and prepare an implementation plan.

3. Evaluate feasibility of establishing a teen center.

4. Install winter holiday decorations on street light poles at various locations in the City.

5. Adopt formal traffic policies.

6. Develop plan for recreational use of detention basin in Specific Plan No. 1.

7. Work with Historical Society on finalizing a site for its proposed facility.

8. Develop guidelines for fine and cultural arts expenditures.

9. Establish apricot orchard at one or more locations for community's historical purposes.

10. Evaluate feasibility of establishing a publicly owned, privately operated equestrian center.

11. Consider feasibility of pedestrian bridge over Poindexter Avenue and Union Pacific Railroad (UPRR) from Specific Plan No. 1.

12. Evaluate feasibility and cost for modifying traffic signal pedestrian crossing devices for use by vision impaired and physically disabled persons as well as upgrading to include time display.

13. Install parkway landscaping and enhanced pavement on collector and arterial streets that lack such improvements, including the south side of Peach Hill Road west of Rolling Knoll Road~~.~~ and north side of Peach Hill Road west of Bella Vista Drive and consider possible use of Xeriscape landscaping.

14. Install outfield fencing on one of the Arroyo Vista Community Park softball fields.

15. Prepare a City Vision Statement.

16. Evaluate the establishment of a policy for installation of speed humps on City streets.

17. Develop new design for City street name signs and a standard design for street identification signs in medians.

18. Upgrade plumbing fixtures in public restrooms to include sensor activation.

19. Work with U.S. Postal Service and homeowners' associations to relocate group mail boxes to maximize on-street parking.

20. Evaluate options for second location for vehicular access at Arroyo Vista Community Park.

21. Develop conceptual plan and cost estimates for widening access road within Arroyo Vista Community Park.

22. Consider use of GPS for City vehicles.

23. Consider name change for Spring Road from Tierra Rejada Road to Walnut Canyon Road.

24. Install parkway trees on the west side of Spring Road north of Peach Hill Road.

25. Evaluate options for providing a continuous Class 1 bike lane on Campus Park Drive including a reduction of the number of travel lanes and attendant increase in landscaping and use of Caltrans/SCE right-of-way between Princeton Avenue and Collins Drive.

26. Construct raised landscaped median on Collins Drive from Campus Park Drive to University Drive.

27. Modify the intersection of Condor Drive (South), Princeton Avenue, and Virginia Colony Place.

28. Coordinate Library and Recreation teen programs.

~~29. Evaluate feasibility of purchasing fuel for city vehicles from Ventura County.~~

30. Evaluate feasibility of constructing a public park / playground in the residential area north of Los Angeles Avenue between Spring Road and Moorpark Avenue.

31. Consider providing youth employment services in conjunction with existing services in adjacent cities.

32. Evaluate feasibility of using a two-year Budget process.

33. Plant parkway trees on both sides of Princeton Avenue, east of Spring Road.

34. Evaluate feasibility of City serving as authorized agent for commercial / industrial centers to deter after hours / weekend commercial truck parking.

35. Evaluate feasibility of constructing a small lake in a City park.

36. Construct enhanced entry statements at Spring Road and Roberts Street and Spring Road and Second Street.

37. Establish a downtown area farmers' market.

38. Implement a Radio Frequency Identification (RFID) system and install security gates at the Library. ~~(PRCS)~~

39. Evaluate options for a park ranger program for City parks and open space. ~~(PRCS & CM)~~

40. Evaluate feasibility of retrofitting irrigation systems in parks, medians, and parkways to reduce water consumption.

41. Evaluate feasibility of retrofitting light fixtures at City facilities and parks to be more energy efficient including possible use of solar power.

42. Evaluate feasibility of installing raised median on Poindexter Avenue and Gabbert Road south of Poindexter Avenue.

43. Evaluate construction of Lassen Avenue from Park Lane to Moorpark Avenue to create a four-way intersection at Third Street.

44. Develop options to enhance commercial and multifamily residential recycling.

45. Develop a formal walking path around the perimeter of Arroyo Vista Community Park.

46. Develop formal activities consistent with California Healthy Cities' guidelines.

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ATTACHMENT 2

E. Consider Status Report on Mission Statement, Priorities, Goals and Objectives for Fiscal Year 2007/08 and Direction for Fiscal Year 2008/09. Staff Recommendation: Direct staff as deemed appropriate.

Mr. Kueny gave the staff report.

In response to Mayor Hunter, Ms. Benson stated there were no speakers.

A discussion followed among the Councilmembers focusing on the addition of the following objectives: 1) Holiday lighting on High Street for next holiday season; 2) Development of an Arts Master Plan with community input for the High Street Arts Center and art in public places; and 3) An annual neighborhood recycling program.

MOTION: Mayor Hunter moved and Councilmember Van Dam seconded a motion to receive and file the report.

Councilmember Parvin requested the annual neighborhood recycling program be made a part of the motion. A discussion followed among the Councilmembers and staff regarding the consideration of this item and the staff recommendation.

AMENDED MOTION: Mayor Hunter amended the motion and Councilmember Van Dam seconded the amended motion to include direction for staff to provide either a box item communication or a future agenda item regarding an annual neighborhood recycling program. The motion carried by unanimous voice vote.