ITEM 9.A.

MOORPARK CITY COUNCIL
AGENDA REPORT

TO: **The Honorable City Council**

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

DATE: **July 24, 2006 (CC Meeting of August 2, 2006)**

SUBJECT: **Consider Mission Statement, Priorities, Goals and Objectives for Fiscal Year 2006/2007**

At the City Council meeting of July 19, 2006, the proposed Mission Statement, Priorities, Goals and Objectives for Fiscal Year 2006/2007 were presented as Item 9.B. The City Council continued this item to the August 2, 2006, City Council meeting.

STAFF RECOMMENDATION

Approve Mission Statement, Priorities, Goals and Objectives for Fiscal Year 2006/2007.

SK:db

Attachment: July 19, 2006, Agenda Report with attachments

S:\City Manager\Everyone\ccagenda\Goals & Obj Agenda Rpt to HCC 0802 2006.doc

ITEM 9. B.

CITY OF MOORPARK, CALIFORNIA
City Council Meeting
of 7-19-2006
ACTION: Continued to 8-2-2006
BY: M. Beaver

MOORPARK CITY COUNCIL
AGENDA REPORT

TO: **The Honorable City Council**

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

DATE: **July 10, 2006 (CC Meeting of July 19, 2006)**

SUBJECT: **Consider Mission Statement, Priorities, Goals and Objectives for Fiscal Year 2006/2007**

At the City Council meeting of June 21, 2006, the proposed Mission Statement, Priorities, Goals and Objectives for Fiscal Year 2006/2007 were presented as Item 9.C. The City Council continued this item to the July 19, 2006, City Council meeting.

STAFF RECOMMENDATION

Approve Mission Statement, Priorities, Goals and Objectives for Fiscal Year 2006/2007.

SK:db

Attachment: June 21, 2006, Agenda Report with attachments

S:\City Manager\Everyone\ccagenda\Goals & Obj Agenda Rpt to HCC 0719 2006.doc

ITEM 9.C.

CITY OF MOORPARK, CALIFORNIA
City Council Meeting
of 6-21-2006
ACTION: Continued to July 19, 2006
BY: M. Benson

MOORPARK CITY COUNCIL
AGENDA REPORT

TO: **The Honorable City Council**

FROM: **Steven Kueny, City Manager**

DATE: **June 12, 2006 (CC Meeting of June 21, 2006)**

SUBJECT: **Consider Mission Statement, Priorities, Goals and Objectives for Fiscal Year 2006/2007**

At the Special City Council meeting of May 31, 2006, the proposed Mission Statement, Priorities, Goals and Objectives for Fiscal Year 2006/2007 were presented as Item 4.B. The City Council deferred this item to the June 21, 2006, City Council meeting.

STAFF RECOMMENDATION

Approve Mission Statement, Priorities, Goals and Objectives for Fiscal Year 2006/2007.

SK:db

Attachment: May 31, 2006, Agenda Report with attachments

S:\City Manager\Everyone\ccagenda\Goals & Obj Agenda Rpt to HCC 0621 2006.doc

ITEM 4. B.

CITY OF MOORPARK, CALIFORNIA
City Council Meeting
of 5-31-2006
ACTION: Continued to 6-21-2006
BY: M. Benson

MOORPARK CITY COUNCIL
AGENDA REPORT

TO: **The Honorable City Council**

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

DATE: **May 22, 2006 (Special CC Meeting of 5/31/06)**

SUBJECT: **Consider Mission Statement, Priorities, Goals and Objectives for Fiscal Year 2006/2007**

See attached Supplemental Agenda Report from Regular City Council meeting of May 17, 2006.

SK:db

Attachment: Supplemental Agenda Report

S:\City Manager\Everyone\ccagenda\Goals & Obj Agenda Rpt to HCC 0531 2006.doc

ITEM 9. D.

MOORPARK CITY COUNCIL
SUPPLEMENTAL AGENDA REPORT

TO: **The Honorable City Council**

FROM: **Steven Kueny, City Manager**

DATE: **May 17, 2006 (CC Meeting of May 17, 2006)**

SUBJECT: **Consider Mission Statement, Priorities, Goals and Objectives for Fiscal Year 2006/2007**

SUMMARY

Attached are the proposed Mission Statement, Priorities, Goals and Objectives for FY 2006/2007. It shows the proposed changes from FY 2005/2006 in legislative format. It also includes the City Council designated "Top Ten (10) Priorities."

DISCUSSION

It is generally acknowledged that with current staff levels, there are many more objectives listed than can be reasonably expected to be accomplished in the year. In fact, many of the objectives will take several years to fully complete. A written status report on the various priorities and objectives is not included as part of this report. The City Council Monthly 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.

On March 1, 2006, the City Council received a status report and discussed the current goals and objectives. By consensus, the Council left the ten priorities in tact.

On April 26, 2006, the City Council held separate joint meetings with the Planning Commission and Parks and Recreation Commission. A few modifications were made to the objectives as a result of those discussions.

While not included in the objectives, the City Council may want to consider two other items.

The first item is possible retention of a lobbyist. During the recent review of the City's Legislative Program, the Council discussed the need to consider proposing legislation instead of just reacting to legislative proposals. A professional lobbyist could assist with this as well as on matters proposed by others on a variety of topics of concern to the City.

The second item is management of the Library services. On June 7, 2006, the City Council is scheduled to consider possible withdrawal from the Ventura County Library District. Depending on the ultimate decision, one or more objectives may need to be considered.

There are 104 FY 2006/2007 proposed objectives and 10 items newly added to the list of Potential Objectives since July 6, 2005. The current listing of objectives in support of the priorities will be modified when the Council approves the final list.

STAFF RECOMMENDATION

Approve Mission Statement, Priorities, Goals and Objectives for Fiscal Year 2006/2007.

SK:db

Attachments:
1) Proposed Mission Statement, Priorities, Goals and Objectives for FY 2006/2007;
2) List of Potential Objectives (dated 5/17/06)

S:\City Manager\Everyone\ccagenda\Goals & Obj Agenda Rpt to HCC 0517 2006.doc

CITY OF MOORPARK

Mission Statement, Priorities, Goals, and Objectives

FY ~~2005~~2006/~~2006~~2007

CITY OF MOORPARK
Mission Statement, Priorities, Goals, and Objectives
For FY ~~2005~~2006/~~2006~~2007

CITY MISSION STATEMENT

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

TOP TEN (10) PRIORITIES*

1. Construct new City Hall and Corporate Yard Facility. (F2, F10 & G21)
2. Improve City's watershed protection and flood control capabilities. (G16, 28, 30, 31, 32 & 37)
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. (C2, G5 & G9)
4. Widen Los Angeles Avenue/~~New 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. (C1 a), b), & c), C4 & C13)
5. Construct a permanent truck scale facility west of the City. (C5)
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. (C1d, C8, C9 & C11)
7. Construct Moorpark Human Services Complex. (B1 & F6)
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. (D1, D2, D5, D6, D7, D8 & D9)
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. (C12, D5, G4, G19, G22 & G28)
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. (B4, B5, & G6)

*** The listed items are considered to have equal priority.**

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.

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

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)

2. Complete next phase of enhanced city website that provides for downloadable brochures of City services; ~~, live broadcast of City Council and other public meetings over the internet, and submission of electronic messages pertaining to City Council, Planning Commission, and Parks and Recreation Commission meeting agenda items one day prior to meeting;~~ on-line permitting and credit card payment of fees; and GIS property information. (AS/CC, ACM, CD & PRCS)

3. Tape city-sponsored activities and community special events for replay on the City Government Channel. (ACM)

4. Install ~~one or more~~two electronic message signs to enhance City's public information efforts. (PRCS & ACM)

B. 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.

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

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 & CE/PW)

3. 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)

** 4. ~~Review and consider~~ Complete the revisions to the Downtown Specific Plan including but not limited to the vision, policies, land use, zoning and development standards and uses for City/Agency owned properties. (CD & MRA)

** 5. 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)

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

7. Construct Magnolia Park. ~~including vacation of a portion of Magnolia Street.~~ (PRCS ~~& CE/PW~~)

8. Prepare conceptual development plan and construct expansion of Poindexter Park. (PRCS)

9. Design and construct electrical system for decorative lighting on High Street. (MRA & CE/PW)

10. Evaluate options for improving security at the Metrolink parking lots including surveillance cameras and extending block wall at south property line west of Bard Street and make selected improvements by December 31, 2006~~5~~. (PRCS & PD)

11. Assist Pardee Homes in working with the affected property owners to replace the existing block walls and fences with a new decorative block wall and to add landscaping on the west side of Spring Road south of the

railroad tracks and approve landscape and related improvements to be constructed by Pardee Homes at the southwest corner of Charles Street and Spring Road. (CD & CE/PW)

12. Facilitate development of MRA-owned property on High Street by private interests and ~~to~~ include public parking facilities and acquire adjacent VCTC owned property for the same purposes. (MRA & CD)

~~13. Evaluate costs and organizational options for restoration and long-term maintenance and management of the Birkenshaw house that may be offered for dedication as part of proposed private development project. (CD & MRA)~~

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

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

** a) Obtain Caltrans approval for construction of a raised median on Los Angeles Avenue/~~New Los Angeles Avenue~~ from west city limits to SR 23 Freeway.

** b) ~~Install~~ Design and construct traffic signal interconnect system to provide improved signal coordination and traffic flow on ~~New Los Angeles Avenue and~~ Los Angeles Avenue.

** c) Complete design and acquire right-of-way to widen Los Angeles Avenue between Spring Road and Moorpark Avenue.

** d) 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.

e) Install a lighted crosswalk on Moorpark Avenue at Second Street.

f) Improve traffic signal synchronization for Princeton Avenue at SR 118 ramps and Condor Drive.

~~** 2. Complete report on update of City Traffic Model. (CD & CE/PW)~~

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

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

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

6. Monitor Caltrans' efforts to develop improvement plan for widening of SR 118 west of Moorpark City limits including proposed improvements at the SR 118 and SR 34/Donlon Road intersection. (CE/PW)

7. 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)

** 8. Proceed with the development of the design and acquisition of additional right-of-way necessary to provide two southbound lanes on Moorpark Avenue (SR 23) between Casey Road and Los Angeles Avenue (SR 118) including one or more bus turnouts, to include improvements to the rail crossing and the realignment of Poindexter Avenue and First Street. (CE/PW & CD)

** 9. 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)

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

** 11. Upon completion of the conceptual alignment of SR 23 and SR 118, ~~Prepare~~ prepare environmental document for the SR 23 and SR 118 grading and construction within Specific Plan No. 2. (CD & CE/PW)

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

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

14. Work with Moorpark College (VCCCD) to construct improvements at Campus Park Drive/Collins Drive and Collins Drive/University Drive (South) intersection and at the east and westbound Collins Drive freeway ramps. (CE/PW) ~~In conjunction with Moorpark College, determine need and funding sources for a traffic signal at University Drive (South) and Collins Drive. (CE/PW)~~

15. Complete inventory of traffic signal equipment and ~~develop plan for~~ install upgraded equipment ~~upgrade~~. (CE/PW)

~~16. Work with MUSD and Caltrans to modify Casey Road/Walnut Canyon Road Traffic Signal to include a left turn phase for north to westbound turns. (CE/PW, CM & PD)~~

17. Evaluate options for City's role in expansion of Oxnard Harbor District activities. (CD, CM & CA)

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

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

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

** 2. Prepare a City marketing brochure and related materials incorporating new logo and slogan for business attraction and retention. (MRA)

3. ~~Revise park land dedication ordinance and e~~Evaluate adequacy of current parks improvements fee for commercial and industrial development. (PRCS, CD & F)

4. Develop an equitable basis for requirement on new development projects to provide Affordable Housing units and/or pay in lieu fees. ~~and for calculating the amount of Traffic Systems Management (TSM) fees.~~ (CD &~~,~~ MRA ~~& F~~)

** 5. Evaluate potential uses for parcels deeded to City by SDI. (ACM)

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

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

** 8. Develop improved cost and time accounting and develop chargeable rates for Recreation Division to insure optimum cost recovery and competitive recreation fees. (PRCS & F)

** 9. 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)

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

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)

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

3. Determine a location and construct a permanent skatepark. (PRCS)

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

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

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

** 2. Develop conceptual design proposal for new City Hall, council chambers, and other government offices and complete necessary property acquisition. (ACM)

3. Complete standard development project conditions of approval used for each type of entitlement by December 31, 2006~~5~~. (CD)

~~4. Update and revise the Subdivision Ordinance for City Council consideration and adoption by December 31, 2005. (CD, CA & CE/PW)~~

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

** 6. 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)

7. Evaluate City's law enforcement needs and priorities and related allocation of resources. (CM & PD)

8. Determine feasibility and cost for electrical generator to serve Arroyo Vista Recreation Center. (PRCS)

9. Update City's Record Retention Schedule to conform to federal and state law and prepare for increased destruction of paper records. (AS/CC)

** 10. Construct new Corporate Yard for City's maintenance services with occupancy by ~~June 30~~December 31, 2006. (CE/PW)

11. Evaluate options for a location and construct a canine park. (PRCS)

12. Evaluate feasibility of ~~implementing a citywide canvassing for animal licensing and~~ assuming responsibility for selling animal licenses. (PRCS & F)

13. Evaluate feasibility of constructing a second point of egress for the south Metrolink parking lot from First Street. (PRCS, CE/PW & MRA)

14. Construct restroom at Glenwood Park. (PRCS)

15. Evaluate feasibility of lighting additional parks and recreation facilities including Arroyo Vista Community Park (AVCP) multi-purpose court, two basketball courts at Mountain Meadows Park, and proposed skatepark. (PRCS)

16. Expand Arroyo Vista Recreation Center and gym. (PRCS)

17. Upgrade Community Center kitchen facilities. (PRCS)

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

19. Develop Technology Master Plan to include standards and replacement schedules for computer hardware and software and communication systems as well as monitoring solution for City facilities to include an automated hardware/software inventory system, monitoring and management of critical City business systems and applications, remote control of City workstations, expanded GIS applications, improved security, and a comprehensive disaster recovery and business continuation plan for the City's computer and communication systems. (AS/CC)

~~20. Establish a City Council policy for sidewalk repair. (CE/PW)~~

21. Complete the document imaging of all planning files and maps that require long-term or permanent retention. (CD & AS/CC)

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

~~23. Establish City Council policy for designation of crossing guard locations. (CE/PW & CA)~~

24. Prepare a Parks/Facilities Capital Improvement Program. (PRCS)

25. Construct a ball wall at Campus Canyon Park. (PRCS)

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

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

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

3. Develop ~~Ordinances and related~~ policies and program guidelines for ~~collection and~~ use of Art in Public Places and Tree and Landscape fees. (PRCS & CD)

** 4. Develop options to enhance open space and greenbelt areas for consideration by the City Council. (CM & CD)

~~** 5. Process General Plan amendment and Zoning Code amendment to create a Natural Open Space land use designation and zone district. (CD)~~

** 6. Develop affordable housing assistance programs in conjunction with residential development projects in the City and develop a program for affordable housing assistance projects utilizing redevelopment set aside funds and other available funding sources to increase the affordable housing stock in Moorpark. (MRA)

7. Work with State of California to achieve appropriate reuse of former Caltrans yard. (CD & MRA)

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

** 9. ~~Initiate~~ Prepare a comprehensive update to General Plan Land Use, OSCAR, and Circulation Elements and insure internal consistency among

all General Plan Elements and consider creation of a Natural Open Space land use designation. Upon adoption of any General Plan Amendments, prepare necessary changes to the Zoning Ordinance to insure conformity and consistency with the General Plan. (CD)

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

11. Establish design standards for commercial, industrial, and residential development projects. (CD)

12. Complete landscaping improvements on south side of Los Angeles Avenue east of Tierra Rejada Road. (CE/PW & PRCS)

13. Process amendments to City Zoning Ordinance including parking, definitions, ~~signage,~~ and overall consistency. ~~animal keeping.~~ (CD)

~~14. Conduct an election on proposed North Park Village Specific Plan and related GPA, Zone Change, and Development Agreement. If voters approve these actions, process sphere of influence update and annexation requests for LAFCO and City Council consideration. (AS/CC & CD)~~

15. Install median improvements ~~in~~ on Tierra Rejada Road from ~~Spring Road to~~ 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).

** 16. Update city's 1995 Master Drainage Plan and incorporate needed improvements into Capital Improvement Program. (CE/PW & CD)

17. Prepare Specific Plan for the Virginia Colony area of city. (CD)

18. Establish Underground Utility District to underground electrical transmission lines on Los Angeles Avenue (SR 118) from Shasta Avenue to Millard Street. (CE/PW)

~~** 19. Develop an inventory of natural open space properties owned by City and HOA's and other privately owned property restricted by conservation easement or other development condition or limitation. (CD & PRCS)~~

~~20. Work with Caltrans to install landscaping and decorative pavement at Tierra Rejada Road/SR 23 ramps. (CE/PW & PRCS)~~

** 21. As part of new City Hall project, establish Civic Hall of Fame to recognize city enhancement efforts by individuals and organizations. (ACM)

** 22. Work with property owner to improve west City entry. (CD & CM)

23. Develop program to assist City employees as first-time buyers to purchase housing in the City. (MRA)

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

25. Evaluate feasibility of relocating the Metrolink layover facility. (MRA, PRCS & CE/PW)

26. Underground existing electrical lines on north side of ~~New~~ Los Angeles Avenue in the vicinity of the Arroyo Simi Bridge. (CE/PW)

27. Evaluate funding sources and develop a list of priorities for undergrounding of utility lines throughout the City. (CE/PW)

** 28. 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)

29. Prepare conceptual plan for reuse of former Moorpark Avenue Fire Station site. (MRA & CD)

** 30. 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.

** 31. In conjunction with the Ventura County Watershed Protection District, consider amendments to the Gabbert Canyon Drain and Walnut Canyon Drain Study and develop an implementation and funding plan. (CE/PW)

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

33. Select location and design a water spray attraction at the selected City park. (PRCS)

34. Consider items of public art for Police Services Center and Civic Center. (PRCS)

35. Prepare a Park Master Plan. (PRCS)

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

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

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

39. Reconstruct trash enclosures at parks and other City facilities to comply with NPDES and to improve their appearance. (PRCS)

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

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

M:\DBroussalian\M\WORD\CITYMGR\Objectives 2006-2007 Draft 0517 2006.docS:\City Share\City Manager\Objectives 2005-2006 FINAL-Approved 0706 2005.doc

Potential Objectives
(For Consideration by City Council on 5/17/06)
~~(Approved by City Council 7/06/05)~~

1. Conduct a community-wide survey to measure the level of satisfaction residents feel about City services, develop a program to regularly solicit public input and feedback regarding service satisfaction, and continue to implement a system to track customer requests and complaints.

2. 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.

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

4. Analyze potential for franchising of telephone services providers that provide cable television services.

5. Evaluate feasibility of establishing a teen center.

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

7. Adopt formal traffic policies.

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

9. ~~Install traffic signal at eastbound SR 118 Collins Drive/Arroyo Drive off ramp.~~ (Included in Objective C.14)

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

11. Develop guidelines for fine and cultural arts expenditures.

12. Landscaping improvements and signage for Arroyo Vista Community Park entry.

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

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

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

16. Construct a second lighted basketball court at College View Park.

17. Develop recommendations for public art at Arroyo Vista Recreation Center and College View Park.

18. 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.

19. ~~Consider the feasibility of constructing a "splash park".~~ (Already on list)

20. Install parkway landscaping and enhanced pavement on collector and arterial streets that lack such improvements.

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

22. Prepare a City Vision Statement.

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

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

25. ~~Consider ordinance requiring periodic inspection of all residential rental units.~~ (Addressed by City Council in May 2006)

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

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

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

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

30. ~~Construct ball wall at Campus Canyon Park.~~ (Moved into Goal F.)

31. Consider use of GPS for City vehicles.

32. ~~Evaluate options for park ranger program for City parks and open space.~~ (Moved into Goal G.)

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

34. Landscape parkway on south side of Peach Hill Road west of Rolling Knoll Road.

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

~~Additional Potential Objectives~~
~~(Added 0301 2006)~~

36. Refurbish median landscaping and hardscape on Tierra Rejada Road from Spring Road to Los Angeles Avenue and Campus Park Drive from Princeton Drive to Collins Drive.

37. 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.

38. Construct playfield and security lighting at east end of Arroyo Vista Community Park.

39. Evaluate feasibility of constructing a raised landscaped median on Moorpark Avenue between Los Angeles Avenue and Park Crest Lane.

40. Evaluate feasibility of constructing bus turnouts on Moorpark Avenue and additional turnouts on Los Angeles Avenue.

41. Consider installing lighted basketball courts at the roller hockey facility at Arroyo Vista Community Park.

~~42. Approve conceptual design for landscape and related improvements to be constructed by Pardee Homes at the southwest corner of Charles Street and Spring Road.~~ (Moved into Goal B.)

~~43. Assist Pardee Homes with its obligation to construct block wall and landscaping improvements on the west side of Spring Road north of Los Angeles Avenue.~~ (Already on list)

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

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

44. Work with VCTC for improvement of the Santa Paula Branch line.

45. Work with Moorpark College to install landscaping to screen its recently constructed maintenance/warehouse building.

SK:db

M:\DBroussalian\M\WORD\CITYMGR\Potential Objectives-Revised 0517 2006.doc
~~M:\DBroussalian\M\WORD\CITYMGR\Potential Objectives-Final July 2005-Revised 0301 2006.doc~~