ITEM 9.E.

MOORPARK CITY COUNCIL
AGENDA REPORT

TO: **The Honorable City Council**

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

DATE: **January 29, 2009 (CC Meeting of 02/04/09)**

SUBJECT: **Consider Status Report on Mission Statement, Priorities, Goals and Objectives for Fiscal Year 2008/2009 and Direction for Fiscal Year 2009/2010**

Attached are the City Council's approved Mission Statement, Priorities, Goals and Objectives for FY 2008/2009. In approving this document, the Council included a list of top ten (10) priorities, which consists of forty-four (44) of the one hundred sixteen (116) identified objectives. All objectives are 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 indicates 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 July 2, 2008, the Council approved a list of 52 items to remain on a list of Potential Objectives. The list of Potential Objectives is attached to this report. Six (6) additional Potential Objectives beginning with No. 53 are added to that list for Council consideration.

STAFF RECOMMENDATION:

Direct staff as deemed appropriate.

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Attachments:
1) Approved Mission Statement, Priorities, Goals and Objectives for FY 2008/2009
2) Potential Objectives Approved by City Council 7/2/08 and revised 1/29/09

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Attachment 1)

CITY OF MOORPARK

Mission Statement, Priorities, Goals, and Objectives

FY 2008/2009

Approved by City Council July 2, 2008

CITY OF MOORPARK
Mission Statement, Priorities, Goals, and Objectives
For FY 2008/2009

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.6.)
2. Improve City's watershed protection and flood control capabilities. (VII.B.3., 10., 11., 12. & 13; 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. (III.A.9; 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) & d); 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.b); III.A.2.; III.B.4., 5., 6. & 9.)
7. Facilitate new commercial development on High Street. (II.A.5., 6., 7., 10., 12., & 13.; II.B.3.)
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. (IV.A.1., 3., 4., 5., 6. & 7.)
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.3.; IV.A.3., VII.A.3.; VII.B.7.)
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., 8. & 9.)

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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. Complete next phase of enhanced city website that provides for Business Registrations; on-line permitting and credit/debit card payment of fees; GIS property information; and employment application submittal. (AS/CC, ACM, CD, F & PRCS)

F 2. Acquire necessary equipment and establish procedures to enable immediate and easy updating of the City Government Channel from City Hall, Emergency Operations Center (EOC) and remote locations, and add live emergency telecast capability from City Hall and EOC. (ACM & AS/CC)

SE 3. Prepare informational material about energy and water conservation, improving air quality, and use of green building techniques for placement on City's website and government channel. (CD & AS/CC)

B. 2 to 5 Years

NF 1. Install two additional electronic message signs to further enhance City's public information efforts (PRCS & ACM)

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. Complete construction of Poindexter Park expansion including skatepark by June 30, 2009. (PRCS)

F 4. Extend block wall at south property line of the Metrolink south parking lots west of Bard Street by March 31, 2009. (CE/PW)

SE** 5. 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** 6. Finalize Disposition and Development Agreement (DDA) for Agency-owned property at 467 High Street and commence construction of commercial project. (MRA & CD)

F** 7. Prepare a streetscape plan for High Street from Spring Road to Moorpark Avenue. (CD, MRA & CE/PW)

F** 8. Finalize Disposition and Development Agreement (DDA) for Agency-Owned property at Moorpark Avenue and Everett Street and initiate

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General Plan Amendment, Zone Change, and entitlement process for high density residential project. (MRA & CD)

SE** 9. Finalize Disposition and Development Agreement with Area Housing Authority for multi-family rental project on MRA owned Charles Street properties. (MRA & CD)

F** 10. Obtain necessary land use entitlements and fund construction for replacement site for the fueling station located at 450 High Street. (MRA & CD)

SE 11. Negotiate Disposition and Development Agreement for commercial development at 347 Moorpark Avenue. (MRA & CD)

F** 12. Prepare a Five-Year Implementation Plan (2010-2015) for the Redevelopment Project Area. (MRA)

F** 13. Assist United States Postal Service to relocate its retail and delivery facilities to High Street on MRA owned property. (MRA, CD & CE/PW)

SE 14. Evaluate feasibility of constructing a public park / playground in the residential area north of Los Angeles Avenue between Spring Road and Moorpark Avenue. (PRCS & MRA)

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)

NF** 3. 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) 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.
- SE c) Improve traffic signal synchronization for Princeton Avenue at SR 118 ramps and Condor Drive.
- F** d) Widen south side of Los Angeles Avenue between Maureen Lane and Shasta Avenue.
- F e) Install landscaping improvements at the SR 23/Tierra Rejada Road Interchange, including completion of median improvements by December 31, 2008.

F** 2. Confer with Caltrans and work with developer to complete grading of Alternate SR 23 and North Hills Parkway within Specific Plan No. 2. Grading of Alternate SR 23 will include trail linkage between City and Happy Camp Canyon Regional Park. (CD & CE/PW)

SE** 3. Prepare Trails Master Plan as part of OSCAR Element of the General Plan. (CD, PRCS & CE/PW)

F 4. Construct modifications to the Arroyo Drive railroad crossing. (CE/PW)

F 5. Construct a second left turn lane for northbound Moorpark Road at Tierra Rejada Road by December 31, 2008. (CE/PW)

F 6. Design and construct a second left-turn lane for southbound Spring Road at Los Angeles Avenue (SR 118) by December 31, 2008. (CE/PW)

F 7. Design and construct traffic signal at intersection of Collins Drive and University Drive/Moorpark College driveway by June 30, 2011. (CE/PW)

F 8. Construct a pedestrian walkway within the Lassen Avenue right-of-way between Park Lane and Moorpark Avenue (SR 23) by June 30, 2009. (CE/PW)

SE** 9. Adopt Bicycle Master Plan with accompanying GIS map consistent with VCTC Bicycle Master Plan and incorporate it as part of Circulation Element update. (CD & 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)

F 8. Confer with Caltrans and prepare required Project Study Reports (PSRs) and environmental document for North Hills Parkway. Evaluate potential funding options for portion of improvements not developer funded. (CE/PW & CD)

SE** 9. Confer with Caltrans and evaluate potential funding options for improvement of Alternate 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)

F 2. Work with Caltrans to construct improvements at the eastbound and westbound Collins Drive at SR 118 freeway ramps. (CE/PW)

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 on the north side of the Arroyo Simi that were 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. By December 31, 2008, 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** 6. 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, 2009. (F)

NF** 7. Prepare 5 and 10-Year Revenue/Expenditure Projections by March 31, 2009. (F, ACM & CM)

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 and increased fines for violations. (CD, CE/PW & PD)

B. 2 to 5 Years

NF 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

F 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, 2008. (CD & CE/PW)

F** 4. Coordinate financing plan and complete construction of the Moorpark Human Services Complex for the provision of health and social services to the residents of Moorpark by March 31, 2010. (MRA)

SE 5. Evaluate cost and benefit of installing an electrical generator to serve Arroyo Vista Recreation Center by October 31, 2008. (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, 2009. (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 by June 30, 2009. (PRCS)

NF 11. Upgrade Community Center kitchen facilities by March 31, 2009. (PRCS)

F 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. Implement the virtual network design for computer and communication systems disaster recovery planning including reorganization of the City Hall computer room and computer servers. Partner with another city for backup and transfer of files to continue essential operations in the event of a catastrophic disaster involving loss of equipment and/or facilities. (AS/CC & ACM)

SE 13. Prepare a Parks/Facilities Capital Improvement Program for presentation to City Council by April 30, 2009. (PRCS)

F 14. Construct a ball wall at Mountain Meadows Park by December 31, 2008. (PRCS)

F 15. Implement an automated work program for landscape and facility maintenance and an inventory control program. (PRCS & CE/PW)

NF 16. 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 17. 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)

SE 18. Evaluate use of artificial turf for playing fields at City parks. (PRCS)

NF 19. Acquire False Alarms software for tracking and billing purposes. (F & PD)

SE 20. Evaluate feasibility and potential for reducing irrigation water use with a centralized computer controlled system. (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)

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 November 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 and west of the City limits (Los Posas) for consideration by the City Council. (CD & CM)

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

F** 5. Prepare a comprehensive update of all General Plan Elements with special emphasis on Land Use, OSCAR, Housing and Circulation Elements and insure internal consistency among all General Plan Elements. Consider creation of a Natural Open Space land use designation and the city's vision for land within 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 definitions, non-conforming uses, and overall internal consistency. (CD)

SE	8.	Evaluate feasibility of landscaping remaining portion of Monte Vista Nature Park and adjacent properties with native vegetation by June 30, 2009. (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, Human Services Center, and Civic Center. (PRCS)
F	12.	Prepare a Park Master Plan and present for City Council consideration by October 31, 2008. (PRCS)
NF	13.	Modify and upgrade 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, 2008. (PRCS)
F	15.	Construct Veterans' Memorial including an item of public art at the designated site at Spring Road and Flinn Avenue by December 31, 2008. (PRCS & ACM)
NF	16.	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	17.	Plan and conduct activities to commemorate City's 25th Anniversary of Incorporation. (PRCS)
SE	18.	Develop green building guidelines and requirements to promote green building techniques and sustainability for remodeling, expansion and new residential, commercial and industrial development. (CD)
SE	19.	Evaluate feasibility of establishing a Neighborhood Enhancement Program. (PRCS & CD)
F	20.	Implement a Reverse 911 emergency notification system to make automated mass calling when deemed necessary. (ACM)

F 21. Establish a qualified 501(c)3 Nonprofit Corporation to serve as a Community Foundation for the Arts that will become independent of the City. (MRA)

NF 22. Develop a Tree Master Plan including tree inventory and mapping. (PRCS)

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)

NF** 3. Update city's 1995 Master Drainage Plan and incorporate needed improvements into Capital Improvement Program. (CE/PW & CD)

SE 4. Prepare Specific Plan for the Virginia Colony area of city. (CD)

NF 5. Establish Underground Utility District to underground electrical transmission lines on Los Angeles Avenue (SR 118) from Shasta Avenue to Millard Street. (CE/PW)

SE** 6. As part of new City Hall project, establish Civic Hall of Fame to recognize city enhancement efforts by individuals and organizations. (ACM)

SE** 7. Work with property owners within the unincorporated area on both sides of Los Angeles Avenue to improve west City entry. (CD & CM)

SE 8. Evaluate feasibility of relocating the Metrolink layover facility and develop recommendations for consideration by MRA Board. (MRA, PRCS & CE/PW)

F 9. Underground existing electrical lines on north side of Los Angeles Avenue in the vicinity of the Arroyo Simi Bridge. (CE/PW)

SE** 10. 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** 11. 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** 12. 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** 13. Work with owner of Villa Del Arroyo Mobile Home Park to resolve drainage issues. (CE/PW)

F 14. Construct sound wall on SR 23 north of Tierra Rejada Road adjacent to Tract No. 4975. (CD & CE/PW)

SE 15. Pursue state legislation to expand Vehicle Code Enforcement on private property parking lots. (ACM)

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. (PRCS & CE/PW)

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Attachment 2)

Potential Objectives
Approved by City Council July 2, 2008
(Revised January 29, 2009)

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

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

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

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

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

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

35. Establish a downtown area farmers' market.

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

37. Evaluate options for a park ranger program for City parks and open space.

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

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

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

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

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

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

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

45. Evaluate need for traffic signal at Hearon Drive and Collins Drive.

46. Evaluate options for providing library services.

47. Develop a walking tour of Moorpark to promote community's historical and cultural heritage.

48. Install outdoor fitness equipment at one or more parks.

49. Install a Frisbee golf course at a city park.

50. Install public art on the back side of the Magnolia Park monument sign.

51. Prepare a Master Arts Plan.

52. Develop policies, procedures, and use agreements for placement of banners on SCE owned street light poles.

Additional Potential Objectives added January 29, 2009

53. Construct sidewalks on one side of certain streets in industrial zoned areas to provide a safe path for pedestrians and to encourage walking.

54. Evaluate benefits of participating in a Sister City Program.

55. Evaluate feasibility of expanding security camera systems to additional locations.

56. Evaluate feasibility of modifying certain existing streets to increase landscaping and reduce the amount of asphalt to be maintained.

57. Evaluate benefits of revising current street standards to narrow the street width but not the right-of-way to encourage more landscaping and reduce greenhouse gas generation and pavement maintenance costs.

58. Widen Science Drive at Los Angeles Avenue (SR-118) to provide a dedicated right turn lane.

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