ITEM 5.A.

MOORPARK CITY COUNCIL
MOORPARK PARKS AND RECREATION COMMISSION
AGENDA REPORT

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

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

DATE: **April 4, 2013 (CC/P&RC Special Meeting of 4/10/13)**

SUBJECT: **Consider Status Report on Mission Statement, Priorities, Goals and Objectives for Fiscal Year 2012/2013 and Direction for Fiscal Year 2013/2014**

BACKGROUND AND DISCUSSION

On February 6, 2013, the City Council reviewed the attached staff report (Attachment 1) on Mission Statement, Priorities, Goals and Objectives for Fiscal Year 2012/2013 and gave direction for Fiscal Year 2013/2014. Also attached (Attachment 2) is an excerpt from the approved minutes of that meeting showing the Council's comments.

At the March 6, 2013 meeting, Council directed staff to schedule a joint meeting with the Parks and Recreation Commission for April 10, 2013, to obtain feedback on the Mission Statement, Priorities, Goals and Objectives for Fiscal Year 2013/2014.

FISCAL IMPACT

None.

STAFF RECOMMENDATION

Direct staff as deemed appropriate.

Attachments:

1. Item 9.C. Agenda Report from the February 6, 2013, City Council meeting
2. Excerpt from approved City Council minutes of February 6, 2013

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ATTACHMENT 1

ITEM 9.C.

OF MOORPARK, CALIF.
City Council Meeting
of 2-6-2013
ACTION: Consensus to receive and file report.
M. Benson

MOORPARK CITY COUNCIL
AGENDA REPORT

TO: The Honorable City Council

FROM: Steven Kueny, City Manager SK

DATE: January 28, 2013 (CC Meeting of 02/06/13)

SUBJECT: Consider Status Report on Mission Statement, Priorities, Goals and Objectives for Fiscal Year 2012/2013 and Direction for Fiscal Year 2013/2014

Attached are the City Council's approved Mission Statement, Priorities, Goals and Objectives for FY 2012/2013. In approving this document, the Council included a list of top ten (10) priorities, which consists of forty-five (45) of the one hundred twenty-two (122) 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 Quarterly 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, 2012, the Council approved 60 items to remain on a list of Potential Objectives. The Potential Objectives are attached to this report. At this time, no additional Potential Objectives are proposed for City Council consideration.

STAFF RECOMMENDATION:

Direct staff as deemed appropriate.

SK:db

Attachments:

1. Approved Mission Statement, Priorities, Goals and Objectives for FY 2012/2013
2. Potential Objectives Approved by City Council 6/20/12

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ATTACHMENT 1

CITY OF MOORPARK

Mission Statement, Priorities, Goals, and Objectives

FY 2012/2013

Approved by City Council June 20, 2012

CITY OF MOORPARK
Mission Statement, Priorities, Goals, and Objectives
For FY 2012/2013

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 and Library. (VI.A.1.; VII.B.2.)
2. Improve City's watershed protection and flood control capabilities. (VII.A.16., 18. & 19.; VII.C.2.)
3. Comprehensive update of General Plan Land Use, Circulation, Housing and adopt updated OSCAR Elements to insure internal consistency among all elements of the General Plan. (III.A.3. & 9.; VII.A.4. & 28.)
4. Widen Los Angeles Avenue (SR 118) to six travel lanes from Tierra Rejada Road to SR 23 Freeway with a raised median and bus turnouts, and improve Princeton Avenue from Condor Drive west to 1500 feet east of Spring Road. (III.A.1.a), b) & c); III.A.5. & 6.; III.C.3.)
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.2.; III.A.8. & 9.; III.B.1., 3. & 5.)
7. Facilitate new commercial development on High Street. 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., 3., 4., & 5.; II.B.1. & 2.; II.C.2. & 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.)
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.A.26.; VII.B.3.)
10. Promote sustainability and environmental protection in City programs and facilities and inform residents, business owners, developers and contractors about best practices and opportunities for recycling, reuse, water quality, green construction techniques, water and energy conservation, and other sustainability efforts. (III.A.3.; VI.A.10., 15., 19. & 30.; VI.B.4., VII.A.3., 11., 12., 16., 27. & 29; VII.B.5.)

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:

(AS)	**Administrative Services/Deputy City Manager**
(CA)	**City Attorney**
(CD)	**Community Development**
(CE/PW)	**City Engineer/Public Works**
(CM)	**City Manager**
(F)	**Finance**
(PD)	**Police Department**
(PRCS)	**Parks, Recreation and Community Services/Assistant City Manager**

** 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 an enhanced city website that encourages interactive communication with the City in a user friendly format, easy calendar event scheduling and removal, and includes additional online services for new and renewed Business Registration and animal licensing, and parking ticket payments. (AS, CD, F & PRCS)

C. 5+ Years

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

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)

NF** 2. Develop program to encourage new multi and single family housing projects on underutilized residential and commercial sites within the Downtown Specific Plan area. (CD)

NF** 3. Determine if Disposition and Development Agreement (DDA) for properties on south side of High Street is still valid and, if so, what entity is responsible for former MRA obligations. (CD)

SE** 4. Evaluate a potential mixed use (residential/commercial) zone within the Downtown Specific Plan area. (CD)

SE** 5. Coordinate the City's efforts to resolve concerns with day laborers. (PRCS & CD)

F 6. Construct a public park on Second Street property. (PRCS & CD)

B. 2 to 5 Years

NF** 1. Install new street furniture (benches, planters, and trash receptacles) on High Street. (CD & CE/PW)

NF** 2. Process General Plan Amendment, Zone Change, and entitlement process for high density residential project for property at Moorpark Avenue and Everett Street. (CD)

C. 5+ Years

NF 1. Install raised median with landscaping on Princeton Avenue from Spring Road to approximately 1,500 feet east of Spring Road. (CE/PW & CD)

NF** 2. Prepare a Commercial Façade Improvement Program to assist with architectural improvements within the Downtown Specific Plan area. (CD)

NF** 3. Develop phasing plan and construct selected portions of the High Street Streetscape Plan. (CD, CE/PW & PRCS)

III. Improve traffic circulation and mitigate impacts on the movement of traffic through the City and enhance trail, bicycle and pedestrian facilities.

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.

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

F** c) Widen south side of Los Angeles Avenue between Maureen Lane and Shasta Avenue.

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. Assist SCRRA to construct improvements to widen Spring Road from the railroad to High Street / Princeton Avenue by June 30, 2013. (CE/PW)

F** 5. 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** 6. Acquire right-of-way, prepare design and commence construction of Princeton Avenue from Condor Drive west to 1,500 feet east of Spring Road by June 30, 2013. (CE/PW)

F 7. Acquire right-of-way, prepare design and construct improvements to Spring Road south of the railroad including construction of a raised median to accommodate additional railroad crossing safety devices by March 31, 2013. (CE/PW)

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.

Proceed with preliminary design of planned railroad undercrossing. (CE/PW & CD)

SE** 9. 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 by March 31, 2013. (CD & CE/PW)

SE 10. Evaluate feasibility and cost for installation of "Blue Lights" (also known as "Tattletale Lights") on selected traffic signals to enhance traffic enforcement of red light violations. (CE/PW & PD)

SE 11. Determine feasibility of constructing a sidewalk on Arroyo Drive from Collins Drive to east City limits, and in conjunction with City of Simi Valley and County of Ventura, pedestrian and bike connections between Collins Drive and Madera Road. (CE/PW)

SE 12. Develop a plan, including costs, to comply with Federal Traffic Sign law by January 31, 2013. (CE/PW)

B. 2 to 5 Years

SE** 1. 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)

NF 2. Realign the intersection of Poindexter Avenue / First Street at Moorpark Avenue (SR 23). (CE/PW & CD)

SE** 3. Confer with Caltrans and evaluate potential funding options for improvement of Alternate SR 23. (CE/PW & CD)

SE 4. Assist SCRRA with construction of modifications to the Arroyo Drive railroad crossing. (CE/PW)

F** 5. 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. (CE/PW)

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)

SE** 3. Consider feasibility of pedestrian bridge on Los Angeles Avenue (SR 118) in vicinity of Moorpark Avenue. (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. (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)

SE** 3. Evaluate potential uses for parcels on the north side of the Arroyo Simi that were deeded to City by SDI. (CD, CE/PW & PRCS)

SE** 4. Conduct citywide mail ballot to seek increase in assessments for either parks or street lighting and landscaping, or for increased assessments for both. (F, CE/PW, PRCS & AS)

SE** 5. Prepare 5 Year Revenue/Expenditure Projections for all major Funds by October 31, 2012. (F & CM)

SE 6. In conjunction with other affected cities, seek to modify current State law (SB 716) to allow continued use of Transportation Development Act (TDA) funds for street purposes after July 1, 2014. (AS & CE/PW)

SE 7. Update Equipment Replacement Fund depreciation schedules and fixed assets list by June 30, 2013. (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. Develop Community Forum to address drug use by teenagers, in collaboration with the Moorpark Unified School District and Ventura County Behavioral Health. (PD)

SE 3. Plan and implement the DUI prevention program "Every 15 Minutes" on the Moorpark High School campus. (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. Develop conceptual design proposal and process Civic Center Master Plan including EIR for new City Hall, council chambers, and other government offices and Library by June 30, 2013. (PRCS & CD)

F 2. Complete construction of the Ruben Castro Human Services Center for the provision of non-emergency medical care and health and social services to the residents of Moorpark by July 31, 2012. (PRCS)

NF 3. Purchase and install electrical generators to serve the Active Adult Center, Arroyo Vista Recreation Center offices, and the Moorpark Public Services Facility by June 30, 2013. (PRCS)

NF 4. Develop a unified filing system for all City files and an updated electronic records retention schedule that conforms to federal and state law. (AS)

F 5. Complete construction of second access to south Metrolink parking lot from First Street by June 30, 2013. (CE/PW & CD)

NF 6. Install lighting at east parking lots, soccer fields, and multi-purpose court at Arroyo Vista Community Park (AVCP). (PRCS)

SE 7. Develop City Manager approved administrative procedures to regulate replacement procedure for computer hardware and software and communication systems by December 31, 2012. (AS & CM)

SE 8. Prepare a Parks/Facilities Capital Improvement Program for presentation to City Council by October 31, 2012. (PRCS)

NF 9. Construct a wood ball wall at a selected City park by June 30, 2013. (PRCS)

F**	10.	Develop and implement a comprehensive water conservation program for City facilities, parks and landscape maintenance districts including installation of the second phase of a centralized irrigation system by June 30, 2013. (PRCS)
SE	11.	Install a computerized Crisis Information Management System in the City's EOC by December 31, 2012. (PRCS)
SE	12.	Develop new procedures to enhance security of debit/credit card information received by City. (F & AS)
SE	13.	Evaluate existing financial policies and procedures and consolidate them as part of City Council Policies Resolution by October 31, 2012. (F & CM)
SE	14.	Prepare a Senior Adult Master Plan by June 30, 2013. (PRCS)
SE**	15.	Prepare list of energy savings projects including potential solar power for City parks and facilities and a funding and phasing plan by September 30, 2012. (PRCS)
SE	16.	Develop a teen programs and events page and calendar for the City's website to incorporate all City recreation and library sponsored programs and events scheduled for teens and enhance coordination of services between these two divisions by November 30, 2012. (PRCS & AS)
SE	17.	By December 31, 2012, analyze alternatives to better utilize the roller hockey court at Arroyo Vista Community Park as a multi-purpose court. (PRCS)
NF	18.	Evaluate feasibility including legal, financial, and operational issues for City to consider possible provision of water and wastewater services. (CE/PW & CM)
SE**	19.	By December 31, 2012, develop a plan to reduce the amount of turf in City parks by ten percent (10%). (PRCS)
SE	20.	Seek grant funding for installation of universally accessible play equipment. (PRCS)
SE	21.	By March 31, 2013, present a policy to the City Council that new facilities and buildings which are City funded include pubic art in the same manner as private projects. (PRCS & AS)
F	22.	Evaluate options for second location for vehicular access to Arroyo Vista Community Park for consideration by the City Council by January 31, 2013. (CE/PW, CD & PRCS)

SE	23.	Develop a comprehensive Capital Improvement Program document. (CE/PW & PRCS)
SE	24.	Develop a policy for parkway and parkway tree maintenance on residential streets. (CE/PW)
SE	25.	Evaluate feasibility of performing pavement crack sealing work with in-house staff by December 31, 2012. (CE/PW)
F	26.	Develop a program and activities to commemorate City's 30th Anniversary [July 1, 2013]. (PRCS & AS)
SE	27.	Implement biannual Ethics Training for all full-time employees and part-time employees scheduled to work 400 or more hours per year by March 31, 2013. (AS)
SE	28.	By June 30, 2013, develop options and funding sources to provide a facility for either or both free-style bicycle and BMX riders. (PRCS)
SE	29.	Develop rules for use of Country Club Estates and Meridian Hills equestrian staging areas. (PRCS)
SE**	30.	Evaluate a policy and standards for use of more energy efficient street lights on public and private streets in new developments. (CE/PW & CD)
F	31.	Establish a demonstration project for extended weekday hours and Saturday service for the City's fixed route and Dial-a-Ride programs beginning October 1, 2012. (CE/PW)
F	32.	Construct ADA compliant pedestrian access from Moorpark Avenue to all buildings at City's Community Center and improve the bus stop. (PRCS & CE/PW)
F	33.	Contract with the *Moorpark Foundation for the Arts* for management of the High Street Arts Center effective July 1, 2012. (CM & PRCS)
SE	34.	Prepare an updated Pavement Management System and associated projections for maintenance and improvement costs by March 31, 2013. (CE/PW)
F	35.	By September 30, 2012, present a report to the City Council on feasibility of retaining the current library building and expanding it at its current location. (PRCS)

SE 36. Evaluate merging the Teen Council and Library Teen Advisory Council by June 30, 2013. (PRCS)

B. 2 to 5 Years

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

NF 2. Comprehensive update of City's Classification Plan and Job Descriptions. (AS)

SE 3. Determine feasibility of purchasing City street lights. (CE/PW & F)

SE** 4. Determine feasibility of converting existing street lights to a more energy efficient lighting source. (CE/PW & F)

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

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

SE 2. Develop policies and program guidelines for use of Art in Public Places and Tree and Landscape fees by June 30, 2013. (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. 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. Present Land Use and Circulation Elements to the City Council by March 31, 2013. Present OSCAR Element to City Council by September 30, 2013. 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 5. Process amendments to City Zoning Ordinance including definitions, non-conforming uses, and overall internal consistency for presentation to the City Council by August 31, 2013. (CD)

SE 6. Evaluate funding sources for undergrounding of utility lines throughout the City. (CE/PW)

NF 7. Select location, design and construct a water spray attraction at one or more selected City Parks. (PRCS)

F 8. Consider items of public art for Police Services Center, Arroyo Vista Recreation Center, High Street Post Office, and Train Station by December 31, 2013. (PRCS)

NF 9. Modify and upgrade wall treatment and enhance landscaping on north side of Los Angeles Avenue (SR 118) between Millard Avenue and Spring Road. (PRCS & CD)

NF 10. Landscape excess right-of-way on southeast corner of Tierra Rejada Road and Moorpark Road and install standard curb and gutter. (PRCS & CE/PW)

NF** 11. Develop a Tree Master Plan including tree inventory and mapping by June 30, 2013. (PRCS)

SE** 12. Develop options to enhance commercial and multifamily residential recycling as part of new Refuse Franchise Agreements. (CE/PW)

SE 13. Evaluate feasibility of expanding security camera systems to additional locations. (PRCS, AS, CM & PD)

SE 14. By June 30, 2013, evaluate feasibility of establishing a community garden program including identification of a preferred location. (PRCS)

SE 15. Evaluate feasibility of expanding activities for CERT trained community members. (PRCS & PD)

F** 16. Update City's 1995 Master Drainage Plan and incorporate needed improvements into Capital Improvement Program by June 30, 2013. (CE/PW & CD)

F 17. Underground existing electrical lines on north side of Los Angeles Avenue in the vicinity of the Arroyo Simi Bridge by June 30, 2013. (CE/PW)

SE** 18. 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; and 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:

a) Happy Camp Canyon Drain
b) Strathearn Drain
c) Canyon No. 2 Drain
d) Gabbert Canyon Drain, and
e) Walnut Canyon Drain

(CE/PW)

SE** 19. Work with owner of Villa Del Arroyo Mobile Home Park to resolve drainage issues. (CE/PW)

F 20. Complete construction of sound wall on SR 23 north of Tierra Rejada Road adjacent to Tract No. 4975 by March 31, 2013. (CD & CE/PW)

SE 21. Pursue state legislation to expand Vehicle Code Enforcement on private property parking lots. (AS)

SE 22. Evaluate options for partial development, sale or continued lease of Buttercreek Park by June 30, 2013. (PRCS & CM)

SE 23. Evaluate feasibility of constructing park facilities on remnant property west of post office. (CD & PRCS)

SE 24. Develop a conceptual plan and cost estimates for a formal walking path around the perimeter of Arroyo Vista Community Park. (PRCS)

SE 25. Work with Ventura County Fire Protection District to consider siting a fire station in the Campus Park area of the City. (PRCS)

SE** 26. Develop options for use of 80-acre City owned open space parcel in the Tierra Rejada Valley for consideration by the City Council by March 31, 2013. (PRCS)

NF** 27. Prepare a demonstration project with community involvement for replacement of turf with native landscaping by June 30, 2013. (PRCS & CD)

NF** 28. Prepare a commercial demand study as part of the General Plan update. (CD)

SE** 29. Evaluate feasibility and funding options to install one or more public charging facilities for electric vehicles. (CD & CE/PW)

B. 2 to 5 Years

NF 1. Establish Underground Utility District to underground electrical transmission lines on Los Angeles Avenue (SR 118) from Shasta Avenue to Millard Street. (CE/PW)

SE** 2. As part of new City Hall project, establish Civic Hall of Fame to recognize city enhancement efforts by individuals and organizations. (AS)

SE** 3. Work with property owners within the unincorporated area on both sides of Los Angeles Avenue to improve west City entry. (CD & CM)

SE 4. Evaluate feasibility of relocating the Metrolink layover facility. (CD & CE/PW)

NF** 5. Develop design plan to 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 including cost estimates, financing, phasing and water conservation measures. (PRCS & 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. Work with Caltrans to install additional landscape improvements at the SR 23 / Tierra Rejada Road interchange and Princeton Avenue SR 118 freeway ramps. (PRCS & CE/PW)

ATTACHMENT 2

Potential Objectives
Approved by City Council 6/20/12

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

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

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

11. 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.

12. 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.

13. Prepare a City Vision Statement.

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

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

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

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

18. Develop conceptual plan and cost estimates for widening access road within Community Park.

19. Consider use of GPS for City vehicles.

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

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

22. 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.

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

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

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

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

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

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

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

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

31. Establish a downtown area farmers' market.

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

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

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

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

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

37. Evaluate need for traffic signal at Campus Canyon Drive and Collins Drive.

38. Evaluate options for providing library services.

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

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

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

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

43. Prepare an Arts Master Plan which shall include guidelines for fine and cultural arts expenditures.

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

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

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

47. 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.

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

49. Evaluate cost benefit for potential use of cold in place recycling of asphalt concrete (AC) and warm mix AC for streets and parking lots, and permeable surfaces for parking lots and bike paths.

50. As part of the City's General Plan update, establish a policy to protect and enhance, where possible, the City's viewshed of County unincorporated areas within the City's Area of Interest.

51. Pursue state legislation to allow use of cameras mounted on street sweeper to assist with issuance of parking citations.

52. Evaluate potential Joint Powers Agreement (JPA) with County of Ventura for open space purposes.

53. Partner with another city or contract with a private sector electronic file storage company for electronic transfer of City files to continue essential City operations in the event of a catastrophic disaster involving loss of equipment and/or facilities.

54. Evaluate City's options for involvement in the governance of the Oxnard Harbor District.

55. Work with artists and other interested community members in the Moorpark area to form a formal arts organization to support the arts.

56. Develop cost estimate to acquire temporary, collapsible outfield fencing at Arroyo Vista Community Park for one of the softball fields.

57. Evaluate feasibility for greater use of Country Trail Park by youth sports teams including construction of a restroom facility.

58. Upgrade Community Center kitchen facilities.

59. Acquire license plate reader.

60. Evaluate the need for a mural ordinance

EXCERPT FROM APPROVED CITY COUNCIL
REGULAR MEETING
MINUTES OF FEBRUARY 6, 2013

9. PRESENTATION/ACTION/DISCUSSION:

C. Consider Status Report on Mission Statement, Priorities, Goals and Objectives for Fiscal Year 2012/2013 and Direction for Fiscal Year 2013/2014. Staff Recommendation: Direct staff as deemed appropriate.

Mr. Kueny gave the staff report.

There were no speakers.

A discussion followed among the Councilmembers and staff reviewing the status on: 1) The fire station to be constructed in the Moorpark College area; 2) Enhancements to the City's website; 3) Plans for North Hills Parkway; 4) Status of the 5 Year Revenue/Expenditure Projections; 5) Second access to the south Metrolink parking lot; 5) Princeton Avenue widening; 5) Scheduling an Emergency Response exercise;

A discussion followed among the Councilmember and staff regarding the possible addition of an objective for: 1) Improving the technology infrastructure in the City to attract more businesses; and 2) Working with Ventura County Economic Development Collaborative in regard to facilitating film permits.

CONSENSUS: It was the consensus of the Council to receive and file the report.