

**MOORPARK CITY COUNCIL
AGENDA REPORT**

TO: The Honorable City Council
FROM: Steven Kueny, City Manager *SK*
DATE: May 7, 2013 (CC Meeting of May 15, 2013)
SUBJECT: Consider Mission Statement, Priorities, Goals and Objectives for Fiscal Year 2013/2014

SUMMARY

The proposed FY 2013/2014 Mission Statement, Priorities, Goals and Objectives are attached. The proposed changes from FY 2012/2013 are shown in legislative format, and the City Council's designated "Top Ten (10) Priorities" are included.

DISCUSSION

As in prior years, 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.

The City is facing an approximate \$800,000 General Fund operating deficit in FY 2013/2014. The projected shortfall is the result of a continuing trend of declining development related revenues that historically supported the planning, engineering, and building and safety services, TDA revenues that support transit and street programs, and the need for increased General Fund support of those services as well as Parks and LMDs. In anticipation of this situation over the past five years, a number of staffing changes were made resulting in seven fewer management positions from the Moorpark Redevelopment Agency (MRA), Parks and Recreation, Community Development, Public Works, Finance, and a shared MRA/Finance competitive service position. This is about twelve percent (12%) of the City's full-time work force and twenty percent (20%) of its management staff. This impacts the ability to complete projects and accomplish objectives.

On March 20, 2013, the City Manager presented a report to the City Council pertaining to the reassignment of certain departmental responsibilities; promoting the current Parks and Landscape Manager to Parks and Recreation Director and backfilling the Manager position with a lower cost Superintendent position; and the Assistant City

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Manager would become primarily responsible for accomplishing specific objectives and special projects and assignments until his retirement in 2014. The City Council approved the recommended actions described above.

In addition, in this same report, the City Manager indicated reassignments between departments were being evaluated. At this time, the reassignments will include:

1. Moving the Assistant City Manager position into the City Manager's Department;
2. Moving Economic Development (including the remaining non-financial activities of the former Moorpark Redevelopment Agency), Affordable Housing and Business Registrations from the Community Development Department to the City Manager's Department, including the Redevelopment/Economic Development Manager (to be retitled in the near future) and Administrative Secretary positions;
3. Moving Sustainability, CDBG and Property Management from the Community Development Department to the Parks, Recreation and Community Services Department, including the Management Analyst position;
4. Library Services and Emergency Management will be reassigned from the Parks, Recreation and Community Services Department to the Administrative Services Department, including a Senior Management Analyst position.

These changes and related funding sources will yield an annual savings of over \$100,000 for the General Fund, which will be addressed as part of the FY 2013/2014 proposed budget. The reassignments are addressed in the departmental assignments for the objectives.

As of February 1, 2012, AB 1x 26 became law and all Redevelopment Agencies in California were dissolved. This same legislation created a Successor Agency to each Redevelopment Agency which was to be the City or County that created it unless that entity opted not to serve in that capacity. The legislation also allowed the affected City or County to elect to serve as the Successor Housing Agency.

On January 4, 2012, the City Council adopted a Resolution designating the City as both the Successor Agency and Successor Housing Agency of the Redevelopment Agency of the City of Moorpark. The purpose of both Successor Agencies is to dispose of assets (primarily real property) and pay State approved enforceable obligations such as

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debt service and tax increment payments to other taxing entities. In the case of the Housing Successor Agency, the ability to develop affordable housing on real property assets remains but funds in the Low/Moderate Income Housing Fund were forfeited. As a consequence of the dissolution of the City's Redevelopment Agency, a number of objectives were deleted, modified, or moved to a lower priority in FY 2012/2013.

The status of the various priorities and objectives is included in legislative format as part of this report. The City Council Quarterly Report also 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 February 6, 2013, the City Council received a status report and discussed the current goals and objectives. In addition, the objectives were discussed with the Arts Commission, Parks and Recreation Commission, Library Board, and Planning Commission at two separate joint meetings on April 10 and April 24, 2013. An excerpt of the February 6 minutes is attached.

The objectives in support of the seven adopted goals have been placed in one of three categories based on the projected time needed to complete the objective, as follows:

- A. 0 to 2 years
- B. 2 to 5 years
- C. 5+ years

There are 119 proposed FY 2013/2014 objectives. The current listing of objectives in support of the Top Ten Priorities will be modified when the Council approves the final list. Of the 119 proposed objectives, 83 are in the 0 to 2 years' category, 21 are in the 2 to 5 years' category, and 15 are in the 5+ years' category. There were 122 objectives in FY 2012/2013.

Pursuant to City Council Policies Resolution No. 2013-3176, Policy 1.2: City Council Standing Committees; No. 9. – Items Referred to Committee:

“At the time the City Council approves annual objectives, it shall decide the staff work for which objectives, if any, will be reviewed by a Standing Committee prior to consideration by the City Council.”

Currently, only one objective has been assigned to the Finance, Administration, and Public Safety (FAPS) Committee, as follows:

“Conduct citywide mail ballot to seek increase in assessments for either parks or street lighting and landscaping, or for increased assessments for both.”

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(Objective IV.A.4 from 2010-2011, 2011-2012, and 2012-2013 Goals and Objectives)

STAFF RECOMMENDATION

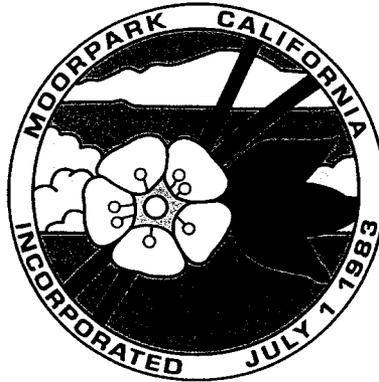
Approve Mission Statement, Priorities, Goals and Objectives for Fiscal Year 2013/2014 and determine which, if any, objectives are to be referred to a Standing Committee.

SK:db

Attachments:

1. Proposed Mission Statement, Priorities, Goals and Objectives for FY 2013/2014;
2. List of Potential Objectives (approved by Council 6/20/12 and revised for 5/15/13 Council Meeting); and
3. Excerpt from Approved City Council Regular Meeting Minutes of 2/6/13

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CITY OF MOORPARK

Mission Statement, Priorities, Goals, and Objectives

FY 2013/2014

Approved by City Council _____

CITY OF MOORPARK
Mission Statement, Priorities, Goals, and Objectives
For FY 2013/2014

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) Complete upgrade of city website that will include improved functionality for interactive communication to promote community engagement, calendar event scheduling and removal, and search functions by January 31, 2014. (AS)
- SE 2. Investigate additional online services for the City's new website including new and renewed business registrations, animal licensing, and parking ticket payments. (AS, CD, PW, PRCS & F)

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)~~
Moved to III.A.14.

- 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)~~
To be resolved as part of the Property Management Plan approval, referenced in proposed Objective VII.A.32 of this document.

- 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)~~
Completed; will become part of ongoing responsibilities.

- ~~F 6. Construct a public park on Second Street property and open it to the public by March 31, 2014. (PRCS & CE/PW-CD)~~

B. 2 to 5 Years

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

- | SENF** 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 by October 31, 2013.
- 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 SCRRRA to construct improvements to widen Spring Road from the railroad to High Street / Princeton Avenue by June 30, 2013. (CE/PW)~~
Part of III.A.7.
- 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 October 31, 2014. ~~June 30, 2013~~. (CE/PW)
- F 7. ~~Assist SCRRA to Acquire right-of-way, prepare design and construct~~ improvements to Spring Road north and south of the railroad including construction of a raised median to accommodate additional railroad crossing safety devices by March 31, 2014~~3~~. (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, 2014~~3~~. (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) **Moved to Potential Objectives; not recommended to be addressed at this time.**~~
- 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 and, including costs estimates, to comply with Federal Traffic Sign law, by January 31, 2013. (CE/PW)
- ~~SE 13. Evaluate options to provide a continuous Class II bike lane on Campus Park Drive between Princeton Avenue and Beragan Street. (CE/PW)~~
- ~~F 14. Complete the right-of-way acquisition needed for the east side Spring Road widening project from south of Flinn Avenue to a point south of Los Angeles Avenue and then proceed with project construction. (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) Moved to Ill.C., 5+ Years~~

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) Moved to Ill.C., 5+ Years~~

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)

~~SE 6. Develop conceptual design plans to modify the intersection of Condor Drive (south), Princeton Avenue and Virginia Colony Place. (CE/PW) Moved from Potential Objectives~~

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)

~~NF 4. Realign the intersection of Poindexter Avenue / First Street at Moorpark Avenue (SR 23). (CE/PW & CD)~~

~~SE 5. Assist SCRRA with construction of modifications to the Arroyo Drive railroad crossing. (CE/PW)~~

~~SE 6. Work with VCTC, SCAG, and Caltrans to process environmental review and complete project design for widening of SR 118 and SR 118/SR 23 connection bridges east of Los Angeles Avenue. (CE/PW, CD & CM)~~

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~~ March 31, 2014. (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, 20143. (F)
- ~~SE 8. Develop a formal Economic Development Program for presentation to City Council by December 31, 2013. (CD & 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) This is an ongoing responsibility.~~
- ~~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) This is an ongoing responsibility.~~
- 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, 2014~~3~~. (PRCS, & CD & CM)
- ~~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)~~
Completed
- ~~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)~~ **Moved to VI.B., 2 to 5 Years**
- NF 4. ~~Develop~~ Complete initial phase of a unified filing system for all City files, consisting of a complete listing of all departmental files, and an updated electronic records retention schedule that conforms to federal and state law by June 30, 2014. (AS)
- F 5. Complete construction of second access to south Metrolink parking lot from First Street by June 30, 2014~~3~~. (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)~~ **Completed**
- SE 8. Prepare a Parks/Facilities Capital Improvement Program for presentation to City Council by ~~October~~ December 31, 2013~~2~~. (PRCS)
- ~~NF~~ 9. ~~Construct a wood ball wall at a selected City park by June 30, 2013. (PRCS)~~ **Moved to VI.B., 2 to 5 Years**
- F** 10. Install the second phase of a centralized irrigation system ~~Develop and implement a comprehensive water conservation program for City facilities,~~

- parcs and landscape maintenance districts including installation of the second phase of a centralized irrigation system by June 30, 2014~~3~~. (PRCS)
- SE 11. Install a computerized Crisis Information Management System in the City's EOC by ~~December~~ March 31, 2014~~2~~. (ASPRCS)
- ~~SE 12. Develop new procedures to enhance security of debit/credit card information received by City. (F & AS) _____~~ **Completed**
- SE 13. Evaluate existing financial policies and procedures and consolidate them as part of City Council Policies Resolution by October 31, 2013~~2~~. (F & CM)
- ~~SE 14. Prepare a Senior Adult Master Plan by June 30, 2013. (PRCS) _____~~ **Moved to VI.B., 2 to 5 Years.**
- ~~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) _____~~ **Completed**
- ~~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) _____~~ **Events page and calendar to be part of new website, and Teen/Library coordination is ongoing.**
- SE 17. ~~By December 31, 2012, a~~Analyze alternatives to better utilize the roller hockey court at Arroyo Vista Community Park as a multi-purpose court and consider options as part of Capital Improvement Program adoption. (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, d~~Develop a plan to reduce the amount of turf in City parks by ten percent (10%) by March 31, 2014. (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 public art in the same manner as private projects. (PRCS & AS) _____~~ **Completed**

- F 22. Evaluate options for second location for vehicular access to Arroyo Vista Community Park for consideration by the City Council by January 31, 2014~~3~~. (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, 2013~~2~~. (CE/PW)
- ~~F 26. Develop a program and activities to commemorate City's 30th Anniversary [July 1, 2013]. (PRCS & AS) **Completed**~~
- ~~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) **Completed**~~
- SE 28. ~~By June 30, 2013, d~~Develop options and potential funding sources to provide a facility for either or both free-style bicycle and BMX riders as part of Capital Improvement Program adoption. (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 upon approval by Federal Transit Administration. ~~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) **Completed**~~
- FSE 34. Prepare an updated Pavement Management System and associated projections for maintenance and improvement costs by June 30, 2014. ~~March 31, 2013~~. (CE/PW)

- F 35. By September 30, 2012, pPresent a report to the City Council on feasibility of retaining the current library building and expanding it at its current location by March 31, 2014. (PRCS & CM)
- ~~SE 36. Evaluate merging the Teen Council and Library Teen Advisory Council by June 30, 2013. (PRCS) **Library and Recreation Divisions are now coordinating on teen programming.**~~
- ~~SE 37. Plan and implement an annual program evaluating and addressing security issues for all schools within the City. (PD)~~
- ~~SE 38. Evaluate potential use of license plate readers [LPR]. (PD)
Moved from Potential Objectives~~
- ~~SE 39. Update City's Engineering Policies and Standards by June 30, 2014. (CE/PW & AS)~~
- ~~SE 40. Adopt City Film Ordinance by December 31, 2013. (CD, CE/PW & CM)~~
- ~~SE 41. Evaluate potential requirement for use of pervious pavement on new private and public projects. (PRCS, CD & CE/PW)~~
- ~~SE 42. Evaluate options for Joint Powers Agreement (JPA) with other public agencies for purchase and management of open space properties. (PRCS, CD & CM) **Moved from Potential Objectives**~~
- ~~F 43. Construct sidewalks on one side of certain streets in industrial zoned areas to provide a safe path for pedestrians and to encourage walking. (CE/PW, PRCS & CD) **Moved from Potential Objectives**~~

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) **Now part of 4., below.**~~
- SE** 4. Determine feasibility of purchasing existing City street lights and converting existing street lights them to a more energy efficient lighting source. (CE/PW & F)

- NF 5. Purchase and install electrical generators to serve the Active Adult Center, Arroyo Vista Recreation Center offices, and the Moorpark Public Services Facility. (PRCS)
- NF 6. Construct a wood ball wall at a selected City park. (PRCS)
- SE 7. Prepare a Senior Adult Master Plan. (PRCS)
- SE 8. Evaluate options for re-use of City Hall Administration Building. (PRCS & CM)

C. 5+ Years

- NF 1. Expand Arroyo Vista Community Park gym. (PRCS)
- NF 2. Install outdoor fitness equipment at one or more parks. (PRCS) **Moved from Potential Objectives**
- NF 3. Install a Frisbee golf course at a city park. (PRCS) **Moved from Potential Objectives**

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-AS~~ & PD)
- SE 2. Develop policies and program guidelines for use of Art in Public Places and Tree and Landscape fees by June 30, 2014~~3~~. (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 September 30, March 31, 2013. Present OSCAR Element to City Council by March 31, 2014September 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 AugustDecember 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 June 30, 2014December 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, 20143. (PRCS)
- ~~SE** 12. Develop options to enhance commercial and multifamily residential recycling as part of new Refuse Franchise Agreements. (CE/PW) **Will be included in new franchise agreements.**~~
- 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) **Moved to VII.B., 2 to 5 Years**~~

- SE 15. Evaluate feasibility of expanding activities for CERT trained community members. (PRCS ~~AS~~ & 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, 20143. (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)~~
Construction scheduled to be completed by August 31, 2013.
- ~~SE 21. Pursue state legislation to expand Vehicle Code Enforcement on private property parking lots. (AS) Not needed~~
- SE 22. Evaluate options for partial development, sale or continued lease of Buttercreek Park by June 30, 20143. (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 & CM)

- 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~~ June 30, 2014. (PRCS & CM)
- NF** 27. Prepare a demonstration project with community involvement for replacement of turf with native landscaping by June 30, 2014. (PRCS & CD)
- NF** 28. Prepare a commercial demand study as part of the General Plan update. (CD & CM)
- ~~SE** 29. Evaluate feasibility and funding options to install one or more public charging facilities for electric vehicles. (CD & CE/PW) Completed~~
- ~~F 30. Train selected deputies and purchase/update needed equipment to allow for enforcement of Vehicle Code for commercial vehicles. (PD)~~
- ~~SE 31. Develop conceptual design plan and cost estimates for widening the access road within Arroyo Vista Community Park (AVCP) to accommodate bike lanes/paths and sidewalks. (PRCS & CE/PW)~~
- ~~SE 32. Prepare and process required Property Management Plan (Plan) for disposition of applicable former Moorpark Redevelopment Agency owned properties for submittal to California Department of Finance by September 20, 2013. (CD, F & CM)~~

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)

- SE 6. Evaluate feasibility of establishing a community garden program including identification of a preferred location. (PRCS) **Moved from VII.A., 0 to 2 Years**
- NF 7. 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) **Moved from VII.C., 5+ Years**

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) **Moved to VII.B., 2 to 5 Years**~~

NF 3. Update Parks and Recreation Master Plan. (PRCS)

Potential Objectives
(Approved by City Council 6/20/12)
Revised for FY 2013/2014 – Council Meeting of May 15, 2013

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 an equestrian center on a publicly owned site with privately operated funded improvements and operations.
~~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 Arroyo Vista Community Park.~~ **Moved to VII.A.31. of 2013/14 Goals & Objectives**
19. ~~Consider use of GPS for City vehicles.~~ **Completed**
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.~~ **Moved to III.A.13. of 2013/14 Goals & Objectives**
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.~~ **Moved to III.B. of 2013/14 Goals & Objectives**
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.~~ **Completed and ongoing with adoption of Healthy Eating Active Living program.**
37. Evaluate need for traffic signal at Campus Canyon Drive and Collins Drive.
38. ~~Evaluate options for providing library services.~~ **Not needed at this time.**
39. ~~In conjunction with Historical Society, develop or modify existing a walking tour of Moorpark to promote community's historical, and cultural heritage and public art resources.~~
40. ~~Install outdoor fitness equipment at one or more parks.~~ **Moved to VI.C. of 2013/14 Goals & Objectives**
41. ~~Install a Frisbee golf course at a city park.~~ **Moved to VI.C. of 2013/14 Goals & Objectives**
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.~~ **Moved to VI.A. of 2013/14 Goals & Objectives**

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. **This has been enacted into law.**~~
- ~~52. Evaluate potential Joint Powers Agreement (JPA) with County of Ventura for open space purposes. **Moved to VI.A.42. of 2013/14 Goals & Objectives**~~
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. **Not needed**~~
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.~~ **Staff recommends no upgrades and removing existing outdated ovens and range.**
- 59. ~~Acquire license plate reader.~~ **Moved to VI.A. of 2013/14 Goals & Objectives**
- 60. Evaluate the need for a mural ordinance
- 61. Fund a City volunteer coordinator position.
- 62. Work with Caltrans to permit installation of City identification sign on Collins Drive overpass bridge and City entry statements in Caltrans right-of-way at selected locations.
- 63. Evaluate options for providing animal control services.
- 64. Evaluate and develop plan to update traffic signal equipment and software programming.
- 65. Consider citywide prohibition on use of rodenticides.
- 66. Develop an Employee Development Program.
- 67. 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.

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

Minutes of the City Council/Successor Agency
Moorpark, California

Page 1

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.