ITEM 5.A.

MOORPARK CITY COUNCIL
PARKS AND RECREATION COMMISSION
AGENDA REPORT

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

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

DATE: **May 21, 2007 (CC/P & RC Special Meeting of 5/23/07)**

SUBJECT: **Consider Mission Statement, Priorities, Goals and Objectives for Fiscal Year 2007/2008**

BACKGROUND AND DISCUSSION

On May 16, 2007, the City Council reviewed the attached staff report on Mission Statement, Priorities, Goals and Objectives for Fiscal Year 2007/2008.

At the March 7, 2007 meeting, Council directed staff to schedule a joint meeting with the Parks and Recreation Commission on May 23, 2007, to obtain feedback on the Mission Statement, Priorities, Goals and Objectives for Fiscal Year 2007/2008.

STAFF RECOMMENDATION

Direct staff as deemed appropriate.

Attachment:

- Item 9.D. from the May 16, 2007, City Council Staff Report on Mission Statement, Priorities, Goals and Objectives for FY 2007/2008

ATTACHMENT

ITEM 9.D.

CITY OF MOORPARK, CALIFORNIA
City Council Meeting
of 5-16-2007
ACTION: Directed staff to incorporate Council changes and return on Consent Calend for final approval in June.
By: M. Benson

MOORPARK CITY COUNCIL AGENDA REPORT

TO: The Honorable City Council

FROM: Steven Kueny, City Manager SK

DATE: May 9, 2007 (CC Meeting of May 16, 2007)

SUBJECT: Consider Mission Statement, Priorities, Goals and Objectives for Fiscal Year 2007/2008

SUMMARY

Attached are the proposed Mission Statement, Priorities, Goals and Objectives for FY 2007/2008. It shows the proposed changes from FY 2006/2007 in legislative format. It also includes the City Council designated "Top Ten (10) Priorities." As discussed with the Council on March 7, 2007, during its review of the status report on the current document, the FY 2007/2008 document has a revised format.

DISCUSSION

It is generally acknowledged that with current staff levels, there are many more objectives listed than can be reasonably expected to be accomplished in the year. In fact, many of the objectives will take several years to fully complete. A written status report on the various priorities and objectives is not included as part of this report. The City Council Monthly Report provides a status on most of these items as well as other staff work efforts. Staff will respond to specific Council questions when this matter is considered.

On March 7, 2007, the City Council received a status report and discussed the current goals and objectives. At that time, staff informed the Council that construction of the Human Services Center and a new Library would be consolidated with the construction of a new City Hall as one of the Top Ten (10) Priorities. In addition, a new Top Ten (10) Priority item would be added as a result of this consolidation. The proposed new Top Ten (10) Priority is "Facilitate new commercial development on High Street." This is recommended since the Moorpark Redevelopment Agency (MRA) is close to finalizing

Disposition and Development Agreements (DDA's) with two entities for properties on High Street which would also require the City to consider development entitlements.

For FY 2007/2008, the document is prepared in a new format. 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 110 FY 2007/2008 proposed objectives and 11 items newly added to the list of Potential Objectives since August 16, 2006. The current listing of objectives in support of the priorities will be modified when the Council approves the final list. Of the 110 proposed objectives, 74 are in the 0 to 2 years' category, 29 are in the 2 to 5 years' category, and 7 are in the 5+ years' category. There are 42 proposed objectives in support of the Top Ten (10) Priorities.

STAFF RECOMMENDATION

Approve Mission Statement, Priorities, Goals and Objectives for Fiscal Year 2007/2008.

SK:db

Attachments:
1) Proposed Mission Statement, Priorities, Goals and Objectives for FY 2007/2008;
2) List of Potential Objectives (dated 8/16/06 and revised 3/7/07 and 5/16/07)

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Attachment 1)

CITY OF MOORPARK

Mission Statement, Priorities, Goals, and Objectives

FY 2007~~6~~/2008~~7~~

CITY OF MOORPARK
Mission Statement, Priorities, Goals, and Objectives
For FY 2007~~6~~/2008~~7~~

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 ~~and Corporate Yard Facility~~. ~~(F2, F9 & G17)~~(II.B.1.; VI.A.2. & 4.; VI.B.3.; VII.B.7.)
2. Improve City's watershed protection and flood control capabilities. ~~(G14, 24, 26, 27, 28 & 33)~~(VII.B.4., 11., 12., 13. & 14; VII.C.2.)
3. Comprehensive update of General Plan Land Use and Circulation Elements and adopt updated OSCAR Element to insure internal consistency among all elements of the General Plan. ~~(G8)~~ (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. ~~(C1 a), b), & c), C3, C12 & C17)~~ (III.A.1.a) b) & f); III.B.1. & 2.)
5. Construct a permanent truck scale facility west of the City. ~~(C4)~~ (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. ~~(C1d, C7, C8, C10 & C17)~~(III.A.1.c); III.A.4.; III.B.4., 5. & 6.)
7. ~~Construct Moorpark Human Services Complex. (B1 & F5)~~Facilitate new commercial development on High Street. (II.A.3., 7., 8., 9., & 10.; II.B.4.)
8. Increase City's General Fund revenue through enhancement of existing revenue sources including business attraction and retention programs and establishment of additional revenue sources. ~~(D1, D2, D5, D6, D7, D8 & D9)~~(I.A.5.; IV.A.1., 3., 4., 5., 6., 7. & 8.)
9. Enhance open space and greenbelt areas and determine feasibility of establishing a trail system along the Arroyo Simi and work with other public agencies to develop a comprehensive Arroyo Simi Management Plan that incorporates flood control, habitat preservation/restoration, and recreation components. ~~(C11, D5, G4, G18 & G24)~~(III.A.5.; VII.A.3.; VII.B.8.)
10. Develop and implement program to encourage new multi and single family housing on underutilized sites within the Downtown Specific Plan area and increase the number of affordable housing units. ~~(B4, B5, & G5)~~(II.A.2. & 11.)

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

DEPARTMENTAL GOALS AND OBJECTIVES

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

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

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

IA. 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

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

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

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

3~~4~~. Install two electronic message signs to enhance City's public information efforts. (PRCS & ACM)

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

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

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

A. 0 to 2 Years

1~~3~~. Complete the right-of-way acquisition needed for the east side Spring Road widening project from the railroad tracks south to a point south of Los Angeles Avenue and then proceed with project construction. (CE/PW)

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

** 2~~5~~. Develop program to encourage new multi and single family housing projects on underutilized sites within the Downtown Specific Plan area and consider feasibility of City/MRA acquisition of selected sites. (MRA & CD)

** 3~~6~~. Prepare amendment to Moorpark Redevelopment Plan to reestablish eminent domain authority. (MRA & CA)

4~~7~~. Complete ~~C~~construction of Magnolia Park by August 31, 2007. (PRCS)

5~~8~~. ~~Prepare conceptual development plan and~~ Complete construction ~~expansion~~ of Poindexter Park expansion including skatepark by September 30, 2008. (PRCS)

6~~10~~. ~~Evaluate options for improving security at the Metrolink parking lots including surveillance cameras and e~~Extend~~ing~~ block wall at south property line of the Metrolink south parking lots west of Bard Street ~~and make selected improvements~~ by December 31, ~~2006~~2008. (PRCS ~~& PD~~)

~~11. Assist Pardee Homes in working with the affected property owners to replace the existing block walls and fences with a new decorative block wall and to add landscaping on the west side of Spring Road south of the railroad tracks and approve landscape and related improvements to be constructed by Pardee Homes at the southwest corner of Charles Street and Spring Road. (CD & CE/PW)~~ Completed.

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

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

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

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

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

B. 2 to 5 Years

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

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

3~~12~~. ~~Facilitate~~ Incorporate public parking facilities as part of development of MRA-owned property on High Street by private interests ~~and include public parking facilities~~ and acquire ~~adjacent~~ vacant VCTC owned property. ~~for the same purposes.~~ (MRA & CD)

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

C. 5+ Years

1~~9~~. Design and construct electrical system for decorative lighting on High Street and portions of Spring Road and Moorpark Avenue. (MRA, CD & CE/PW)

III~~C~~. 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)

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

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

~~** c) Complete design and acquire right-of-way to widen Los Angeles Avenue between Spring Road and Moorpark Avenue.~~ Moved to **B**.1.)

** c~~d~~) Determine the feasibility of new and/or revised connections to the SR 23/118 freeways west of Princeton Avenue to facilitate the possible construction of roadways to connect to Broadway Road and/or North Hills Parkway.

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

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

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

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

~~5. Monitor Caltrans' efforts to develop improvement plan for widening of SR 118 west of Moorpark City limits including proposed improvements at the SR 118 and SR 34/Donlon Road intersection. (CE/PW)~~ Part of ongoing activities.

3~~9~~. Prepare conceptual design and preliminary construction cost estimates for North Hills Parkway from Los Angeles Avenue (SR 118) east to ~~the extension of~~ Spring Road. (CE/PW)

** 4~~10~~. Upon completion of the conceptual alignment of alternate SR 23 and ~~SR 118~~ North Hills Parkway, prepare environmental document for the

alternate SR 23 and ~~SR 118~~ North Hills Parkway grading and construction within Specific Plan No. 2. (CD & CE/PW)

** 5~~11~~. Prepare Bicycle and Trails Master Plan. (CD, PRCS & CE/PW)

6~~13~~. Work with Moorpark College (VCCCD) to construct improvements at Campus Park Drive/Collins Drive and Collins Drive/University Drive (South) intersections and at the east and westbound Collins Drive freeway ramps. (CE/PW)

~~14. Complete inventory of traffic signal equipment and install upgraded equipment. (CE/PW)~~ Completed

~~15. Evaluate options for City's role in expansion of Oxnard Harbor District activities. (CD, CM & CA)~~ Part of ongoing activities.

7~~16~~. Evaluate funding options for modifications to the Arroyo Drive railroad crossing. (CE/PW)

~~** 17. Evaluate feasibility of constructing bus turnouts on Moorpark Avenue and additional turnouts on Los Angeles Avenue. (CE/PW & PRCS)~~ Completed

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

B. 2 to 5 Years

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

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

** 2~~3~~. Acquire right-of-way and improve Princeton Avenue from Condor Drive west to 1,500 feet east of Spring Road. (CE/PW)

3~~6~~. 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)

** 4~~7~~. ~~Proceed with~~ Prepare environmental documentation and an amendment to the Circulation Element for ~~the development of the design and acquisition~~

~~of additional right-of-way necessary to provide two southbound lanes on~~ Moorpark Avenue (SR 23) between Casey Road and Los Angeles Avenue (SR 118) as an arterial street~~including one or more bus turnouts, to include improvements to the rail crossing and the realignment of Poindexter Avenue and First Street~~. (CE/PW & CD)

** 5~~8~~. 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)

** 6~~12~~. Consider feasibility of pedestrian bridge on Los Angeles Avenue (SR 118) in vicinity of Moorpark Avenue. (CE/PW)

~~18. Work with VCTC for improvement of the Santa Paula Branch line and all rail lines to encourage reducing the use of streets and highways for the movement of goods and people and divert such onto the rail system. (PRCS & CE/PW)~~ Part of ongoing activities.

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

C. 5+ Years

** 1~~4~~. Work with VCTC, CHP, Caltrans, and County of Ventura to site a permanent truck scale facility west of the City. (CE/PW & ACM)

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

A. 0 to 2 Years

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

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

~~3. Evaluate adequacy of current parks improvements fee for commercial and industrial development. (PRCS, CD & F)~~ Completed

2~~4~~. Develop an equitable basis for requiring~~ement on~~ all new development projects to provide Affordable Housing units and/or pay in lieu fees. (CD & MRA)

** 3~~5~~. Evaluate potential uses for parcels deeded to City by SDI. (ACM & CD)

** 4~~6~~. Conduct citywide mail ballot to seek increase in assessments for street lighting and landscaping. (CE/PW, PRCS & AS/CC)

** 5~~7~~. Develop a fee program for businesses requiring inspection to insure NPDES compliance. (CE/PW & F)

** 6~~8~~. Develop improved cost and time accounting and develop chargeable rates for Recreation Division to insure optimum cost recovery and competitive recreation fees by October 31, 2007. (PRCS & F)

** 7~~9~~. Evaluate the Community Development Fund to stabilize revenues and expenditures for planning, code compliance, engineering, and building and safety services and determine the base amount of General Fund revenue needed to support these services. (F, CD, CE/PW, & CM)

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

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

A. 0 to 2 Years

1~~2~~. Work with community groups and school district to address violence intervention and drug use among teenagers. (PD & PRCS)

~~3. Determine a location and construct a permanent skatepark. (PRCS)~~ Part of Poindexter Park expansion.

2~~4~~. Establish City Council policy for and make any necessary changes to the Municipal Code to implement a revised graffiti abatement program. (CD, CE/PW & PD ~~& CD~~)

B. 2 to 5 Years

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

A. 0 to 2 Years

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

** 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)

3. Complete standard development project conditions of approval used for each type of entitlement by December 31, 2007~~6~~. (CD & CE/PW)

** 4~~5~~. In conjunction with other agencies, coordinate preparation of the conceptual plan, design and financing plan and construction of the Moorpark Human Services Complex for the provision of health and social services to the residents of Moorpark. (MRA)

~~6. Evaluate City's law enforcement needs and priorities and related allocation of resources. (CM & PD)~~ Part of ongoing activities.

5~~7~~. ~~Determine feasibility and cost for~~ Expand Arroyo Vista Recreation Center and include an electrical generator to serve it~~Arroyo Vista Recreation Center~~. (PRCS)

6~~8~~. Update City's Record Retention Schedule to conform to federal and state law and prepare for increased destruction of paper records. (AS/CC)

~~** 9. Construct new Corporate Yard for City's maintenance services with occupancy by December 31, 2006. (CE/PW)~~ Completed

7~~10~~. Evaluate options for a location and construct a canine park. (PRCS)

~~11. Evaluate feasibility of assuming responsibility for selling animal licenses. (PRCS & F)~~ Completed

8~~12~~. Evaluate feasibility of constructing a second point of egress for the south Metrolink parking lot from First Street. (~~PRCS,~~MRA & CE/PW ~~& MRA~~)

9~~13~~. Construct restroom at Glenwood Park by June 30, 2008. (PRCS)

10~~14~~. ~~Evaluate feasibility of~~ Install lighting at additional parks and recreation facilities, including Arroyo Vista Community Park (AVCP) multi-purpose

court east parking lots and soccer fields and~~, two~~ basketball courts at Mountain Meadows, Miller and Peach Hill parks and the Monte Vista Nature Park parking lot. ~~Park, and proposed skatepark.~~ (PRCS)

11~~16~~. Upgrade Community Center kitchen facilities by January 31, 2008. (PRCS)

12~~18~~. ~~Develop Technology Master Plan to include standards and replacement schedules for computer hardware and software and communication systems as well as monitoring solution for City facilities to include an automated hardware/software inventory system, monitoring and management of critical City business systems and applications, remote control of City workstations, expanded GIS applications, improved security, and a comprehensive disaster recovery and business continuation plan for the City's computer and communication systems.~~Develop City Manager approved administrative procedures to regulate replacement procedure for computer hardware and software and communication systems, and to document file back-up procedures and disaster recovery and business continuation planning for the City's computer and communication systems. Study and develop recommendations for computer and communication systems recovery planning for a catastrophic disaster involving loss of facility(ies) and/or equipment. (AS/CC & ACM)

~~19. Complete the document imaging of all planning files and maps that require long-term or permanent retention. (CD & AS/CC)~~ Completed

13~~21~~. Prepare a Parks/Facilities Capital Improvement Program for presentation to City Council by April 30, 2008. (PRCS)

14~~22~~. Construct a ball wall at Campus Canyon Park by July 31, 2008. (PRCS)

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

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

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

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

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

B. 2 to 5 Years

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

220. Complete ~~the~~ 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)

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

C. 5+ Years

115. Expand Arroyo Vista Community Park ~~Recreation Center and~~ gym. (PRCS)

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

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

A. 0 to 2 Years

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

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

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

~~** 5. Develop affordable housing assistance programs in conjunction with residential development projects in the City and develop a program for~~

~~affordable housing assistance projects utilizing redevelopment set aside funds and other available funding sources to increase the affordable housing stock in Moorpark. (MRA)~~ Part of ongoing activities.

4~~7~~. Develop plan and conceptual design for City entry signs. (CD, CE/PW, & PRCS ~~& CD~~)

** 5~~8~~. Prepare a comprehensive update to General Plan Land Use, OSCAR, and Circulation Elements and insure internal consistency among all General Plan Elements. ~~and c~~Consider creation of a Natural Open Space land use designation. ~~and information about~~ Include the city's vision for ~~the~~ areas ~~outside of~~ in the City's Area of Interest as part of the Land Use Element.~~sphere of influence.~~ Upon adoption of any General Plan Amendments, prepare necessary changes to the Zoning Ordinance to insure conformity and consistency with the General Plan. (CD)

6~~9~~. Prepare amendments to the Residential section of the Zoning Ordinance to provide for more consistency and easier administration and use. (CD)

~~10. Establish design standards for commercial, industrial, and residential development projects. (CD)~~ Completed

~~11. Complete landscaping improvements on south side of Los Angeles Avenue east of Tierra Rejada Road. (CE/PW & PRCS)~~ Completed

7~~12~~. Process amendments to City Zoning Ordinance including parking, definitions, and overall consistency. (CD)

~~19. Develop program to assist City employees as first-time buyers to purchase housing in the City. (MRA)~~ Completed

8~~20~~. Evaluate feasibility of landscaping remaining portion of Monte Vista Nature Park and adjacent properties with native vegetation. (PRCS)

9~~23~~. Evaluate funding sources ~~and develop a list of priorities~~ for undergrounding of utility lines throughout the City. (CE/PW)

~~25. Prepare conceptual plan for reuse of former Moorpark Avenue Fire Station site. (MRA & CD)~~ Completed

10~~29~~. Select location and design a water spray attraction at the selected City park and construct it by March 31, 2009. (PRCS)

11~~30~~. Consider items of public art for Police Services Center, Arroyo Vista Recreation Center and Civic Center. (PRCS)

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

13~~34~~. Modify wall treatment and enhance landscaping on north side of Los Angeles Avenue (SR 118) between Millard Avenue and Spring Road. (CD, PRCS & MRA ~~& CD~~)

14~~35~~. Reconstruct trash enclosures at parks and other City facilities to comply with NPDES and to improve their appearance by December 31, 2007. (PRCS)

15~~36~~. Evaluate options for a park ranger program for City parks and open space. (PRCS & CM)

16~~37~~. In conjunction with Pardee Homes and the County of Ventura, construct trail connection between City and Happy Camp Canyon Regional Park. (CD & PRCS)

~~39. Evaluate feasibility of constructing a raised landscaped median on Moorpark Avenue between Los Angeles Avenue and Park Crest Lane. (CE/PW)~~ Completed

17. Train additional officers in bicycle patrol procedures with directed deployment to deter incidents of graffiti and other vandalism and property crimes.

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

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

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

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

B. 2 to 5 Years

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

2~~6~~. Work with State of California to achieve appropriate reuse of former Caltrans yard. (CD & MRA)

3~~13~~. Install median improvements on Tierra Rejada Road from easterly city limits to west side of SR 23 freeway overpass, and work with Caltrans to install landscaping and decorative pavement at Tierra Rejada Road/SR 23 ramps. (CE/PW & PRCS).

** 4~~14~~. Update city's 1995 Master Drainage Plan and incorporate needed improvements into Capital Improvement Program. (CE/PW & CD)

5~~15~~. Prepare Specific Plan for the Virginia Colony area of city. (CD)

6~~16~~. Establish Underground Utility District to underground electrical transmission lines on Los Angeles Avenue (SR 118) from Shasta Avenue to Millard Street. (CE/PW)

** 7~~17~~. As part of new City Hall project, establish Civic Hall of Fame to recognize city enhancement efforts by individuals and organizations. (ACM)

** 8~~18~~. Work with property owner to improve west City entry. (CD & CM)

9~~21~~. Evaluate feasibility of relocating the Metrolink layover facility. (MRA, PRCS & CE/PW)

10~~22~~. Underground existing electrical lines on north side of Los Angeles Avenue in the vicinity of the Arroyo Simi Bridge. (CE/PW)

** 11~~24~~. 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)

** 12~~26~~. 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.

** 13~~27~~. In conjunction with the Ventura County Watershed Protection District, develop a financing plan and construct improvements ~~consider amendments~~ to the Gabbert Canyon Drain and Walnut Canyon Drain. ~~Study and develop an implementation and funding plan~~. (CE/PW)

** 14~~28~~. Work with owner of Villa Del Arroyo Mobile Home Park to resolve drainage issues. (CE/PW)

C. 5+ Years

1~~32~~. Landscape north side of Poindexter Avenue from Gabbert Road east to vicinity of Chaparral School. (PRCS, CE/PW & CD)

** 2~~33~~. Prepare design for extension of Fremont drain north of Los Angeles Avenue. (CE/PW)

3~~38~~. Refurbish median landscaping and hardscape on Tierra Rejada Road from Spring Road to Los Angeles Avenue and Campus Park Drive from Princeton Avenue to Collins Drive. (CE/PW & PRCS)

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Attachment 2)

Potential Objectives
(Approved by City Council 8/16/06)

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

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

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

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

5. Evaluate feasibility of establishing a teen center.

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

7. Adopt formal traffic policies.

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

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

10. Develop guidelines for fine and cultural arts expenditures.

11. ~~Landscaping improvements and signage for Arroyo Vista Community Park entry.~~

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

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

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

15. ~~Construct a second lighted basketball court at College View Park.~~

~~16. Develop recommendations for public art at Arroyo Vista Recreation Center and College View Park.~~

17. 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.

18. 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.

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

20. Prepare a City Vision Statement.

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

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

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

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

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

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

27. Consider use of GPS for City vehicles.

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

~~29. Landscape parkway on south side of Peach Hill Road west of Rolling Knoll Road.~~

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

31. 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.

~~32. Construct playfield and security lighting at east end of Arroyo Vista Community Park.~~

~~33. Consider installing lighted basketball courts at the roller hockey facility at Arroyo Vista Community Park.~~

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

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

~~36. Work with Moorpark College to install landscaping to screen its recently constructed maintenance/warehouse building.~~

NEW POTENTIAL OBJECTIVES for FY 2007/2008
Added March 7, 2007

37. Coordinate Library and Recreation teen programs.

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

~~39. Conduct Noise Study for Residential Tract No. 4975 adjacent to SR 23.~~

~~40. Place item of public art on front patio of Police Services Center.~~

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

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

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

~~44. Develop activities to recognize City's 25th Anniversary.~~

~~45. Develop preliminary plans for a new Moorpark Library.~~

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

~~47. Design and construct an underground utilities project for Community Center site.~~

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

~~49. Landscape excess R-O-W at Tierra Rejada / Moorpark Road and install standard cub~~

~~50. Add security lights to east end of Arroyo Vista Community Park.~~

NEW POTENTIAL OBJECTIVES for FY 2007/2008
Added May 16, 2007

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

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

53. Establish a downtown area farmers' market.

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

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