

**MOORPARK CITY COUNCIL
and MOORPARK COMMISSIONS/BOARD
SPECIAL MEETING AGENDA REPORT**

TO: Honorable City Council
Honorable Arts Commission
Honorable Parks and Recreation Commission
Honorable Library Board and
Honorable Planning Commission

FROM: Steven Kueny, City Manager 

DATE: April 20, 2016 (CC and Joint Commissions/Board Special Meetings of 4/27/16)

SUBJECT: Consider Status Report on Mission Statement, Priorities, Goals and Objectives for Fiscal Years 2015/2016 and 2016/2017

BACKGROUND AND DISCUSSION

On February 3, 2016, the City Council reviewed the attached Agenda Report (Attachment 1) on Mission Statement, Priorities, Goals and Objectives for Fiscal Years 2015/2016 and 2016/2017. As noted in this referenced Agenda Report, the City Council in May 2015 approved this document for a two-year period. A formal review of the document will occur only in odd numbered years. No new objectives are supposed to be added until the next formal review is scheduled in May 2017. Also attached (Attachment 2) is an excerpt from the approved minutes of the February 3, 2016, meeting showing the Council's comments.

At the February 17, 2016 meeting, Council directed staff to schedule joint meetings with the Arts Commission, Parks and Recreation Commission, Library Board, and Planning Commission for April 27, 2016, to discuss the status of relevant objectives.

FISCAL IMPACT

None.

STAFF RECOMMENDATION

Direct staff as deemed appropriate.

Attachments:

1. Agenda Report from the February 3, 2016, City Council meeting
2. Excerpt from approved City Council minutes of February 3, 2016

**MOORPARK CITY COUNCIL
AGENDA REPORT**

TO: The Honorable City Council

FROM: Steven Kueny, City Manager *SK*

DATE: January 28, 2016 (CC Meeting of 02/03/16)

SUBJECT: Consider Status Report on Mission Statement, Priorities, Goals and Objectives for Fiscal Year 2015/2016 and Fiscal Year 2016/2017

Attached are the City Council's approved Mission Statement, Priorities, Goals and Objectives for FY 2015/2016 and FY 2016/2017. In approving this document in May 2015, the City Council adopted it, for the first time, for a two-year period. A formal review of the document will occur only in odd numbered years. No new objectives are supposed to be added until the next formal review is scheduled in May 2017. 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 with all objectives under each category grouped by the department that has primary responsibility for the objective. The completed document also indicates which objectives were Funded (F), Not Funded (NF), or only required Staff Effort (SE).

As a result of the recent reassignments of affordable housing programs, animal and vector control programs, and disposition of former Redevelopment Agency-owned real property from the Community Development Department to the Parks, Recreation and Community Services Department, certain objectives have also been reassigned. These changes will be noted when the document is modified in May 2017.

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 May 20, 2015, the Council approved 61 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. This will also be considered in May 2017.

STAFF RECOMMENDATION:

Direct staff as deemed appropriate.

SK:db

Attachments:

1. Approved Mission Statement, Priorities, Goals and Objectives for FY 2015/2016 and FY 2016/2017
2. Potential Objectives Approved by City Council 5/20/15



CITY OF MOORPARK

Mission Statement, Priorities, Goals, and Objectives

FY 2015/2016 and FY 2016/2017

(Approved by City Council 5-20-15)

CITY OF MOORPARK
Mission Statement, Priorities, Goals, and Objectives
For FY 2015/2016 and FY 2016/2017

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.)

- Improve City's watershed protection and flood control capabilities. (V.A.4., 6. & 7.; V.C.1.)
- Comprehensive update of General Plan Land Use and Circulation Elements, and then update the OSCAR Element to insure internal consistency among all elements of the General Plan. (V.A.10. & 12.)
- 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. (II.A.1.a), b), c), & d); II.A.2.; II.B.4.; II.C.3.)
- Construct a permanent truck scale facility west of the City. (II.C.1.)
- 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. (II.A.3. & 10.; II.B.1., 2. & 3.; II.C.4.)
- 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. (I.A.1., 2., 3., 5.; I.C.2. & 3.)
- Increase City's General Fund revenue through enhancement of existing revenue sources including business attraction and retention programs and establishment of additional revenue sources. (III.A.1. & 2.)
- Enhance open space and greenbelt areas, continue efforts to establish 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. (II.B.8; III.A.2.; V.A.10. & 29.; V.B.2. & 4.)
- 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. (IV.A.8., 19., 27. & 30.; IV.B.2., V.A.4., 10., 23., & 30.)
- Construct new City Hall and Library. (IV.A.13. & 26.)

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

** 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. 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

CITY MANAGER (CM)

- SE** 1. Develop high density residential project for Successor Housing Agency owned property at Moorpark Avenue and Everett Street by June 30, 2017. (CM & CD)

COMMUNITY DEVELOPMENT (CD)

- 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)
- SE** 3. Evaluate a potential mixed use (residential/commercial) zone within the Downtown Specific Plan area. (CD)
- SE 4. Develop Spending Plan for use of former Moorpark Redevelopment Agency 2006 Tax Allocation Bonds for presentation to City Council by December 31, 2015. (CD, CM, F, CE/PW & PRCS)
- NF** 5. Install new street furniture (benches, planters, and trash receptacles) on High Street by June 30, 2017. (CD, PRCS & CE/PW)

B. 2 to 5 Years: NONE.

C. 5+ Years

CITY ENGINEER/PUBLIC WORKS (CE/PW)

- 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)

COMMUNITY DEVELOPMENT (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)

II. 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

CITY ENGINEER/PUBLIC WORKS (CE/PW)

- ** 1. Work with Caltrans to complete a number of projects including: (CE/PW)**
 - F** a) Obtain Caltrans approval for phased 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 December 31, 2015.**
 - F** d) Complete design and acquire right-of-way to widen Los Angeles Avenue between Spring Road and Moorpark Avenue.**
 - F e) Complete design and construct traffic signal for eastbound SR 118 ramp and Collins Drive.**

- F** 2. Acquire right-of-way, prepare design and commence construction of Princeton Avenue widening from Condor Drive west to 1,500 feet east of Spring Road by June 30, 2016. (CE/PW)**

- F** 3. 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)**

- F 4. 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 by December 31, 2015. (CE/PW)**

- SE 5. Develop a plan and cost estimates to comply with Federal Traffic Sign law. (CE/PW)**

- SE 6. Evaluate options to provide a continuous Class II bike lane on Campus Park Drive between Princeton Avenue and Beragon Street. (CE/PW)**

- F 7. 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 by December 31, 2016. (CE/PW)**

- F 8. Assist Southern California Regional Rail Authority (SCRRA) to obtain a Caltrans permit and construct improvements to Moorpark Avenue (SR 23) between Poindexter Avenue and High Street including a raised median,**

traffic signal modification, and concrete sidewalks to accommodate railroad crossing safety improvements by June 30, 2016. (CE/PW)

- NF 9. Prepare a Traffic Study of the Los Angeles Avenue (SR 118) corridor to determine ultimate locations for traffic signals and other improvements to optimize traffic flow and minimize impacts on adjacent residential streets. (CE/PW, CD & CM)

COMMUNITY DEVELOPMENT (CD)

- F** 10. Confer with Caltrans and work with developer to complete grading of Alternate SR 23 and North Hills Parkway within Specific Plan No. 2. or accept cash in-lieu of grading. Grading of Alternate SR 23 will include trail linkage between City and Happy Camp Canyon Regional Park. (CD & CE/PW)

B. 2 to 5 Years

CITY ENGINEER/PUBLIC WORKS (CE/PW)

- SE** 1. Coordinate developer efforts to construct improvements to Walnut Canyon Road (SR 23) between Casey Road and Meridian Hills Drive and to provide lane widening, paved shoulders, sidewalks, and striped median by June 30, 2016. (CE/PW)
- SE** 2. Confer with Caltrans and evaluate potential funding options for improvement of Alternate SR 23. (CE/PW & CD)
- F** 3. 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** 4. Develop conceptual design plans to modify the intersection of Condor Drive (south), Princeton Avenue and Virginia Colony Place. (CE/PW)
- NF 5. Evaluate feasibility of constructing an additional travel lane on northbound Princeton Avenue between Condor Drive and SR 118 to allow two travel lanes to enter eastbound SR 118 freeway ramp. (CE/PW)
- NF 6. Evaluate feasibility of modifying southbound Collins Drive at westbound SR 118 freeway ramp to allow two travel lanes to enter the freeway ramp. (CE/PW)

- NF 7. Evaluate feasibility of adding second southbound travel lane on Collins Drive from University Drive traffic signal to Benwood Drive. (CE/PW)

PARKS, RECREATION AND COMMUNITY SERVICES (PRCS)

- SE** 8. Evaluate feasibility of constructing an improved bicycle path on the north side of the Arroyo Simi, from the pedestrian bridge at Arroyo Vista Community Park to the east side of Spring Road, including a bridge undercrossing and connections to existing bike lanes on Spring Road. (PRCS and CE/PW).

C. 5+ Years

CITY ENGINEER/PUBLIC WORKS (CE/PW)

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

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

A. 0 to 2 Years

CITY MANAGER (CM)

- SE** 1. Evaluate options and strategies for enhancement of General Fund revenue including but not limited to potential tax measures for sales, business license, oil extraction and utility users; mail ballot for increase in

assessments for parks, street lighting and landscaping; and community outreach. (CM & F)

- SE** 2. Evaluate potential uses for parcels on the north side of the Arroyo Simi that were deeded to City by SDI. (CM, CD, CE/PW & PRCS)

COMMUNITY DEVELOPMENT (CD)

- SE 3. Develop an equitable basis for requiring all new development projects to provide Affordable Housing units and/or pay in lieu fees. (CD & CM)
- SE 4. Evaluate options to have animal control services be self-supporting from licenses, fines and fees and modifications to services and service providers with a report to City Council by March 31, 2016. (CD, F & CM)

PARKS, RECREATION AND COMMUNITY SERVICES (PRCS)

- SE 5. In conjunction with Ventura County and affected property owners, develop a plan to reduce maintenance costs for the Home Acres Buffer. (PRCS, CE/PW, CM & CA)

B. 2 to 5 Years: NONE.

C. 5+ Years: NONE.

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

A. 0 to 2 Years

ADMINISTRATIVE SERVICES (AS)

- NF 1. 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, 2016. (AS)
- SE 2. Develop plan to expand City's GIS information layers, including estimated cost to create the data base and layer(s) by June 30, 2016. (AS, CE/PW, CD, CM & PRCS)
- F 3. Implement a Radio Frequency Identification (RFID) system with security gates at the Moorpark Library to provide a real time inventory of materials, enhance theft deterrence, and offer self-checkout of materials by June 30, 2016. (AS & PRCS)

- SE 4. Develop a plan to update portions of the Moorpark Municipal Code. (AS, CM & CA)

CITY ENGINEER/PUBLIC WORKS (CE/PW)

- F 5. Complete construction of second access to south Metrolink parking lot from First Street by June 30, 2016. (CE/PW & CD)
- NF 6. Evaluate feasibility including legal, financial, and operational issues for City to consider possible provision of water and wastewater services. (CE/PW & CM)
- SE 7. Upon approval of Parks/Facilities Capital Improvement Program, prepare a comprehensive City Capital Improvement Program document for consideration by December 31, 2016. (CE/PW & PRCS)
- SE** 8. 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 9. Prepare an updated Pavement Management System and associated projections for maintenance and improvement costs by March 31, 2016. (CE/PW)
- SE 10. Update City's Engineering Policies and Standards by December 31, 2015. (CE/PW & AS)
- F 11. Develop program to construct sidewalks on one side of certain streets in industrial zoned areas to provide a safe path for pedestrians and to encourage walking by June 30, 2016. (CE/PW, PRCS & CD)
- SE 12. Complete preparation of Solid Waste Franchise Agreements for presentation to the City Council by October 31, 2015. (CE/PW, AS, CM & CA)

COMMUNITY DEVELOPMENT (CD)

- F** 13. 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, 2016. (CD, PRCS, & CM)
- SE 14. Adopt City Film Ordinance by December 31, 2015. (CD, CE/PW & CM)

FINANCE (F)

- SE 15. Evaluate existing financial policies and procedures and consolidate them as part of City Council Policies Resolution by January 31, 2016. (F & CM)
- F 16. Upgrade financial software by January 31, 2016, and subsequent integration of on-line permitting and code compliance reporting by December 31, 2016. (F, AS, CD)

PARKS, RECREATION AND COMMUNITY SERVICES (PRCS)

- NF 17. Install lighting at east parking lots, soccer fields, and multi-purpose court at Arroyo Vista Community Park [AVCP]. (PRCS)
- SE 18. Prepare a Parks/Facilities Capital Improvement Program for presentation to City Council by June 30, 2016. (PRCS)
- F** 19. Install the second phase of a centralized irrigation system for City facilities, parks and landscape maintenance districts by September 30, 2015. (PRCS)
- SE 20. Consider alternatives to better utilize the roller hockey court at Arroyo Vista Community Park as a multi-purpose court by November 30, 2015. (PRCS)
- SE 21. Seek grant funding for installation of universally accessible play equipment. (PRCS)
- SE 22. Develop a policy for parkway tree maintenance on residential streets and guidelines for all tree removals administered by City by March 31, 2016. (PRCS & CE/PW)
- SE 23. 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 24. Develop rules for use of Country Club Estates and Meridian Hills equestrian staging areas. (PRCS)
- F 25. Construct ADA compliant pedestrian access from Moorpark Avenue to all buildings at City's Community Center and improve the bus stop by December 31, 2015. (PRCS & CE/PW)
- F** 26. Present a report to the City Council on feasibility of retaining the current library building and expanding it at its current location by March 31, 2016. (PRCS & CM)

- SE** 27. Evaluate potential requirement for use of pervious pavement on new private and public projects. (PRCS, CD & CE/PW)
- NF 28. Install a disc golf course at a city park. (PRCS)
- SE 29. Evaluate feasibility for greater use of Country Trail Park by youth sports teams and other potential uses including but not limited to disc golf, BMX or free-style bicycle track, or dog park, including construction of a restroom facility. (PRCS & CM)
- SE** 30. Develop a Water Conservation Policy and Implementation Plan to meet mandatory water use restrictions for parks, facilities, and City administered maintenance districts to include turf reduction, changes to the Landscape Design Standards and Guidelines to assist private efforts, and funding recommendations for City activities by September 30, 2015. (PRCS)
- SE 31. Determine if the two existing electronic message signs should be refurbished and if additional signs should be installed with a report to City Council by March 31, 2016. (PRCS & AS)
- SE 32. Evaluate feasibility of adding office space at Arroyo Vista Recreation Center. (PRCS)
- SE 33. Evaluate feasibility of converting a portion of the gated parking at the Police Services Center to public parking. (PRCS, CM & PD)
- NF 34. Expand east parking lot (Lot D) at Arroyo Vista Community Park. (PRCS)

B. 2 to 5 Years

ADMINISTRATIVE SERVICES (AS)

- NF 1. Comprehensive update of City's Classification Plan and Job Descriptions. (AS)

CITY ENGINEER/PUBLIC WORKS (CE/PW)

- SE** 2. Determine feasibility of purchasing existing City street lights and converting them to a more energy efficient lighting source. (CE/PW & F)
- SE 3. Vacate excess street right of way on Laurelhurst Road. (CE/PW)

PARKS, RECREATION AND COMMUNITY SERVICES (PRCS)

- SE 4. Consider options for funding construction and maintenance of a community aquatic facility. (PRCS)
- 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)
- SE 9. Evaluate feasibility of connecting the Moorpark Country Club equestrian staging area and the Meridian Hills equestrian staging area with a loop multi-use trail. (PRCS, CD & CE/PW)

C. 5+ Years

PARKS, RECREATION AND COMMUNITY SERVICES (PRCS)

- NF 1. Expand Arroyo Vista Community Park gym. (PRCS)
- NF 2. Install outdoor fitness equipment at various parks. (PRCS)

V. Reinforce and enhance Moorpark's safe and attractive community character, safeguard its desirable resources and promote community involvement and awareness, and sustainable and Healthy City activities.

A. 0 to 2 Years

ADMINISTRATIVE SERVICES (AS)

- SE 1. Plan and conduct an emergency response exercise with a focus on City staff implementation of the City's Emergency Operations Plan by March 31, 2016. (AS & PD)
- SE 2. Develop initial work to create an electronic inventory to recognize significant contributions to the City by individuals and organizations. (AS)

CITY ENGINEER/PUBLIC WORKS (CE/PW)

- SE 3. Evaluate funding sources for undergrounding of utility lines throughout the City. (CE/PW)
- F** 4. Update City's 1995 Master Drainage Plan and incorporate needed improvements into Capital Improvement Program. (CE/PW & CD)
- F 5. Underground existing electrical lines on north side of Los Angeles Avenue in the vicinity of the Arroyo Simi Bridge by June 30, 2016. (CE/PW)
- SE** 6. 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** 7. Work with owner of Villa Del Arroyo Mobile Home Park to resolve drainage issues. (CE/PW)
- SE 8. Determine feasibility and interest from property owners for a possible property-owner funded sound wall on south side of Los Angeles Avenue (SR 118) between Buttercreek Road and Maureen Lane by December 31, 2016. (CE/PW)

CITY MANAGER (CM)

- F 9. Acquire property and easements for open space purposes to meet City's obligation as part of Sustainability Fee Memorandum of Understanding with County of Ventura by September 30, 2017. (CM & PRCS)

COMMUNITY DEVELOPMENT (CD)

- F** 10. Prepare a comprehensive update of Land Use, OSCAR, and Circulation Elements including environmental documentation 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 including possible designation of Moorpark Avenue (SR 23) between Casey Road and Los Angeles Avenue (SR 118) as an arterial street to the City Council by March 31, 2016. Present OSCAR Element including a Trails Master Plan to City Council by December 31, 2016. Upon adoption of any General Plan Amendments, prepare necessary changes to the Zoning Ordinance to insure conformity and consistency with the General Plan. (CD, PRCS & CE/PW)

- SE 11. Process amendments to City Zoning Ordinance including definitions, non-conforming uses, and overall internal consistency for presentation to the City Council by December 31, 2016. (CD)
- F** 12. Prepare a commercial demand study and submit to City Council by December 31, 2015. (CD & CM)
- F 13. Dispose of applicable former Moorpark Redevelopment Agency owned properties by June 30, 2016. (CD, CM, & F)
- SE 14. Consider ordinance to update smoking restrictions in public places, including electronic cigarette use, and in multi-family residential units by March 31, 2016. (CD & AS)
- SE 15. Consider Zoning Ordinance Amendment to regulate sales of tobacco products including electronic cigarettes. (CD & AS)
- SE 16. Evaluate potential impacts of projects under jurisdiction of other public agencies including Moorpark Desalter Project, Broad Beach Geological Hazards Abatement District, and extensions of quarry operations, and make recommendations for possible City Council action. (CD, CM & CE/PW)

PARKS, RECREATION AND COMMUNITY SERVICES (PRCS)

- SE 17. Develop policies and program guidelines for use of Art in Public Places and Tree and Landscape fees by June 30, 2016. (PRCS & CD)
- NF 18. Install public art on the back side of the Magnolia Park monument sign. (PRCS)
- NF 19. Consider recommendation for location, design and construction of a water spray attraction at a City Park by October 31, 2015. (PRCS)

- F 20. Consider item of public art for Police Services Center by September 30, 2015, and select next location for public art by December 31, 2015. (PRCS)
- NF 21. 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 22. 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** 23. Develop a Tree Master Plan and Maintenance Plan including tree inventory and mapping by June 30, 2016. (PRCS)
- SE 24. Evaluate feasibility of expanding security camera systems to additional locations. (PRCS, AS, CM & PD)
- SE 25. Evaluate options for partial development, sale or continued lease of Buttercreek Park by June 30, 2016. (PRCS & CM)
- SE 26. Evaluate feasibility of constructing park facilities on remnant property west of post office. (PRCS & CM)
- F 27. Upon formal approval of grant funding, complete design and construct multi-use trail and road widening and install outdoor exercise equipment at Arroyo Vista Community Park (AVCP) by June 30, 2016. (PRCS)
- SE 28. Work with Ventura County Fire Protection District to consider siting a fire station in the Campus Park area of the City. (PRCS & CM)
- SE** 29. Develop options for use of 80-acre City owned open space parcel in the Tierra Rejada Valley for consideration by the City Council by June 30, 2016, and develop a Joint Powers Authority with the Mountains Recreation and Conservation Authority (MRCA) to manage the property. (PRCS & CM)
- NF** 30. Develop design plan to refurbish median landscaping and hardscape on Tierra Rejada Road from Spring Road to Los Angeles Avenue, Campus Park Drive from Princeton Avenue to Collins Drive, and Princeton Avenue from Condor Drive to Campus Park Drive including cost estimates, financing, phasing and water conservation measures by December 31, 2015. (PRCS & CE/PW)

B. 2 to 5 Years

CITY ENGINEER/PUBLIC WORKS (CE/PW)

- 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)

COMMUNITY DEVELOPMENT (CD)

- SE** 2. Work with property owners within the unincorporated area on both sides of Los Angeles Avenue to improve west City entry. (CD & CM)
- SE 3. Evaluate feasibility of relocating the Metrolink layover facility and, alternatively, to screen its east, west, and north perimeters. (CD & CE/PW)
- SE** 4. 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)

PARKS, RECREATION AND COMMUNITY SERVICES (PRCS)

- SE 5. Evaluate feasibility of establishing a community garden program including identification of a preferred location. (PRCS)
- NF 6. 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)
- NF 7. 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)

C. 5+ Years

CITY ENGINEER/PUBLIC WORKS (CE/PW)

- NF** 1. Prepare design for extension of Fremont drain north of Los Angeles Avenue. (CE/PW)

PARKS, RECREATION AND COMMUNITY SERVICES (PRCS)

- NF 2. Landscape north side of Poindexter Avenue from Gabbert Road east to vicinity of Chaparral School. (PRCS, CE/PW & CD)
- NF 3. Update Parks and Recreation Master Plan. (PRCS)

M:\CITYMGR\Objectives 2015-2016 and 2016-2017 FINAL-Approved by HCC 2015 0520 - Listed by Dept.doc

Potential Objectives
(Approved by City Council May 20, 2015)

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 funded improvements and operations.
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. Work with U.S. Postal Service and homeowners' associations to relocate group mail boxes to maximize on-street parking.
17. Consider name change for Spring Road from Tierra Rejada Road to Walnut Canyon Road.
18. Install parkway trees on the west side of Spring Road north of Peach Hill Road.
19. Construct raised landscaped median on Collins Drive from Campus Park Drive to University Drive.
20. Consider providing youth employment services in conjunction with existing services in adjacent cities.
21. Evaluate feasibility of using a two-year Budget process.
22. Plant parkway trees on both sides of Princeton Avenue, east of Spring Road.
23. Evaluate feasibility of City serving as authorized agent for commercial / industrial centers to deter after hours / weekend commercial truck parking.
24. Evaluate feasibility of constructing a small lake in a City park.
25. Construct enhanced entry statements at Spring Road and Roberts Street and Spring Road and Second Street.
26. Establish a downtown area farmers' market.
27. Evaluate options for a park ranger program for City parks and open space.
28. Evaluate feasibility of installing raised median on Poindexter Avenue and Gabbert Road south of Poindexter Avenue.
29. Evaluate construction of Lassen Avenue from Park Lane to Moorpark Avenue to create a four-way intersection at Third Street.
30. Evaluate need for traffic signal at Campus Canyon Drive and Collins Drive.

31. In conjunction with Historical Society, develop or modify existing walking tour of Moorpark to promote community's historical, cultural heritage and public art resources.
32. Prepare an Arts Master Plan which shall include guidelines for fine and cultural arts expenditures.
33. Evaluate benefits of participating in a Sister City Program.
34. Evaluate feasibility of modifying certain existing streets to increase landscaping and reduce the amount of asphalt to be maintained.
35. Evaluate benefits of revising current street standards to narrow the street width but not the right-of-way to encourage more landscaping and reduce future pavement maintenance costs.
36. Widen Science Drive at Los Angeles Avenue (SR-118) to provide a dedicated right turn lane.
37. 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.
38. 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.
39. 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.
40. Work with artists and other interested community members in the Moorpark area to form a formal arts organization to support the arts.
41. Develop cost estimate to acquire temporary, collapsible outfield fencing at Arroyo Vista Community Park for one of the softball fields.
42. Evaluate the need for a mural ordinance
43. Fund a City volunteer coordinator position.
44. 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.

45. Evaluate and develop plan to update traffic signal equipment and software programming.
46. Consider citywide prohibition on use of rodenticides.
47. Develop an Employee Development Program.
48. 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.
49. Require electric vehicle charging capability for new homes and businesses.
50. Install monument sign at southwest corner of High Street and Moorpark Avenue for post office and public parking.
51. Evaluate potential uses for APN 513-0-010-225 (formerly referred to as Crawford Canyon) on north side of Princeton Drive including possible trail connection to Moorpark Highlands.
52. Evaluate feasibility of a multi-use trail between Spring Road, Calleguas Water District Pump Station, and Miller Parkway through Tract 4980 / Serenata HOA.
53. Evaluate feasibility of trail from Valley Road to Waterworks District No. 1 offices at Spring Road / Elk Run Loop intersection (will require ability to go under future North Hills Parkway to be constructed by Tract 5130, City Ventures).
54. Evaluate need for traffic signal at Princeton Avenue and Nogales Street.
55. Evaluate options for Bus turn-outs on Los Angeles Avenue (SR118).
56. Evaluate need for ordinance mandating spaying and neutering of dogs and cats.
57. Consider revisions to Education Code and other applicable State laws to recognize differences between City operated libraries and special districts.
58. Evaluate feasibility of trail from connection from College Heights Drive across future SR 23 Alternate Route to Moorpark Highlands' trails.
59. Evaluate feasibility of adding a parking lot at Campus Canyon Park.

60. Evaluate feasibility of a walkway and bike path from Mountain Trail Street (through portion of Moorpark High School) to Arroyo Vista Community Park.
61. Work with Waterworks District No. 1 to screen its maintenance yard from Walnut Canyon area.

M:\CITYMGR\Potential Objectives APPROVED by HCC 2015 0520 - FINAL.doc

Steve Kueny

From: Maureen Benson
Sent: Tuesday, April 19, 2016 4:09 PM
To: Steve Kueny
Subject: Excerpt from 2/3/16 City Council approved minutes for Item 9.C.

- C. Consider Status Report on Mission Statement, Priorities, Goals and Objectives for Fiscal Year 2015/2016 and Fiscal Year 2016/2017. Staff Recommendation: Direct staff as deemed appropriate.

Mr. Kueny gave the staff report.

There were no speakers.

A discussion followed among the Councilmember and staff which focused on: 1) Updates on the Princeton Avenue and Los Angeles Avenue widening projects; Spending Plan in development for using MRA Tax Allocation Bonds for the High Street streetscape and other improvements in the downtown area; Second access to south Metrolink parking lot, Pavement Management System and improvement costs; ADA pedestrian access at the Community Center; Additional parking for the Human Services Center at the Police Services Center; Plans for an emergency response exercise; Arroyo Simi improvements related to FIRM update and El Nino conditions; Sound wall on south side of Los Angeles Avenue between Buttercreek Road and Maureen Lane; General Plan update; Commercial Demand Study; and the Drought Conversion Plan taking precedence over centralized irrigation for City facilities, parkway tree maintenance policy, and Water Conservation Policy and Implementation Plan; 2) Future evaluation of additional permanent or contract staff to assist in meeting more goals and objectives; and 3) Funding potential for the Arts Festival from Art in Public Places Fund.

MOTION: Mayor Parvin moved and Councilmember Van Dam seconded a motion to receive and file the report. The motion carried by unanimous voice vote.