



MOORPARK CITY COUNCIL GOALS FISCAL YEARS 2023/24-2024/25



MOORPARK CITY COUNCIL GOALS

FYs 2023/24-2024/25

GOAL 1: THE Moorpark Quality of Life

The Moorpark Quality of Life is reflected in its welcoming small town feel with easy access to essential amenities and services. Moorpark is a safe, prosperous community that strives to offer all levels of housing choices. People enjoy the network of trails and open spaces that promote healthy living and outdoor recreation. Moorpark is a community that values the well-being and happiness of its residents and strives to maintain its unique charm, history, and livability for current and future residents.

GOAL 2: Strategic Economic Development

Moorpark will develop a local economy that has unique business centers, attracts vested business leaders and visitors, and serves a wide spectrum of shopping, entertainment, and employment needs for its current and future residents, with a continued emphasis on High Street.

GOAL 3: Excellent City Governance

Moorpark is a hallmark of effective governance, as it prioritizes transparent, equitable, and responsible management of the City's resources and services. With a diverse and sustainable workforce, the City ensures that its policies and practices reflect the needs and values of its residents. Through its dedication to excellent, friendly, and personal service, Moorpark has earned the trust and confidence of its residents, and continues to be a model for other cities to follow.



MOORPARK CITY COUNCIL GOALS FYS 2023/24-2024/25

Quality of Life

GOAL 1: THE Moorpark Quality of Life

OBJECTIVES:

- 1.1 Public Safety Model
- 1.2 Mental Health Plan
- 1.3 Inclusionary Housing Policy
- 1.4 Housing Trust Fund Development
- 1.5 Parks and Recreation Master Plan Update
- 1.6 New Moorpark City Library
- 1.7 Arroyo Simi Trail Master Plan
- 1.8 Campus Canyon Open Space
- 1.9 Tierra Rejada Inclusive Playground and Public Art Installation
- 1.10 Pilot MCT On Demand Evaluation
- 1.11 Princeton Avenue Improvement Project



MOORPARK CITY COUNCIL GOALS FYS 2023/24-2024/25

Economic Development

GOAL 2: Strategic Economic Development

OBJECTIVES:

- 2.1 Economic Development Strategy
- 2.2 Business Engagement and Outreach
- 2.3 Downtown Specific Plan
- 2.4 Annual State of the City Event
- 2.5 Mural Creation and Installation Policy
- 2.6 Arroyo Vista Recreation Center Feasibility Study
- 2.7 High Street Streetscape Improvement Project



MOORPARK CITY COUNCIL GOALS FYS 2023/24-2024/25

Governance

GOAL 3: Excellent City Governance

OBJECTIVES:

- 3.1 City Website Update
- 3.2 Energov Deployment
- 3.3 City Council Engagement in Legislative Affairs
- 3.4 Employee Attraction and Retention
- 3.5 Financial Sustainability
- 3.6 Cost Allocation Plan
- 3.7 Building and Safety Contract
- 3.8 Surplus Land Act Process
- 3.9 New City Hall Tenant Improvements and Move
- 3.10 Moorpark Teen Engagement Study and Teen Council Evaluation
- 3.11 Emergency Preparedness Outreach and Evacuation Plan
- 3.12 Citywide Pavement Management Program