

CITY OF MOORPARK

Strategies, Goals, and Objectives

FY 2019/20 and FY 2020/21

(Approved by City Council July 17, 2019)



CITY COUNCIL STRATEGIC PRIORITIES 2019-2021

Quality of Life

Life can be this good

STRATEGY

Enhance Quality of Life for Moorpark Residents.



GOAL 1

Facilitate development of housing options for all income levels.

GOAL 2

Implement "smart city" strategies.

GOAL 3

Enhance public safety resources.

OBJECTIVES

- Present for Council consideration General Plan Amendment of land use element and accompanying entitlements for:
 - ▶ Chiu and Kozar/Grand Moorpark/Sky Line 66.
 - ▶ Rasmussen and Sunbelt Specific Plan.
 - ▶ Specific Plan No. 1 Hitch Ranch.

OBJECTIVES

- Conduct a study of commercial broadband, identify current and needed infrastructure, and determine funding needs and other actions to achieve desired level of commercial broadband in the City.
- Develop a list of short-term "smart city" projects for City Council review.
- Complete purchase of and convert streetlights to be more energy efficient.

OBJECTIVES

- Evaluate feasibility of expanding security camera systems to additional locations.
- Evaluate current police resources and present options for increased police resources through contract with Ventura County Sheriff.
- Partner with CHP and other public safety agencies to conduct at least 4 DUI checkpoints to educate public and reduce DUI related accidents.



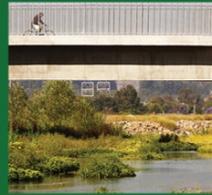
CITY COUNCIL STRATEGIC PRIORITIES 2019-2021

Quality of Life

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STRATEGY

Enhance Quality of Life for Moorpark Residents.



GOAL 4

Promote community engagement and Healthy City activities.

OBJECTIVES

- Update Parks, Recreation, and Community Services Master Plan.
- Develop a Youth Master Plan in collaboration with MUSD and Boys & Girls Club.
- Evaluate feasibility of constructing an improved bike path on the north bank of the Arroyo Simi, from the pedestrian bridge at Arroyo Vista Community Park to the east side of Spring Rd.

GOAL 5

Enhance municipal service delivery through proper maintenance and improvement of City facilities and programs.

OBJECTIVES

- Complete south Metrolink parking lot and renovate and expand the existing north parking lot to the west.
- Prepare an updated Pavement Management System and associated projections for maintenance and improvement costs.
- Seek grant funding for installation of universally accessible play equipment.



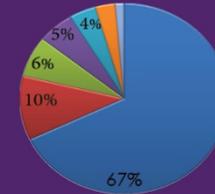
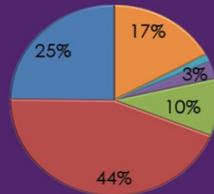
CITY COUNCIL STRATEGIC PRIORITIES 2019-2021

Financial Sustainability

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STRATEGY

Enhance Long-term Financial Stability.



GOAL 1

Emphasize attraction of job-rich employers and businesses with high point-of-sale figures.

GOAL 2

Identify and deploy feasible revenue enhancement strategies.

GOAL 3

Enhance long-term financial sustainability.

GOAL 4

Reduce costs through efficiencies.

OBJECTIVES

- Survey residents to determine the types of businesses and services desired by the community.
- Develop an outreach and marketing strategy to promote the City and attract point-of-sale businesses based on resident preferences.

OBJECTIVES

- Develop spending plan for use of former Redevelopment Agency Tax Allocation Bonds.
- Identify residents' priorities for City services and recommend feasible strategies to enhance service priorities.

OBJECTIVES

- Evaluate benefits and impacts of a 2-year budget and make recommendation to City Council.

OBJECTIVES

- Implement Tyler Executime software to improve time/attendance processes, automate payroll data entry, and streamline job costing to developer and City CIPs.
- Update City purchasing ordinance to include procurement standards.
- Develop inventory of landscape assessment districts' facilities maintenance/replacement schedules to improve levy calculation and capital reserve funding.



CITY COUNCIL STRATEGIC PRIORITIES 2019-2021

Economic Development

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STRATEGY

Enhance the City's Economic Development Program.



GOAL 1

Reinvigorate High Street.

GOAL 2

Attract and assist with retention for sustainable businesses Citywide, including Smart City and other strategies.

GOAL 3

Evaluate and deploy tools for adaptive reuse of vacant and existing underutilized sites with property owners.

GOAL 4

Enhance residential and governmental uses.

OBJECTIVES

- Modify the approved High Street Streetscape Plan. Develop Phasing Plan and construct selected portions of the High Street Streetscape Plan, including traffic calming devices, decorative painting, landscaping, and metal trellis (public art) in the Metrolink parking lot.

OBJECTIVES

- Offer mobile merchant payment services during Recreation events.
- Develop short list of potential Smart City items to assist with sustainable business retention.

OBJECTIVES

- Dispose of applicable former Redevelopment owned properties.
- Prepare comprehensive update of all General Plan elements, include Trails Master plan.
- Evaluate options for partial development, sale, or continued lease of Buttercreek Park.
- Develop program to encourage new multi- and single-family housing projects on underutilized residential and commercial sites within the City.

OBJECTIVES

- Develop policies and program guidelines for Art in Public Places and Tree and Landscape fees.
- Make recommendation for location, design, and construction of water spray feature at a City park.
- Develop conceptual design for new City Hall and Library including Civic Center Master Plan.
- Develop City "App" to connect with residents.



CITY COUNCIL STRATEGIC PRIORITIES 2019-2021

Improve Mobility

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STRATEGY

Improve Mobility through Transportation and Transit Improvements Citywide.



GOAL 1

Build and maintain strong relationships with partner agencies and state and regional legislators.

OBJECTIVES

- Evaluate use of protected/ permissive left turn and flashing yellow left turn traffic signals.
- Complete design and right-of-way acquisition for east side of Spring Rd. widening project.

GOAL 2

Enhance trail, bicycle, and pedestrian facilities.

OBJECTIVES

- Evaluate feasibility of connecting Moorpark Country Club equestrian staging area and Meridian Hills staging area with multi-use loop trail.
- Determine feasibility of constructing a sidewalk on Arroyo Dr. from Collins Dr. to eastern city limits with Simi Valley.
- Develop a trail linkage between City and Happy Camp Regional Park.

GOAL 3

Identify key improvements and infrastructure needed to attain desired levels of service.

OBJECTIVES

- Commence Princeton Ave. improvement project activity.
- Complete design and right-of-way to widen LA Ave. between Spring Rd. and Moorpark Ave.
- Obtain Caltrans approval for raised median on LA Ave. from Spring Rd. to SR 23.
- Realign intersections of Poindexter Ave./First St. at Moorpark Ave. (SR 23) and High St. at Moorpark Ave. from approx. Charles St.

GOAL 4

Address truck traffic/safety.

OBJECTIVES

- Work with VCTC, CHP, and County to site two replacement truck scale facilities west of the City.
- Develop plan to update traffic signal controller equipment and software.
- Conduct special enforcement of truck/vehicle safety along LA Ave. to educate commercial drivers on unsafe conditions of tractor trailers coming through the City.



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CITY COUNCIL STRATEGIC PRIORITIES 2019-2021

Environmental Stewardship

STRATEGY

Continue Environmental Protections and Stewardship Efforts.



GOAL 1

Conserve and enhance natural resources, open space, and greenbelt areas.

GOAL 2

Promote sustainability, environmental protection, and flood control capabilities through City efforts and strategic partnerships.

OBJECTIVES

- Develop a policy for parkway tree maintenance on residential streets and guidelines for all tree removals administered by City.
- Develop options for use of 80-acre City-owned open space parcel in the Tierra Rejada Valley.
- Develop rules for use of Country Club Estates and Meridian Hills equestrian staging areas.

OBJECTIVES

- Update City's 1995 Master Drainage Plan and incorporate improvements into Capital Improvement Program.
- Develop a Tree Master Plan and Maintenance Plan including tree inventory and mapping.
- Develop an Integrated Pest Management Plan for City landscape operations.



CITY COUNCIL STRATEGIC PRIORITIES 2019-2021

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Operations and Internal Services

STRATEGY

Improve Governmental Operations and Internal Services.



GOAL 1

Evaluate and improve internal infrastructure to facilitate efficient service delivery.

GOAL 2

Implement employee development and succession planning programs.

GOAL 3

Evaluate operations/ programs and buildings/ facilities to maximize operational efficiency.

OBJECTIVES

- Complete City website redesign with more online services, improved video archive interface, consistency with ADA requirements, and best practices for municipal websites.
- Present update of Personnel Rules to City Council.
- Conduct Organization and Management Study of Community Development Dept. to review and analyze the development process.

OBJECTIVES

- Evaluate training and development gaps among employees and develop annual training schedules.
- Complete succession plan for organization.

OBJECTIVES

- Develop plan to update the Moorpark Municipal Code.
- Evaluate feasibility and develop conceptual plan to expand Arroyo Vista Recreation Center (AVRC).
- Determine feasibility of leasing SCE property adjacent to AVRC for parking and provide recreational uses.
- Evaluate options for re-use of City Hall Administration Building.