

# THE NCS™

## The National Community Survey™

### Moorpark, CA

*Community Livability Report  
2020*



POWERED BY POLCO

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# About The NCS™

The National Community Survey™ (The NCS™) report is about the “livability” of Moorpark. The phrase “livable community” is used here to evoke a place that is not simply habitable, but that is desirable. It is not only where people do live, but where they want to live.

Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. The NCS captures residents’ opinions considering ten central facets of a community:

- Economy
- Mobility
- Community Design
- Utilities
- Safety
- Natural Environment
- Parks and Recreation
- Health and Wellness
- Education, Arts and Culture
- Inclusivity and Engagement



The Community Livability Report provides the opinions of a representative sample of 501 residents of the City of Moorpark. The margin of error around any reported percentage is 4% for all respondents and the response rate for the 2020 survey was 19%. The full description of methods used to garner these opinions can be found in the *Technical Appendices* provided under separate cover.

# Overview of Results

## **Moorpark is a great place to live, especially for families.**

Community members positively evaluated aspects of the quality of life in Moorpark, particularly those pertaining to families. Almost all respondents rated Moorpark as an excellent or good place to raise children, while around 8 in 10 gave high marks to the overall sense of community. Both of these ratings were above the national benchmark comparisons. K-12 is another area where Moorpark performed strongly, with about 80% of respondents giving it high marks. Similarly, 8 in 10 community members indicated Moorpark had well-designed neighborhoods while almost all positively rated the overall feeling of safety in the city. These ratings surpassed those in comparison communities.

## **The Economy may be an area of opportunity for Moorpark.**

Residents gave ratings for a number of Moorpark's economic indicators that were lower than both the national and peer community averages. Less than one-quarter of respondents gave vibrancy of downtown/commercial area and employment opportunities favorable marks while around 3 in 10 assessed overall economic development, shopping opportunities, as excellent or good. Moorpark's overall economic health and the city as a place to visit or work were also identified as areas of opportunity, with around 40% of residents positively rating these aspects. However, despite the overall lower economic outlooks, 95% of respondents expressed strong support for investment in amenities like more dining opportunities, and more small, independent, or locally owned businesses.

The reported rates of residents feeling pessimistic about the overall economic state of Moorpark was more severe than the national average, but it is important to consider the possible impacts of the COVID-19 crisis. It is possible that Moorpark residents will feel more hopeful about the city's economic outlooks in the coming years. Please note that the national benchmarks are based on averages of pre-and post-COVID-19 assessments.

## **The Natural Environment is appreciated by residents, though water resources could be a future area of focus.**

About 9 in 10 residents expressed either support for the City investing in more sidewalks and pedestrian walkways, as well as more trails or greenways. Seven in 10 residents rated Moorpark's open space as excellent or good, while about 80% gave the cleanliness of the city, the air quality and yard-waste pick up similarly strong marks. In addition, the preservation of natural areas received 80% positive ratings, putting the city above both the national and custom benchmarks in the latter category. However, despite the overwhelming positive natural environment ratings, only about one-third gave positive marks to water resources, which could indicate a possible area of opportunity for Moorpark.

## Ease of Mobility contributes to the overall quality of life in Moorpark.

About 6 in 10 community members rated the ease of travel by public transportation as excellent or good in Moorpark, while about 8 in 10 favorably rated public parking, street cleaning, and street lighting. These ratings were all higher than national averages. In addition, about 7 in 10 residents supported extended transportation services like new or expanded bus routes, more frequent bus services for existing routes, rideshare programs with Uber/Lyft, and more park-n-rides for access to public transportation. Further, 80% of residents responded positively to the idea of more rail options in the City.

While community members rated public transportation services in Moorpark extraordinarily well, less than one-quarter indicated they had used bus, rail, subway, or other public transportation instead of driving in the last 12 months. An important consideration when assessing this score is the impact of the COVID-19 pandemic on people's willingness and need to use public transportation. The global pandemic has dually necessitated social distancing practices when available, as well as resulted in more people working from home. The aforementioned factors may be why Moorpark fell below the national average. It is possible that more residents' will use public transportation services in the coming years as the COVID-19 virus is brought under control.

### Legend

↑↑ Much higher    ↑ Higher    ↔ Similar    ↓ Lower    ↓↓ Much lower    \* Not available

# Facets of Livability

Ratings of importance were compared to ratings of quality to help guide City staff and officials with decisions on future resource allocation and strategic planning areas. When competition for limited resources demands that efficiencies or cutbacks be instituted, it is wise not only to know what facets are deemed most important to residents' quality of life, but which among the most important are perceived to be of relatively lower quality in your community. It is these facets of community livability – more important facets perceived as being of lower quality – to which attention needs to be paid first.

		QUALITY		
		LOWER	SIMILAR	HIGHER
IMPORTANCE	HIGHER	<ul style="list-style-type: none"> <li>• Economy</li> </ul>		
	SIMILAR		<ul style="list-style-type: none"> <li>• Community Design</li> <li>• Utilities</li> <li>• Natural Environment</li> <li>• Parks and Recreation</li> <li>• Health and Wellness</li> <li>• Education, Arts and Culture</li> </ul>	<ul style="list-style-type: none"> <li>• Safety</li> </ul>
	LOWER		<ul style="list-style-type: none"> <li>• Mobility</li> <li>• Inclusivity and Engagement</li> </ul>	

**Legend**

↑↑ Much higher    ↑ Higher    ↔ Similar    ↓ Lower    ↓↓ Much lower    \* Not available

**FIGURE 1: QUALITY OF FACETS OF LIVABILITY- SUMMARY**

Percent excellent or good	Comparison to benchmark	2020 rating
Overall economic health of Moorpark	↓	47%
Overall quality of the transportation system in Moorpark	↔	60%
Overall design or layout of Moorpark's residential and commercial areas	↔	69%
Overall quality of the utility infrastructure in Moorpark	↔	78%
Overall feeling of safety in Moorpark	↑	96%
Overall quality of natural environment in Moorpark	↔	89%
Overall quality of parks and recreation opportunities	↔	88%
Overall health and wellness opportunities in Moorpark	↔	76%
Overall opportunities for education, culture, and the arts	↔	62%
Residents' connection and engagement with their community	↔	66%

**FIGURE 2: IMPORTANCE OF FACETS OF LIVABILITY- SUMMARY**

Percent essential or very important	Comparison to benchmark	2020 rating
Overall economic health of Moorpark	↑	92%
Overall quality of the transportation system in Moorpark	↓	64%
Overall design or layout of Moorpark's residential and commercial areas	↔	76%
Overall quality of the utility infrastructure in Moorpark	↔	80%
Overall feeling of safety in Moorpark	↔	91%
Overall quality of natural environment in Moorpark	↔	85%
Overall quality of parks and recreation opportunities	↔	80%
Overall health and wellness opportunities in Moorpark	↔	76%
Overall opportunities for education, culture, and the arts	↔	71%
Residents' connection and engagement with their community	↓	71%

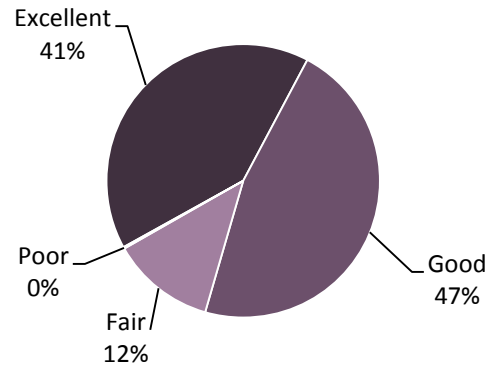
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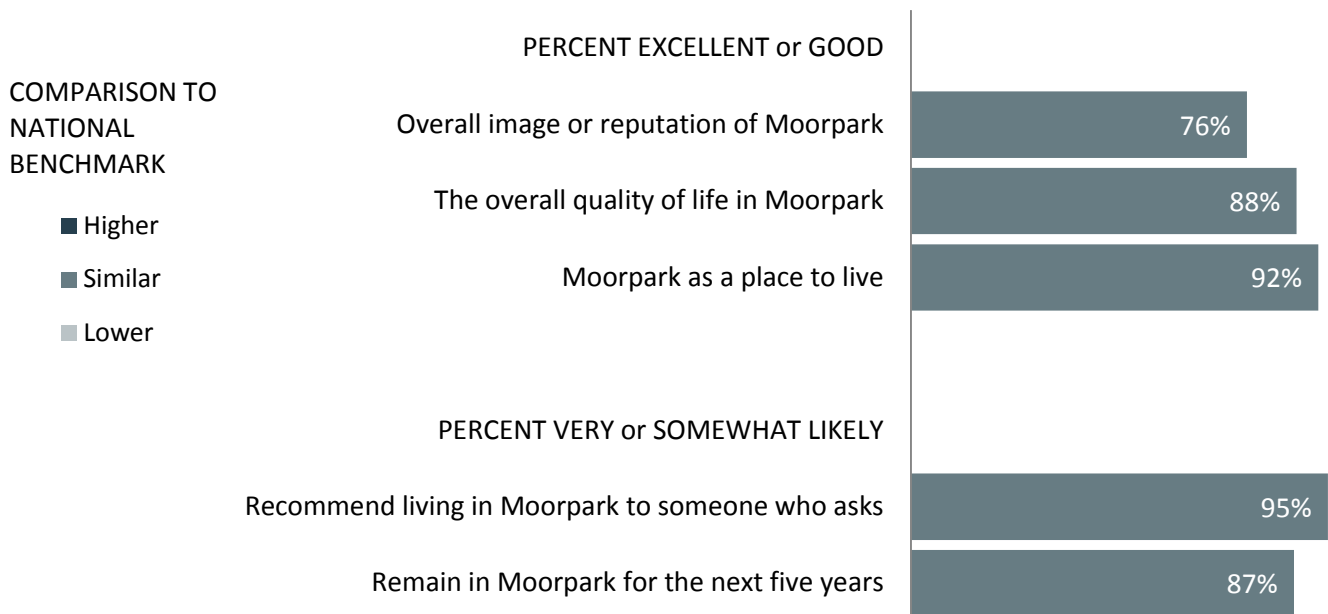
# Quality of Life

*Measuring community livability starts with assessing the quality of life of those who live there, and ensuring that the community is attractive, accessible, and welcoming to all.*

## OVERALL QUALITY OF LIFE IN MOORPARK



**FIGURE 3: QUALITY OF LIFE IN MOORPARK**



**FIGURE 4: QUALITY OF LIFE IN MOORPARK - SUMMARY**

Percent excellent or good	Comparison to benchmark	2020 rating
Overall image or reputation of Moorpark	↔	76%
The overall quality of life in Moorpark	↔	88%
Moorpark as a place to live	↔	92%

**FIGURE 5: RECOMMEND MOORPARK - SUMMARY**

Percent very or somewhat likely	Comparison to benchmark	2020 rating
Recommend living in Moorpark to someone who asks	↔	95%
Remain in Moorpark for the next five years	↔	87%

**Legend**

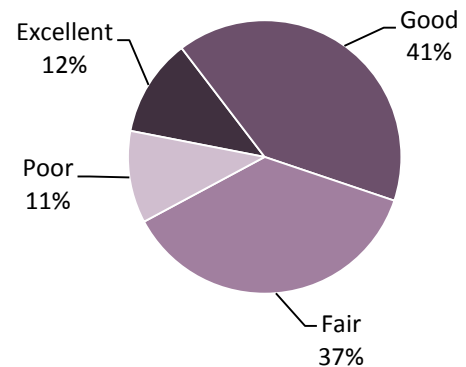
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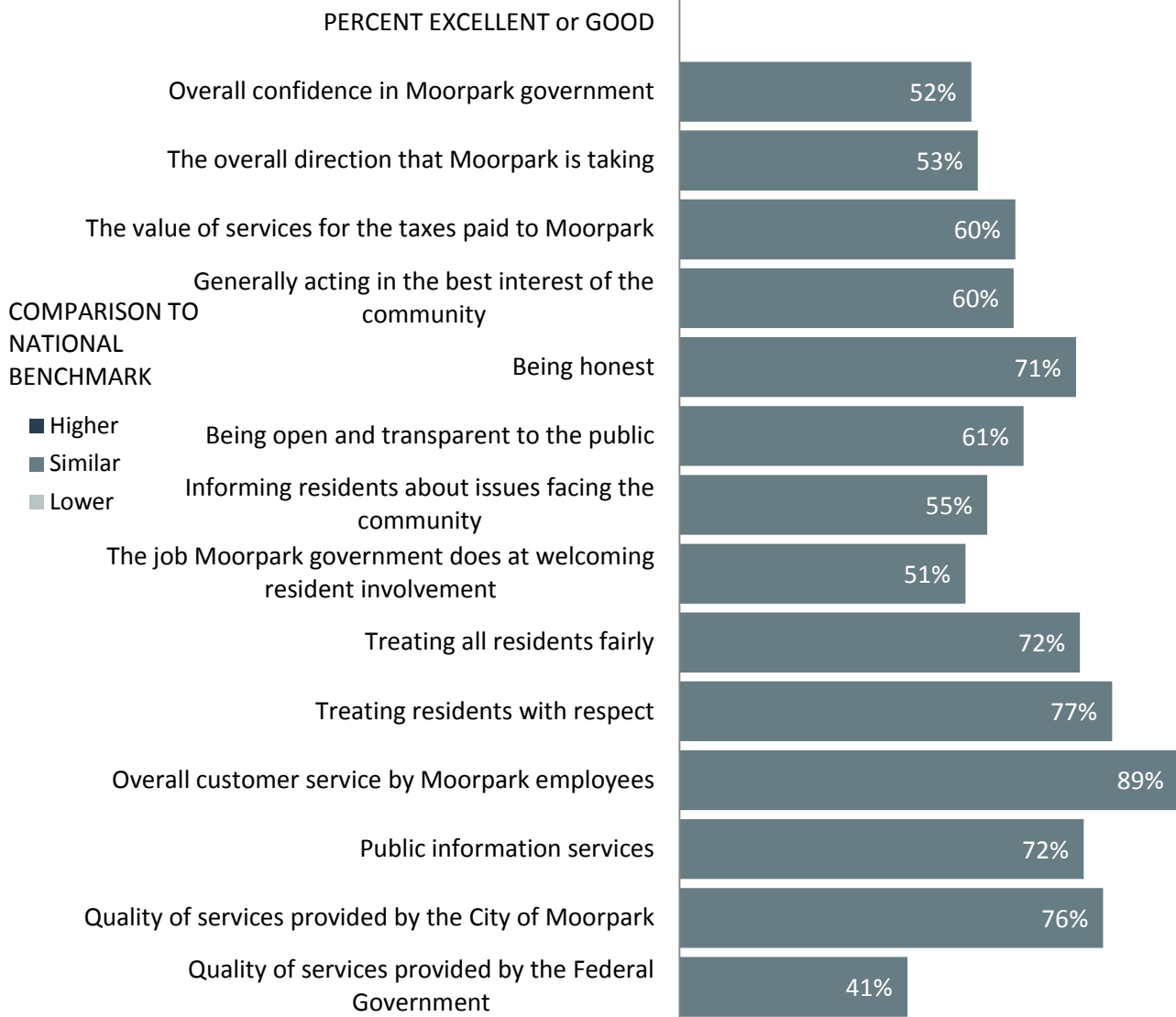
# Governance

*Strong local governments produce results that meet the needs of residents while making the best use of available resources, and are responsive to the present and future needs of the community as a whole.*

## OVERALL CONFIDENCE IN MOORPARK GOVERNMENT



**FIGURE 6: GOVERNMENT PERFORMANCE AND SERVICES**



**FIGURE 7: GOVERNMENT PERFORMANCE AND SERVICES - SUMMARY**

Percent excellent or good	Comparison to benchmark	2020 rating
Overall confidence in Moorpark government	↔	52%
The overall direction that Moorpark is taking	↔	53%
The value of services for the taxes paid to Moorpark	↔	60%
Generally acting in the best interest of the community	↔	60%
Being honest	↔	71%
Being open and transparent to the public	↔	61%
Informing residents about issues facing the community	↔	55%
The job Moorpark government does at welcoming resident involvement	↔	51%
Treating all residents fairly	↔	72%
Treating residents with respect	↔	77%
Overall customer service by Moorpark employees	↔	89%
Public information services	↔	72%
Quality of services provided by the City of Moorpark	↔	76%
Quality of services provided by the Federal Government	↔	41%

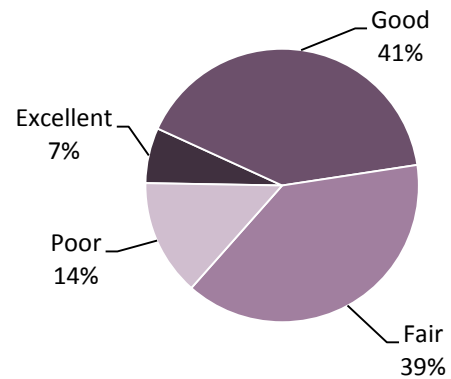
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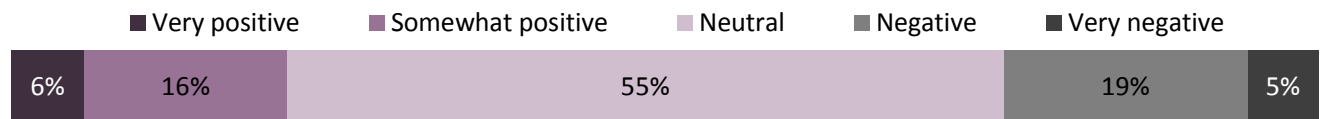
# Economy

*Local governments work together with private and nonprofit businesses, and with the community at large, to foster sustainable growth, create jobs, and promote a thriving local economy.*

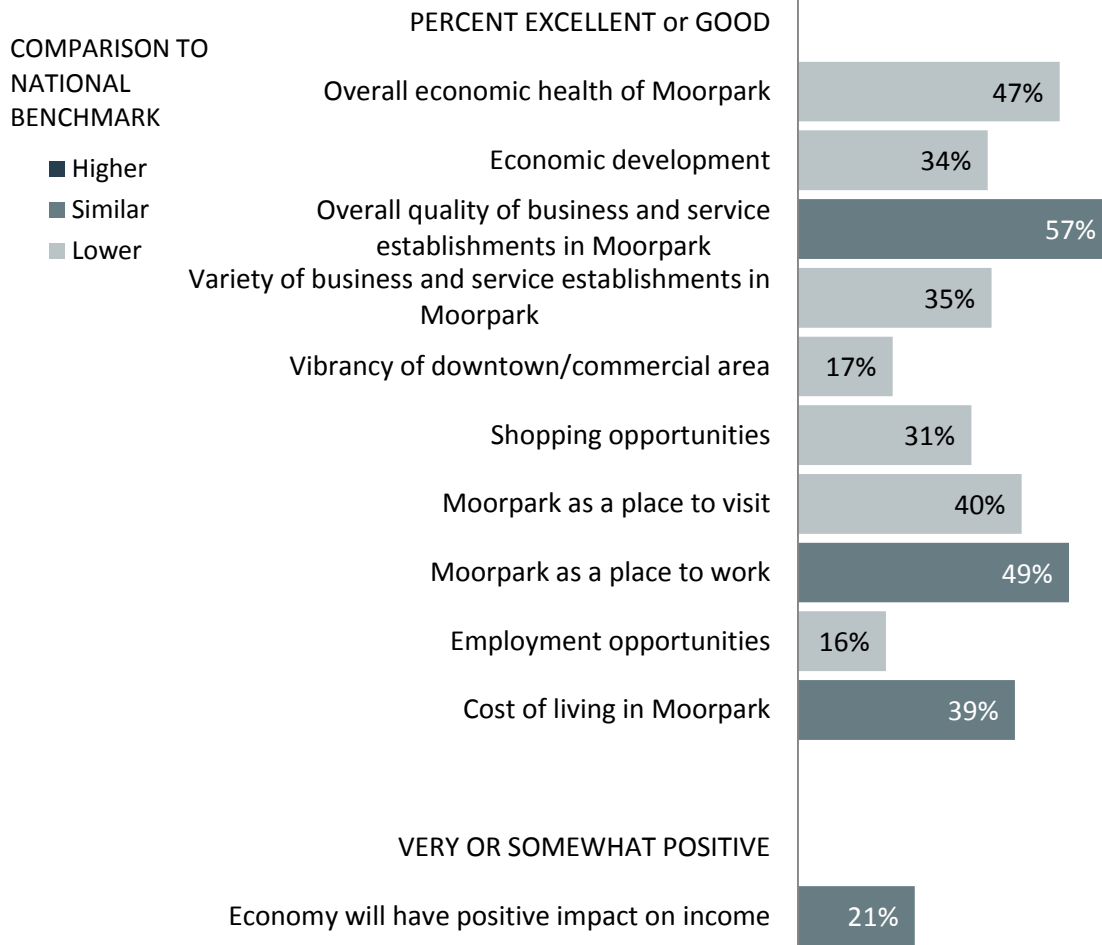
## OVERALL ECONOMIC HEALTH OF MOORPARK



*What impact, if any, do you think the economy will have on your family income in the next 6 months?*



**FIGURE 8: ECONOMIC HEALTH**



**FIGURE 9: ECONOMIC HEALTH - SUMMARY**

Percent excellent or good	Comparison to benchmark	2020 rating
Overall economic health of Moorpark	↓	47%
Economic development	↓	34%
Overall quality of business and service establishments in Moorpark	↔	57%
Variety of business and service establishments in Moorpark	↓	35%
Vibrancy of downtown/commercial area	↓↓	17%
Shopping opportunities	↓	31%
Moorpark as a place to visit	↓	40%
Moorpark as a place to work	↔	49%
Employment opportunities	↓	16%
Cost of living in Moorpark	↔	39%

**FIGURE 10: ECONOMIC IMPACT - SUMMARY**

Percent very or somewhat positive	Comparison to benchmark	2020 rating
Economy will have positive impact on income	↔	21%

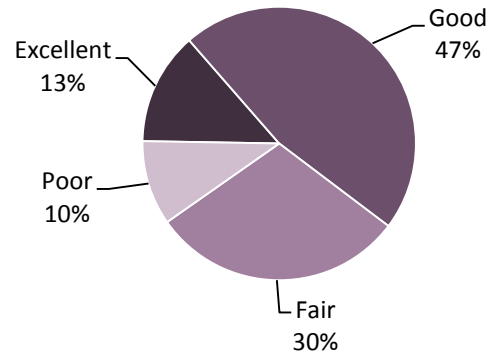
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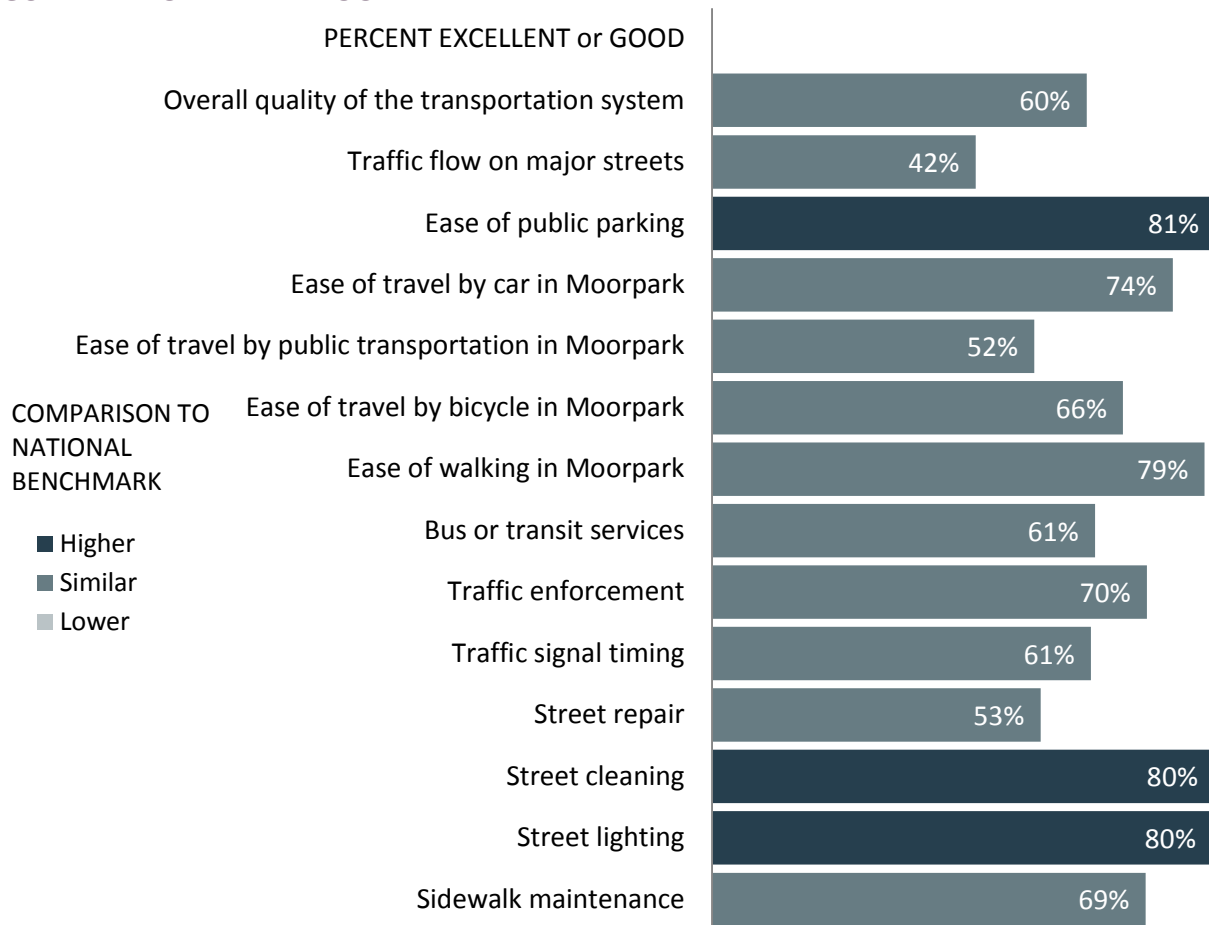
# Mobility

*The ease with which residents can move about their communities, whether for commuting, leisure, or recreation, plays a major role in the quality of life for all who live, work and play in the community.*

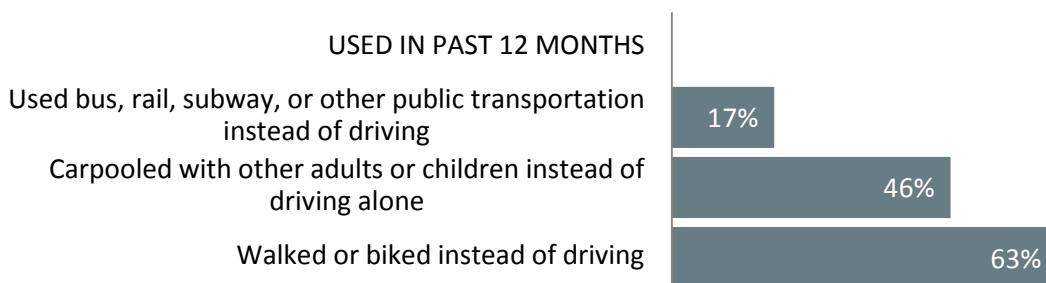
## OVERALL QUALITY OF THE TRANSPORTATION SYSTEM IN MOORPARK



**FIGURE 11: MOBILITY IN MOORPARK**



**FIGURE 12: USE OF ALTERNATIVE TRANSPORTATION MODES**



**FIGURE 13: MOBILITY IN MOORPARK - SUMMARY**

Percent excellent or good	Comparison to benchmark	2020 rating
Overall quality of the transportation system in Moorpark	↔	60%
Traffic flow on major streets	↔	42%
Ease of travel by car in Moorpark	↔	74%
Ease of travel by public transportation in Moorpark	↔	52%
Ease of travel by bicycle in Moorpark	↔	66%
Ease of walking in Moorpark	↔	79%
Ease of public parking	↑	81%
Bus or transit services	↔	61%
Traffic enforcement	↔	70%
Traffic signal timing	↔	61%
Street repair	↔	53%
Street cleaning	↑	80%
Street lighting	↑	80%
Sidewalk maintenance	↔	69%

**FIGURE 14: USE OF ALTERNATIVE TRANSPORTATION MODES - SUMMARY**

Percent who did this in past 12 months	Comparison to benchmark	2020 rating
Used bus, rail, subway, or other public transportation instead of driving	↔	17%
Carpooled with other adults or children instead of driving alone	↔	46%
Walked or biked instead of driving	↔	63%

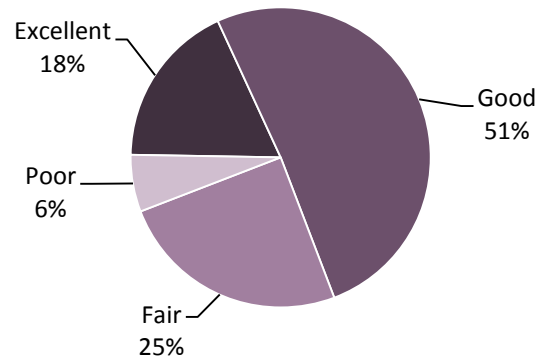
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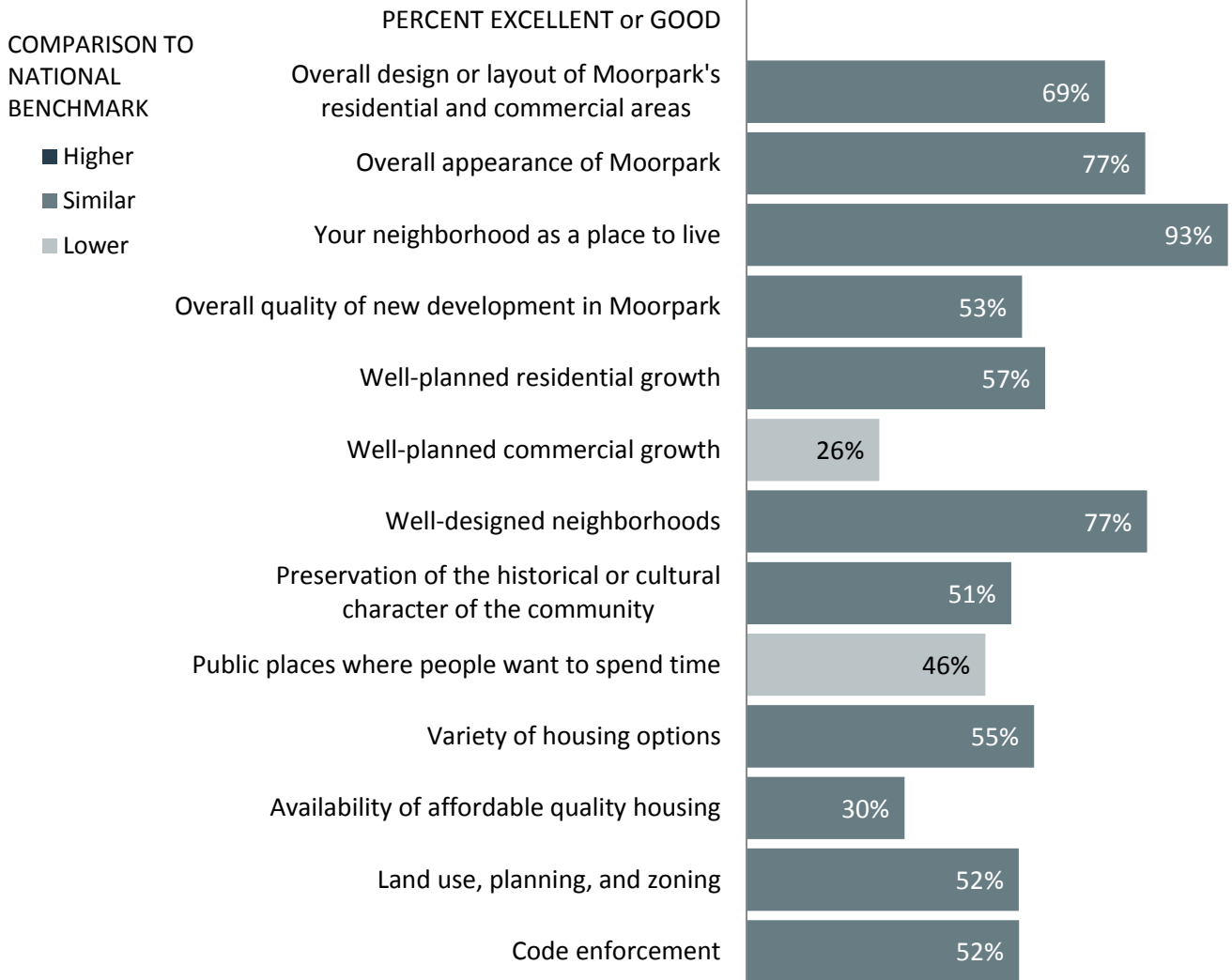
# Community Design

*A well-designed community enhances the quality of life for its residents by encouraging smart land use and zoning, ensuring that affordable housing is accessible to all, and providing access to parks and other green spaces.*

**OVERALL DESIGN OR LAYOUT OF MOORPARK'S RESIDENTIAL AND COMMERCIAL AREAS**



**FIGURE 15: COMMUNITY DESIGN**



**FIGURE 16: COMMUNITY DESIGN - SUMMARY**

Percent excellent or good	Comparison to benchmark	2020 rating
Overall design or layout of Moorpark's residential and commercial areas	↔	69%
Overall appearance of Moorpark	↔	77%
Your neighborhood as a place to live	↔	93%
Overall quality of new development in Moorpark	↔	53%
Well-planned residential growth	↔	57%
Well-planned commercial growth	↓	26%
Well-designed neighborhoods	↔	77%
Preservation of the historical or cultural character of the community	↔	51%
Public places where people want to spend time	↓	46%
Variety of housing options	↔	55%
Availability of affordable quality housing	↔	30%
Land use, planning, and zoning	↔	52%
Code enforcement	↔	52%

**Legend**

↑↑ Much higher    ↑ Higher    ↔ Similar    ↓ Lower    ↓↓ Much lower    \* Not available



# Utilities

Services such as water, gas, electricity, and internet access play a vital role in ensuring the physical and economic health and well-being of the communities they serve.

## OVERALL QUALITY OF THE UTILITY INFRASTRUCTURE IN MOORPARK

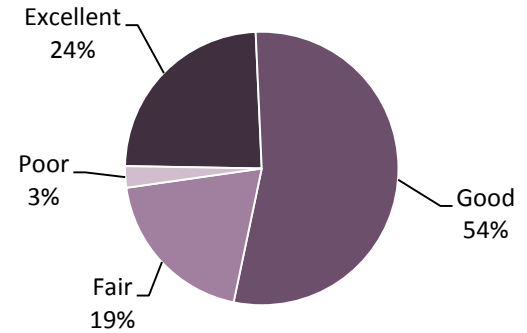


FIGURE 17: UTILITES

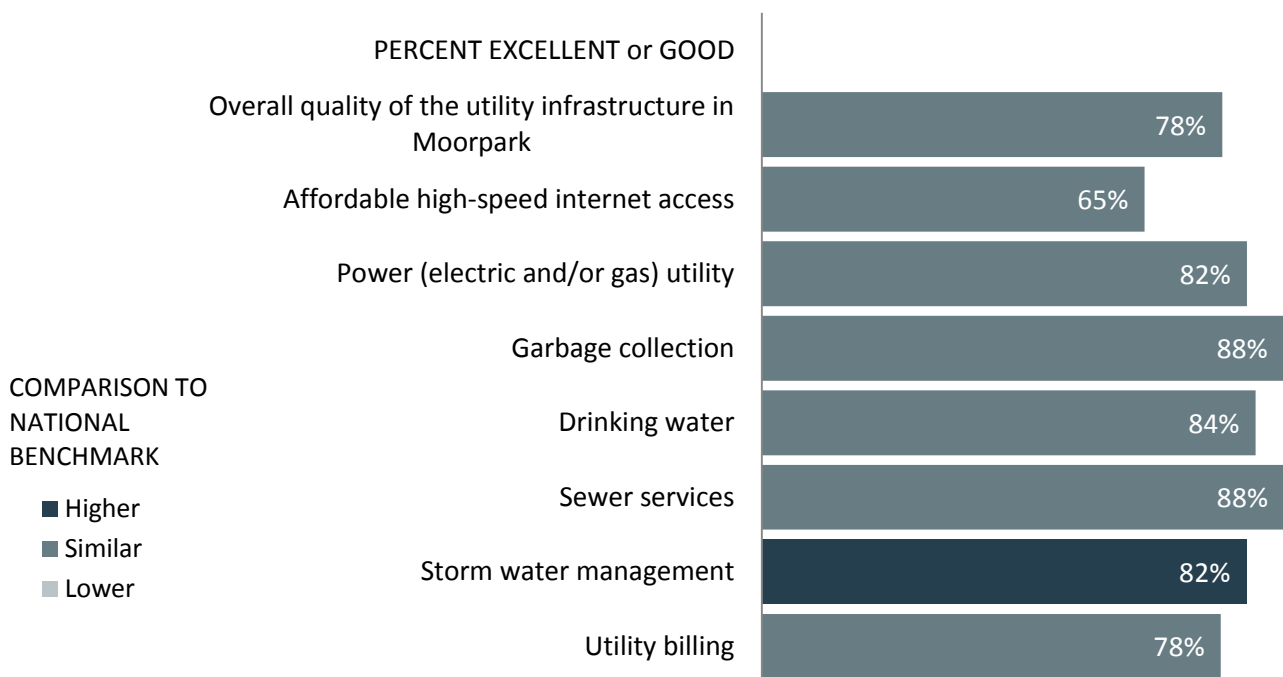


FIGURE 18: UTILITES - SUMMARY

Percent excellent or good	Comparison to benchmark	2020 rating
Overall quality of the utility infrastructure in Moorpark	↔	78%
Affordable high-speed internet access	↔	65%
Power (electric and/or gas) utility	↔	82%
Garbage collection	↔	88%
Drinking water	↔	84%
Sewer services	↔	88%
Storm water management	↑	82%
Utility billing	↔	78%

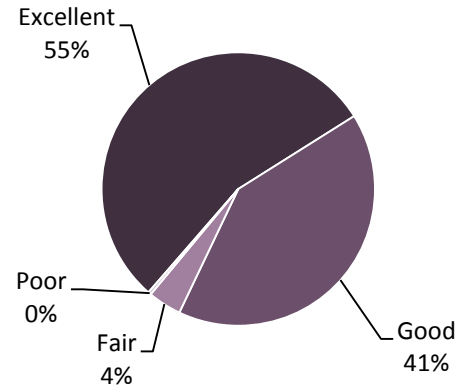
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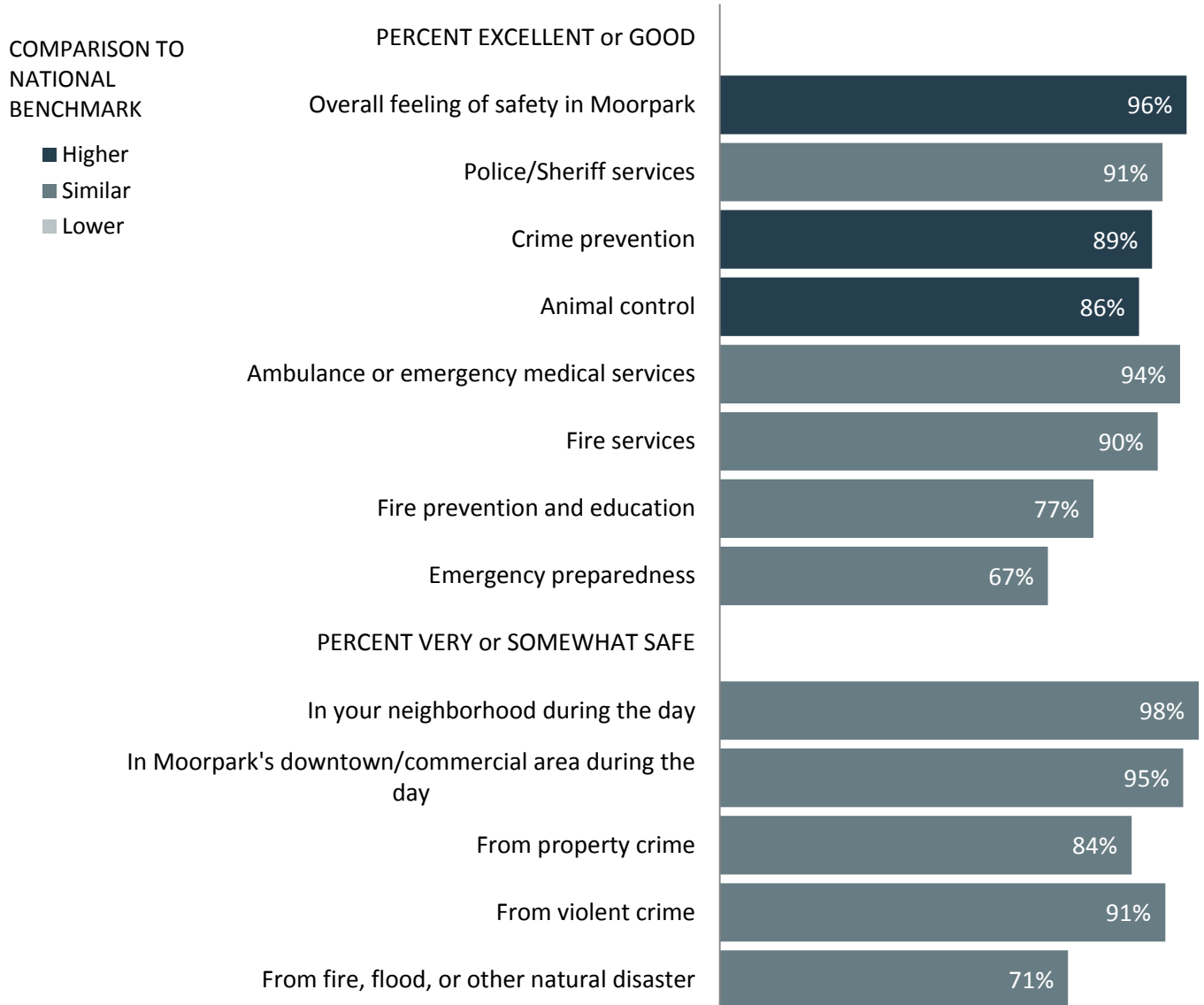
# Safety

*Public safety is often the most important task facing local governments. All residents should feel safe and secure in their neighborhoods and in the greater community, and providing robust Safety-related services is essential to residents' quality of life.*

**OVERALL FEELING OF SAFETY IN MOORPARK**



**FIGURE 19: SAFETY IN MOORPARK**



**FIGURE 20: SAFETY-RELATED SERVICES - SUMMARY**

Percent excellent or good	Comparison to benchmark	2020 rating
Overall feeling of safety in Moorpark	↑	96%
Police/Sheriff services	↔	91%
Crime prevention	↑	89%
Animal control	↑	86%
Ambulance or emergency medical services	↔	94%
Fire services	↔	90%
Fire prevention and education	↔	77%
Emergency preparedness	↔	67%

**FIGURE 21: FEELINGS OF SAFETY- SUMMARY**

Percent who feel very or somewhat safe	Comparison to benchmark	2020 rating
In your neighborhood during the day	↔	98%
In Moorpark's downtown/commercial area during the day	↔	95%
From property crime	↔	84%
From violent crime	↔	91%
From fire, flood, or other natural disaster	↔	71%

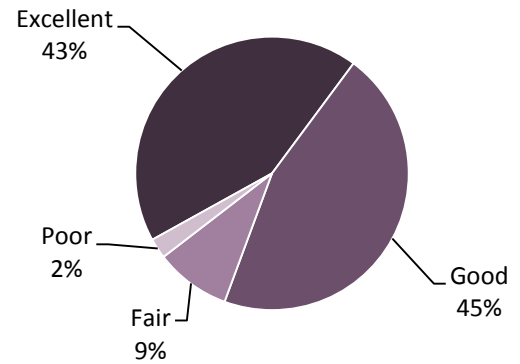
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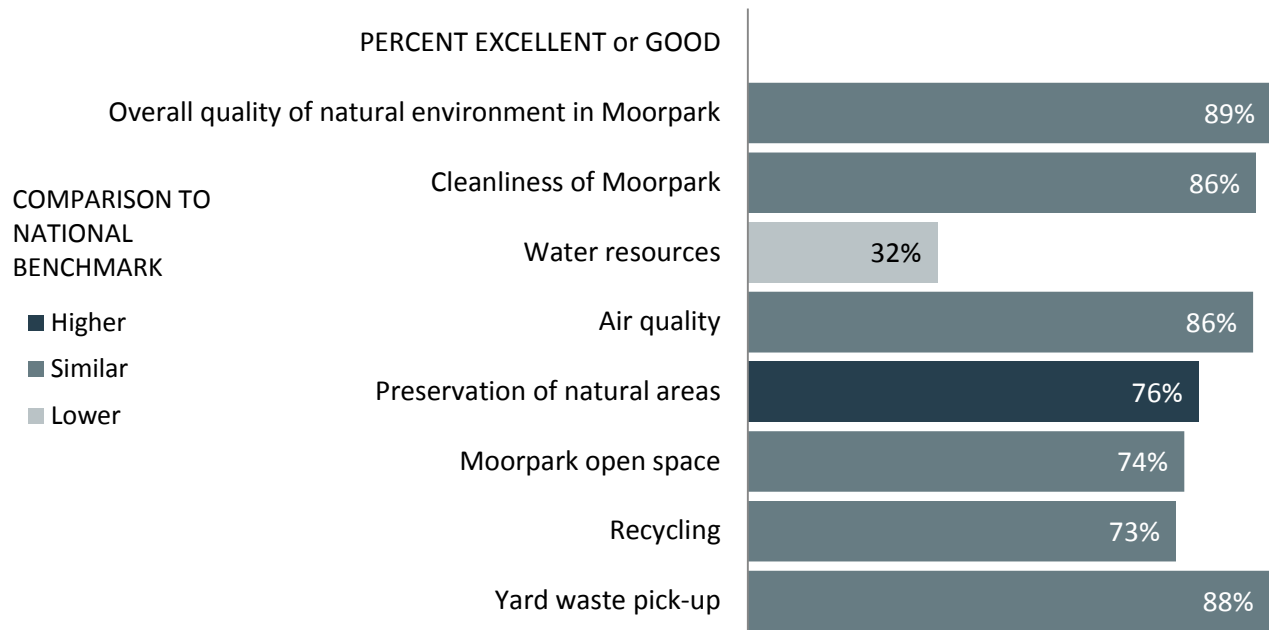
# Natural Environment

*The natural environment plays a vital role in the health and well-being of residents. The natural spaces in which residents live and experience their communities has a direct and profound effect on quality of life.*

## OVERALL QUALITY OF NATURAL ENVIRONMENT IN MOORPARK



**FIGURE 22: NATURAL ENVIRONMENT**



**FIGURE 23: NATURAL ENVIRONMENT - SUMMARY**

Percent excellent or good	Comparison to benchmark	2020 rating
Overall quality of natural environment in Moorpark	↔	89%
Cleanliness of Moorpark	↔	86%
Water resources	↓↓	32%
Air quality	↔	86%
Preservation of natural areas	↑	76%
Moorpark open space	↔	74%
Recycling	↔	73%
Yard waste pick-up	↔	88%

**Legend**

↑↑ Much higher    ↑ Higher    ↔ Similar    ↓ Lower    ↓↓ Much lower    \* Not available

# Parks and Recreation

*"There are no communities that pride themselves on their quality of life, promote themselves as a desirable location for businesses to relocate, or maintain that they are environmental stewards of their natural resources, without such communities having a robust, active system of parks and recreation programs for public use and enjoyment."*  
 - National Recreation and Park Association

OVERALL QUALITY OF PARKS AND RECREATION OPPORTUNITIES IN MOORPARK

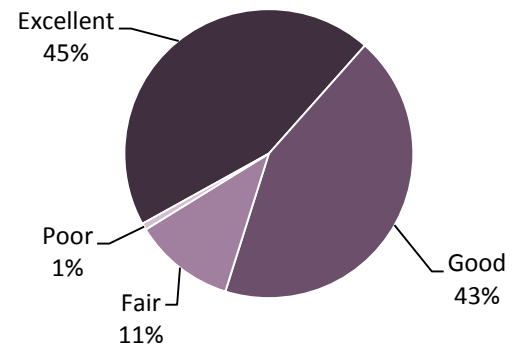


FIGURE 24: PARKS AND RECREATION



FIGURE 25: PARKS AND RECREATION - SUMMARY

Percent excellent or good	Comparison to benchmark	2020 rating
Overall quality of parks and recreation opportunities	↔	88%
Availability of paths and walking trails	↔	75%
City parks	↔	84%
Recreational opportunities	↔	69%
Recreation programs or classes	↔	82%
Recreation centers or facilities	↔	75%
Fitness opportunities	↔	70%

Legend

↑↑ Much higher    ↑ Higher    ↔ Similar    ↓ Lower    ↓↓ Much lower    \* Not available

# Health and Wellness

*The characteristics of and amenities available in the communities in which people live has a direct impact on the health and wellness of residents, and thus, on their quality of life overall.*

HEALTH AND WELLNESS OPPORTUNITIES IN MOORPARK

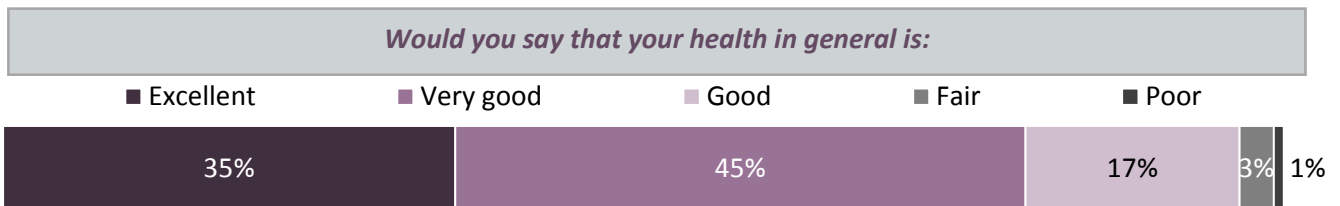
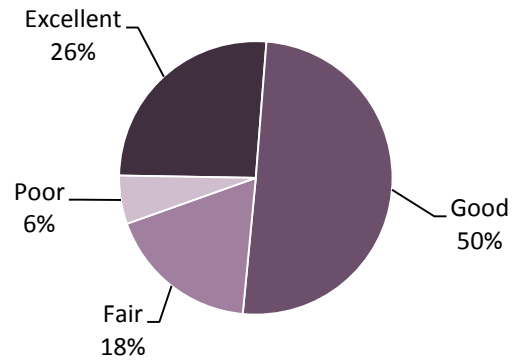
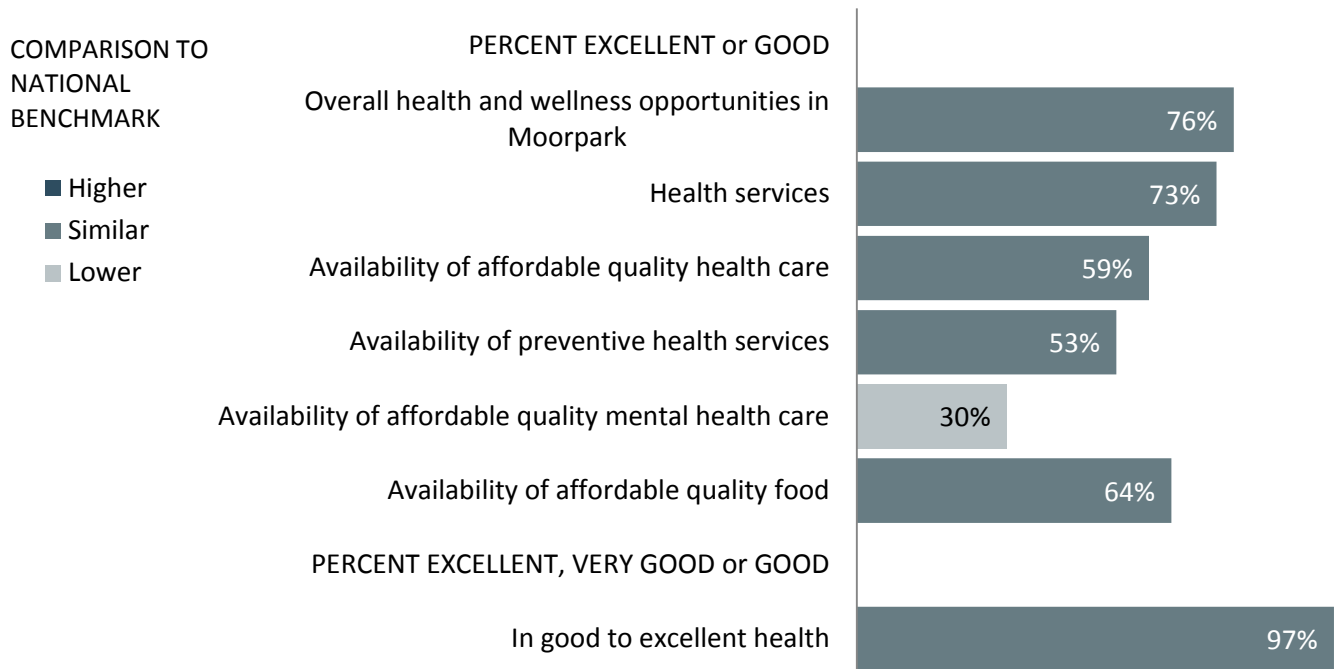


FIGURE 26: HEALTH AND WELLNESS



**FIGURE 27: HEALTH AND WELLNESS - SUMMARY**

<b>Percent excellent or good</b>	<b>Comparison to benchmark</b>	<b>2020 rating</b>
Overall health and wellness opportunities in Moorpark	↔	76%
Health services	↔	73%
Availability of affordable quality health care	↔	59%
Availability of preventive health services	↔	53%
Availability of affordable quality mental health care	↓	30%
Availability of affordable quality food	↔	64%

**FIGURE 28: PERSONAL HEALTH - SUMMARY**

	<b>Comparison to benchmark</b>	<b>2020 rating</b>
In good to excellent health	↔	97%

**Legend**

↑↑ Much higher    ↑ Higher    ↔ Similar    ↓ Lower    ↓↓ Much lower    \* Not available

# Education, Arts, and Culture

*Participation in the arts, in educational opportunities, and in cultural activities is linked to increased civic engagement, greater social tolerance, and enhanced enjoyment of the local community.*

OVERALL OPPORTUNITIES FOR EDUCATION, CULTURE, AND THE ARTS IN MOORPARK

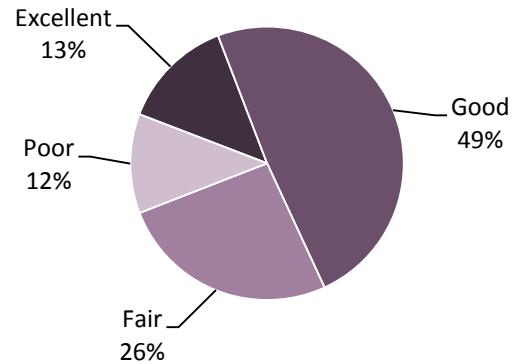
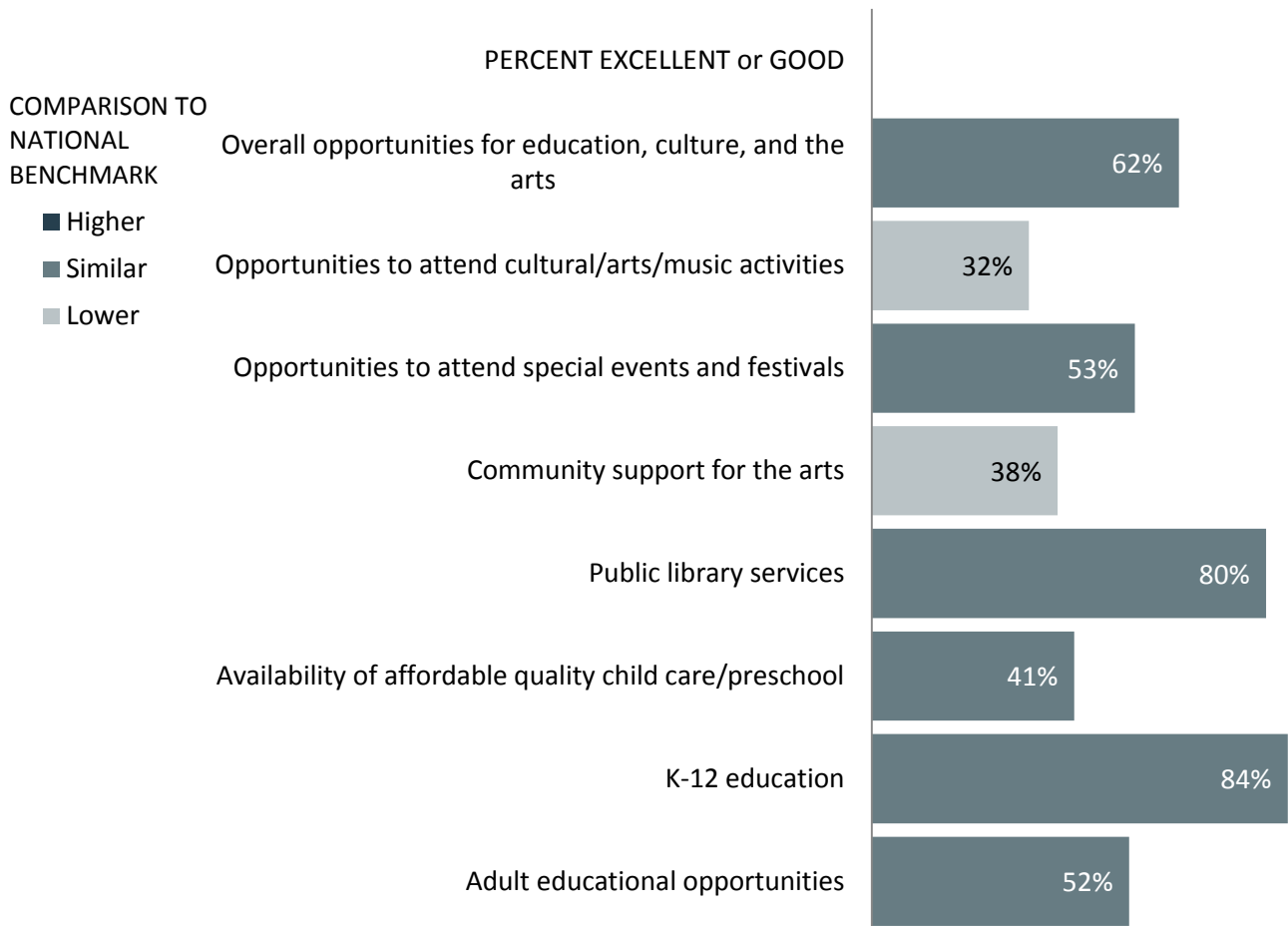


FIGURE 29: EDUCATION, ARTS AND CULTURE





**FIGURE 30: EDUCATION, ARTS AND CULTURE - SUMMARY**

<b>Percent excellent or good</b>	<b>Comparison to benchmark</b>	<b>2020 rating</b>
Overall opportunities for education, culture, and the arts	↔	62%
Opportunities to attend cultural/arts/music activities	↓	32%
Opportunities to attend special events and festivals	↔	53%
Community support for the arts	↓	38%
Public library services	↔	80%
Availability of affordable quality child care/preschool	↔	41%
K-12 education	↔	84%
Adult educational opportunities	↔	52%

**Legend**

↑↑ Much higher      ↑ Higher      ↔ Similar      ↓ Lower      ↓↓ Much lower      \* Not available

# Inclusivity and Engagement

*Inclusivity refers to a cultural and environmental feeling of belonging; residents who feel invited to participate within their communities feel more included, involved, and engaged than those who do not.*

RESIDENTS' CONNECTION AND ENGAGEMENT WITH THEIR COMMUNITY

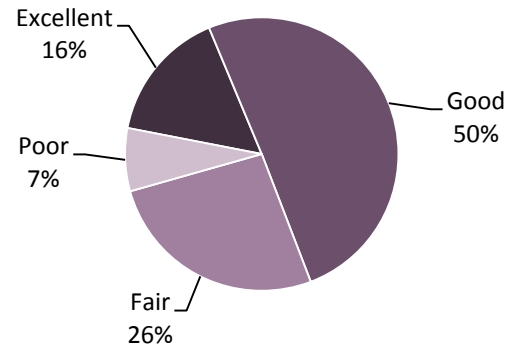
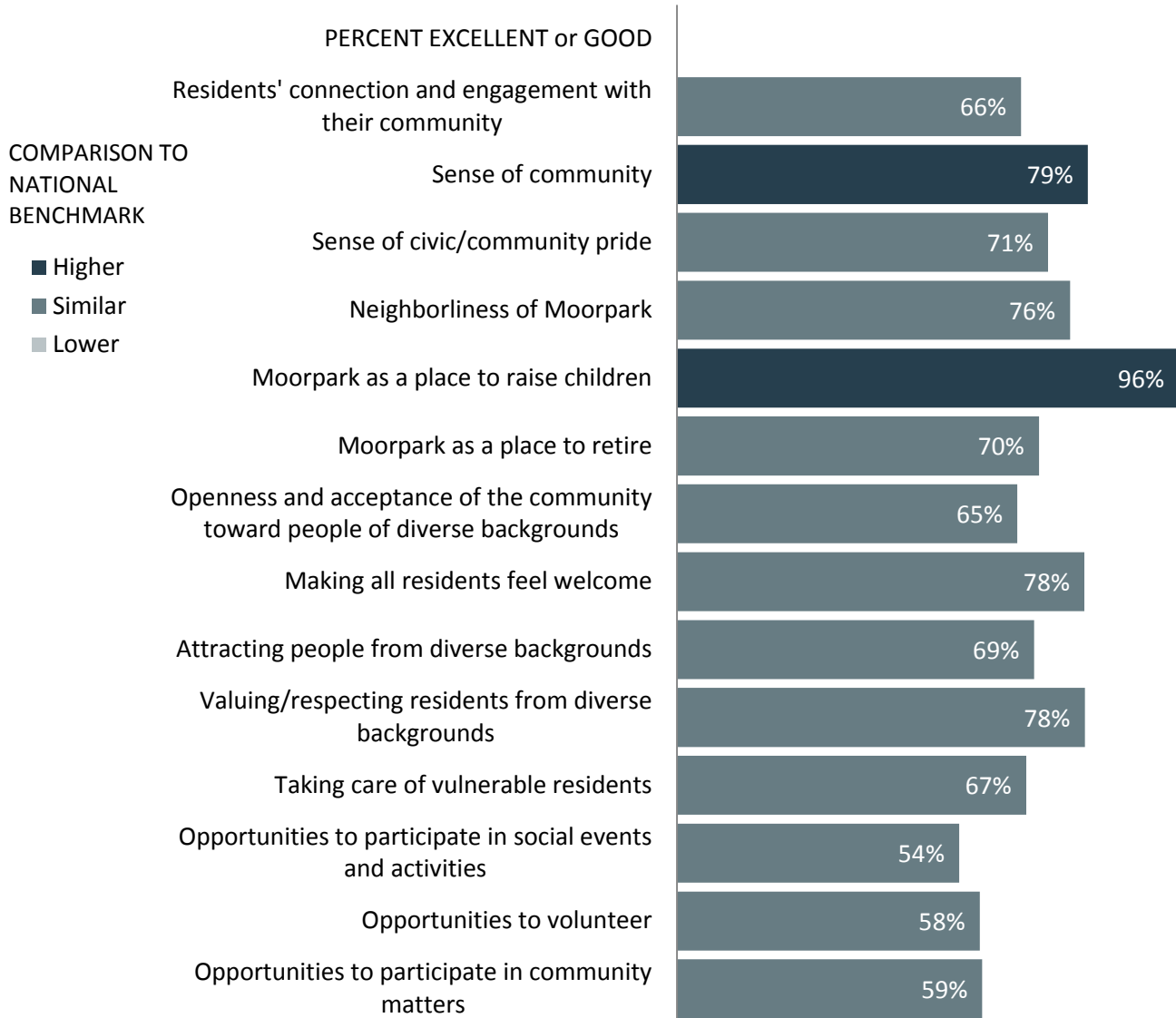


FIGURE 31: INCLUSIVITY AND ENGAGEMENT



**FIGURE 32: INCLUSIVITY AND ENGAGEMENT - SUMMARY**

Percent excellent or good	Comparison to benchmark	2020 rating
Residents' connection and engagement with their community	↔	66%
Sense of community	↑	79%
Sense of civic/community pride	↔	71%
Neighborliness of Moorpark	↔	76%
Moorpark as a place to raise children	↑	96%
Moorpark as a place to retire	↔	70%
Openness and acceptance of the community toward people of diverse backgrounds	↔	65%
Making all residents feel welcome	↔	78%
Attracting people from diverse backgrounds	↔	69%
Valuing/respecting residents from diverse backgrounds	↔	78%
Taking care of vulnerable residents	↔	67%
Opportunities to participate in social events and activities	↔	54%
Opportunities to volunteer	↔	58%
Opportunities to participate in community matters	↔	59%

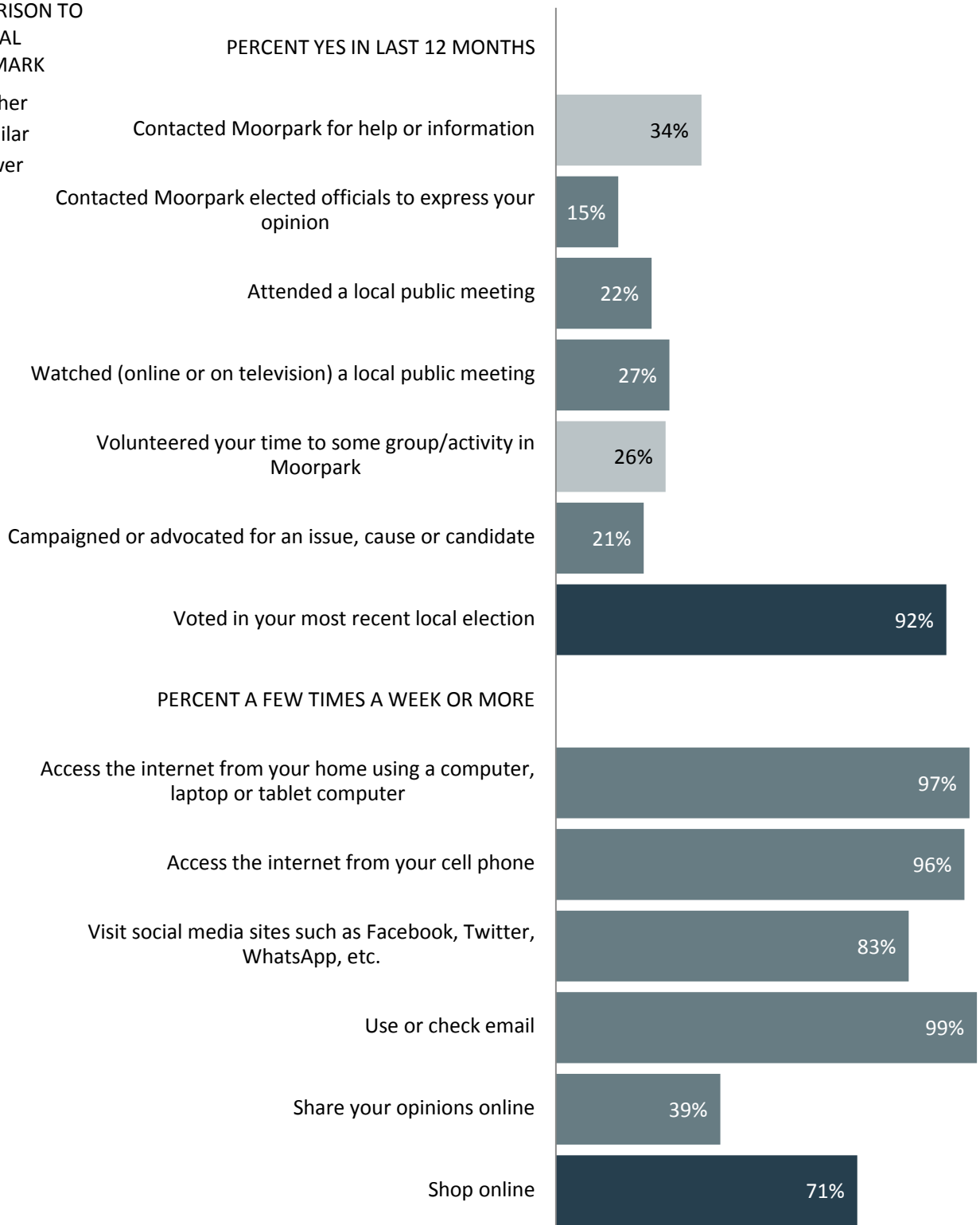
**Legend**

↑↑ Much higher      ↑ Higher      ↔ Similar      ↓ Lower      ↓↓ Much lower      \* Not available  
 25

**FIGURE 33: RESIDENTS' PARTICIPATION LEVELS**

COMPARISON TO NATIONAL BENCHMARK

- Higher
- Similar
- Lower



**FIGURE 34: RESIDENTS’ PARTICIPATION IN LAST 12 MONTHS- SUMMARY**

Percent who had done each in last 12 months	Comparison to benchmark	2020 rating
Contacted Moorpark for help or information	↓	34%
Contacted Moorpark elected officials to express your opinion	↔	15%
Attended a local public meeting	↔	22%
Watched (online or on television) a local public meeting	↔	27%
Volunteered your time to some group/activity in Moorpark	↓	26%
Campaigned or advocated for an issue, cause or candidate	↔	21%
Voted in your most recent local election	↑	92%

**FIGURE 35: RESIDENTS’ GENERAL USE OF TECHNOLOGY- SUMMARY**

Percent who report doing each at least a few times a week	Comparison to benchmark	2020 rating
Access the internet from your home using a computer, laptop or tablet computer	↔	97%
Access the internet from your cell phone	↔	96%
Visit social media sites such as Facebook, Twitter, WhatsApp, etc.	↔	83%
Use or check email	↔	99%
Share your opinions online	↔	39%
Shop online	↑	71%

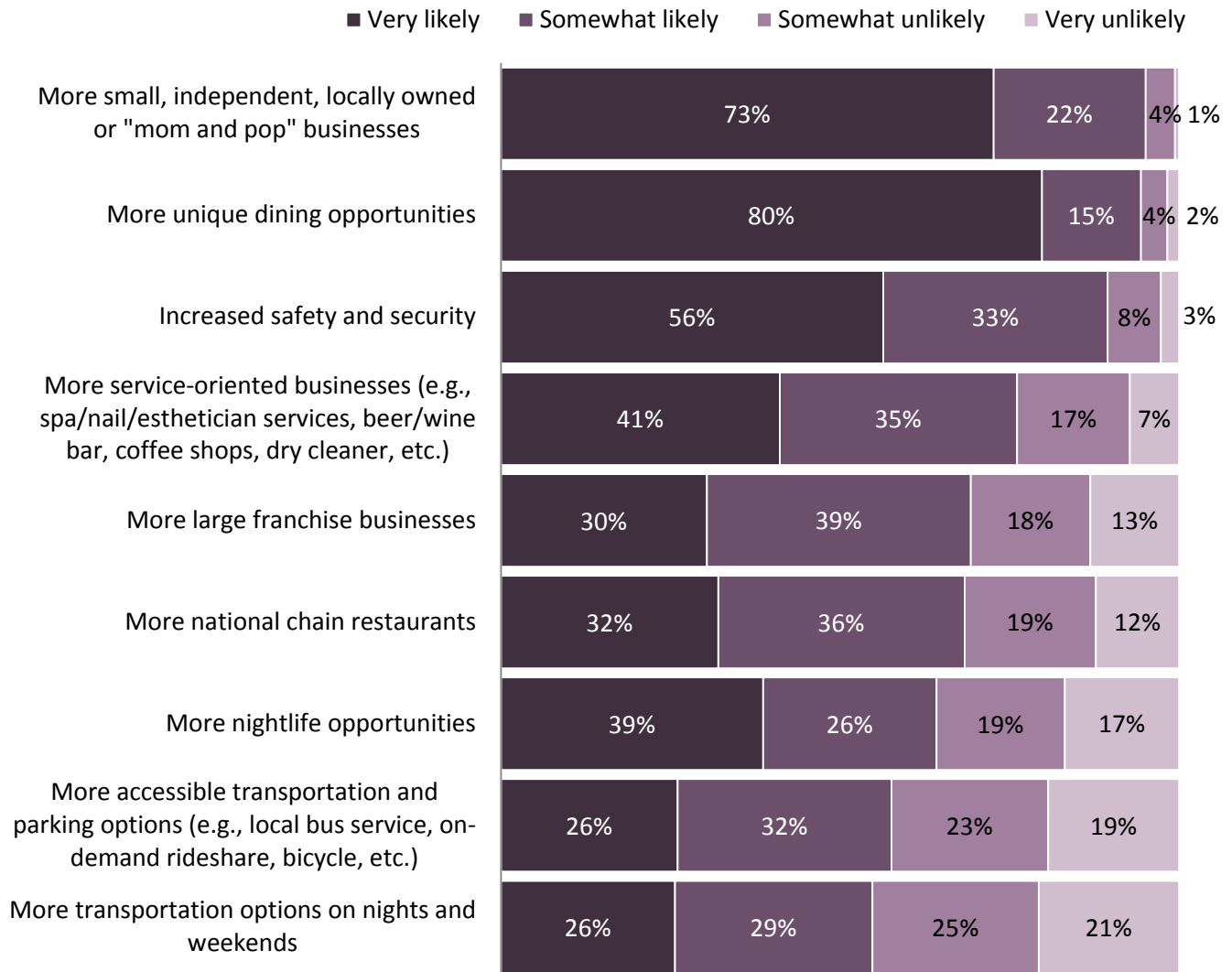
**Legend**

↑↑ Much higher    ↑ Higher    ↔ Similar    ↓ Lower    ↓↓ Much lower    \* Not available

# Special Topics

**FIGURE 36: LIKELIHOOD OF SHOPPING AND DINING IN MOORPARK**

*How likely or unlikely would you be to shop and dine in Moorpark if the following amenities were added?*



**FIGURE 37: LEVEL OF SUPPORT FOR MOORPARK INVESTMENTS**

*Please indicate how much you would support or oppose the City of Moorpark investing in each of the following:*

