



MOORPARK CITY COUNCIL GOALS FISCAL YEARS 2025/26-2026/27



MOORPARK CITY COUNCIL GOALS

FISCAL YEARS 2025/26-2026/27

GOAL 1: Moorpark Quality of Life

Moorpark is a community that values well-being and happiness and is connected to its agricultural heritage, while striving to maintain its unique livability and charm for current and future residents. 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 where families thrive and enjoy trails, open spaces, and a variety of recreation opportunities that promote healthy living.

GOAL 2: Strategic Economic Development

Moorpark will attract and support business leaders dedicated to developing a local economy that has unique business centers and is a desirable destination for a wide spectrum of shopping, entertainment, tourism 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 an innovative, diverse, and sustainable workforce, the city ensures that its policies and practices reflect the needs and values of its residents and businesses. 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 city.



MOORPARK CITY COUNCIL GOALS FYS 2025/26-2026/27

Quality of Life

GOAL 1: Moorpark Quality of Life

OBJECTIVES:

- 1.1 Evaluate Public Safety Services
- 1.2 Construct New Moorpark Library
- 1.3 Review Civic Center Masterplan
- 1.4 Forge Relationships and Partnerships with Organizations for Community Services
- 1.5 Construct Tierra Rejada Inclusive Playground
- 1.6 Adopt Parks and Recreation Master Plan
- 1.7 Adopt Arroyo Simi Trail Master Plan
- 1.8 Open Campus Canyon Open Space to Public



MOORPARK CITY COUNCIL GOALS FYs 2025/26-2026/27

Economic Development

GOAL 2: Strategic Economic Development

OBJECTIVES:

- 2.1 Develop and implement plan to attract high-end hotel with conference space
- 2.2 Develop and implement plan to attract manufacturers that generate employment and sales tax
- 2.3 Develop and implement plan to attract high sales tax generating businesses
- 2.4 Complete High Street Improvements in Front of High Street Depot
- 2.5 Complete High Street Improvements in Other Areas
- 2.6 Evaluate Downtown Parking Options
- 2.7 Designate High Street as an Entertainment Zone
- 2.8 Develop Citywide Branding and Marketing Program
(This to define Moorpark as a unique destination, including but not limited to the following: citywide signage plan, gateway arch(es) and banners on High Street, Moorpark freeway sign(s), artwork on utility cabinets, electronic signs to promote events, and public artwork opportunities)
- 2.9 Adopt Mural Creation Policy
- 2.10 Update Downtown Specific Plan
- 2.11 Complete Arroyo Vista Recreation Center Feasibility Study
- 2.12 Complete High Street Arts Center Conditions Assessment



MOORPARK CITY COUNCIL GOALS FYS 2025/26-2026/27

Governance

GOAL 3: Excellent City Governance

OBJECTIVES:

- 3.1 Identify Options for Long-Term Financial Sustainability
- 3.2 Consider Parks and Recreation Maintenance Improvement District Revenue Enhancement Measures
- 3.3 Update the City's Legislative Platform
- 3.4 Implement Records Management Plan
- 3.5 Dispose of Remaining City Properties Under Surplus Land Act Process
- 3.6 Implement Pavement Management Plan