GETTING TO KNOW MOORPARK COMMUNITY SURVEY

Summary Results
September 25, 2020

Background

The City of Moorpark began its General Plan Update process by issuing a "Getting to Know Moorpark" survey in order to learn more about the community's values, concerns and aspirations. The primary goal of updating the City's General Plan for the first time in more than 30 years is to ensure that it reflects the values of the community, identifies the community's vision for the future , and provides a roadmap to achieve that vision. This survey is one of the initial steps in a robust and transparent process to engage and enable the community to provide meaningful input shaping the updated General Plan

The survey was administered online via SurveyMonkey from June 17th, 2020 thru August 31st, 2020. The City advertised the survey using postcard mailers, social media, "M-Powered" newsletters, Moorpark TV, and the General Plan project website at MoorparkGeneralPlan.com. The survey was available in both English and Spanish. Feedback received through this survey will be considered by the City and the General Plan Advisory Committee (GPAC) throughout the General Plan update process and will help guide future public outreach.

Who Participated?

The City heard from 138 respondents who either live or work in Moorpark. Approximately 50 self-identified neighborhoods were represented among survey participants with significant participation from the neighborhoods of Mountain Meadows, Peach Hill, and Campus Park. Many participants work in Thousand Oaks, Westlake Village, and other areas outside of Moorpark. The majority of respondents (90%) are homeowners and most (66%) have lived or worked in Moorpark for more than 10 years. About 23% of respondents are relatively new to the City and have lived or worked here less than 5 years. Additionally, 10% have lived in the City 6-10 years.

Age	Moorpark[1]	Survey Respondents
Under 18	19%	0%
18-24	15%	3%
25-39	19%	23%
40-64	35%	64%
65+	12%	12%
[1] Source: 2018 American Community Survey, 5-year Estimates		

Most survey respondents (64%) are between the ages of 40-64, while only 3% are between 18-24 years of age. Approximately 23% are between the ages 25-39 and 12% are 65 years or older. Relatively consistent with the City's demographic composition, the majority of survey participants (84%) are White; while the remainder identify themselves as Hispanic/ Latino (13%) Asian/ Pacific Islander (2%); Black (1%); and Other (5%).

Race/Ethnicity	Moorpark[1]	Survey Respondents
Asian/ Pacific Islander	8%	2%
Black or African American	2%	1%
Hispanic or Latino	32%	13%
Native American or American Indian	1%	0%
White or Caucasian	54%	84%
Other	3%	4%
[1] Source: 2018 American Community Survey, 5-year Estimates		

What Did We Hear?

The survey consisted of 17 questions[1] that focused on the following topics: general satisfaction and favorite places in and outside of Moorpark; housing; mobility; economy; parks and recreation; and environmental and natural resources. The following section summarize the responses for each topic area. Detail responses can be found in Appendix A.

General Satisfaction and Favorite Places (Questions 1-5)

Participants were asked to rate their level of satisfaction with the following conditions in Moorpark:

- Variety of housing options
- Availability of quality jobs near my home
- Availability and quality of retail stores and restaurants
- Availability of entertainment and cultural activities
- Availability of parking in commercial areas
- Availability of hotels and conference centers
- Traffic flow throughout the City
- Road and sidewalk maintenance
- Availability of recreational activities for all ages
- Access to open spaces and natural lands

General Satisfaction	Very Satisfied	Somewhat Satisfied	Dissatisfied
Availability of parking in commercial areas	57%	34%	5%
Access to open spaces and natural lands	48%	36%	15%
Variety of housing options	41%	43%	13%
Availability of recreational activities for all ages	30%	44%	17%
Road and sidewalk maintenance	24%	49%	28%
Availability of hotels and conference centers	15%	38%	20%
Availability of quality jobs near my home	13%	36%	39%
Availability and quality of retail stores and restaurants	6%	35%	57%
Traffic flow throughout the City	4%	28%	68%
Availability of entertainment and cultural activities	3%	33%	62%

Participants were also asked to provide feedback on activities, amenities, services, and/or goods they would like to see more of in Moorpark. There was a notable request for additional: **restaurants**, **entertainment**, **shopping**, **bike lanes/trails**, and **community/cultural events**.

Participants shared photos of their favorite places in and outside of Moorpark and provided input on their favorite places to hang out, why they love these places, and where they go most often. **Favorite places (Fig 1)** mentioned include (but are not limited to): Arroyo Vista Park, Lucky Fools, Enegren's, High Street, and Happy Camp Trails. **Most visited (Fig 2)** places mentioned include (but are not limited to): Target, Ralph's, Vons, Parks, and Trails.

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[1] *Questions 12-16 are related to demographics and are summarized in the "Who Participated" section*

Figure 1. Some of my favorite places are...

Figure 2. The place I go most often is…
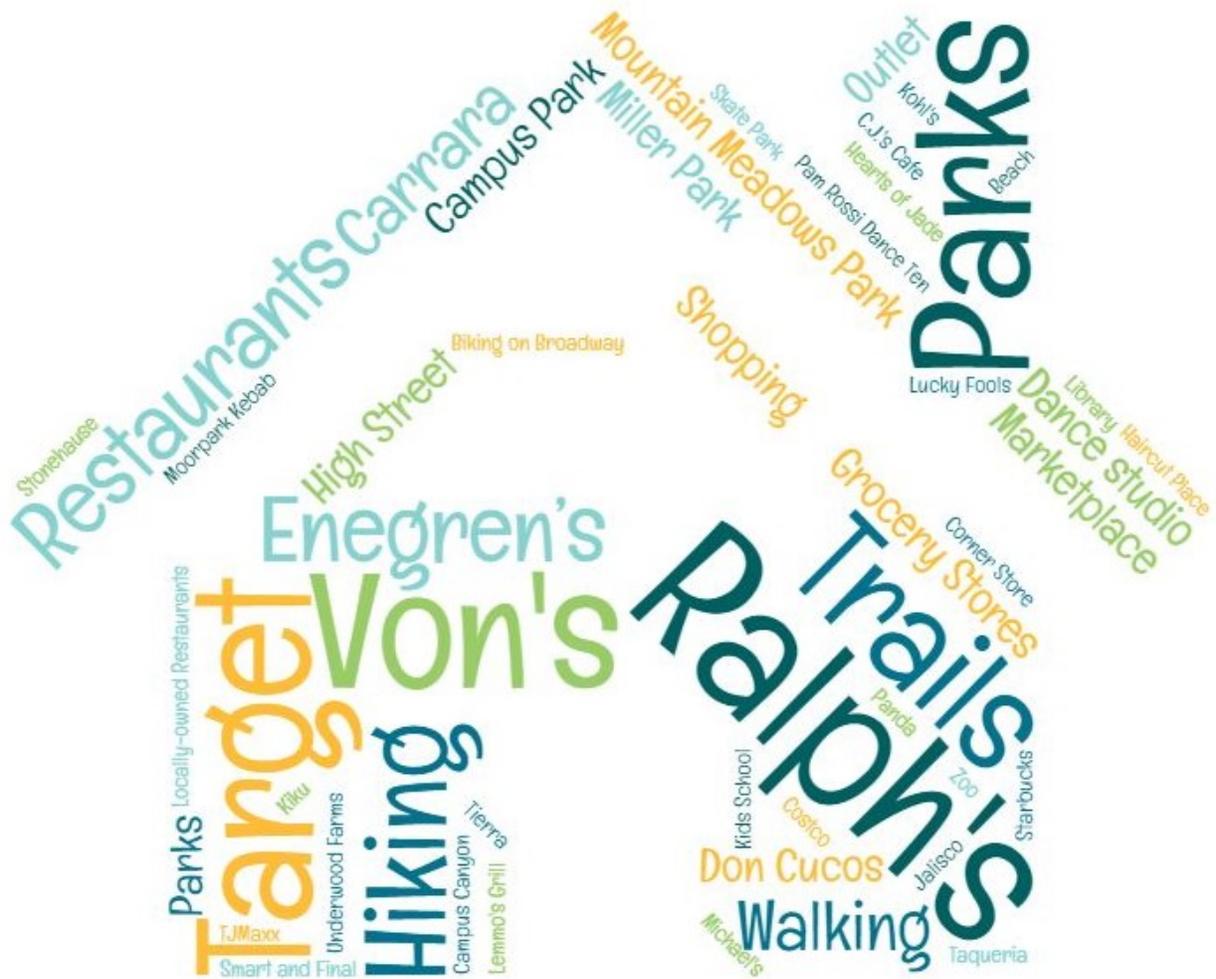
Housing (Questions 6-7)

Participants were asked how important it is to provide more of the following housing characteristics and types in Moorpark. As noted in orange in the tables below, the most important housing characteristic reflected is the need for a mix of housing types and the most important housing type is affordable starter housing.

Housing Characteristic	Very Important	Somewhat Important	Not Important
Mix of housing types (single-family detached, townhouse, duplex, apartment)	45%	25%	31%
Affordable rental housing options	40%	29%	31%
Located within walking distance to work, shopping, or other neighborhood amenities	39%	45%	16%

Housing Types	Very Important	Somewhat Important	Not Important
Affordable "Starter" housing options (studios, accessory units, etc.)	41%	29%	30%
Senior housing (55+)	36%	40%	24%
Single-family detached homes	33%	35%	32%
Condominium housing	27%	41%	32%
Apartment housing	22%	31%	47%

Mobility (Question 8)

Participants were asked to rank the importance of the following mobility-related topics:

- Light rail options
- Local bus service
- Regional transit
- Bike lanes and storage
- Parking
- Pedestrian safety measures (crosswalks, traffic signals, sidewalk improvements)
- Traffic calming measures (speed bumps, traffic lights, traffic circles)
- Electric vehicle charging stations
- Designated areas for ride-share parking and bicycle/ scooter rental
- Multipurpose recreational trails

Overall, participants reported...			
Most important	Average Score	**Least** important	Average Score
Pedestrian safety measures (crosswalks, traffic signals, sidewalk improvements)	7.51	Regional transit	5.63
Multipurpose recreational trails	6.64	Light rail options	5.56
Local Bus Service	6.18	Parking	4.93
Traffic calming measures (speed bumps, traffic lights, traffic circles)	6.02	Electric vehicle charging stations	4.41
Bike lanes and storage	5.99	Designated areas for ride-share parking and bicycle/ scooter rental	3.24
Note: Average scores are calculated by multiplying assigned weights to each ranking and then dividing by the total number of responses received. For example, the #1 choice has a weight of 10 and the 10th choice has a weight of 1.			

Economy (Question 9)

Participants were asked to rank the importance of the following economic priorities:

- Local access to retail goods
- Local access to personal/professional services (health and fitness, banks, etc.)
- Local employment options
- Small business development
- Enhanced internet connectivity for businesses
- Jobs/housing balance
- Redevelopment of High Street/Downtown
- Opportunities for higher and vocational education
- Local entertainment and nightlife
- Revenue-generating events and festivals

Overall, participants reported...			
Most important	**Average Score**	**Least** important	**Average Score**
Local access to retail goods	7.5	Local entertainment and nightlife	5.33
Redevelopment of High Street/Downtown	6.77	Jobs/housing balance	4.97
Local access to personal/professional services (health and fitness, banks, etc.)	6.75	Enhanced internet connectivity for businesses	4.32
Small business development	6.66	Revenue-generating events and festivals	3.95
Local employment options	6.24	Opportunities for higher and vocational education	3.53
Note: Average scores are calculated by multiplying assigned weights to each ranking and then divided by the total number of responses received. For example, the #1 choice has a weight of 10 and the 10th choice has a weight of 1.			

Parks and Recreation (Question 10)

Participants were asked to rate their level of satisfaction with the following parks, recreation, and community service conditions in Moorpark:

Parks and Recreation	Very Satisfied	Somewhat Satisfied	Dissatisfied
Park amenities	56%	38%	4%
Recreational programming for youth	43%	38%	6%
Organized sports leagues	35%	36%	7%
Library services	32%	47%	12%
Community events	26%	48%	21%
Recreational programming for adults	23%	47%	12%
Adult center/ senior services	21%	42%	5%
Classes and workshops	15%	47%	13%

Figures 3 & 4. Photos of Moorpark trails and natural resources submitted by survey participants

Natural Resources (Question 11)

Participants were asked to rank the importance of the following environmental and natural resource priorities. As noted in the table below, natural resources were overall very important to participants. Each natural resource priority was considered very important by more than half of the participants with clean drinking water and clear air considered very important by more than 90% of participants.

- Clear air
- Clean drinking water
- Wildlife corridors/ trail linkages
- Habitat restoration
- Alternative energy sources
- Scenery, open vistas, and public lands
- Preservation of the Arroyo River

- Waste reduction/reuse/recycle
- Dark night skies
- Mitigation of climate-related hazards (fire, flood, drought, etc.)
- Mitigation of climate-related hazards (fire, flood, drought, etc.)

Natural Resource Priority	Very Important	Somewhat Important	Not Important
Clean drinking water	99%	1%	0%
Clear air	93%	7%	0%
Scenery, open vistas, and public lands	85%	14%	1%
Mitigation of climate-related hazards (fire, flood, drought, etc.)	82%	16%	3%
Waste reduction/reuse/recycle	79%	21%	1%
Wildlife corridors/ trail linkages	75%	22%	3%
Preservation of the Arroyo River	74%	24%	3%
Habitat restoration	64%	34%	2%
Alternative energy sources	60%	31%	8%
Dark night skies	52%	42%	7%