



Strategic Roadmap Potential Project List Worksheet 3/16/2021

Directions:

1. Review the projects on this worksheet. Additional information about carryforward and deferred projects can be found in the February 23, 2021 report: Fiscal Years 2019-20 and 2020-21 Council Major Goals Work Plan Status Update, and the March 16, 2021 report: Strategic Plan: Draft Vision, Strategic Priorities, and Potential Projects.
2. Using this worksheet, select the top 16 projects that you believe are most important. These top 16 projects do not need to be in ranked order. You may select fewer than 16 projects
3. During the advisory body meeting, share your top 16 projects. Staff will document each advisory body member's top 16 (or fewer) projects.

Project	Source	Top 16?
Develop a City mobile home ordinance modeled on the CSFRA and administered by the RHC (scope updated per description earlier in this Study Session memo).	Carry-Forward (Project 2.5)	
Facilitate the development of affordable housing at the VTA Evelyn Site.	Carry-Forward (Project 2.8)	
Develop and consider a Community Workforce Agreement.	Deferred (Project 1.4)	
Update the City/School District Joint-Use Master Agreement.	New	
Develop a Parks and Recreation Strategic Plan.	New	
Explore the feasibility of alternative mental health crisis response methods.	New	

Project	Source	Top 16?
Develop a comprehensive Homelessness Response Strategy that includes housing, services, and an expenditure and funding plan.	New	
Hold a Study Session on a displacement response strategy and net loss; develop a work plan for any desired follow-up actions.	Carry-Forward (Project 1.1)	
Develop and consider an ordinance to address wage theft and responsible construction.	Carry-Forward (Project 1.2)	
Develop strategies for middle-income persons to afford different housing types.	Carry-Forward (Project 2.4)	
Review and propose revisions to the R3 Zone standards that consider form-based zoning, incentivizing stacked flats, and updated rowhouse guidelines and Family Design Handbook.	Carry-Forward (Project 2.1)	
Work with MVLA to explore the possibility of the District acquiring the Shenandoah property and the opportunity for shared uses and affordable housing on the site.	Carry-Forward (Project 2.2)	
Consolidate and update existing plans into a comprehensive wildlife habitat management plan.	Carry-Forward (Project 4.2)	
Continue implementation of SAP-4 items.	Carry-Forward (Project 4.5)	
Develop a Citywide Transportation Demand Management Ordinance.	Deferred (Project 3.3)	
Facilitate the planning, entitlement, and building permit process for Lot 12.	Carry-Forward (Project 2.9)	
Continue the Soft-Story Seismic Retrofit Program.	Deferred (Project 2.13)	

Project	Source	Top 16?
Review and update the Historic Preservation Ordinance.	Deferred (Project 5.2)	
Continue to work with the Visual Arts Committee to encourage public art.	Deferred (Project 5.5)	
Create a Moffett Boulevard streetscape design strategy.	New	
Continue to implement the Transit Center Master Plan.	Carry-Forward (Project 3.10)	
Continue to Participate in South Bay Salt Ponds project in conjunction with California State Coastal Commission.	Carry-Forward (Project 4.10)	
Develop e-scooter regulations.	Deferred (Project 3.5)	
Continue the Feasibility Study of Automated Guideway Transportation System.	Deferred (Project 3.20)	
Develop a City Active Transportation Plan (combining pedestrian and bicycle master plans).	New	
Update the Community Tree Master Plan and review existing guiding policies and ordinances in coordination with the update.	Carry-Forward (Project 4.1)	
Establish and implement performance auditing to ensure that the City is performing well	New	

Project	Source	Top 16?
Conduct a City Buildings Workspace Study.	Carry-Forward (Project 5.12)	
Inventory residential buildings that are in areas with lower zoning. Where appropriate, rezone such areas to the higher zoning level (potentially a second phase to the R-3 project)	New	
Continue the Citywide Travel Demand Update (including the Greenhouse Gas Reduction Program).	Carry-Forward (Project 4.12)	
Develop an ordinance or incentive program to restrict use of gas-powered leaf blowers.	New	
Review and consider minor amendments to Downtown Precise Plan Areas A, G, and H, with the work phased to prioritize preserving the character of the downtown core and preventing, to the extent possible, preemption by State legislation.	Carry-Forward (Project 4.7)	
Plan, coordinate, and oversee COVID-19 recovery efforts to support community relief and resilience.	Carry-Forward (Project 5.9)	
Develop an Economic Vitality Strategy (including strategies to support small businesses).	New	
Implement the Public Services Study actions, including population updates and Fire Community Risk Assessment.	Carry-Forward (Project 4.9)	
Develop and implement an enhanced legislative program.	Carry-Forward (Project 5.7)	
Plan, coordinate, and oversee COVID-19 recovery efforts for the City workforce and facilities.	Carry-Forward (Project 5.9)	
Develop a Campaign Finance Ordinance	New	

Project	Source	Top 16?
Define biodiversity requirements for landscaping in Mountain View	New	
Study and propose any feasible increases to Mountain View's Transient Occupancy Tax (TOT)	New	
Expand access to broadband across communities	New	
Increase interdepartmental collaboration	New	
Establish and implement a method to recover costs for shopping cart abatement	New	
Partner with the County to explore the potential conversion of the Crestview Hotel to housing for people who are unstably housed.	New	
Continue work on the Housing Element for the 2023-31 Regional Housing Needs Assessment (RHNA) period.	New	
Complete the Castro Pedestrian Mall Feasibility Study.	Carry-Forward (Project 3.6)	