



City of Mountain View

Agenda

Downtown Committee

Tuesday, June 2, 2026

8:00 AM

Plaza Conference Room and Video Conference, 500
Castro St., Mountain View, CA 94041

Spanish or Chinese interpretation via Zoom and translation of meeting materials are available at no cost upon request. Please contact the City by 5:00 p.m. at least two business days prior to the day of the scheduled meeting by phone at (650) 903-6608 or by email at mep@mountainview.gov.

Interpretación por medio de Zoom y traducción de los materiales de la reunión estarán disponibles sin costo alguno con solicitud previa. Favor de comunicarse con la Ciudad antes de las 5:00 p. m. al menos dos días hábiles antes de la reunión agendada al (650) 903-6608 o por correo electrónico a mep@mountainview.gov.

如有需要，可通过 Zoom 获取中文翻译版，会议材料翻译版免费提供。请至少在会议预定日期前两个工作日下午 5:00 前发送电子邮件至 mep@mountainview.gov 联系市政府。

This meeting is being conducted with a virtual component. Anyone wishing to address the Committee virtually may join the meeting online at: <https://mountainview.zoom.us/j/81419543379> or by dialing 669-900-9128 and entering Webinar ID: 814 1954 3379. When the Chair announces the item on which you wish to speak, click the "raise hand" feature in Zoom or dial *9 on your phone. When the Chair calls your name to provide public comment, if you are participating via phone, please press *6 to unmute yourself.

1. CALL TO ORDER

2. ROLL CALL - Committee members Dennis Reiter, Peter Katz, Stephanie Lin, Marisol Melara, Jamil Shaikh, Vice Chair Pamela Baird, and Chair Mike Kasperzak.

3. APPROVE MINUTES

Minutes Approval

Recommendation: Approve the Downtown Committee meeting minutes of May 5, 2026

Attachments: [Minutes - May 5, 2026](#)

4. Future Agenda Topics

This portion of the agenda is reserved for identifying agenda items for future meetings.

Items currently on future agenda Items list:

Vacant Storefronts, Parking Plan Update, Art/Murals in Downtown, Precise Plan Update, School performances in the Downtown, street signs, PG&E, Retail Coach Report Next Steps, Bike Parking, Historical Markers, Busking Ordinance, Downtown Parking Strategy, and Downtown Restrooms

5. ORAL COMMUNICATIONS FROM THE PUBLIC

This portion of the meeting is reserved for persons wishing to address the Committee on any matter not on the agenda. Speakers are limited to three minutes. State law prohibits the Committee from acting on non-agenda items.

6. UNFINISHED BUSINESS

6.1 Castro Street Update

Staff will provide a verbal update on current efforts and activities related to Castro Street.

7. NEW BUSINESS

7.1 Summer of Soccer

Staff will provide an overview of the City's plans for the Summer of Soccer activations

7.2 Economic Vitality Strategy Update

Attachments: [Staff Memo](#)
[ATT 1 - May 26, 2026 City Council Report](#)

7.3 Downtown Committee Work Plan - Fiscal Year 2026-2027

Recommendation: Per City Council Policy A-23, adopt the Fiscal Year 2026-27 Downtown Committee Work Plan.

Attachments: [Staff Memo](#)
[ATT 1 - Downtown Committee Work Plan—FY 2026-27](#)

8. COMMITTEE/STAFF COMMENTS, QUESTIONS, COMMITTEE REPORTS

No action will be taken on any questions raised by the Committee at this time.

9. ADJOURNMENT

AGENDAS FOR BOARDS, COMMISSIONS, AND COMMITTEES

The specific location of each meeting is noted on the agenda for each meeting which is posted at least 24 hours in advance of the meeting.

Questions and comments regarding the agenda may be directed to Amanda Rotella, Economic Vitality Manager, at 650-903-6471.

The agenda and staff reports may be viewed at the City Clerks Office, 500 Castro Street, third floor, beginning the Monday morning before each meeting. Agenda materials may be viewed online at mountainview.legistar.com.

SPECIAL NOTICE- Reference: Americans with Disabilities Act, 1990

Anyone who is planning to attend a meeting who is visually or hearing-impaired or has any disability that needs special assistance may call the Community Development Department at 650-903-6306 48 hours in advance of the meeting to arrange for assistance. Upon request, in advance, by a person with a disability, agendas and writings distributed during the meeting that are public records will be made available in the appropriate alternative format.

The Board, Commission, or Committee may take action on any matter noticed herein in any manner deemed appropriate by the Board, Commission, or Committee. Their consideration of the matters noticed herein is not limited by the recommendations indicated herein.

SPECIAL NOTICE—Any writings or documents provided to a majority of the Downtown Committee regarding any item on this agenda will be made available for public inspection in the Community Development Department, 500 Castro Street, during normal business hours and at the meeting location noted on the agenda during the meeting.

ADDRESSING THE COMMITTEE

Interested persons are entitled to speak on any item on the agenda and should make their interest known to the Chair.

Anyone wishing to address the Committee on a nonagenda item may do so during the "Oral Communications" part of the agenda. Speakers are allowed to speak once on any number of topics for up to three minutes.



City of Mountain View

CITY HALL
500 CASTRO STREET

Legislation Text

File #: 206132, **Version:** 1

Minutes Approval

Approve the Downtown Committee meeting minutes of May 5, 2026

MINUTES

REGULAR MEETING – TUESDAY, MAY 5, 2026
PLAZA CONFERENCE ROOM AT CITY HALL – 500 CASTRO STREET
8:00 A.M.

1. CALL TO ORDER

The meeting was called to order at 8:04 a.m. by Vice Chair Baird.

2. ROLL CALL

Present: Committee members Peter Katz, Stephanie Lin, Jamil Shaikh, and Marisol Melara (arrived at 8:10 a.m.) and Vice Chair Pamela Baird.

Absent (Excused): Committee member Dennis Reiter and Chair Mike Kaspersak.

Staff Present: Amanda Rotella, Economic Vitality Manager; Toni Gomez, Economic Development Strategist; Vinson Kwan, Associate Planner; and Diana Pancholi, Principal Planner.

3. MINUTES APPROVAL

The minutes of April 7, 2026 were distributed prior to the meeting and approved as distributed.

Public Comment: None.

4. UPCOMING AGENDA TOPICS

None from staff.

Committee member Lin suggested adding public bathroom services in downtown to the list for future agenda items.

5. ORAL COMMUNICATIONS FROM THE PUBLIC—None.

6. UNFINISHED BUSINESS

6.1 DOWNTOWN DEVELOPMENT UPDATES

Planning staff provided an overview of downtown developments, highlighting:

- 881 Castro Street: New residential/mixed use project. Entitlements recently approved by Council. Includes 10,000 square feet of commercial space.
- 185 Castro Street: Facade improvement project.
- 384 Castro Street: Facade improvement project.
- 250 Bryant Street: Tenant improvement project.

Principal Planner Diana Pancholi shared that the Downtown Precise Plan update is still on hold until Q2 2027.

Public Comment: None.

No action taken.

6.2 CASTRO STREET UPDATES

Economic Development staff provided the following updates related to Castro Street:

- Bollard beautification under way, activation of downtown.
- Train Depot Public Art: Arts Mountain View.
- Summer of Soccer Activations.
- Music on Castro.
- Concerts on the Plaza.

Public Comment: None.

No action taken.

7. NEW BUSINESS

7.1 DOWNTOWN PARKING MAINTENANCE ASSESSMENT DISTRICT NO. 2—ANNUAL RENEWAL

Staff provided an overview of the parking district and annual renewals process.

Public Comment: None.

Motion—M/S Katz/Shaiikh—Carried 5-0-2; Kasperzak and Reiter absent—To recommend approval of Downtown Parking Maintenance Assessment District No. 2—Annual Renewal.

7.2 DOWNTOWN COMMITTEE DRAFT WORK PLAN

Staff received input on the draft a work plan for Fiscal Year 2026 and will bring back the final work plan for adoption at the next Downtown Committee meeting.

Public Comment: None.

No action taken.

8. COMMITTEE/STAFF COMMENTS, QUESTIONS, COMMITTEE REPORTS

Vice Chair Baird noted a downtown historical walking tour took place on April 26. No walking tours are secheduled for May.

Committee member Malera noted that the Taste of Mountain View event is on June 17 and the Tech Showcase is on July 30.

9. ADJOURNMENT

The meeting was adjourned at 9:12 a.m.

These Minutes are hereby submitted for approval by Amanda Rotella, Recording Secretary.

Approved on _____.



City of Mountain View

CITY HALL
500 CASTRO STREET

Legislation Text

File #: 206130, **Version:** 1

Economic Vitality Strategy Update

DATE: June 2, 2026

TO: Downtown Committee

FROM: Amanda Rotella, Economic Vitality Manager

SUBJECT: **Economic Vitality Strategy Update**

PURPOSE

Provide an update on the Economic Vitality Strategy.

BACKGROUND AND ANALYSIS

In April 2024, the City Council adopted the Economic Vitality Strategy (EVS or the Strategy), a 10-year road map to strengthen Mountain View's economy and support a thriving, inclusive community. The Strategy aims to align the City's leadership, residents, and businesses around a shared economic vision that fosters both economic and community well-being. It takes a comprehensive view of economic vitality, encompassing not only industry and employment but also residents' economic security and quality of life.

The EVS outlines five overarching community goals, supported by 25 strategies and 164 action items. These action items encompass a range of initiatives, including programs, plans, studies, ordinance updates, and other policy or implementation measures. The strategies and actions are designed to promote economic prosperity and vitality in the City and are grounded in extensive data analysis and input from a broad range of stakeholders.

Council received an update on the annual progress of the EVS at their May 26, 2026 meeting. Figure 1 provides a visual summary of the implementation progress of EVS actions over Year 2 (April 2025 to April 2026). These figures offer a snapshot of the activities supporting the plan's implementation.

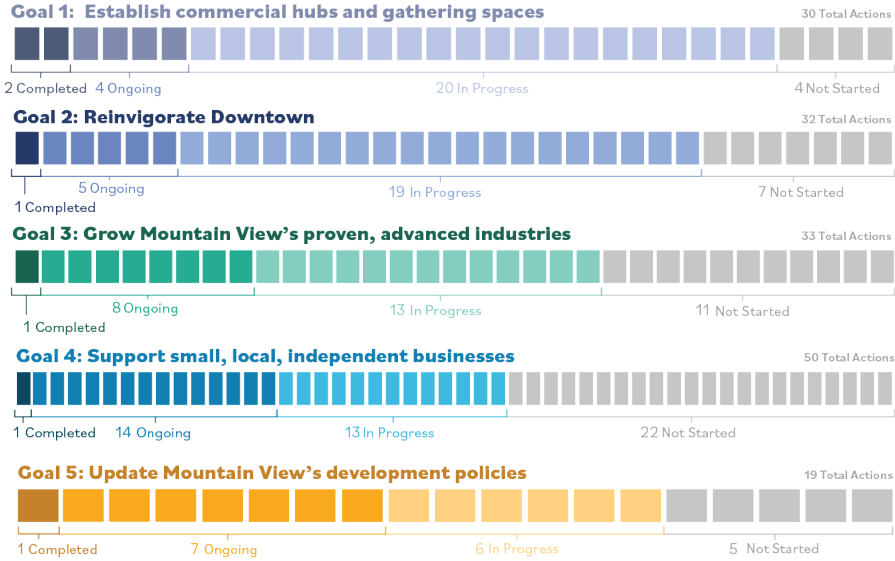


Figure 1: Status of EVS Actions by Goal

Figure 2 provides a year-to-year comparison of all action items by status (completed, on-going, in progress, and not started), illustrating the progress from Year 1 to Year 2 of implementation.

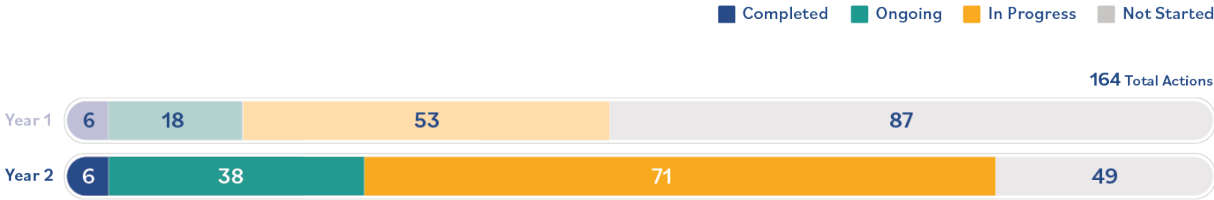


Figure 2: Year-to-Year Comparison of EVS Actions

Additional details and highlights of actions that have been completed or have had substantial components implemented can be found in Attachment 1.

Year 2 of the Economic Vitality Strategy demonstrates meaningful progress across a broad range of initiatives while also reflecting the evolution of the Strategy from initial implementation to sustained, ongoing programs. Looking ahead to Year 3, staff will continue to build on this momentum by advancing key priorities, implementing new programs, and strengthening partnerships with business and community stakeholders.

CDD/AR-06-02-26M

Attachment: 1. City Council Report: Economic Vitality Strategy Annual Progress Report



COUNCIL REPORT

DATE: May 26, 2026
CATEGORY: Consent
DEPT.: Community Development
TITLE: **Economic Vitality Strategy Annual Progress Report**

RECOMMENDATION

Accept the 2026 Economic Vitality Strategy Annual Progress Report.

BACKGROUND

Economic Vitality Strategy

In April 2024, the City Council adopted the Economic Vitality Strategy (EVS or Strategy), a 10-year road map to strengthen Mountain View’s economy and support a thriving, inclusive community. The Strategy aims to align the City’s leadership, residents, and businesses around a shared economic vision that fosters both economic and community well-being. It takes a comprehensive view of economic vitality, encompassing not only industry and employment, but also residents’ economic security and quality of life.

The EVS outlines five overarching community goals, supported by 25 strategies and 164 action items. These action items encompass a range of initiatives, including programs, plans, studies, ordinance updates, and other policy or implementation measures. The strategies and actions are designed to promote economic prosperity and vitality in the City and are grounded in extensive data analysis and input from a broad range of stakeholders. The Strategy was shaped through policy direction from Council and robust community engagement, incorporating feedback from Mountain View residents, business owners, community leaders, and representatives from the nonprofit and private industry sectors (see [September 26, 2023 Council Study Session](#) and [April 23, 2024 Council report](#)).

Vision and Goals

Following extensive community consultation and analysis, the Council adopted the EVS with the following overarching vision and supporting goals to guide its efforts (see Figure 1):

Vision: Mountain View seeks to create a thriving community where small businesses, innovation, entrepreneurship, and diversity are encouraged and flourish. We aim to be a global leader that balances a flourishing economy with the health and well-being of our community and the environment.



Figure 1: EVS Goals

Alignment with Other City Plans

The EVS includes an analysis of how the Strategy supports and works alongside other City plans, including the General Plan, Precise Plans, Downtown Parking Strategy, and the Housing Element.

EVS Implementation

All EVS action items include a timeline, cost designation, departments and divisions involved, and identification of key actions focused on equity. As shown in Table 1 below, action items were prioritized into immediate-, short-, medium-, and long-term timeline categories.

Table 1: Number of Action Items by Timeline

Timeline Implementation	Number of Corresponding Actions	Share of Total Items
Immediate = Less than one year	21	13%
Short-term = one to two years	38	24%
Mid-term = three to five years	68	41%
Long-term = more than five years	37	22%

Measures of Success

To evaluate the effectiveness of the EVS, staff developed 15 “Measures of Success” aligned with the five community goals. Several of these measures apply to more than one goal, as detailed in Attachment 1 (also referenced as Appendix C in the EVS). The measures include both performance-based metrics, with specific targets established, and workload indicators. These metrics were developed using best practices from the International Economic Development Council and the California Association for Local Economic Development.

ANALYSIS

EVS Implementation Summary

Figures 2 and 3 provide a visual summary of the implementation progress of EVS actions over Year 2 of the Strategy (April 2025 to April 2026). These figures offer a snapshot of the activities supporting the plan’s implementation and are updated annually to reflect progress.

Figure 2 illustrates the implementation status across all five goals of the EVS, showing the number of actions categorized as “Completed,” “Ongoing,” “In Progress,” or “Not Started.” The status categories are defined as follows:

- **Completed**: All tasks or milestones have been achieved, and no further action is required.
- **Ongoing**: The action is continuous in nature and does not have a defined endpoint.
- **In Progress**: Action is underway with measurable steps being taken toward implementation.
- **Not Started**: No substantive action has been taken to date.

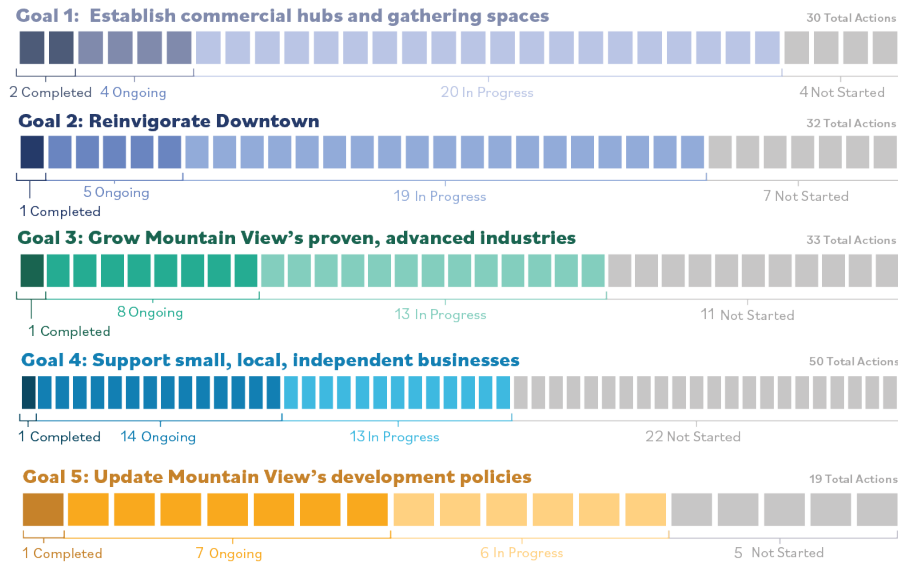


Figure 2: Status of EVS Actions by Goal

Figure 3 offers a complementary view of implementation progress by categorizing actions according to their intended timeline: immediate, short-, medium-, and long-term. Tracking progress in this way provides insight into how the Strategy is advancing relative to established timelines, helps identify areas that may require adjustment or additional support, and informs the planning and prioritization of staff work plans.

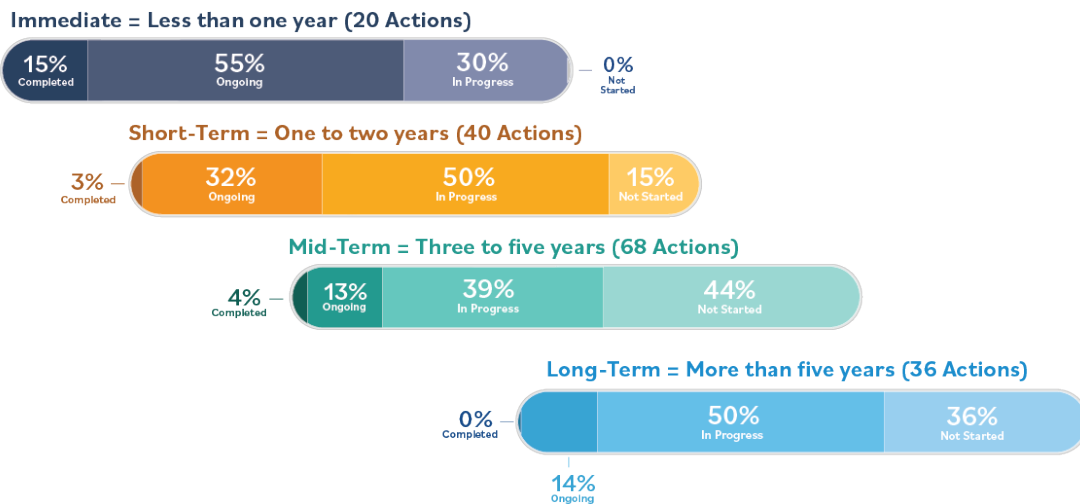


Figure 3: Status of EVS Actions by Timeline

Figure 4 provides a year-to-year comparison of all action items by status (completed, on-going, in progress, and not started), illustrating the progress from Year 1 to Year 2 of implementation.

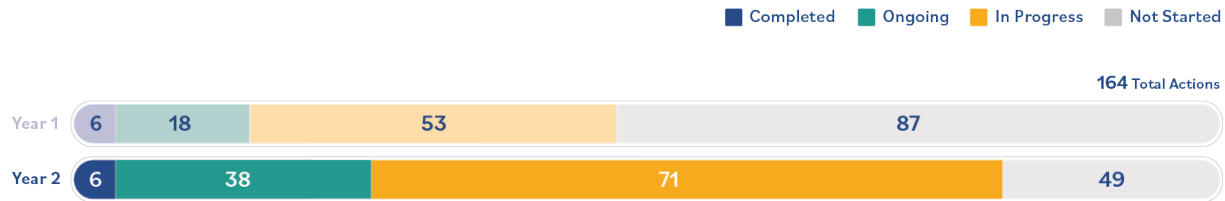


Figure 4: Year-to-Year Comparison of EVS Actions

A comprehensive list of the EVS actions and status updates for each action item can be found in Attachment 2, EVS Implementation Matrix.

Key Accomplishments

Over the past year, notable progress has been made on several key initiatives identified in the EVS. The list below highlights actions that have been completed or have had substantial components implemented:

- Small Business Zoning Code Updates:** Adopted a series of small business Zoning Code updates designed to support small businesses and modernize land use regulations. These updates streamlined permit provisions for certain small-footprint land uses up to 4,000 square feet in floor area, removed change of use permit requirements for changes from one permitted nonresidential use to another, reduced the need for conditional use permits for certain types of active businesses (e.g., retail, restaurants, personal service, and indoor recreation and fitness centers), and reduced minimum parking standards for retail and personal service uses to better align with other nearby communities. Together, these changes help the City remain regionally competitive while better aligning zoning regulations with current retail and service market trends. The updates also simplified the Code, making it easier and less expensive for businesses to open in Mountain View. (Actions 1B.7, 4A.6, and Strategy D)
- Facade Improvement Grant Program:** Supported 14 small business projects in downtown and other commercial areas, helping businesses invest in storefront improvements that enhance customer experience and strengthen neighborhood commercial areas. Grant funds have supported improvements such as exterior painting, new signage, and architectural upgrades. Recent program updates approved by Council on [March 10, 2026](#) provide increased flexibility and financial support to Mountain View small businesses. (Action 1C.1)

- Commercial Real Estate Engagement: Continued the Broker Breakfast series as part of a broader strategy to strengthen partnerships with the commercial brokerage community. These efforts enhance two-way communication, increase awareness of City priorities and available resources, and position Mountain View as a proactive and business-friendly environment for investment. (Action 3D.1)
- 2026 Games Activations: Successfully delivered the “Fan Fest Tailgate,” a Super Bowl activation that brought significant activity to downtown through live music, games, and community giveaways. The event resulted in a 39% increase in visitors and a 21% increase in average dwell time in the downtown area compared to the same day in the prior year. To further support local businesses, the City developed a Business Fan Fest Map highlighting promotions and events, which received over 8,000 views.

Building on this momentum, the City is preparing for 2026 World Cup Summer of Soccer activations through a coordinated program of downtown watch parties, business promotions, park activations, and community events. These efforts are designed to increase visitor activity, support local businesses, and position Mountain View as a vibrant and welcoming destination. (Actions 2E.3 and 4F.4)

- Downtown Entertainment Zone Pilot Program: Established an 18-month pilot program on Castro Street for City-hosted events, including the upcoming World Cup activations. The pilot is intended to enhance community programming, support local businesses, and strengthen Mountain View’s position as a regional destination. (Actions 2E.3 and 2E.4)
- Downtown Pop-Up: Launched the “Don’t Eat Me” pop-up retail space in partnership with MOMENT at 293 Castro Street, activating a previously vacant storefront. This one-year program provides brick-and-mortar opportunities for four creative microbusinesses and represents a proactive approach to addressing vacancies. The pop-up is performing strongly in its initial months, with sales trends comparable to some of the highest-performing periods at other MOMENT pop-up locations. (Actions 1C.3, 1C.4, 2A.6, 2C.3, 4B.6, and 4D.3)
- Strategic Communications: With several public and private projects planned across downtown in the coming years, the City launched a strategic communications initiative to strengthen outreach to attract visitors and keep the community informed about construction timelines and project impacts. As part of this effort, the City introduced a new downtown subbrand, “Downtown MV in Motion” (Figure 5). Inspired by the colorful decorative street treatment, the brand reflects the dynamic energy of Castro Street and celebrates everyday moments such as enjoying live music, playing street games, or gathering with friends. (Actions 2A.1, 4F.1, 4F.4, and 4F.5)



Figure 5: Downtown In Motion Logo

- **Pedestrian Wayfinding:** Finalized the design for a new pedestrian wayfinding system, with installation anticipated in spring 2026. This signage will help visitors navigate downtown and locate key destinations, including public parking facilities and community attractions. The signs feature visual elements inspired by Mountain View’s history and surroundings, reinforcing the community’s character and sense of place. (Action 1A.9)
- **Business Workshops and Technical Support:** Partnered with the Enterprise Foundation’s Mountain View Neighborhood Small Business Center, funded through a Valley Transit Authority Transit-Oriented Communities Grant, to provide workshops, training, and one-on-one advising for small businesses, entrepreneurs, and nonprofits. The City has supported these efforts by hosting in-person workshops at City facilities, expanding access to technical assistance. (Actions 1B.1, 4A.10, 4B.2, 4C.2, 4C.7)

In addition to the accomplishments highlighted above, Economic Development staff continues to provide ongoing support to small businesses through a variety of programs and services. The Business Ambassador Team meets bimonthly to assist business applicants in navigating permitting process (Action 1D.1). Staff also provides one-on-one support to nearly 200 businesses annually, including site selection assistance, permitting guidance, and referrals to technical resources and business support organizations (Actions 1D.1 and 3A.4). In addition, staff conducts business retention visits to connect directly with local businesses, better understand emerging challenges and opportunities, and share information about available programs, initiatives, and resources (Action 1C.1). While the Economic Vitality Strategy includes a dedicated goal focused on supporting small businesses, actions that support small businesses are integrated throughout all of the Strategy’s goals, reflecting the important role small businesses play in supporting local jobs, fostering entrepreneurship, and contributing to Mountain View’s unique community character and local economy.

Public Art and Creative Economy

The EVS identifies the creative economy as a key component of economic vitality, recognizing artists and creatives as small businesses that contribute to innovation, placemaking, and the

overall vibrancy of commercial areas. Over the past year, public art has been a major focus of the Economic Development team’s work, with several notable accomplishments:

- **Public Art Strategy:** Advanced development of the City’s first Public Art Strategy, a comprehensive 10-year roadmap to guide how art is integrated into everyday spaces throughout Mountain View. Completed a comprehensive community outreach effort, with more than 700 community members providing input on desired art types and locations. The final strategy is anticipated to be presented to the Council for adoption in Q4 2026. (Actions 1A.2, 1A.9, 2C.1, 2C.2, 3D.3)
- **Public Art Administrator:** Secured Council approval and funding for a new Public Art Administrator position as part of the midyear budget update. This role will support implementation of the Public Art Strategy, enhance program coordination, and expand opportunities for residents and visitors to engage with public art across the community. Recruitment for this position is underway. (Actions 1A.2, 1A.9, 2C.1, 2C.2, 3D.3)
- **Public Art Installations:** Installed several new public artworks across the City, including painted safety bollards along the Castro Street Pedestrian Mall (see Figure 6), a mural at Rengstorff Park (see Figure 7), and an art installation at the Mountain View Train Depot. In addition to physical installations, the City expanded public art programming by hosting an artist talk and reception at the Center for the Performing Arts, where more than 90 attendees engaged with artist Don Hershman and his series “The Art of Code Switching.” (Action 1A.9)



Figure 6: Bollard Mural by Artist Katherine Liu



Figure 7: Rengstorff Park Mural by Artist Fernanda Martinez

- **Facade Improvement Grant—Mural Track:** Expanded the Facade Improvement Grant Program to include a dedicated mural track, allowing artists to apply for funding in partnership with property owners to create murals on private property. This enhancement is intended to encourage additional public art installations on private property and further integrate art into the City’s commercial areas. (Actions 1A.9 and 1C.1)

Implementation Approach—Year Ahead

In addition to the key initiatives highlighted above, Economic Development staff is actively managing numerous “ongoing” EVS implementation efforts while also handling the day-to-day operations of the division and leading implementation of the Downtown Parking Strategy, Public Art Strategy, and coordination of several other City strategic priorities.

Staff often uses the analogy of an iceberg (see Figure 8) to demonstrate how staff resources are allocated. Council work plan priorities and other major, strategic initiatives represent the visible “tip of the iceberg,” while a substantial portion of staff effort, estimated at approximately 85%, is dedicated to ongoing programs, services, and operational responsibilities that occur “below the waterline.” These efforts by the Economic Development team are critical to achieving the City’s Economic Vitality goals and sustaining progress over time. As EVS implementation progresses, an increasing number of action items will transition into ongoing programs and services. Many of the Strategy’s 164 actions are designed to be continuous in nature, requiring sustained attention, coordination, and refinement rather than having a defined end date. As a result, the “below-the-waterline” portion of the iceberg continues to grow, adding to the division’s baseline workload each year.



Figure 8: Iceberg Illustration of Economic Development Team Ongoing Workload

This progression is typical for a comprehensive economic development strategy as successful efforts become embedded in the City’s core operations. With the recent filling of the vacant Economic Development Strategist position and the addition of a Public Art Administrator role,

which increases the time the division's two strategists can focus on economic development, the division has increased its capacity to advance EVS implementation and related priorities. As this added capacity is integrated, staff will continue to take a thoughtful and strategic approach to prioritizing and phasing work, focusing on initiatives with the greatest impact while ensuring the ongoing programs that underpin long-term economic vitality are effectively maintained.

Year 3 Work Plan

In addition to maintaining the 38 "ongoing" actions (more than double the ongoing actions compared to Year 1) and continuing progress on the 71 "in-progress" actions (a 34% increase from Year 1), Economic Development staff have identified several focus areas for the year ahead. These areas were chosen due to their designation as short- or mid-term opportunities in the EVS, their alignment with current staff capacity, and feasibility factors, such as funding and market conditions:

- **Public Art Strategy Implementation**: Present the final Public Art Strategy to Council for adoption in Q4 2026 and initiate implementation through development of a Year 1 work plan. (Actions 1A.2, 2C.1, 2C.2, and 3D.3)
- **Pedestrian Mall Vacant Storefront Activation Program**: Continue advancing this Council Work Plan priority project as part of the Fiscal Years 2025-27 Council Work Plan. (Actions 1A.4, 1C.2, 1C.6, 1C.8, 2A.6, and 2C.3)
- **Downtown Parking Strategy Implementation**: Continue implementation of the 2021 Downtown Parking Strategy, including new parking wayfinding signage and technology tools. (Actions 1A.9, 1B.3, 1B.4, 2B.2, 2B.3, and Strategy 2D)
- **Downtown District Evaluation**: Evaluate existing downtown business improvement areas and engage business and property owners to assess the feasibility of forming an improvement district to support services, such as maintenance, safety, marketing, and events. (Action 1A.3)
- **Revolving Loan Program**: Develop a low-cost loan program to provide flexible capital to small businesses, with a focus on addressing vacancies, supporting legacy and displaced businesses, and advancing an inclusive local economy. (Action 1A.5)
- **Makers Fair Pilot**: Launch a Makers Fair series to support artists and creative entrepreneurs and bring added activations to the downtown pedestrian mall. (Actions 2A.8, 2C.3, 2E.3)
- **Downtown Office Vacancies**: Review local and regional office vacancy trends, engage office property owners and brokers, and evaluate potential strategies and initiatives to support office attraction, retention, and adaptive reuse opportunities in the Downtown. (Goal 2)

FISCAL IMPACT

There are no fiscal impacts associated with Council's acceptance of the 2026 EVS Annual Progress Report.

LEVINE ACT

California Government Code Section 84308 (also known as the Levine Act) prohibits city officials from participating in any proceeding involving a "license, permit, or other entitlement for use" if the official has received a campaign contribution exceeding \$500 from a party, participant, or agent of a party or participant within the last 12 months. The Levine Act is intended to prevent financial influence on decisions that affect specific, identifiable persons or participants. For more information, see the Fair Political Practices Commission website: www.fppc.ca.gov/learn/pay-to-play-limits-and-prohibitions.html.

Please see below for information about whether the recommended action for this agenda item is subject to or exempt from the Levine Act.

EXEMPT FROM THE LEVINE ACT

General policy and legislative actions

CONCLUSION

Year 2 of the Economic Vitality Strategy demonstrates meaningful progress across a broad range of initiatives while also reflecting the evolution of the Strategy from initial implementation to sustained, ongoing programs. Looking ahead to Year 3, staff will continue to build on this momentum by advancing key priorities, implementing new programs, and strengthening partnerships with business and community stakeholders.

PUBLIC NOTICING

The Council’s agenda is advertised on Channel 26, and the agenda and this report appear on the City’s website. Staff has also notified the Mountain View Chamber of Commerce of this annual progress report.

Prepared by:

Amanda Rotella
Economic Vitality Manager

Approved by:

Christian Murdock
Community Development Director

Audrey D. Seymour
Assistant City Manager

CDD/AR-05-26-26CR

- Attachments:
1. Measures of Success Year 2
 2. EVS Implementation Matrix Year 2



City of Mountain View

CITY HALL
500 CASTRO STREET

Legislation Text

File #: 206131, **Version:** 1

Downtown Committee Work Plan - Fiscal Year 2026-2027

Per City Council Policy A-23, adopt the Fiscal Year 2026-27 Downtown Committee Work Plan.

DATE: June 2, 2026

TO: Downtown Committee

FROM: Amanda Rotella, Economic Vitality Manager

SUBJECT: Downtown Committee Work Plan—Fiscal Year 2026-27

RECOMMENDATION

Per City Council Policy A-23, adopt the Fiscal Year 2026-27 Downtown Committee Work Plan.

BACKGROUND AND ANALYSIS

City Council Policy A-23, Work Item Referral Process for Council Advisory Bodies and Councilmember Committees, requires all Council advisory bodies to annually prepare work plans for City Council review and approval. Based on the direction provided by the City Manager's Office, the format of the Downtown Committee's (Committee) proposed work plan requires identification of key milestones and dates to plan and monitor the Committee's progress in achieving its ongoing work items and the specific fiscal year tasks and responsibilities assigned to the Committee by the City Council.

A draft Downtown Committee work plan for Fiscal Year 2026-27 was discussed at the May 5, 2026 Downtown Committee meeting. The Committee proposed some minor edits, which have been incorporated and attached (Attachment 1). The proposed work plan integrates the role and responsibilities of the Committee and includes ongoing work items the Committee oversees on an annual basis, upcoming projects and programs which require review and discussion by the Committee, and specific work items for the new fiscal year.

CDD/AR-06-02-26M-1

Attachment: 1. Downtown Committee Work Plan—Fiscal Year 2026-27

**DOWNTOWN COMMITTEE WORK PLAN
Fiscal Year 2026-27**

Title and Description	Key Milestones	Est. Date (per milestone)	Notes
<p>A. Review, comment, recommend programs, projects, and policies to implement the vision for downtown.</p>	<p>Receive updates on Downtown development projects and new businesses.</p> <p>Provide input on projects and policies which are tangentially connected to the downtown.</p> <p>Review policy considerations and recommendations that support greater activation and utilization of the downtown (e.g., including additional live entertainment and active uses).</p>	<p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p>	<p>Received monthly updates from the Planning Staff.</p>
<p>B. Support economic vitality initiatives in downtown.</p>	<p>Discuss opportunities that support and retain a diverse mix of downtown businesses and coordinate discussions on challenges and opportunities facing downtown businesses.</p>	<p>Ongoing</p>	<p>Received monthly updates on Economic Development Initiatives in the Downtown</p>
<p>C. Promote a variety of business outreach services and activities to create a viable downtown.</p>	<p>Collaborate with the Chamber of Commerce and Downtown Business Association (DBA) on supporting downtown activations.</p>	<p>Ongoing</p>	<p>Committee to provide input on World Cup2026 Activations, Entertainment Zone Activatons, and Business Collaborations.</p>

Title and Description	Key Milestones	Est. Date (per milestone)	Notes
	Continue ad hoc committee to discuss opportunities to promote downtown locally and regionally, including additional events.	Ongoing	Downtown/Visual Arts/ Performing Arts Committees joint ad hoc committee established to collaborate to discuss opportunities to promote downtown events and create stronger connections between the Center for Performing Arts and Pedestrian Mall.
D. Make recommendations on the implementation of the Downtown Parking Strategy and development and maintenance of downtown public parking facilities	Continued implementation of downtown parking programs. Review downtown parking occupancy data, including parking permit information.	Ongoing Ongoing	
E. Provide the City Council with recommendations on the assessment districts the Business Improvement Areas (BIA) and Parking Maintenance Assessment District].	Review BIA annual renewal. Review Downtown Parking Maintenance Assessment District annual renewal.	Fall 2026 Spring 2027	
F. Support the implementation of the Economic Vitality Strategy (EVS).	Review and discuss relevant initiatives and implementation strategies specific to the downtown that are identified in the Strategy.	Ongoing	
G. Support the continued implementation and activation of the Interim Castro Street Pedestrian Mall.	Discuss the midterm improvements, changes for Castro Street closure, and engage businesses in the process.	Ongoing	Received monthly updates on Castro Street along with Pedestrian Mall implementation actions.

Title and Description	Key Milestones	Est. Date (per milestone)	Notes
	Discuss long-term options for Castro Street closure and engage businesses and residents in planning process.	Ongoing	
H. Collaborate with the Visual Arts Committee (VAC) on downtown public art opportunities.	Support the development of the VAC Public Art Strategy.	Summer/Fall 2026	
I. Receive updates from City departments on downtown events, programs, and initiatives.	<p>Receive updates on transportation initiatives from Public Works Department.</p> <p>Receive updates on downtown events and programming from Community Services Department.</p> <p>Receive updates from the Police Department on Public Safety.</p>	<p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p>	