

EVS Measure of Success (Year 2: May 2025 - April 2026)

Measures of Success	Apr 2024 Rates	April 2025 Rates	April 2026 Rates	Economic Vitality Goals				
				Goal 1	Goal 2	Goal 3	Goal 4	Goal 5
Office Vacancy Rate in Mountain View. (target 10%)	20.2%	18.7%	16.5%	✓	✓	✓		
Retail Vacancy Rate in Mountain View. (target 5-7%)	4.1%	1.5%	4.9%	✓	✓		✓	
Downtown Office Vacancy Rate. (target 10%)	25%	23.03%	31.49%	✓	✓			
Downtown Retail Vacancy Rate. (target 5-7%)	8.5%	6.8%	6.1%	✓	✓		✓	
Percent growth in year over year sales Tax Receipts in the Downtown. (target 2%-4%)	-8.50%	-1.7%	10.1%	✓	✓			
Number of unique visitors to Economic Development Business Resources page.	TBD	1,166	6,071		✓		✓	
Number of businesses assisted by Economic Development small business trainings and webinars.	5	42	26		✓		✓	
Percent of Economic Development business resources translated into other languages	13%	15%	18%	✓	✓	✓	✓	
Number of business establishments in downtown	334	337	372	✓	✓			
New business startups as a percentage of all businesses in the City (target 15-20%)	11%	12.4%	15%		✓	✓	✓	
Number of storefronts receiving design assistance for façade improvements or window activations	TBD	8	14	✓	✓		✓	
Number of businesses receiving retention services by Economic Development staff	9%	11%	12%		✓	✓	✓	
Number of square feet supporting commercial/industrial activities (target 26 million sq. ft.)	29.1 million sq. ft.	29.1 million sq. ft.	28.9 million sq. ft.	✓	✓	✓		
Percent of Economic Development assisted businesses receiving permit facilitation services	15%	12%	43%	✓	✓	✓	✓	✓

Source: Costar Analytics Submarket Reports (Q1 2026), Mountain View Business License (December 2025), HdL (Q4 2025), Economic Development team statistics.