

**DATE:** March 16, 2021

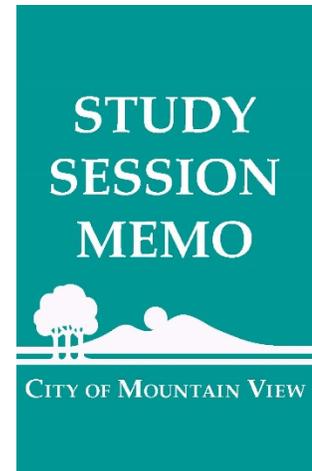
**TO:** Honorable Mayor and City Council

**FROM:** Melvin E. Gaines, Principal Management Analyst  
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**VIA:** Kimbra McCarthy, City Manager

**TITLE:** **Strategic Plan: Draft Vision, Strategic Priorities, and Potential Projects**

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## **PURPOSE**

Discuss and provide direction on the draft vision, strategic priorities, and potential projects.

## **BACKGROUND**

The City is currently engaged in a strategic planning and visioning process with consultant assistance from a team of experienced engagement, planning, and facilitation consultants from CivicMakers. Staff and CivicMakers presented the proposed strategic planning approach to the Ad Hoc Council Subcommittee on Goal Setting on December 15, 2020. The City Council held a workshop on February 6, 2021 to kick off the process. Links to these meetings and more information can be found on the City's website at [MountainView.gov/StrategicRoadmap](https://MountainView.gov/StrategicRoadmap).

The planning process will result in a strategic roadmap that describes a vision of where the City strives to be in the next three to five years and identifies the City's top strategic priorities (what the City currently calls "Council Major Goals"). The roadmap will also include an achievable multi-year work plan of the critical projects to accomplish the strategic priorities and vision, taking into consideration the current and future staff workload.

This plan will replace the City Council Major Goals Work Plan. The strategic planning and visioning process differs from the City's past process of setting major goals in that it includes more extensive community, City Council, and City staff engagement and is designed to establish strategic priorities aligned with the City's vision and a work plan aligned with the City's available staff capacity and resources.

## **Engagement Process Update**

Following the Council workshop on February 6, 2021, staff and CivicMakers provided a variety of engagement opportunities to receive input from community members and City staff on the City's vision and strategic priorities. Community input opportunities included workshops and focus groups attended by a total of 108 community members, including two Citywide workshops, and separate focus groups in Spanish and Mandarin, respectively, and one for small businesses. The City also received public input on the City's vision and strategic priorities from 31 online comment cards as well as numerous e-mail communications.

CivicMakers also met with a variety of staff teams to discuss their perspective on the City's vision and strategic priorities as well the current process for setting and implementing Major Goals.

CivicMakers has synthesized Council input from the February 6 workshop along with community and staff input to develop the draft vision and strategic priorities included in this Study Session memo.

## **Overview of the Council Process for Discussing and Adopting the Strategic Roadmap**

### *March 16 Study Session*

The purpose of this meeting is for Council to review and provide feedback on the following:

- Draft vision statement and one-sentence tagline.
- Draft strategic priorities that will focus the City's efforts on the accomplishment of this vision. The intent is to achieve conceptual approval at this point rather than agreement on final wording.
- Potential projects to achieve the strategic priorities, including projects that are continuing from the current Major Goals Work Plan, and a limited number of new projects (described further in this Study Session memo).

The elements of the City's new Strategic Roadmap are briefly described in the bullet points below. Additional information, proposed drafts, and the process to facilitate

Council's review of these elements will be provided in subsequent sections of this Study Session memo.

- The **vision statement** is comprised of a brief narrative describing what matters to Mountain View and the City's aspirations for what it hopes to be in the future.
- The **one-sentence tagline** is meant to capture this vision in a meaningful and memorable way.
- The **strategic priorities** are like the current Council Major Goals, which have been affirmed, built upon, and updated based on the extensive engagement process described above.
- The **projects** are the specific policies, programs, and initiatives staff will undertake within each priority area. As will be described below, there are 30 projects that may continue from the current Council Goals Major Work Plan (including eight that have been previously deferred by Council for future reconsideration) and 10 potential new projects identified recently by Council and/or City staff.

**Importantly, the opportunity to add new projects will be very limited, especially during the foreseeable future, as the City focuses on the community's and the organization's recovery from the COVID-19 pandemic.**

#### *April 27 Council Meeting*

Following the March 16, 2021 Study Session, CivicMakers will work with City staff to analyze the work required to deliver on the projects carrying forward from the current work plan as well as any limited number of potential new projects. This analysis will involve identifying the lead and support departments, often at the division or even specific staff position level, to ensure there is capacity in the right areas; determining whether it will be feasible to implement the projects in an effective and timely manner; and discussing potential tradeoffs involved with prioritizing one project over another. On April 27, 2021, CivicMakers and staff will present this analysis and a recommendation for an achievable work plan for Council's discussion and approval. CivicMakers and staff will also incorporate Council feedback on the draft vision and strategic priorities presented on March 16 for Council's review and approval.

## DISCUSSION

### Draft Vision

The City's vision statement is designed to provide a clear, specific, compelling picture of what Mountain View will look like in three to five years. The following vision statement was drafted considering input from community members, the City Council, and City staff. As mentioned above, it includes both a relatively brief narrative description as well as a one-line tagline to capture the essence of the vision in a way that is easy to remember. CivicMakers will facilitate Council's review and feedback on the proposed draft statements following the process described below.

#### DRAFT VISION TAGLINE

*A sustainable, accessible, and welcoming community for residents, businesses, and visitors.*

#### DRAFT FULL VISION

*In 2030, the City of Mountain View creates the conditions for a diverse community to enjoy a great quality of life.*

*The community supports a lively downtown as well as village centers, which anchor a healthy economy featuring small, local businesses that provide a range of important services. Mountain View's vibrant neighborhoods offer a variety of housing options to meet the needs of all residents while providing access to ample parks and open space. The City's focus on equity and inclusion underscores robust policies and programs to support vulnerable populations.*

*Mountain View is a place that balances preservation and conservation with innovation and intentional development. The City is a national leader in sustainable living and confronting the realities of climate change. A robust transportation network, coupled with a focus on walkability and connectivity, has improved mobility while reducing vehicle miles and congestion.*

*This is all possible through the continued efforts of the community, Council, and staff to work together toward shared priorities, fiscal responsibility, and good governance.*

#### PROCESS:

CivicMakers will share details about how this draft vision was shaped by Council, community, and staff input. CivicMakers will facilitate Council discussion, seeking comments about any significant concerns with the vision as articulated, with the hope of achieving conceptual agreement. If time allows, alternative wording suggestions will be

noted, drawing from the key descriptors of the vision of Mountain View that were put forward during the input process.

### **Draft Strategic Priorities**

Through the Council, community, and staff engagement process, the following six draft strategic priorities have been identified as the top areas of focus for the City to achieve its vision. Four of these strategic priorities are closely related to the Fiscal Years 2019-20 and 2020-21 City Council Major Goals regarding community for all, housing, transportation, and sustainability/quality of life. For this last goal, sustainability and quality of life have been separated, and quality of life is featured prominently, not only in the draft vision statement, but is also integrated into the descriptions of several of the strategic priorities. The fifth proposed strategic priority is focused on economic development and the sixth on organizational strength and good governance. Each strategic priority is labeled with a brief heading followed by a short description. More context is provided for the two proposed new priority areas.

1. **Equitable Community for All:** Preserve Mountain View's socioeconomic and cultural diversity. Engage and protect vulnerable populations through programs and services. Ensure safe access to parks and open space and other key amenities for our community.
2. **Intentional Development and Housing for All:** Increase the quantity and diversity of housing options. Provide opportunities for subsidized and affordable housing as well as home ownership. Plan for neighborhoods with nearby businesses and amenities that balance density with livable, green, mixed-use development.
3. **Mobility and Connectivity:** Develop and promote transit options that reduce vehicle trips and traffic. Enhance connectivity across Mountain View. Focus on safe, walkable, bikeable, accessible neighborhoods.
4. **Sustainability and Climate Resiliency:** Minimize the City's greenhouse gas emissions. Support residents and businesses to adopt sustainable practices and use resources wisely. Protect local ecosystems and prepare for sea level rise.
5. **Thriving Local Economy:** Invest in a beautiful, vibrant downtown that draws residents and visitors. Create an environment where small, local, diverse businesses can survive and thrive across the City. Continue to work in partnership with large employers in Mountain View.

NOTE ON NEW PRIORITY NO. 5: In both Council discussions and community engagement events, economic recovery and sustainability were major concerns. Community members discussed the local economy primarily in relation to the desire for a thriving, diverse small business community, especially in the Mountain View downtown. There was a pervasive concern that the high cost of living (rents, taxes) would negatively impact small business owners' ability to survive. Multiple Councilmembers expressed a desire for a "COVID recovery" priority area (which also fits into the proposed sixth new priority, below) as well as supporting diverse, small, local businesses.

6. **Organizational Strength and Good Governance:** Continue to innovate, collaborate, and continuously improve to deliver a high level of customer service. Recruit, develop, and retain top-notch staff. Maintain fiscal responsibility and effective intergovernmental partnerships. Communicate and engage regularly and transparently with our multilingual community.

NOTE ON NEW PRIORITY NO. 6: In both the community and City staff engagement events, participants' perception of the City organization was that the City has long been well-run, is fiscally responsible, and provides a high level of service. City leadership has historically been, and is currently, intentional about ensuring that the City of Mountain View maintain a high level of service. The City engages in various process and service delivery improvement efforts that require significant staff resources, such as technology system upgrades to support remote work and online services, safe return-to-work protocols, enhanced communications and outreach programs, employee engagement efforts, and facility remodels and construction. This strategic priority is proposed to better capture the City's efforts and workload impact of major projects related to organizational health and good governance that go beyond day-to-day operations, including COVID-19 recovery efforts.

#### PROCESS:

Staff requests City Council feedback on these draft strategic priorities. CivicMakers will summarize how these priorities were shaped by input received throughout the engagement process. CivicMakers will facilitate discussion, seeking general consensus on the six priority areas and focusing on any areas of major concern. As time permits, CivicMakers will take note of any suggested wording changes.

## **Potential Projects**

As noted in the Background section of this Study Session memo, the focus at this Study Session is to provide initial feedback on potential projects for Fiscal Year 2021-22 and beyond. The actual prioritization of projects, following staff analysis of work needed and capacity to execute the projects, will occur at the April 27, 2021 Council meeting.

For the discussion of projects in this initial Study Session, it is important to consider the context of existing projects related to the current Council Major Goals Work Plan, COVID-19 recovery efforts, other significant plans already under way, and essential projects that have been recently identified by Council and/or staff. Each of these categories of projects is described below.

**Based on the magnitude of high-priority work that has already been committed to and the limitations of staff capacity, which is already overextended, staff is requesting that no new projects—or only a very few top-priority projects with strong Council support—be proposed at this time.**

### *Existing Projects in the Current Council Major Goals Work Plan*

As reported in the Council Major Goals Work Plan Update that went to Council on February 23, 2021, the Fiscal Years 2019-20 and 2020-21 Work Plan includes 64 current projects and eight projects which the City Council provided direction during prior work plan updates to defer for reconsideration during the Fiscal Year 2021-22 strategic planning process. Staff has completed 31 of the 64 current projects, and an additional 12 projects are anticipated to be completed by June 30, 2021.

One of these projects, “Plan, coordinate, and oversee COVID-19 recovery planning for the City organization and community,” includes both internal efforts related to the City as a workplace as well as efforts to assist pandemic recovery in the community. These efforts would be led by different departments and fall under different strategic priorities. Consequently, staff has separated this to be two projects.

This leaves **22 current projects** that may be carried forward to next fiscal year and beyond in addition to the **8 deferred projects**, resulting in a **total of 30 existing projects**. Project updates and tentative timeline and workload estimates for these projects are included in Attachment 1.

As noted in Attachment 1, of the 22 projects scheduled to carry forward:

- 1 project is scheduled to be completed by the end of calendar year 2021;

- 9 projects are scheduled for completion by the end of Fiscal Year 2021-22;
- 5 projects are anticipated to be completed by the end of Fiscal Year 2022-23;
- 4 projects are anticipated to require work beyond Fiscal Year 2022-23;
- 3 projects have experienced major delays, and staff is assessing updated project timelines which will be presented along with project recommendations on April 27, 2021.

NOTE: Timelines have not been developed for the 8 deferred projects.

### Mobile Home Ordinance

One of the projects in the current work plan is to “examine and potentially develop an ordinance that controls mobile home park space rents.” The work on this project had been paused pending litigation, which has since been concluded. Staff notes the following update on the next steps of this project in accordance with Council’s discussion during Item 8 at its March 9, 2021 meeting. During this discussion, Council expressed an interest in developing a City mobile home ordinance to be administered by the Rental Housing Committee (RHC) and for this to move forward expeditiously. Staff recommends that a City-developed and RHC-administered mobile home ordinance be modeled after the Community Stabilization and Fair Rent Act (CSFRA) to allow for focused staff outreach and analysis. This will help streamline the timeline for the project and recognize staff capacity limitations. Following this approach, staff anticipates being able to bring a first reading of a mobile home ordinance to Council in August or September of this year. Staff seeks Council confirmation of this approach.

### *COVID-19 Recovery Efforts*

A noteworthy project from the City Council Major Goals Work Plan that is scheduled to continue into next fiscal year is Project 5.9 – *Plan, coordinate, and oversee COVID-19 recovery planning for the City organization and community*. While this broad area of City priority and responsibility has been reported as a single project, the City has executed over 25 major actions in response to the COVID-19 pandemic over the past year, and **several of these actions are anticipated to be ongoing**. These actions include:

- Declaring a state of emergency and planning and implementing altered service delivery to provide continued operations in compliance with Shelter-in-Place orders.

- Opening three large-scale 24/7 Safe Parking Lots in partnership with the County of Santa Clara and a safe parking operator.
- Providing essential-need services for homeless, unstably housed, and vulnerable residents (hygiene stations, showers, food cards, mobile medical services, PPE distribution, etc.).
- Collaborating with community partners to create the #TogetherMV campaign and online donation portal.
- Funding and implementing the following programs for the community:
  - Rent Relief Program
  - Small Business Resiliency Microloan Program
  - Small Business Grant Program
- Providing utility bill relief to Mountain View customers.
- Adopting an eviction moratorium ordinance.
- Convening the Mayor's Resiliency Roundtable.
- Partnering with LifeMoves to secure Project Homekey funding and build interim homeless housing.
- Closing Castro Street to support downtown businesses (Castro StrEATS).
- Implementing Open Mountain View (for permitting outdoor business operations).
- Installing touchless pedestrian signals.
- Transitioning to virtual public meetings via Zoom videoconferencing.
- Instituting policy and operational/technological changes to facilitate employees working remotely.
- Collaborating with community partners to develop the [ilovemv.org](https://ilovemv.org) online marketplace website for local businesses.

- Implementing a Library Grab and Go program.
- Providing virtual and reformatted recreation and senior programs.
- Establishing electronic permit and plan review.
- Convening a Strategic Communications Team to provide pandemic response information, including extensive multilingual outreach.
- Launching a Small Business Call Center.
- Redeploying City employees to help local nonprofits.
- Redeploying firefighters to help with a County vaccine center and provide emergency medical care in other counties across the State.
- Providing Mountain View COVID-19 testing centers.
- Providing a Mountain View COVID-19 vaccine center.
- Holding online Town Halls for the community.
- Implementing updated employee safety programs:
  - Providing personal protective equipment;
  - Establishing health protocols and facility cleaning and ventilation protocols;
  - Training employees on all protocols;
  - Conducting contact tracing and exposure notifications;
  - Providing emergency sick leave and administrative leave options;
  - Facilitating vaccination appointments for eligible employees; and
  - Providing ongoing communication through weekly briefs and regular employee town halls.

### *Other Existing Plans*

In addition to the City Council Major Goals projects, the City is implementing projects related to a number of existing plans, including the following:

- Sustainability Action Plan 4 (SAP-4), which includes **81 new projects**.
- General Plan Action Plan, which includes **84 items, 58 of which are in progress**.
- Race, Equity, and Inclusion Action Plan, which includes **16 action items**.
- Capital Improvement Program (CIP), which includes **200 active discretionary projects**.

Significant staff effort is required to deliver on these existing plans, in addition to the ongoing operational responsibilities of the departments. It may be helpful to recall the “iceberg” metaphor. In this metaphor, the Council strategic priority projects—along with all of these other projects—are above the waterline, while the vast majority of staff capacity is required to maintain daily, routine operations below the water.

### *Potential New Projects Recently Identified by Council and/or Staff*

Over the past few months, Council and staff have identified 10 projects in response to important community needs, issues, and opportunities. These projects are listed below and are also included later in this Study Session memo in tables that organize currently identified projects by strategic priority:

- Update the City/School Joint-Use Master Agreement.
- Develop a Parks and Recreation Strategic Plan (including field fee study and use allocation).
- Develop an ordinance and incentive program to restrict use of gas-powered leaf blowers.
- Partner with the County to explore the potential conversion of the Crestview Hotel to housing for unstably housed individuals and families.
- Explore the feasibility of alternative mental health crisis response methods.
- Create a Moffett Boulevard streetscape design strategy (a General Plan Action Item).

- Develop a comprehensive Homelessness Response Strategy, which includes housing and services, and an expenditure and funding plan (to be guided and implemented by a new Human Services Manager or Coordinator position that will be recommended in the Fiscal Year 2021-22 Budget).
- Develop an Economic Vitality Strategy (including strategies to support small businesses).
- Continue work on the Housing Element for the 2023-31 Regional Housing Needs Assessment (RHNA) period.
- Develop a Citywide Active Transportation Plan (combining pedestrian and bicycle master plans).

#### *Process for Reviewing Potential Projects*

Staff requests City Council feedback on the list of potential projects in order to establish a final list of potential projects for staff to vet for capacity that will be brought back to Council on April 27, 2021 for further review and approval for the final round of community and staff feedback. The process will be as follows:

#### March 16 Process

- Staff will present a list of potential projects that includes carryover, deferred, and already-identified potential projects.
- Councilmembers will be asked to note whether they want to discuss any of the existing and already identified projects, or those that Council DOES NOT want staff to further consider. **Staff will not go through each existing project for discussion and confirmation but, rather, Council is asked to consider projects it does not want to move forward.**
- Staff does not recommend adding new projects beyond those already carrying over or those identified above; however, Council will be asked if there are a very limited number of projects that they would like staff to analyze, keeping in mind the significant capacity constraints described above.
- For any new projects put forward, Councilmembers will be asked to vote to indicate their support so that only those projects with majority support are put forward for staff analysis.

- Council and staff will have the opportunity to ask any clarifying questions regarding projects, if needed.

Before April 27, staff will convene in cross-department workgroups to vet the project list and provide recommendations on what they think will be most effective given the strategic priorities outlined and feasible given their capacity and funding.

#### April 27 Process

- Staff will present a final recommended project list to Council for consideration.
- Council will discuss the recommended project list and ask clarifying questions of staff.
- Council will make a decision about projects to be included in the draft strategic roadmap that will be shared with community and all staff for feedback via an online survey.

#### *Potential Projects Listed by Proposed Strategic Priority*

**The tables below have been provided to illustrate how potential projects may fall under and support the accomplishment of the proposed strategic priorities.** As there are interrelationships between the strategic priorities, some projects may actually benefit more than one priority area. However, for ease of reporting and tracking, projects are listed only under the strategic priority with which they can be considered most strongly affiliated.

<b>EQUITABLE COMMUNITY FOR ALL</b>	
<b>Project</b>	<b>Source</b>
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)
Prepare an ordinance prohibiting the sale of e-vaping and flavored tobacco products Citywide.	Carry-Forward (Project 4.14)
Develop and consider a Community Workforce Agreement.	Deferred (Project 1.4)
Provide City-led/-sponsored Know Your Rights Workshops.	Deferred (Project 1.7)
Update the City/School District Joint-Use Master Agreement.	New

<b>EQUITABLE COMMUNITY FOR ALL</b>	
<b>Project</b>	<b>Source</b>
Develop a Parks and Recreation Strategic Plan.	New
Explore the feasibility of alternative mental health crisis response methods.	New
Develop a comprehensive Homelessness Response Strategy that includes housing, services, and an expenditure and funding plan.	New

<b>INTENTIONAL DEVELOPMENT AND HOUSING FOR ALL</b>	
<b>Project</b>	<b>Source</b>
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)
Develop strategies for middle-income persons to afford different housing types.	Carry-Forward (Project 2.4)
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)
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)
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
Partner with the County to explore the potential conversion of the Crestview Hotel to housing for unstably housed individuals and families.	New
Continue work on the Housing Element for the 2023-31 Regional Housing Needs Assessment (RHNA) period.	New

<b>MOBILITY AND CONNECTIVITY</b>	
<b>Project</b>	<b>Source</b>
Complete the Castro Pedestrian Mall Feasibility Study.	Carry-Forward (Project 3.6)
Continue to implement the Transit Center Master Plan.	Carry-Forward (Project 3.10)
Develop a Citywide Transportation Demand Management Ordinance.	Deferred (Project 3.3)
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

<b>SUSTAINABILITY AND CLIMATE RESILIENCY</b>	
<b>Project</b>	<b>Source</b>
Update the Community Tree Master Plan and review existing guiding policies and ordinances in coordination with the update.	Carry-Forward (Project 4.1)
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)
Continue to Participate in South Bay Salt Ponds project in conjunction with California State Coastal Commission.	Carry-Forward (Project 4.10)
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

<b>THRIVING LOCAL ECONOMY</b>	
<b>Project</b>	<b>Source</b>
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

<b>ORGANIZATIONAL STRENGTH AND GOOD GOVERNANCE</b>	
<b>Project</b>	<b>Source</b>
Implement the Public Services Study actions, including population updates, study of police staffing levels, 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)
Conduct a City Buildings Workspace Study.	Carry-Forward (Project 5.12)

**RECOMMENDATION**

Staff requests Council to provide feedback in the following areas of the Strategic Road Map:

1. Vision:

- a. Does Council conceptually agree with the proposed draft vision tagline and statement?
- b. Are there any significant concerns or important edits to discuss?

2. Strategic Priorities:

- a. Does Council conceptually agree with the proposed draft strategic priorities?
- b. Are there any significant concerns or important edits to discuss?

3. Potential Projects:

- a. Does Council want to discuss any projects listed above or exclude any from carrying forward for analysis and potential inclusion in the work plan? (Those projects not pulled for discussion/exclusion will be carried forward.)
- b. Does Council confirm staff’s proposed approach for a mobile home ordinance?
- c. Are there any (very limited number of) additional projects with Council majority support?

## **NEXT STEPS**

City staff will provide the potential project list resulting from this Study Session to City advisory bodies and request that they provide input on what they believe are the most important projects to achieve the City's vision and strategic priorities. Considering this input, City staff members from different departments who will lead and support projects will work with CivicMakers to evaluate how potential projects advance the City toward strategic priorities as well as the feasibility of the City undertaking the projects given staff workload from day-to-day operations and other existing City plans. This evaluation will result in a prioritized project list that will be presented to the City Council April 27, 2021.

Following Council direction on April 27, the project list will be further refined, and CivicMakers will conduct a community survey to validate a draft strategic plan and roadmap. Staff will bring a proposed strategic roadmap to the City Council with the Fiscal Year 2021-22 Recommended Budget on June 8, 2021, and the City Council will consider adoption of the strategic plan and roadmap with the Recommended Budget on June 22, 2021.

## **PUBLIC NOTICING**

Agenda posting, posted to [MountainView.gov/StrategicRoadmap](https://MountainView.gov/StrategicRoadmap), included in "The Briefing" e-newsletter, and social media posts.

MEG-ASR/6/CAM  
612-03-16-21SS  
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Attachment: 1. Current Work Plan Project List