

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.

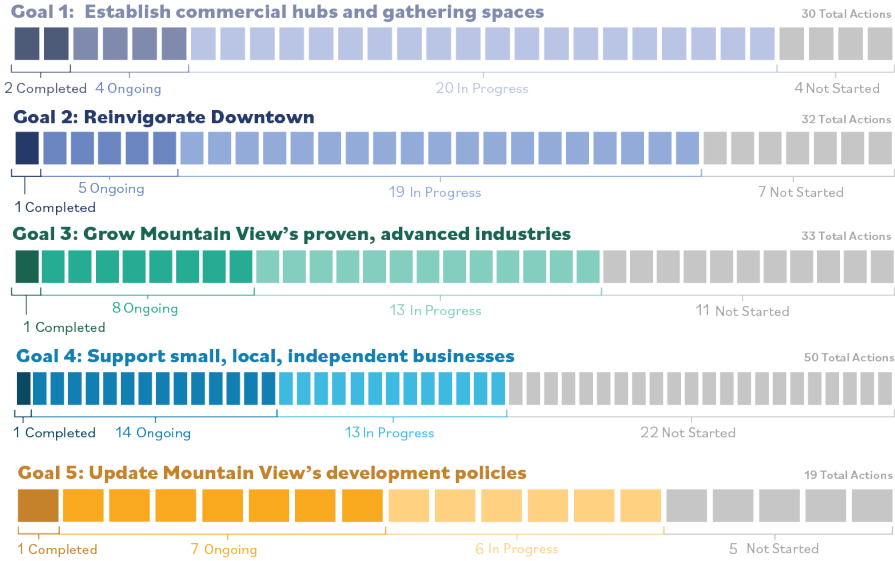


Figure 1: Status of EVS Actions by Goal

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.

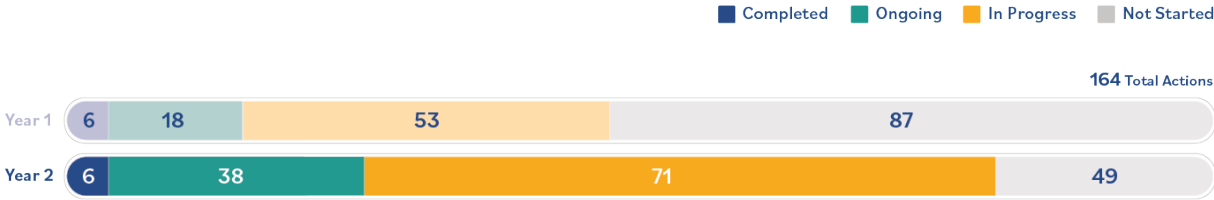


Figure 2: Year-to-Year Comparison of EVS Actions

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