

**MEMORANDUM**

Community Development Department

DATE: June 3, 2025

TO: Downtown Committee

FROM: Amanda Rotella, Acting Economic Vitality Manager

VIA: Christian Murdock, Community Development Director

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 27, 2025 meeting. Figure 1 provides a visual summary of the implementation progress of EVS actions over the first 12 months since adoption (April 2024 to April 2025). These figures offer a snapshot of the activities supporting the plan's implementation.

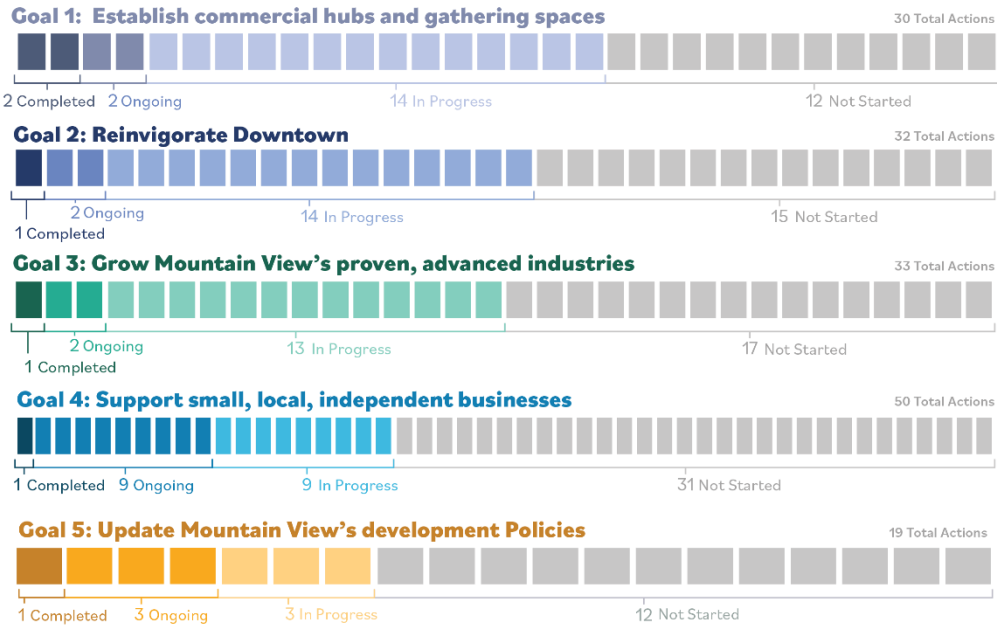


Figure 1: Status of EVS Actions by Goal

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

The first year of implementation for the EVS has laid a strong foundation with notable progress across key initiatives and active coordination across the City organization and with business and community partners. As the City moves into Year 2, staff will continue to balance implementation of the EVS with core operational responsibilities and other strategic initiatives. Ongoing coordination, prioritization, and resource alignment will be critical to sustaining momentum and ensuring the long-term success of the Strategy.

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- Attachments:
- 1. City Council Report: Economic Vitality Strategy Annual Progress Report
 - 2. Downtown Vitality Update Memorandum