

# Council Strategic Priorities and FY 23-25 Work Plan



City of Mountain View

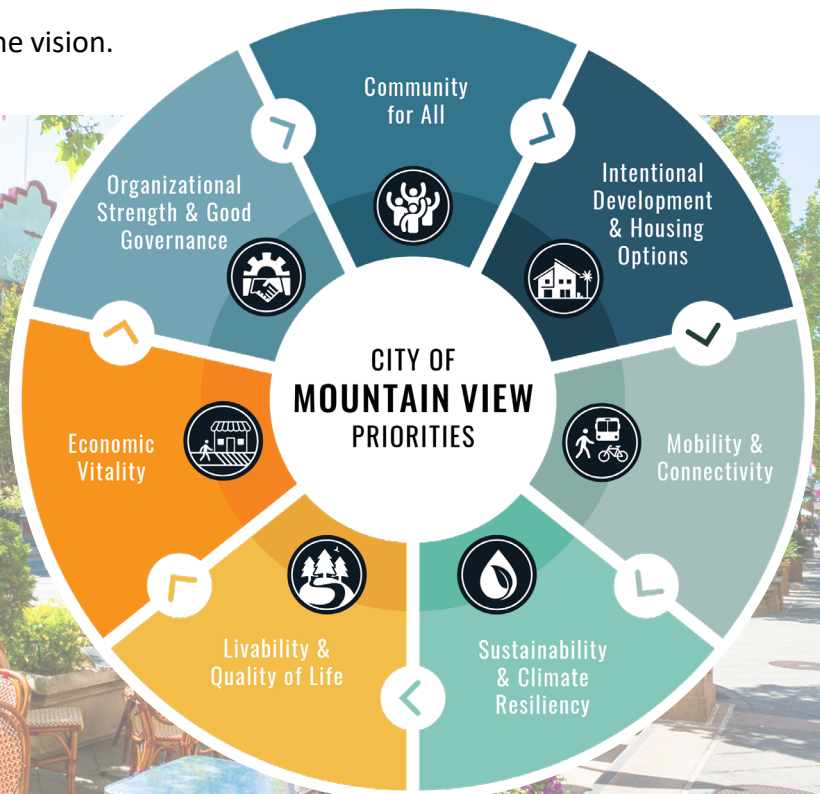
The City of Mountain View Strategic Priorities were developed through careful deliberation by the City Council with input from the community and City staff to advance a vision of Mountain View's future. The two-year Council Work Plan establishes the top projects to help accomplish the vision and strategic priorities during Fiscal Years 2023-24 and 2024-25.

## Vision

A welcoming, vibrant city that plans intentionally and leads regionally to create livable, sustainable neighborhoods, access to nature and open spaces, and a strong innovation-driven local economy.

## Strategic Priorities

The critical focus areas to achieve the vision.





## Community for All

Support Mountain View’s socioeconomic and cultural diversity. Engage and protect vulnerable populations through policies that promote access to housing, transportation and other programs and services.



## Sustainability & Climate Resiliency

Through implementation of the Sustainability Action Plan and other actions, reduce and minimize the City’s greenhouse gas emissions and prepare for sea level rise. Protect and enhance local ecosystems and biodiversity through rewilding and other measures. Support residents and businesses to adopt sustainable practices and use resources wisely.



## Livability & Quality of Life

Enhance Mountain View as a great place to live that values community health and well-being. Preserve Mountain View’s unique character, restore and enhance wildlife habitats, and promote arts and culture. Provide and enhance parks, open space, and other key amenities.



## Mobility & Connectivity

Develop a mobility network that enhances connectivity across Mountain View and establishes green corridors. Promote transit and safe active transportation options that reduce single-occupancy vehicle trips and traffic and increase walking and biking



## Intentional Development & Housing Options

Support an increase in the quantity and diversity of housing options, including assistance for the unhoused. Provide opportunities for affordable housing as well as home ownership. Plan for neighborhoods with nearby transit, jobs and amenities that balance density with livable, green, mixed-use development.



## Economic Vitality

Support a walkable, beautiful, vibrant downtown and accessible village centers that draw residents and visitors. Create an environment where small, local, diverse businesses can thrive across the City alongside large employers. Continue to work in partnership with the business community so that Mountain View remains a center for innovation with meaningful jobs for workers.



## Organizational Strength & 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.

## Community for All

- Update the Race, Equity, and Inclusion Action Plan
- Develop a homelessness response strategy
- Negotiate a Community Workforce Agreement
- Explore expanding access to broadband

## Livability & Quality of Life

- Conduct a holistic citywide review of parking regulations
- Develop a Parks and Recreation Strategic Plan
- Develop an ordinance to ban vaping sales citywide
- Review and update the historic preservation ordinance
- Explore strategies for enhancing childcare options
- Consider revitalization of Gateway Park

## Sustainability & Climate Resiliency

- Develop a Citywide Decarbonization Plan
- Develop a Biodiversity Strategy
- Update the Community Tree Master Plan to create an Urban Forest Plan
- Develop a Dark Skies ordinance
- Complete a Climate Change Vulnerability Assessment

## Organizational Strength & Good Governance

- Explore the feasibility of a potential 2024 revenue measure
- Complete a Cost Allocation Plan and Master Fee Study
- Implement an online permitting system
- Review and make periodic updates to the Municipal Code in a phased approach to remove contradictory, unenforceable, or otherwise outdated sections
- Explore placing a measure on the ballot to amend the City Charter
- Conduct a Public Services Study

## Mobility & Connectivity

- Adopt the Local Road Safety/Vision Zero Action Plan
- Expand the Safe Routes to School program
- Adopt a citywide Transportation Demand Management Ordinance
- Develop a City Active Transportation Plan
- Work on the Stevens Creek Trail extension
- Design and construct the Castro Grade Separation
- Prepare a Citywide Travel Demand update
- Develop guidelines for micromobility, including a scooter share pilot
- Prepare a Citywide Travel Demand Update

## Intentional Development & Housing Options

- Review and update the Gatekeeper process
- Explore implementing a temporary downtown office cap on new development
- Review and update the Shoreline Community Area Plan
- Develop a Moffett Boulevard Precise Plan
- Develop comprehensive updates to the Downtown Precise Plan
- Implement Displacement Response Strategy actions
- Propose revisions to R3 zoning standards
- Develop a strategy to facilitate low- and middle-income home ownership
- Facilitate affordable housing development at the VTA Evelyn site

## Economic Vitality

- Implement strategies for a vibrant downtown, including the Castro Pedestrian Mall
- Develop a comprehensive citywide storefront activation program
- Implement the Economic Vitality Strategy



City of  
**Mountain View**

**Priority A**

Highest Priority

1. Review and update the Gatekeeper process
2. Conduct a holistic citywide review of street parking regulations
3. Explore implementing a temporary downtown office cap on new development
4. Explore placing a measure on the ballot to amend the City Charter
5. Explore the feasibility of a potential 2024 revenue measure
6. Update the Race, Equity, and Inclusion Action Plan
7. Review and update the Shoreline Community Area Plan
8. Implement Displacement Response Strategy actions
9. Adopt the Local Road Safety/Vision Zero Action Plan
10. Expand the Safe Routes to School program
11. Develop a Citywide Decarbonization Plan (transitioning from SAP-4)
12. Implement strategies for a vibrant downtown, including the Castro Pedestrian Mall
13. Complete a Cost Allocation Plan and Master Fee Study
14. Develop a Homelessness Response Strategy
15. Negotiate a Community Workforce Agreement
16. Develop a Moffett Boulevard Precise Plan
17. Adopt a Citywide Transportation Demand Management Ordinance
18. Develop a City Active Transportation Plan
19. Develop a Parks and Recreation Strategic Plan
20. Implement an online permitting system
21. Develop a Biodiversity Strategy
22. Update the Community Tree Master Plan to create an Urban Forest Plan

**Priority B**

High Priority

23. Work on the Stevens Creek Trail extension
24. Develop a Dark Skies ordinance
25. Develop an ordinance to ban vaping sales citywide
26. Develop a comprehensive citywide storefront activation program
27. Develop comprehensive updates to the Downtown Precise Plan
28. Complete a Climate Change Vulnerability Assessment
29. Implement the Economic Vitality Strategy
30. Explore expanding access to broadband
31. Propose revisions to R3 zoning standards
32. Develop a strategy to facilitate low- and middle-income home ownership
33. Facilitate affordable housing development at the VTA Evelyn Site
34. Design and construct the Castro Grade Separation
35. Review and update the historic preservation ordinance
36. Prepare the Citywide Travel Demand update
37. Conduct a Public Services Study

**Priority C**

As time and resources allow

38. Explore strategies for enhancing childcare options
39. Consider revitalization of Gateway Park
40. Review and make periodic amendments to the Municipal Code in a phased approach to remove contradictory, unenforceable, or otherwise outdated sections
41. Develop guidelines for micromobility, including a scooter share pilot