

City of Mountain View Strategic Roadmap

Fiscal Years 2021–22 and 2022–23 Action Plan



The City of Mountain View Strategic Roadmap, developed through careful deliberation by the City Council with input from the community and City staff, sets forth a vision and seven strategic priorities that will shape the future of the City. The two-year Action Plan establishes the top projects to help accomplish the vision and strategic priorities during Fiscal Years 2021-22 and 2022-23.

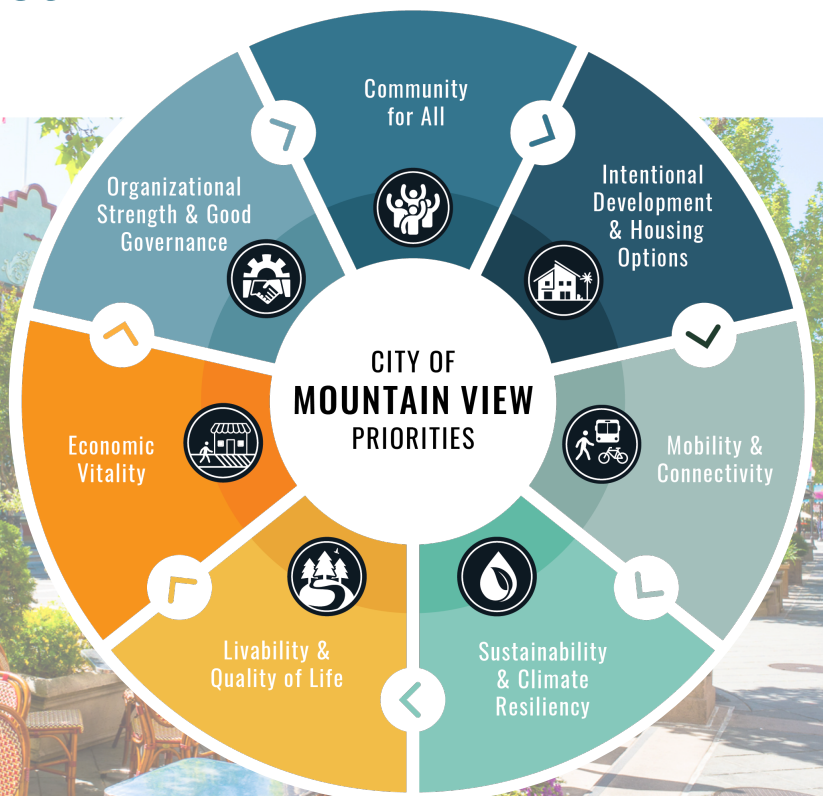
For more information visit: MountainView.gov/StrategicRoadmap

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.



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.



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 wildlife habitats, and promote arts and culture. Provide parks, open space, and other key amenities.



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.



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.



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

- Develop and launch a Universal Basic Income pilot program.
- Develop an ordinance for responsible construction.
- Develop an ordinance to address wage theft.
- Develop a Community Workforce Agreement.
- Develop a mobile home rent stabilization ordinance adopted by Council and administered by the Rental Housing Committee.
- Explore the feasibility of alternative mental health crisis response methods.
- Develop a comprehensive Homelessness Response Strategy that includes housing, services, and an expenditure and funding plan.
- Expand access to broadband across communities.

Livability & Quality of Life

- 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.
- Review and update the historic preservation ordinance.
- Continue to work with the Visual Arts Committee to encourage public art.
- Update the City/School District Joint-Use Master Agreement.
- Develop a Parks and Recreation Strategic Plan.
- Hold a study session to explore consideration of a Moffett Boulevard Precise Plan.
- Develop a Safe Storage for Firearms Ordinance.

Intentional Development & Housing Options

- Hold a Study Session on a displacement response strategy and net loss; develop a work plan for any desired follow up actions.
- Review and propose revisions to the R3 Zone standards that consider form-based zoning, incentivizing stacked flats, and updated row house guidelines.
- Work with the Mountain View Los Altos Union High School District to explore the possibility of the District acquiring the Shenandoah property and the opportunity for shared uses and affordable housing on the site.
- Develop strategies for middle-income persons to afford different housing types.
- Facilitate the development of affordable housing at the Santa Clara Valley Transportation Authority Evelyn Avenue Site.
- Facilitate the planning/entitlement and building permit process for Lot 12.
- Conduct a review of parcels with existing units that exceed the density currently allowed by the Zoning Ordinance/General Plan and hold a Council Study Session to discuss a recommended approach.
- Partner with the County to explore the potential conversion of the Crestview Hotel to housing for people who are unstably housed.
- Continue work on the Housing Element for the 2023-31 Regional Housing Needs Assessment period.

Mobility & Connectivity

- Develop a Citywide Transportation Demand Management Ordinance.
- Complete the Castro Pedestrian Mall Feasibility Study.
- Continue to implement the Transit Center Master Plan.
- Prepare the Citywide Travel Demand Update (including the Greenhouse Gas Reduction Program).
- Develop a City Active Transportation Plan (combining pedestrian and bicycle master plans).

Sustainability & Climate Resiliency

- Update the Community Tree Master Plan and review existing guiding policies and ordinances in coordination with the update.
- Consolidate and update existing plans into a comprehensive Shoreline Wildlife Management Plan.
- Work through Sustainability Action Plan projects.
- Continue to Participate in South Bay Salt Ponds project in conjunction with California State Coastal Commission.
- Define biodiversity requirements for landscaping in Mountain View.

Economic Vitality

- Plan, coordinate, and oversee COVID-19 recovery efforts to support community relief and resilience.
- Develop an Economic Vitality Strategy (including strategies to support small businesses).

Organizational Strength & Good Governance

- Implement the Public Services Study actions, including population updates, study of police staffing levels, and Fire Community Risk Assessment.
- Develop and implement an enhanced legislative program.
- Plan, coordinate, and oversee COVID-19 recovery efforts for the City workforce and facilities.
- Conduct a City Buildings Workspace Study.
- Update the Campaign Disclosure in Advertisements Ordinance.
- Study and develop a revenue measure to increase the City's Transient Occupancy Tax (TOT).

