

CITY COUNCIL MAJOR GOALS Fiscal Years 2017-18 and 2018-19

The City of Mountain View has many critical services, programs, and projects under way to fulfill its mission and help make Mountain View a great community in which to live, work, visit, and play. These efforts will continue. In addition, through a deliberate goal-setting process, the City Council has identified the following four major goals, and specific projects to fulfill them, to emphasize during the next two years. In pursuing these goals, the City will work collaboratively with its regional partners in order to enhance the quality of life for all Mountain View residents.

GOAL I: PROMOTE STRATEGIES TO PROTECT VULNERABLE POPULATIONS AND PRESERVE THE SOCIOECONOMIC AND CULTURAL DIVERSITY OF THE COMMUNITY

New Projects

- Collaborate with regional partners to fund and/or improve awareness of and access to information and referral resources for immigrants; particularly for mixed-status families.
- Study and provide policy recommendations on an anti-registry policy, becoming a sanctuary city, and a Freedom City Policy.
- Develop a pilot to apply a Human Rights City analysis framework to selected projects.
- Enhance community policing services related to homelessness and mental health issues.
- Implement initiatives that come with being a designated Age-Friendly City by the World Health Organization.
- Collaborate with regional partners and explore opportunities to advocate for Federal policies that protect immigrant rights and vulnerable populations.

Projects Continuing from Fiscal Year 2016-17

- Continue implementing initiatives to address homelessness, including residents unstably housed in vehicles, with both short-term and long-term actions.
- Continue to implement the Community Stabilization and Fair Rent Act (CSFRA).

- Continue the weekly English as a Second Language (ESL) Conversation Club.
- Continue the weekly language swap meetings.
- Continue the 24 weeks of children's story times in Japanese, Spanish, and Chinese.
- Continue to utilize multiple methods and platforms to build strong community partnerships, to include online communication and hosting events that promote in-person community/police engagement, that improves public trust and support.
- Continue implementation, training, and evaluation of officer-worn cameras while ensuring that camera use and procedures address both departmental and community interests.

GOAL II: IMPROVE THE QUANTITY, DIVERSITY, AND AFFORDABILITY OF HOUSING WITH AN ADDED FOCUS ON MIDDLE-INCOME AND OWNERSHIP OPPORTUNITIES

New Projects

- Develop recommendations on Short-Term Residential Rental Regulations (e.g., Airbnb, etc.).
- Explore strategies to increase ownership opportunities.
- Update the Below Market Rate (BMR) Ordinance – Condo Mapping.
- Begin marketing and establish the Request For Proposals (RFP) process for Lot 12.
- Establish Terra Bella Visioning and Development Principles.
- Hold a Council Study Session on affordable housing priorities and framework.
- Review Employee Housing Assistance Program.
- Conduct a Community Benefit Financial Study for Gatekeeper applications.
- Develop and implement a housing strategy for the homeless.
- Develop the 2019-24 Affirmatively Furthering Fair Housing Plan.

Projects Continuing from Fiscal Year 2016-17

- Continue to enhance existing partnerships and develop new partnerships and funding opportunities to meet housing priorities.
- Continue facilitating development of affordable housing.
- Continue the East Whisman Precise Plan.
- Continue to process the ten authorized gatekeeper projects.
- Continue Soft Story Seismic Retrofit Program.
- Continue to develop housing policies (including affordable housing) for Precise Plans.

GOAL III: DEVELOP AND IMPLEMENT COMPREHENSIVE AND COORDINATED TRANSPORTATION STRATEGIES TO ACHIEVE MOBILITY, CONNECTIVITY, AND SAFETY FOR PEOPLE OF ALL AGES

New Projects

- Develop a comprehensive modal plan that would involve the Santa Clara Valley Transit Authority (VTA), Caltrain, major employers, etc., and include a funding mechanism.
- Implement the Transit Center Master Plan.
- Adopt and implement a Vision Zero Policy/Program.
- Develop Downtown Parking Long Term Solutions—Shared and Paid Parking Study.
- Develop North Bayshore—Residential Transportation Demand Management (TDM) Guidelines.

Projects Continuing from Fiscal Year 2016-17

- Continue to solicit input and collaborate with neighbors to develop a regional bike route from Redwood City to the City of Mountain View.
- Continue the Downtown Parking Pilot Programs (Ridesharing/Valet Attendant Assist).
- Continue the Citywide—SB 743 Implementation (California Environmental Quality Act (CEQA) Level Of Service (LOS) Vehicle Miles Traveled (VMT) Change).
- Continue the Multimodal Improvement Plan.
- Continue El Camino Real Streetscape Guidelines.
- Continue the North Bayshore Precise Plan (Update) Multimodal Improvements and Improvement Fee.
- Continue the drop-in bike clinics.
- Continue the Safe Moves bike safety booth.
- Continue to administer an Office of Traffic Safety grant to enhance comprehensive traffic safety and education programs.
- Continue East Whisman Area Transportation Oriented Development Improvements.

- Continue Feasibility Study of Automated Guideway Transportation System.
- Continue the design, permit, and construction of Castro Street/Moffett Boulevard/Central Expressway near-term improvements.
- Continue the design and construction of Shoreline Boulevard interim bus lane and utility improvements.
- Continue the preliminary design of Shoreline Boulevard bicycle/pedestrian bridge over Highway 101.
- Continue to develop the Castro Street Bicycle Lane Study.
- Continue to explore bike share program options and solutions.
- Continue to design the reconstruction of Hackett and Wagner Streets.

GOAL IV: PROMOTE ENVIRONMENTAL SUSTAINABILITY WITH A FOCUS ON MEASURABLE OUTCOMES

New Projects

- Participate in South Bay Salt Ponds project in conjunction with California State Coastal Commission.
- Review existing park land acquisition policies and explore new and alternative strategies for acquiring park land.
- Reestablish the Environmental Sustainability Task Force to provide volunteer resources to support sustainability initiatives.
- Establish North Bayshore Precise Plan Environmental Impact Report (EIR) Greenhouse Gas (GHG) Mitigation Measures.
- Establish North Bayshore – District Sustainability Performance Measurements.

Projects Continuing from Fiscal Year 2016-17

- Continue the Community Choice Energy (Silicon Valley Clean Energy) rollout.
- Continue the Environmental Sustainability Action Plan (ESAP-3) Implementation.
- Continue the Greenhouse Gas Reduction Program (GGRP) and Citywide Traffic Model Update.
- Continue to provide Mobile Library Services to reduce trips to the Library.
- Continue to partner with Bay Area Water Supply & Conservation Agency (BAWSCA), Master Gardeners, and other organizations to offer educational classes on environmentally friendly gardening and environmental sustainability.
- Continue Shoreline at Mountain View Master Plan Project.
- Continue the construction of the Community Garden at Shoreline Boulevard and Latham Street.
- Continue to coordinate with the City of Palo Alto, the Santa Clara Valley Water District (SCVWD), and others on possible improvement/expansion of recycled water.

COUNCIL DIRECTED PROJECTS UNRELATED TO GOALS

New Projects

- Develop Options for Marijuana Regulations.
- Hold a Council Study Session on Public Service Levels.
- Work with the Visual Arts Committee to develop a strategy to encourage public art in private development projects.
- Work with stakeholders, including businesses, and County and State officials to explore options to develop an on-site fueling ordinance that meets safety requirements.