



THE

VIEW

Fall/Winter 2023

Imagining the Future of Mountain View Parks and Recreation

Mountain View’s parks and recreation programs are an essential part of what makes our city a great place to live, work and play. While this has always been true, access to open space has become even more important as the community has sought wellness and connection during and coming out of the COVID-19 pandemic.

There is a lot to love about Mountain View’s parks and recreation programs, with well-used established parks and new parks being constructed, such as Fayette Park—which opened in mid-October. **In addition, seven new parks sites are currently identified with expected construction of one to two new parks a year.**

Even with these plans for park expansion, there is a tremendous opportunity to reimagine our parks and programs to provide enhanced amenities and purchase land to meet the evolving needs of the community and to create better access to open space in underserved areas such as Monta Loma, Rex Manor, Whisman and other neighborhoods north of Central Expressway, as well as the Central and San Antonio areas.



To seize this opportunity, the City is developing a Parks and Recreation Strategic Plan. This plan, one of the City Council’s top priority projects, will guide the future of the City’s park and open space resources, community facilities and recreation programming. Your creative ideas and input are key to shaping an innovative plan that is responsive to community needs and will accomplish a bold new vision for our parks, facilities and programs.

The process to develop the Parks and Recreation Strategic Plan has built in many touchpoints to gather community input. The process kicked off in August 2023, with four community meetings. Outreach continued in October with two pop-up public input opportunities at Celebrate Shoreline on Sunday, Oct. 15 and Monster Bash on Saturday, Oct. 28.

Two surveys will also be conducted in early 2024. One is a statistically valid survey that will be sent by mail to a sample of households in Mountain View. This survey will be anonymous and take about 10 - 15 minutes to complete. If randomly selected, residents are encouraged to take the time to complete the survey and weigh in on the type of new parks, activities and amenities they would like

to see. The second survey is an online opportunity for the whole community to provide input.

Following the surveys, the City will host additional community meetings during which the results of the public input will be shared. The meetings will also provide additional opportunities for residents to give feedback on the future of Mountain View’s parks and recreation.

In the meantime, residents can continue to submit ideas for the plan, learn about upcoming input opportunities and follow the progress of the plan development process. Visit [ImagineMVParks.com](https://www.mountainview.gov/ImagineMVParks.com).

Surveys at Community Center, Senior Center & Teen Center

Ongoing through December 2023

Site and Program Assessment

October 2023 onwards

Statistically-Valid Community Survey

Early 2024

Online Community Survey

Early 2024

City Council Meeting

December 2024



Message from City Manager Kimbra McCarthy

I enjoyed seeing so many of our residents at the 40th anniversary celebration of Shoreline at Mountain View regional park that was held in October. It is hard to believe that much of Shoreline's 750-acres is located over a closed landfill. Today, Mountain View's wildlife refuge and recreational area is considered a treasured place here in Silicon Valley.

Speaking of Shoreline, the community is invited to reimagine our City's parks and open spaces, trail system, community facilities, and recreation programming. We need your input in developing a community-driven Parks and Recreation Strategic Plan that will span the next 10 - 15 years. Over the coming months, there will be many ways to give your input that will help shape the plan that will bring innovative park, recreation and biodiversity ideas to life in the decades to come.

We are also moving forward on a plan to drive economic vitality in Mountain View. This will involve ways to grow businesses, retain employers, and inspire innovation and entrepreneurship. You can learn more about these efforts in this edition of The View.

As the winter season approaches, I wish you and your family a joyous holiday season and look forward to an even brighter 2024 for our city!



Magical Bridge Playground

A little bit of magic is heading to Mountain View.

With a dash of enchantment, a sprinkle of charm and a touch of whimsy, a new all-inclusive Magical Bridge Playground at Rengstorff Park will provide an inclusive play area for all ages as well as physical and cognitive abilities.

The playground will feature seven zones:

- Entry Zone with a bridge.
- Tot Lot.
- Swing Zone that will include an accessible swing.

- Spin Zone with spinning play elements.
- Kindness Corner for gathering and sitting.
- Slide and Climbing Zone.
- Playhouse with stage area that will overlook the other elements and utilizes a ramp over existing terrain for accessibility.

There will also be retreat huts throughout the playground.

Construction began in August and is scheduled for completion in the fall of 2024. The Mountain View Community Center parking lot will also be extended to include accessible parking stalls for playground and park users.

Mountain View's Minimum Wage to Rise on Jan. 1



On Jan. 1, 2024, the citywide minimum wage will increase to \$18.75 per hour for all businesses located or operating in Mountain View. The new minimum wage is a 3.3% increase from the previous year. The rate is based on the regional Consumer Price Index (CPI), which tracks changes in the price of everyday goods and services.

Mountain View businesses are required to post the new wage rate in a location visible to all employees.

For more information, and to download the required files, visit MountainView.gov/MinWage.

Permit Processes Go Virtual

The City of Mountain View is bringing some of its permit processes to where our residents are: their homes. Over the last six months, the City has begun to move more permit processes online, making these processes faster and more accessible and transparent.

ePermitsMV

In April, the City of Mountain View launched ePermitsMV, a one-stop online location to submit building permits with easier electronic submission and 24/7 access to permit status.

The main benefits of this new platform include:

- One login to access building permit submittals, history and comments from the City.
- Live, real-time access to the status of a building permit, the timeline of transactions on the permit (e.g., submittal dates, dates of City comments), and which City staff members are assigned to review.
- Cleaner and clearer electronic mark-ups on building plans and collated comments.

The City is expanding ePermitsMV to include online submissions for Planning and Public Works permits, creating one centralized location for submitting all development permit needs. The availability of these additional permits in ePermitsMV is anticipated in early 2024.

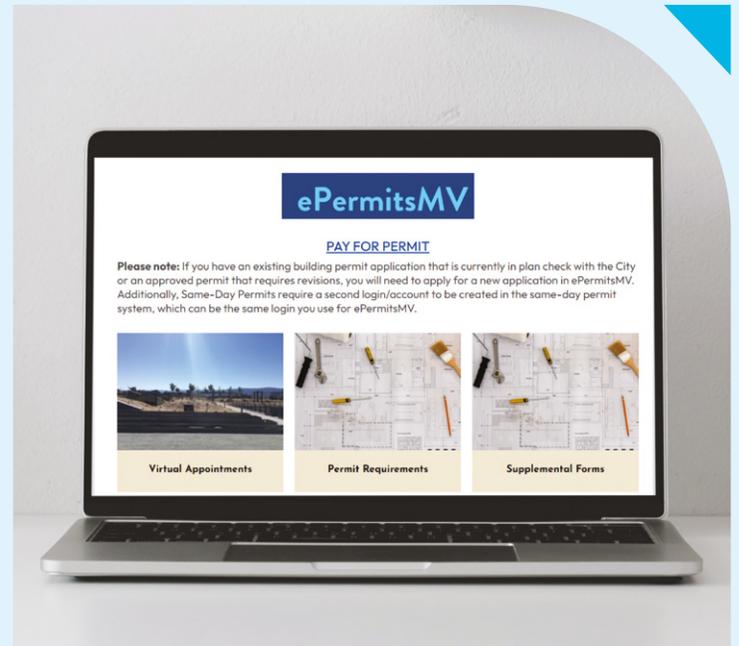
Check it out at MountainView.gov/ePermitsMV.

SolarAPP+

In August, the City of Mountain View took a significant stride towards a greener and more sustainable future—while streamlining the permit process—with the launch of SolarAPP+.

The automated permit system provides for a simplified process for licensed contractors to obtain a permit for single-family residential roof-mounted solar installations. These contractors can now submit all required project information online without the need for traditional building plans. In return, they will receive an instant permit approval.

This streamlined process greatly accelerates solar adoption in Mountain View, benefiting approximately 50 homes per week. With no wait time for permit review and issuance, contractors can install solar equipment and schedule an inspection as quickly as one business day after obtaining the permit. This means faster solar installations for homeowners.



A new “Development Permits” subsite will provide helpful, user-focused information on obtaining development permits from the City. It will include a tool that helps users find key information on permits based on their project.

For more information, visit our Solar Permits webpage: MountainView.gov/our-city/departments/community-development/building/solar.

Development Permits

In the upcoming months, the City is preparing to launch new online content that provides helpful, user-focused information on obtaining development permits from the City.

The new subsite—referred to as “Development Permits”—will be part of the City’s website and include new tools like *Permit Finder*, a navigation tool that helps users find key information on permits based on their project.

While the initial launch will focus on single-family home improvement permits, the City will continue to add information regarding all types of projects over the next year—like multifamily residential improvements, new businesses and major developments.

Stay tuned!

Get Flood Ready!

Our climate is changing and, as our region experienced during last year's heavy winter storms, the weather can be unpredictable. That's why the City of Mountain View and Valley Water work year-round to protect Mountain View and Santa Clara County from flooding.

The City's participation in the National Flood Insurance Program Community Rating System earns Mountain View

residents a 15% discount on insurance rates because the City exceeds minimum standards for flood risk reduction practices.

Take some time to prepare for an emergency by following these nine essential tips.

Let's all be aware, prepared and ready to take action.

9 Essential Tips to Get Flood Ready

1. Develop an Emergency Plan

Discuss with members of your household what to do during a disaster. Agree on a meeting spot in case you are separated and ensure everyone knows a safe route to higher ground in the event of flooding.

For tips on creating and practicing your emergency plan, visit MountainView.gov/FloodPrep or ValleyWater.org/floodready.

2. Put Your Three-day Emergency Kit Together

Create an emergency kit with tools and supplies, non-perishable food, and water to last for several days (remember you'll need one gallon of water per person, per day).

Keep a copy of your emergency plan in your kit. Visit Ready.gov/kit for a list of recommended emergency supplies.

3. Download Disaster Emergency Apps

You can sign up for Santa Clara County's official emergency alert and warning system, AlertSCC, online by visiting sccgov.org/AlertSCC. Another helpful tool is the American Red Cross Emergency App that helps you prepare to stay safe during emergencies. Visit RedCross.org/apps.

4. Know Your Flood Risk

You don't have to live next door to a creek to be impacted by flooding. Visit MountainView.gov/FloodPrep or ValleyWater.org/floodzone to check whether your house or business is in a Federal Emergency Management Agency (FEMA) Special Flood Hazard Area (SFHA).

Call the City at 650-903-6311 or log a request at Ask MV, MountainView.gov/AskMV, for more information on your property's flood risk. The City will provide information about flood depth, special flood-related hazards, sea level rise, natural floodplain function areas, flood insurance information, and elevation certificates.

5. Get flood insurance ahead of time

If you live in a FEMA-designated SFHA and have a federally insured mortgage, you must insure your property from flood hazards. Most homeowners' and renters' insurance policies don't cover damage from natural disasters like floods or earthquakes. According to FEMA, floods are the most common natural disaster. The chance of a 1% flood* occurring during the lifetime of a typical 30-year mortgage is greater than 1 in 4.





You can still purchase flood insurance even if you don't live in an SFHA. Renter's insurance is also available through the National Flood Insurance Program (NFIP).

To find a local agent, call 1-800-427-4661, visit [FloodSmart.gov](https://www.floodsmart.gov), or [ValleyWater.org/flood-insurance](https://www.valleywater.org/flood-insurance).

** 1% flood - A flood that has a 1% or greater chance of occurring in any given year.*

6. Protect your property from flood threats

Free sand and sandbags are available to Mountain View residents at the City's Municipal Operations Center, 231 North Whisman Road. **Bring a shovel to fill the sandbags. Call 650-903-6329 with any questions.**

For a list of other sandbag distribution sites and tips on proper placement, visit [ValleyWater.org/sandbags](https://www.valleywater.org/sandbags) or call the Valley Water sandbag hotline at 408-630-3300.

7. Keep our storm drain system and creeks clean and flowing

Healthy, flowing storm drains and creeks reduce flood risks by carrying stormwaters away from properties and roads. Don't pollute, dump or drain anything in storm drains or creeks. Dumping is illegal: it affects water quality and creek habitat, and can cause blockages, increasing flood risks.

Help prevent street flooding and storm drain clogs by removing leaves. **Call the Public Services Division at 650-903-6329 to report flooding or standing water during and after hours or on weekends.**

Report downed trees and limbs during normal business hours by calling the Forestry and Roadway Landscape Division at 650-903-6273.

8. Avoid floodwaters – turn around, don't drown®

Never walk or drive through flooded areas, no matter how shallow. Six inches of moving water can cause an adult to fall. One foot of water can float away a vehicle, including SUVs and pick-up trucks. Never drive around the barriers blocking a flooded road.

Floodwaters can also be contaminated with oil, gasoline or raw sewage and hide power lines that are down and may have electrically charged the water. Never allow children to play in floodwaters.

9. Build responsibly in floodplains

Construction within Special Flood Hazard Area (SFHA) zones has special permit requirements from the city. **Before you build or begin upgrades to your property, contact 650-903-6311 to check with the Public Works Department to ensure compliance.**

For additional resources on flood protection and keeping your home and business safe, visit [ValleyWater.org/floodready](https://www.valleywater.org/floodready).



If you live in a Special Flood Hazard Area and have a federally insured mortgage, you must insure your property from flood hazards. The City's participation in the National Flood Insurance Program Community Rating System earns Mountain View residents a 15% discount on insurance rates.

Guiding Mountain View's Economic Vision

Economic Vitality Strategy to Guide Economic Growth and Livability for Years to Come



Economic Vitality is one of the City Council's seven strategic priorities. To help accomplish this priority, the City has a dedicated staff team that works on an ongoing basis to implement the City's small business action plan, provide technical assistance on permits and policies to support the business community, and strengthen and activate the Downtown. Recent initiatives include activation of the Castro Street interim pedestrian mall and implementation of four business programs, including two small business grant programs and two technical assistance programs focused on food service ware and social media marketing.

To guide economic vitality going forward, the City is developing an Economic Vitality Strategy. This strategy, a top project in the City Council's current Work Plan, will outline goals, strategies and actions to align Mountain View leadership, residents and businesses toward a common economic vision for the city.

Work to date over the past year has included resident and business owner interviews, focus group discussions, community meetings, and an analysis of economic indicators such as jobs, industry sectors, housing production, income levels and retail segments. Themes from the community input and analysis include the following:

- Housing, mobility and quality of life are concerns for all businesses;
- Independent retailers and small businesses need help, especially downtown;
- Streamlining the land use development process is key;
- Technology and professional services companies anchor Mountain View's economy;
- Mountain View's share of regional population growth has increased; and

- Regional sales in Mountain View generally match regional trends, but the daytime population presents an unrealized upside potential.

These and other themes informed the development of a draft vision statement along with four goals, 20 strategies and over 120 actions. These draft elements of an Economic Vitality Strategy were presented to the City Council on **Tuesday, Sept. 26**. The City Council provided feedback and gave direction to further shape the draft elements. Another City Council study session will be held in early 2024 to present updates to the vision, goals, strategies and actions.

For more information on the Economic Vitality Strategy and Landscape Assessment or to provide input, please visit MountainView.gov/edvstrategy.

Building the Mountain View of Tomorrow



A potential revenue measure would fund new parks, such as the newly opened Fayette Park.

Forecasting anything, like the economy or the weather, is not an exact science. There are many variables and a lot that cannot be seen. But what the City of Mountain View can do, and what we have done, is work diligently to ensure the continual financial stability of our organization.

That's why the City of Mountain View has a long history of judicious budgeting. The Adopted Fiscal Year 2023-24 Operating Budget and General Operating Fund Forecast are reflective of this approach.

Notably, the number of staff funded in the current budget—who provide a wide range of City services to the community—has only increased by 5.7% in more than two decades.

While the forecast currently shows sufficient financial resources to maintain the Mountain View of today, building the Mountain View of tomorrow will require more funding.

This includes exploring additional funding via a potential revenue measure in 2024

to meet essential Citywide needs, which includes:

- addressing aging City facilities and infrastructure,
- building new parks and open spaces,
- implementing ambitious decarbonization and sustainability programs, and
- continuing to build more affordable housing.

Over the years, the City has limited its use of presenting revenue measures to the voting public. Since 1973, the City has adopted just five ballot initiatives to increase revenue (in 1973, 1991, 2010, and two in 2018).

In the coming month, the City will seek the community's input through a scientifically valid survey to determine overall satisfaction and priorities regarding services and facilities. This would be a first step to see what is most important to residents and to begin to gauge support for a revenue tax measure in 2024.

Supporting Economic Recovery City Implements Programs to Assist Small Businesses

The City of Mountain View recognizes that a thriving small business community is the bedrock of a healthy local economy.

In May 2023, the City allocated **\$500,000** in funding to implement four assistance programs to further support Mountain View's small business community. The programs were created in response to feedback the City received from small businesses about areas of need.

The programs include:

1. A collaboration with the Mountain View Chamber of Commerce focused on social media education. The collaboration resulted in a social media tool kit that provides tips, tricks and best practices for determining which social media platforms to consider for marketing a business.
2. An outdoor furnishing grant in which **40** grants of **\$5,000** each will be provided to businesses to purchase outdoor furnishings, such as tables and chairs.
3. A service contract with ReThink Disposable to aid food service businesses—such as restaurants and cafes—with adopting reusable food service ware instead of single-use food service items. The program provides free assessments and sourcing of reusable materials.
4. A small business grant façade improvement program. Grants of **\$5,000**, **\$10,000** and **\$15,000** can fund new signs, awnings, windows, doors or paint treatments.

For more information on the City's economic development efforts, or to start a small business in Mountain View, visit EconDev.MountainView.gov.

The View
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The Library Hits the Road

The Mountain View Public Library is excited to reveal its new Bookmobile to residents early next year!

You have likely seen the Bookmobile out and about in the Mountain View community. The Bookmobile brings Library services and collections to people who live, work and attend school in Mountain View. It has been a frequent and well-loved sight at Monta Loma, Bubb, Vargas, Castro and Mistral elementary schools as well as at the Senior Center and Sunset Estates Mobile Home Park. By the end of 2023, residents will begin seeing a new Bookmobile on the road.

The new Bookmobile produces zero tailpipe emissions and can be charged using renewable energy sources, supporting the City's long-term sustainability goals.



There are several differences between the outgoing Bookmobile and the incoming one. Most prominently, the new Bookmobile operates fully on electricity, aligning with Mountain View's goal to reduce greenhouse gas emissions to 80% below 2005 levels by 2030.

Another key difference is that the new Bookmobile is significantly smaller than the one it is replacing. Due to its size, the Library can expand its services to less-accessible areas of the city. Customized carts that can be rolled out of the vehicle allow residents to browse materials off the Bookmobile, providing greater accessibility to people with mobility issues or to

larger groups. The moveable carts allow staff to tailor the service and materials offered according to the needs of people at the stops.

For more information about the Bookmobile and a calendar of stops, visit the Library's website at MountainView.gov/Bookmobile.

THE VIEW

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Kimbra McCarthy, City Manager
Jennifer Logue, City Attorney
Heather Glaser, City Clerk

City 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.

2023-2025 Strategic Priorities

- Community for All
- Intentional Development & Housing Options
- Mobility & Connectivity
- Sustainability & Climate Resiliency
- Livability & Quality of Life
- Economic Vitality
- Organization Strength & Good Governance



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