

Economic Vitality

Mountain View is known for innovation, and our businesses bring the city together to work and play. As a city councilmember I will partner with business owners to promote economic vitality for businesses of all sizes.

Neighborhood-serving retail should be accessible to everyone. Our downtown and neighborhood village centers can be strengthened by the new Downtown Precise Plan Update, the Economic Vitality Strategy, and Housing Element programs. The Castro Pedestrian Mall created a new downtown landscape that the city can harness and cultivate. I'll work with restaurant owners to ensure that our outdoor dining policy is effective, and I'll push to supplement it with live entertainment options such as Music on Castro, a busking ordinance, and visual art permits. I support funding a public art program for our neighborhood village centers to attract neighbors and visitors.

I believe in making land uses more flexible. For example, childcare should be a by-right use across the city, except in hazardous zones, because we're facing a significant childcare shortage. Other uses such as indoor recreation and art galleries encourage large groups of people to convene and stick around to explore new businesses. Permitting for site renovations needs to be streamlined, so business owners can invest in improvements that will bring in customers.

If there are unused office buildings in the city, let's build in-fill housing to lower the jobs-housing imbalance. Vacant office buildings could also be used as incubators for impactful startups. I support the City Council's focus on workforce development and believe we should partner with impactful organizations like the Day Worker Center, NOVAworks, and the Foothill-DeAnza Community College District to invest in our human capital. We should continue to pursue a community workforce agreement to ensure that contracts in Mountain View guarantee prevailing wages, the right to unionize, and collective bargaining.

Microenterprises are a key part of the future of work. I believe Mountain View should support Santa Clara County's Microenterprise Home Kitchen Program and explore ways to expand permitting for other microenterprises. I'll strengthen our partnership with the Chamber of Commerce and look for new opportunities to collaborate with resource partners such as the Silicon Valley Small Business Development Center, the Minority Business Development Agency, and the San Francisco Small Business Administration.

In order to continually strengthen our economic vitality, frequent surveys need to be conducted. The Mountain View Biz Newsletter should explain the challenges business owners are facing and actions the city is taking to improve. This will help us reach our goal of good governance and transparency.