

COMMUNITY VALUES

◇ Economic Vitality

◇ Small-town Character

◇ Diversity

◇ Sustainability

◇ Connectivity

◇ Education



VISION FOR MOUNTAIN VIEW

In 2030, the City of Mountain View embraces sustainable living and provides for all residents' needs. It is a place that balances preservation with innovation. The community supports a lively downtown, vibrant neighborhoods and a healthy economy.



PLANNING PRINCIPLES

Safety and Security

Accessibility and Connectivity

Preservation of Character

Community Engagement

Diversity and Inclusivity

Economic Strength

Sustainability and Stewardship

Neighborhood Cohesiveness

Education and Improvement

Affordability

Collaboration and
Transparent Decision-making

Community Health and
Well-Being