



Mountain View Chamber of Commerce **Policy Values and Principles**

The Mountain View Chamber of Commerce seeks legislation that shares the Chamber's core values and principles as outlined below. We recognize that a healthy economy is balanced by quality of life, and believe in businesses and the community at large working together to make Mountain View the best place to live and work. We support local leadership who will address these challenges and are eager to engage the Chamber of Commerce as a key partner in developing meaningful solutions.

Economic Development

The Chamber's activities are directed toward ensuring a strong economy for the Mountain View area. It seeks to promote those public policies that encourage reasonable planned development and to minimize regulatory burdens at all levels of government, which restrict economic activity. It is noted that Mountain View is home to a wide variety of businesses – some of which have been part of our community for many years and others that are very new, some that are among the largest companies in the world and others that represent just a handful of employees. The Chamber represents this full spectrum of businesses and supports policies that allow all of them to grow and thrive. We support:

- Fostering an environment that attracts and retains new businesses
- Streamlining the process and fees associated with business permitting to reduce the burden on new and growing businesses;
- A combination of immediate support for the survival of small businesses from the pandemic and longer-term sustainable solutions to ensure their health and growth.
- Policies and programs that help connect businesses with qualified, local employees;
- A minimum wage that equitably balances the needs of employees and the ability of their employers to operate a sustainable business.
- Land use policies that enhance economic development and do not infringe on private property rights.

Regulations and Legal Process

The Chamber supports a simple, easy-to-understand and relevant regulatory environment that is necessary for economic growth and stability. More specifically,

- Limiting the creation of regulations and placing a high priority on reducing unnecessary regulations.
- Requiring governmental jurisdictions to review all current regulations to determine their necessity and impact on both small and large businesses. For



those regulations that are necessary, streamlining should be pursued. A system to identify and eliminate red tape and other impediments should be established.

- The Chamber believes that all governmental fees/costs should be reasonable and an analysis of the necessity for those costs and what the costs are associated with should be completed before adopted.
- Legal reform legislation, as well as, state legislation, that discourages frivolous lawsuits
- The use of arbitration and mediation to settle disputes

Transportation

The livability of our community and our ability to capture the benefits of expected growth rely upon providing real solutions to our rapidly increasing traffic problem. The Chamber supports appropriate public transportation services and infrastructure including new lines and improvements, nodes, and solutions that manage demand and capacity for parking downtown. Specifically, the Chamber also supports:

- The expansion of passenger rail service, especially along the Peninsula Corridor. This includes Caltrain grade separation to help address the capacity of the system to support increased ridership.
- Appropriate improvements to the area's highways and impacted intersections in the Mountain View area.
- Transportation policies and projects that encourage the use of alternative transportation methods including bicycle, pedestrian and trail alternatives
- The expansion of transportation to serve high density housing areas and business centers
- Policies and programs that support carpool/rideshare programs to and within Mountain View

Housing

Silicon Valley, and Mountain View in particular, is at the center of a rapidly growing and changing region and economy. Our geography places us in the position to be significantly impacted by this growth, whether or not we encourage commercial and residential development within Mountain View's borders. We believe that Mountain View should embrace its natural role as a hub for innovative thinking and solutions – proactively planning to grow “smart.” Rather than allow the policy decisions of our neighboring communities to drive our fate, we believe that Mountain View must capitalize on the substantial benefits to be had from strategically accommodating the current demand for growth and development in our backyard. We support:

- The development of affordable housing and viable transit options that allow employees of all levels and skillsets to work in Mountain View



- Expediting the review process for new development that would increase the local housing stock;
- Offering incentives for businesses and developers to support programs for low-income families and seniors.
- Increased density of commercial and office space in our core areas and near key transit routes with appropriate consideration of traffic mitigation
- Creative incentive programs that help to meet a need in the community such as increased development of below market rate housing.

Environmental Policies and Land Use

The Chamber believes in a fair environmental policy that gives due consideration to the economic development of the region, quality of life, and property rights of the landowner, thereby preserving our natural resources and ensuring a high quality of life for employees and residents. Our delicate and diverse ecosystem is critical to public health, as well as to the region's desirability as a place to live, work, and play. The Chamber supports:

- Protecting the Bay slough areas while encouraging compatible commercial business development opportunities.
- Reasonable water quality standards that use scientific data and promotes the ability of California to manage its water resources.
- The establishment of reasonable health risk standards for drinking water.
- Healthy air quality for the Mountain View community, understanding that the business community should not be singled-out as the sole abusers of air quality, and remedial measures should not provide an undue hardship on any business community as a whole.
- Measures that encourage research in more fuel-efficient and less polluting automobiles as well as those that encourage getting gross emitter vehicles off the road. In addition, continuing efforts need to be made for the implementation of alternative fuel sources.
- Maintaining open space in order to provide a high quality of life to residents and employees.

Community

Mountain View is defined and enriched by its population's diversity. Businesses understand that embracing our community is a key to success. We support policies and programs that:

- Promote diverse hiring practices
- Educate companies and individuals on how best to combat systemic discrimination



- Enable strong bonds to be built between businesses and the community, with high levels of interaction, communication, and thought partnership
- Provide part-time meaningful work experience for youth, including internships and apprenticeships
- Promote digital equity and enable the deployment of a 21st century telecommunication infrastructure, particularly wireless

Education

An educated workforce is instrumental to the development of the region. Employers must be assured that the education system will supply them with workers having the basic and advanced skills needed by business. The Chamber supports:

- A cost effective, quality educational system that adequately prepares students for economic sustainability and success.
- Leaving the decision-making process regarding public education at the local level
- Partnerships between the business community, local schools and local government.
- Programs that reflect community diversity and celebrate the many heritages of our youth
- Educational and vocational programs that educate local youth in areas that will prepare them to work in the Silicon Valley.