



**SPECIAL CITY COUNCIL MEETING/PRIORITY SETTING/
STRATEGIC ROADMAP RETREAT**

777 B Street, Hayward, CA 94541

Conference Room 2A and Virtual Platform (Zoom)

<https://hayward.zoom.us/j/83639328548?pwd=ZUdDZE5lM2R1dHNFbVJoVXJBckdmQT09>

Saturday, February 10, 2024, 9:00 a.m.

The Special City Council meeting/priority setting/strategic roadmap retreat was called to order by Mayor Salinas at 9:05 a.m. The City Council held a hybrid meeting in Conference Room 2A and virtually via Zoom.

Pledge of Allegiance: Mayor Salinas

Present: COUNCIL MEMBERS Andrews, Bonilla Jr., Goldstein, Roche, Syrop, Zermeño
MAYOR Salinas

Absent: None

PUBLIC COMMENTS

There were none.

SPECIAL WORK SESSION

1. Strategic Roadmap: Discussion of Updated Priorities and Projects to be Considered for Fiscal Year 24-25 **WS 24-002**

Staff report submitted by City Manager McAdoo, dated February 10, 2024, was filed.

City Manager McAdoo introduced the goals for the retreat and provided an overview of the roadmap's vision and priority areas. It was noted that staff recommended splitting the "Enhance Quality of Life" priority into two priorities, "Cultivate Vibrant Neighborhoods" and "Enhance Community Safety," to better align with Council committees.

Discussion ensued among members of the City Council and City staff. Members of the City Council offered the following suggestions: evaluate reporting on the Cultivate Vibrant Neighborhoods priority through the Community Economic Development Committee; consider adding "an inviting downtown and vibrant neighborhoods across the city" to the vision statement; consider adding the Council Appointed Officers Committee as a committee that supports the Strengthen Organizational Health priority; consider changing the title of the "Confront Climate Change & Champion Environmental Justice" priority to "Champion Environmental Justice and Climate Resilience."

Assistant to the City Manager Thomas spoke about a management software and public dashboard, scheduled to launch in April, that will be utilized to add projects and provide status updates.

Equity and Inclusion Officer Ayankoya discussed the racial equity lens initiative and the goal of building a culture of racial equity. Assistant to the City Manager Thomas spoke about the Education City initiative and its goal.

Discussion ensued among members of the City Council and City staff regarding: the racial equity lens initiative and Racial Equity Action Plan; Government Alliance on Race and Equity (GARE); Education City initiative and metrics/reporting mechanism; utilization of the public dashboard to report on initiatives; and a marketing campaign on the vision statement.

The City Council took a break and reconvened at 10:14 a.m.

Assistant to City Manager Thomas provided an overview of Grow the Economy objectives, discussed metrics and FY25 proposed projects, and summarized the feedback received from the Council's survey.

Members of the City Council expressed general support for the information discussed and provided the following suggestions: prioritize branding and bringing amenities to the industrial sector; consider providing support for small businesses experiencing vandalism; consider addressing leakage of dollars to surrounding communities; provide a briefing on the vandalism/broken windows issue; evaluate the investment placed in corridors from a balanced perspective; provide a roadmap for the Economic Development Corporation; be intentional about making space available for new businesses; assess the enforcement strategy of the street vendor ordinance, focusing on limiting open flames/smoke; gather input from businesses and residents regarding street vendors, while preserving the integrity of neighborhoods; provide data on successful downtown revitalization; coordinate efforts with county partners regarding targeted outreach to vendors; consider contracting out government support services for weekend enforcement to alleviate staff workload; and consider making Access Hayward more accessible to community members.

Assistant to City Manager Thomas provided an overview of Invest in Infrastructure objectives, discussed metrics and FY25 proposed projects, and summarized the feedback received from the Council's survey.

Members of the City Council expressed general support for the information discussed and provided additional suggestions: consider implementing small impact changes to improve traffic flow before making large capital improvements; Council delegate to the AC Transit Inter-Agency Liaison Committee (IAL) can raise the potential shuttle service to downtown item before AC Transit IAL; consider sponsoring an AC Transit shuttle/bus painted green with a predominant "H" with a Hayward route and explore various methods of payment; provide an update on La Vista Park and phasing strategies; prioritize available funds to fill funding gap for the Stack Center; consider changing the Council Infrastructure and Airport Committee name to Council Airport and Infrastructure Committee; include water quality metrics in quarterly reports; provide metrics on traffic calming measures; and provide traffic accident statistics.



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Assistant to City Manager Thomas provided an overview of Preserve, Protect and Produce Housing for All objectives, discussed metrics and FY25 proposed projects, and summarized the feedback received from the Council's survey.

Discussion ensued among members of the City Council and City staff regarding: the Navigation Center and St. Regis Behavioral Health Campus and community input; the Preserve, Protect and Produce Housing for All priority; a rent registry; housing providers; and housing for students.

Members of the City Council expressed general support and provided additional suggestions: ensure that housing language and procedures reflect the authentic partnership with housing providers and tenants; be intentional about sharing housing resources with educational institutions, aiming to inform households through students; explore producing, in collaboration with Hayward Unified School District, a tenants rights booklet and information on housing resources to be shared with students and parents; and ensure discussions on housing include Hayward, as well as neighboring cities, to address it as regional problem.

Assistant to City Manager Thomas provided an overview of Confront Climate Crisis & Champion Environmental Justice objectives, discussed metrics and FY25 proposed projects, and summarized the feedback received from the Council's survey.

Discussion ensued among members of the City Council and City staff regarding including Keep Hayward Clean and Green Task Force in tree discussions; and the Tree Preservation Ordinance, which does not include planting more trees due to concerns with ongoing maintenance. It was noted there is an opportunity to collaborate with agencies interested in additional tree planting after data is collected to inform decision-making.

Members of the City Council provided the following additional suggestions: prioritize electric vehicle (EV) charging at multi-family buildings and explore the possibility of implementing shuttles; consider implementing best practices to reduce exposure to particulate matter pollution from cars; include airport emissions as part of the metrics; consider hosting a bike event/race with a category for e-bikes; StopWaste is looking for partners, restaurants in particular, to use reusable containers; prioritize the installation of bike parking in high traffic areas and consider adding more of U-shaped parking; and keep in mind that a community workforce is interested in helping plant additional trees.

The City Council took a break and reconvened at 12:18 p.m.

Assistant to City Manager Thomas provided an overview of Enhance Community Safety objectives, discussed metrics and FY25 proposed projects, and summarized the feedback received from the Council's survey.

Members of the City Council expressed general agreement and provided additional suggestions: continue the anti-theft catalytic converter program in partnership with Eden Area Regional Occupancy Program (ROP); consider highlighting more explicit language about firefighters and police officers in the next draft; consider a zero homicide goal; expand FY25 Project 3 under Objective 1 to include filling all vacant police officer positions; expand the Hayward Evaluation and Response Teams (HEART) program to operate 24 hours; consider changing the title of Objective 2 from “Strengthen Emergency Preparedness” to “Strengthening Community Resilience”; include Hayward Police Department recruitment efforts as metrics; report or provide metrics on the work through the cadette/explorer program; create a mechanism for reporting on cases; and prioritize de-escalation trainings for police officers.

Assistant to City Manager Thomas provided an overview of Cultivate Vibrant Neighborhood objectives, discussed metrics and FY25 proposed projects, and summarized the feedback received from the Council’s survey.

Members of the City Council expressed general agreement and provided additional suggestions: promote the City’s vision through special signage aligning with the Jackson Corridor landscape beautification; evaluate if the vacant building properties project belongs under Grow the Economy; continue Keep Hayward Clean and Green Task Force initiatives; continue working with Bay Area Rapid Transit (BART) to activate the South Hayward BART parking lot; strategically evaluate Foothill Boulevard, partner with community groups, and seize opportunities for collaboration; add Tennyson Corridor landscape beautification under Objective 3; support the initiative to have a farmers market in South Hayward; reconsider holding some Council meetings in South Hayward; expand green gateway welcome signage to other entryways into the community; enhance the Foothill Boulevard entryway with decorative fencing/dividers; expand youth civic engagement citywide in collaboration with Education City; promote third places, grocery areas, and gyms by continuing to improve safety in the community; organize more multicultural events like Juneteenth; improve lighting on Tennyson Road to improve cyclist and pedestrian safety; consider a pilot to add pet waste receptacles in problem areas to improve cleanliness; compile a list of all Hayward organizations and non-profits to create a volunteer hub online and share it widely with HUSD; and evaluate how to implement the People’s Budget in a sustainable way moving forward.

Assistant to City Manager Thomas provided an overview of Strengthen Organizational Health objectives, discussed metrics and FY25 proposed projects, and summarized the feedback received from the Council’s survey.

Members of the City Council expressed general agreement with staff’s recommendations and provided additional suggestions: update Access Hayward to improve usability, including a link to county resources and enable translation in additional languages; support economic development by encouraging City employees to patronize Hayward businesses and consider local discount programs citywide; find opportunities to share information on City efficiencies with the community; ensure future referrals align with pre-determined goals; explore ways to continue to build resident contact information and/or post a QR code to encourage people



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to sign up for the Stack newsletter when event tabling; consider hosting a March event (Hayward's birthday) to encourage employees to patronize local businesses; explore new technology to automate writing reports while in the field; reinstate tracking Council referrals and send them to Council periodically; include metrics such as the employee satisfaction survey, employee retention, and promoting within/cultivating internal talent under Objective 3; consider "rationalize the technology we have in the city looking to achieve a ten percent cost savings" as a metric for Objective 4; consider a plan to harness artificial intelligence (AI) and be intentional with its use; and report on Diversity Equity and Inclusion (DEI) initiatives and equity goals.

Members of the City Council provided the following responses regarding how they envision each committee supporting the Council's priority areas: agreed with the Council survey feedback outlined on page 72 of the PowerPoint slides; suggested discussing the People's Budget in the Community Services Commission and how the funding is increased; expressed concerns about commissions weighing in on matters outside of their purview; warranted more thoughtful discussion; called for clarification on the scope of the Community Services Commission; and noted the Library Commission has been searching for a mission/purpose and proposed the possibility of merging it with the Community Services Commission.

City Manager McAdoo concluded the retreat by thanking staff and indicating the second strategic roadmap work session was scheduled for March, a third work session in April, the budget retreat on May 11, and the adoption of the budget and strategic roadmap in June.

ADJOURNMENT

Mayor Salinas adjourned the special City Council meeting/retreat at 2:06 p.m.

APPROVED

Mark Salinas
Mayor, City of Hayward

ATTEST:

Miriam Lens
City Clerk, City of Hayward