

CITY OF HAYWARD

Hayward City Hall
777 B Street
Hayward, CA 94541
www.Hayward-CA.gov



CITY OF
HAYWARD
HEART OF THE BAY

Agenda

Monday, October 7, 2019

5:30 PM

Conference Room 2A

City Council

SPECIAL CITY COUNCIL MEETING

Hayward 2025 Strategic Plan

CALL TO ORDER Pledge of Allegiance: Council Member Salinas

ROLL CALL

CLOSED SESSION ANNOUNCEMENT

PUBLIC COMMENTS

Limited to Items on the Agenda.

WORK SESSION

Work Session items are non-action items. Although the Council may discuss or direct staff to follow up on these items, no formal action will be taken. Any formal action will be placed on the agenda at a subsequent meeting in the action sections of the agenda.

1. [WS 19-053](#) City Council and Executive Team Joint Citywide Strategic Planning Workshop (Report from City Manager McAdoo)

Attachments: [Attachment I Working Agenda](#)

ADJOURNMENT

NEXT SPECIAL MEETING

Tuesday, October 15, 2019, 6:00 PM

Matt Jimenez Community Center, 28200 Ruus Road, Hayward, CA 94544

PUBLIC COMMENT RULES

Any member of the public desiring to address the Council shall limit her/his address to three (3) minutes unless less or further time has been granted by the Presiding Officer or in accordance with the section under Public Hearings. The Presiding Officer has the discretion to shorten or lengthen the maximum time members may speak. Speakers will be asked for their name before speaking and are expected to honor the allotted time. Speaker Cards are available from the City Clerk at the meeting.

PLEASE TAKE NOTICE

That if you file a lawsuit challenging any final decision on any public hearing or legislative business item listed in this agenda, the issues in the lawsuit may be limited to the issues that were raised at the City's public hearing or presented in writing to the City Clerk at or before the public hearing.

PLEASE TAKE FURTHER NOTICE

That the City Council adopted Resolution No. 87-181 C.S., which imposes the 90-day deadline set forth in Code of Civil Procedure section 1094.6 for filing of any lawsuit challenging final action on an agenda item which is subject to Code of Civil Procedure section 1094.5.

****Materials related to an item on the agenda submitted to the Council after distribution of the agenda packet are available for public inspection in the City Clerk's Office, City Hall, 777 B Street, 4th Floor, Hayward, during normal business hours. An online version of this agenda and staff reports are available on the City's website. Written comments submitted to the Council in connection with agenda items will be posted on the City's website. All Council Meetings are broadcast simultaneously on the website and on Cable Channel 15, KHRT. ****

Assistance will be provided to those requiring accommodations for disabilities in compliance with the Americans with Disabilities Act of 1990. Interested persons must request the accommodation at least 48 hours in advance of the meeting by contacting the City Clerk at (510) 583-4400 or TDD (510) 247-3340.

Assistance will be provided to those requiring language assistance. To ensure that interpreters are available at the meeting, interested persons must request the accommodation at least 48 hours in advance of the meeting by contacting the City Clerk at (510) 583-4400.



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File #: WS 19-053

DATE: October 7, 2019

TO: Mayor and City Council

FROM: City Manager

SUBJECT

City Council and Executive Team Joint Citywide Strategic Planning Workshop

RECOMMENDATION

That the Council reviews the attached working agenda and engages in a dialogue about vision, priorities, and projects for the City of Hayward over the next three years.

SUMMARY

During this work session, the Council and Executive Team will engage with consultant, CivicMakers, to work towards the following desired outcomes:

- Agree to a draft vision statement for the next three years
- Decide on strategic priorities that will fulfill the vision
- Begin process of identifying key projects for each priority
- Identify metrics to measure the success of each priority
- Commit to utilizing the strategic roadmap

ATTACHMENTS

Attachment I Working Agenda

Hayward Joint Strategic Planning Workshop - Oct 7, 2019

Hayward City Council & E-Team Joint Strategic Planning Workshop Agenda

Monday, October 7, 5:30pm to 8:30pm
Hayward City Hall

Desired Outcomes

City Council and E-Team collectively:

- Agree to a draft vision statement for the next three years
- Decide on strategic priorities that will fulfill the vision
- Begin process of identifying key projects for each priority
- Identify metrics to measure the success of each priority
- Commit to utilizing the strategic roadmap

Agenda

5:30pm	Public Comment & City Manager's Intro	Mayor Barbara Halliday & City Manager Kelly McAdoo
5:40pm	Overview of Meeting <ul style="list-style-type: none"> • Desired outcomes for meeting • Where we are in the strategic planning process 	Jim Rettew, CivicMakers
5:50pm	Commitment Conversation <ul style="list-style-type: none"> • Purpose of strategic roadmap and desired outcomes • Accountability vs flexibility 	Lawrence Grodeska, CivicMakers City Manager Kelly McAdoo
6:10pm	Agree to a Draft Vision Statement <ul style="list-style-type: none"> • Review pre-workshop survey results • Strategic vision in the context of the General Plan vision • Discussion on the vision 	Jim Rettew, CivicMakers

Hayward Joint Strategic Planning Workshop - Oct 7, 2019

6:30pm	Decide on Draft Strategic Priorities <ul style="list-style-type: none"> Review pre-workshop survey results Discussion on the strategic priorities 	Jim Rettew, CivicMakers
7:00pm	BREAK	
7:10pm	Discuss First Draft of Projects for Each Priority <ul style="list-style-type: none"> Break into small groups Discussion on possible projects 	Lawrence Grodeska, CivicMakers
7:40pm	Identify Draft Metrics for Each Priority <ul style="list-style-type: none"> Brainstorm possible metrics Decide if each is practical and beneficial Decide what data is needed to measure it Pick the best option(s) 	Jim Rettew, CivicMakers
8:00pm	Report Back On Suggested Projects and Preferred Metrics <ul style="list-style-type: none"> Each small group spokesperson will get four minutes to share their work. 	Lawrence Grodeska, CivicMakers
8:20pm	Next Steps and Close <ul style="list-style-type: none"> Timeline 	Jim Rettew, CivicMakers City Manager Kelly McAdoo