



COUNCIL REFERRAL MEMORANDUM

DATE: April 9, 2019

TO: Mayor and Council

FROM: Council Members Elisa Márquez, Mark Salinas, and Francisco Zermeño

SUBJECT: Consider an Item for Discussion on a Future City Council Agenda Regarding Adoption of a Resolution to Establish César. E. Chávez Day, as a City of Hayward Paid Holiday

RECOMMENDATION:

It is recommended that the City Council discuss and determine whether an item regarding the adoption of a resolution to establish César E. Chávez Day, as a City of Hayward paid holiday, should be placed on a future City Council agenda for discussion.

POLICY ISSUE:

According to United States Census Bureau (2019), 160,500 people live in Hayward. The United States Census also reports approximately 64,200 (or 40%) of Hayward's population is Latinx. Hayward is home to three public educational institutions: the Hayward Unified School District, Chabot College, and California State University, East Bay (CSUEB). Latinx students represent 65% of the local school district and Chabot College and CSUEB are federally designated Hispanic Serving Institutions.

In November of 2017 the City Council unanimously voted to accept an update to the city's 25-year-old anti-discrimination plan that calls for proactive steps to build trust and participation in local government across all population groups. The Community Task Force created an action plan called the Commitment for an Inclusive, Equitable and Compassionate Community (CIECC). Through this commitment, the City Council promised to make policies that strengthen cultural proficiencies across ethnic and racial communities and identities.

DESIRED OUTCOME:

It is recommended that the Director of Human Resources work with bargaining groups and determine an implementation plan.

TIMELINE:

The request is to bring back a resolution to adopt César E. Chávez Day, as a City of Hayward paid holiday within six to nine months.

DESIRED COUNCIL ACTION:

The desired outcome is for the City Council, to adopt a resolution observing March 31st as César E. Chávez Day, as a paid City of Hayward holiday. The Holiday shall be observed on March 31st, if March 31st lands on Saturday, the Holiday will be observed the Friday before March 31st. If March 31st lands on Sunday, the Holiday shall be observed on the Monday after March 31st. The goal is to adopt the resolution prior to March of 2020.

KEY STAKEHOLDER GROUPS:

All City of Hayward bargaining groups, La Alianza de Hayward, and The Community Task Force.

DISCUSSION

The purpose of this agenda item is to provide an opportunity for Council to discuss whether staff time and City resources should be devoted to researching the issue described above, and to determine whether the item should be placed on a future agenda. An item placed on a future agenda would enable the Council to discuss in detail whether or not the Council chooses to endorse the request to bring back a resolution to adopt César E. Chávez Day, as a paid City of Hayward holiday within six to nine months.

STRATEGIC INITIATIVES

This referral aligns with Complete Communities Strategy: Goal #1 - Improve quality of life for residents, business owners, and community members in all Hayward Neighborhoods. Objective #5 - Actively value diversity and promote inclusive activities.

COMMUNITY RELEVANCE

César Estrada Chávez has a school named after him in our City. Chabot College named the plaza where he spoke back in the 1970s, the César E. Chávez Plaza. César also spoke at that time at our City Hall on Mission Blvd. The Hayward Public Library was dedicated in his honor in 1994, and our new library was dedicated to him in October of 2018. La Alianza de Hayward has celebrated his birthday for over 20 years at City Hall Plaza. Bruce Roberts, our Poet Laureate, penned a poem in his honor. All these events are due to César's influence in our City. Observing his birthday will affirm his fight for social justice, diversity, and equality for all. César E. Chávez's values continue to be relevant and are shared among our community members in Hayward.

Prepared and Submitted by:


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